

# American Society of Agricultural Consultants

## ASAC

*Consulting Excellence to Agriculture – Worldwide*

### Communique



#### **BOD NOTES for August 17, 2021**

Meetings Committee-Kyle Walker, Chair: The agenda for ASAC's 2021 Annual Conference in Nashville, TN is complete. Meeting Registration is now open via the ASAC website and some registrations have been processed. Complete information, including agenda and hotel contact information is available. The 2021 Annual Conference has shaped up to be an educationally-enriching, fellowship-enhancing opportunity in a culturally diverse, entertainment rich location. Keith Dickinson updated the Tuesday afternoon Ellington Ag Center / Distillery Tour. The Planning Committee will be meeting soon for discussions about potential locations for the 2022 Annual Conference.

Accreditation Committee-Moe Russell, Chair: Recommendations for modifications to ASAC's CAC requirements have been completed. The committee will report these recommendations at the Annual Conference.

Bylaws Committee-Pete Weisenberger, Chair: A final draft for review was emailed to the Board of Directors. A final redline copy will be emailed to the Board of Directors soon. Upon approval, a copy will be emailed to ASAC members for review and approval at the Annual Conference.

Continuing Education Committee-Russell Morgan, Chair: Russell did not have a great deal to report as other ASAC matters required attention this past month. The committee plans to get back on track with monthly webinars and the ASAC Shop Talk Series soon. The monthly e-Ed Ops publication is continuing, albeit under a new name – "News From The Field". The ASAC Lunch N Learn webinar series is continuing – some webinars will be ASAC-produced while others will be promotions of webinars produced by other sources. Watch your emails for upcoming webinars. Watch your emails for upcoming Shop Talks. Feel free to share these opportunities with your non-ASAC consulting cohorts. The CEC will begin promoting ASFMRA's AAC course (offered to ASAC members at ASFMRA member cost) soon. This course can be used for partial CAC education requirements. ASFMRA plans to offer AAC2 in December.

#### ASAC Leadership

##### *President*

Ethan Robertson

##### *President-Elect*

Kyle Walker, CAC

##### *Secretary, Vice-President*

Pete Weisenberger

##### *Chief Financial Officer*

Russell Morgan, CAC

##### *Immediate Past President*

Mick Lewis, CAC

##### *Eastern Director*

Joanna Lidback, CAC

##### *Western Director*

Ron Rabou

##### *Northern Director*

Steve McWilliams

##### *Southern Director*

Keith Dickinson, ACA

##### *Executive Vice President*

Amy Keith-McDonald

##### *Communique Team*

Patricia Hagsten (In  
Memoriam Ib Hagsten)

Marketing & Promotion Committee-Paige Gilligan, Chair: The Marketing & Promo Committee has been quite busy. Website updates are continuing – keep checking the website for updates and enhancements. ASAC updates its Blog every Thursday. Paige updated the status of ASAC's Facebook account – posts are now eligible for “boosts” which greatly expands the reach. The committee has been and will continue to promote ASAC's 2021 Annual Conference.

Paige reported the metrics of ASAC's Social Media presence and website activity. It appears the Social Media and marketing activities continue to gain traction.

Nominating Committee-Mick Lewis, Chair: The committee has prepared a slate of 2022 officers / directors for the membership to vote on prior to / at the 2021 Annual Business Meeting in Nashville, TN. The slate of officers / directors will be emailed to ASAC members for review and vote – the option to vote prior to Annual Conference will be offered as well as voting in person.

Strategic Alliance Committee-Norm Brown, Chair: Norm was unable to attend. Russell provided a brief update of the committee's activities. Paige provided additional updates: ASAC's Strategic Partners have been added to the Social Media campaign. Russell noted that the Farm Financial Standards Council (as Strategic Partner) plans to place a table display at Annual Conference. Pete Weisenberger noted that inclusion of a Strategic Partner classification is proposed in the Bylaws updates.

Finance Committee-Keith Raynor, Chair: Russell Morgan, CFO presented ASAC's July Financial Report. ASAC's financial position remains strong, but slightly less so than the same period in 2020.

Executive Committee/BOD Executive Session-Ethan Robertson, President: Ethan reported that Amy McDonald resigned her position as ASAC EVP. The BOD in Executive Session voted to accept her resignation. Amy's effective resignation date is September 15. Prior to receiving this, you will receive an email from President Ethan Robertson announcing Amy's resignation and the hiring (on an interim basis until year-end) the firm of our former EVP - Kristy Mach - to provide management services. Kristy served as ASAC EVP immediately prior to Amy; retirements by two principals in the firm Kristy worked for required a temporary contraction until her firm could expand staffing – they now have capacity to serve ASAC. Kristy's firm is Corner Window Communications; while Kristy will retain administrative oversight, Renee Brod will serve as ASAC EVP.

Note; The Board of Directors have since met (via virtual means) with Kristy and Renee – we are excited at the level of experience and expertise they bring to the table – we are in very capable hands. Contact information is listed below:

Renee Brod  
126 West Main St  
New Prague MN 56071  
(952) 855-8705  
[evp@agconsultants.org](mailto:evp@agconsultants.org)

## ASAC Board Member Spotlight

### ASAC Board Member Spotlight – **Ron Rabou** of Rabou Farms, Inc.

Ron has worked primarily as a speaker and trainer for over 20 years. His second book, “Make Your OWN Way” was recently published and covers his personal experience / solutions to family farm transition. His focus has mostly turned to working with individuals, companies and organizations regarding organic agriculture and family farm transitions. Ron currently represents the Western Region on ASAC’s Board of Directors. He can be found on:



- Instagram: ronrabou
- Facebook: Ron Rabou
- LinkedIn: Ron Rabou
- Twitter: Ron Rabou

Ron notes an interesting fact about his business is that he and his wife split from a dysfunctional and small family ranching operation 17 years ago – since that time they have built an 8,000-acre organic farm, along with a 4,000-acre ranching operation with their own cow/calf herd. Two years ago they were recognized by National Farm Journal Media as a national finalist for Top Producer of the Year.

Ron offers this advice to beginning (and experienced) consultants – “Don’t base your decisions on tradition. In agriculture, you can still honor your heritage while accomplishing the goals for your life that you want to attain.”

When not working as a consultant, Ron spends time hunting & fishing. He is passionate about music (rock and roll), the beach and warm weather.

When asked how ASAC benefits him, Ron notes, “One word: Perspective. If you want to get better at what you do, hang out with people who are smarter, more connected, and more experienced than you. Connections with professionals who understand the business and family challenges of agriculture and who can offer solutions and planning are essential. Agricultural Consulting and ag resources and organizations are extremely limited in Wyoming, so working with professionals in other states has been very helpful and educational.”

## Ib’s Insightful Introspections

It will be impossible to replicate / replace Ib’s wit and down-to-earth observations. In a meager attempt, we offer these:

“If you look closely, most overnight successes took a long time

*-Steve Jobs*



“There are no secrets to success. It is the result of preparation, hard work, and learning failure.”

*-Colin Powell*

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“Fall seven times and stand up eight.”

*-Japanese Proverb*

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“I never dreamed about success, I worked for it.”

*-Estee Lauder*

**Have a Safe and Enjoyable Labor Day.**

