

American Society of Agricultural Consultants (ASAC)
PO Box 785
Ankeny, IA 50021

July 31, 2022



IN RE: REQUEST FOR PROPOSAL

The American Society of Agricultural Consultants (ASAC) is seeking association management services to act as Executive Director (ED) for the association. The initial engagement term will be for two years (January 1, 2023 – December 31, 2024). ASAC does request, if available, the selected candidate attend the 2022 Annual Conference to be held in Oklahoma City October 23-26, 2022 (travel to be reimbursed). Likewise, if available, ASAC requests the selected candidate begin the initial term November 1, 2022 (with the term still ending December 31, 2024). Opportunity for renewal / renegotiation may be discussed 90 days prior to end of the initial engagement term.

Background / Introduction. Founded in 1963, the American Society of Agricultural Consultants (ASAC) is a non-profit organization dedicated to raising the standards of professional agricultural consultants. ASAC represents the full range of agricultural consultants specializing in all areas of agriculture including:

Finance
Marketing
Food Processing
Farm Management
Irrigation
Precision Agriculture
Production
Biotechnology
Environment

Agricultural consultants that are members of ASAC provide the highest quality consulting services to businesses of rural America. Consistent with other agribusiness professionals, the ASAC consultants value honesty and fairness in a manner which promotes the personal growth of your customers, employees and shareholders. ASAC's mission statement:

- *To foster the science of agricultural consulting in all its varied fields*
- *To promote the profession and maintain high standards under which the members conduct their service to the public*
- *Hold meetings for the exchange of ideas and the study of the profession of agricultural consulting*

- *Maintain a Code of Professional Ethics in the broad field of agricultural consulting.*
- *All members uphold rigid standards involving training, experience, knowledge, performance, and the ability to provide independent and objective consulting services.*

Scope of Services. ASAC seeks professional association management to act as Executive Director (ED). The Executive Director of ASAC holds a most important and visible position in the organization. The Executive Director is ASAC's most visible link with members, available to them on a daily basis, and must therefore represent and personify the highest standards and aspirations of the organization.

The Executive Director serves all members equally. In carrying out those duties, the Executive Director must always keep in mind ASAC's mission.

The Executive Director serves at the pleasure of the Board of Directors but reports directly to the president. Responsibilities include:

1. Maintenance of the principal office of the Association.
2. Accurate, timely recording and distribution of proceedings of all meetings of the Association and the Board of Directors.
3. Receipt, disbursement and of all funds and other items of value belonging to the Association. Coordination / collaboration with ASAC's CFO in accounting for all funds and other items of value belonging to ASAC according to established / approved ASAC protocols.
4. Maintenance of a list of all members of the Association in good standing.
5. Preservation of all documents and records belonging to the Association.
6. Publication and distribution of the Association membership newsletter(s) and other appropriate materials.
7. Management and execution of annual meeting and other special meetings as assigned.
8. Such other projects and programs authorized by the Board of Directors.

SPECIFIC DUTIES

Duties include:

1. **Member relations.**
2. **Membership recruitment and record keeping.**
3. **Sponsorship solicitation**
4. **Marketing, marketing plan oversight /development and website oversight**
5. **Write/produce/direct appropriate ASAC publications.**
6. **Meeting planning (Board meetings, annual meeting and others) and on-site management.**

7. **Provide to ASAC's CFO receipts and disbursements necessary for accurate record keeping and accounting.**
8. **General administration.**
9. **Website Maintenance.**
10. **Other duties as assigned.**

Anticipated Selection Schedule.

The ASAC Executive Committee's Request for Proposal timeline is as follows:

- Begin accepting RFP's Friday August 5, 2022.
- Evaluate RFP's as received
- Report evaluation process / findings at Board of Directors Meeting Tuesday September 20, 2022.
 - If candidate has been selected by that time, report parameters of agreement
 - If no candidate has been selected, continue RFP evaluation process.
- Select ED and report to ASAC Board of Directors as soon as acceptable candidate is found.

Time and Place of Submission of Proposals.

Email your proposal to Russell Morgan (CFO) – cfo@agconsultants.org ; please cc: Kyle Walker (President) - kyle@peoplescompany.com, Pete Weisenberger (President-Elect) - pete.weis0956@gmail.com, Keith Dickinson (Vice President-Secretary) - keith.dickinson@farmcrediteast.com, at your earliest time possible.

Elements of Proposal.

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of the management team and number of members that will be involved in ED services.
- A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to ASAC.

- Narrative detailing initial proposed marketing strategies to maintain / increase ASAC membership and enhance ASAC's brand to prospective members, members' clientele and the agricultural industry at large.
- **Evaluation Criteria.**

The successful respondent will:

- Have the education, experience, knowledge, skills and qualifications necessary to provide ED services to ASAC.
- Be competitive regarding cost of services provided.
- Have a certifiable history of work experience similar in nature.

On behalf of the American Society of Agricultural Consultants, the ASAC Executive Committee looks forward to your submission

Kyle Walker – President

Pete Weisenberger – President-elect

Keith Dickinson – Vice-President/Secretary

Russell Morgan – Chief Financial Officer