Annual Report 2007 | A Year of Celebration
ASA: Charting the Course for the Next Century

In 2007 we celebrated with many of you ASA’s 100 year anniversary and I was proud to have served as your 100th president. When I look back over the years, I see remarkable changes in ASA as a society and changes in agronomy as a profession.

During this past year, I also saw a renewed interest from our members in changing the course of ASA for the next century. We examined several of our programs and services relative to our strategic goals, including education, communications, and Agronomy Journal. Volunteer task forces worked to identify areas of improvement, and together with the board, these task force members are committed to seeing the recommendations implemented.

The strengthening of the relationships between the ASA programs and the International Certified Crop Adviser programs demonstrate our desire to embrace the concept of agronomy that transcends discovery through delivery.

The one component that will ensure our future is our new Leadership Development Program. This inaugural class of 40 members has set a course for the continued training of future leaders to help them in their careers, personal lives, and professional service. This class has already asked how they can put their skills to service for the Societies and wants to continue to improve their leadership abilities. With these attitudes, the future of ASA remains strong and will continue to have an impact on the next 100 years.

Jerry L. Hatfield | 2007 ASA President | jhatfield@agronomy.org

CSSA Had a Very Good Year

During 2007 your Crop Science Society of America Board of Directors began actively focusing on the strategic goals developed in the previous year’s planning process. Several task forces were engaged to develop the tactics to implement enhancements to CSSA’s science policy, communications, meetings, web design and branding, and publications. We are indebted to our members who served on these task forces and contributed valuable recommendations in their respective reports.

A new Society journal, The Plant Genome, took a great step forward. Starting as a hard copy journal just over a year ago, it achieved its initial goals and is now moving into an open-access, electronic journal format during 2008. It will be independent of Crop Science and will have its own impact ratings. The Journal of Plant Registrations, CSSA’s official registration publication available in print and online as open-access, which began in early 2007, is off to a strong start with its new format and peer-reviewed manuscripts.

The Golden Opportunity Scholars Institute had a exceptional second year with 15 new scholars selected in 2007. The abilities and enthusiasm of these students is a tribute to Society members who serve as their mentors and educators. We are pleased with the interest and participation of our Society members to support these students who will be our legacy in the fields of plant sciences.

CSSA membership ended the year with 4,754 members, an increase of 96 members over the year.

Henry L. Shands | 2007 CSSA President | hshands@crops.org

SSSA: Accomplishments and Challenges

SSSA developed a strong focus on global issues (e.g., food security, biofuel, climate change) by developing linkages with international organizations and national governments. Two keynote speakers to address these global issues included President Olafur Ragnar Grimsson of Iceland, and President Iajuddin Ahmed of Bangladesh. In their respective addresses, they underlined the importance of climate change, sea-level rise, water quality, restoration of desertified/degraded ecosystems in advancing food security, mitigating climate change, and improving ecosystem services. Their participation in our Annual Meetings in New Orleans was important in building bridges across nations. An important strategy is to make agriculture in general, and soil management in particular, a solution to the urgent global issues including climate change and energy needs.

Significant achievements were also made in the Advocacy Education Task Force, the Smithsonian Soils Exhibit, the Congressional Soils Caucus, and the Soil Resolution. These activities have done much to enhance and raise the profile of soil science and the professions. While significant progress is made, much remains to be done especially with regards to increasing enrollment in soil science, improving allocation of resources for research and development in soil science, making soil science relevant to societal needs, and further improving and highlighting the visibility of soil science professions.

Rattan Lal | 2007 SSSA President | lal.1@osu.edu
2007: Celebrating our Service

As you’ll read in this report, 2007 was a year of celebration, coupled with continued changes for our Societies. Our ultimate goal is to serve our members and to benefit our professions. Our mission of disseminating science continues via publishing peer-reviewed books and journals and conducting international meetings.

The Societies formed several task forces this year to flesh out the strategic directives into action items. Our thanks to those who served on these task forces; we look forward to the next step of implementing their recommendations.

Finally, we celebrated the formation of the Societies’ management support organization, named the Alliance of Crops, Soils and Environmental Science Societies (ACSESS). Documents were filed to create this organization in late 2007 and we will continue to develop the structure in 2008.

Financial Services

The consolidated 2006 audit report issued in June 2007, resulted in the accounting firm Clifton Gunderson LLP giving an unqualified opinion to the Societies and the Agronomic Science Foundation.

For the year ending December 31, 2006, the financial results were again strong as compared to the 2005 results. The combined net income from all sources was $1,902,324 from total revenue of $10,734,551 as compared to net income of $1,516,476 from total revenue of $8,585,558 from 2005.

The net assets (“net worth”) of the combined organizations finished 2006 at $15,509,262, with $12,917,503 in investments at Smith Barney. As we close out 2007 and look forward to 2008, it’s expected that net income will be lower for 2007 and 2008 due to costs associated with our computer system upgrades, including higher depreciation and increased computer system consulting. The Societies are fiscally strong and have the resources to build new programs and services for the future. For a breakdown of our 2006 combined revenue sources and dollar totals, please view the chart below at left.

Publications

Four of our journals were redesigned in 2007: Crop Science, Soil Science Society of America Journal, Journal of Environmental Quality, and Vadoze Zone Journal, improving readability and information retention. In addition, composition was brought in-house, resulting in significant cost savings, with staff learning the newest publishing software (InDesign, Photoshop, Dreamweaver). These cost savings will offset part of the reduction in library subscriptions for the current period.

Several publications were launched in 2007:

- The Journal of Plant Registrations was published as a separate standalone journal of the registration papers that were formerly in Crop Science.

After three issues of the quarterly re-instated Crops and Soils magazine, the publication appears to be well received by its recipients, all of our certified professionals.

On the book publishing front, we published the monograph, Irrigation of Agricultural Crops, and The American Society of Agronomy: 100 Years of History book and CD.

Demand for journals continues to drop slowly in the U.S.; however, we completed a sizable contract with China for access to the electronic journals, and a contract with a number of Brazilian universities for access, expanding the reach of the journals as well as the prospect of improving citations.

ASA–CSSA–SSSA Journals

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<th>Year</th>
<th>Papers Published</th>
<th>Pages Published</th>
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<tbody>
<tr>
<td>2007</td>
<td>1,245</td>
<td>9,779</td>
</tr>
<tr>
<td>2006</td>
<td>1,404</td>
<td>10,722</td>
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“I value all that membership offers, especially now in the early stages of my professional activities. The Annual Meetings are informative and an excellent venue for networking; the exposure to the journals have presented ideal opportunities, the online resources have provided good information, and the career and professional opportunities have been one-of-a-kind.” —Rob Michitsch, Dalhousie University
Meetings

The ASA Centennial provided an excellent backdrop for significantly revamping our Annual Meetings in 2007, based on recommendations from all three Task Forces. Highlights were daily plenary speakers (including Norman Borlaug and the President of Iceland), modified awards activities (including a special presentation by the President of Bangladesh), additional networking events (including a Graduate Student Social and the Centennial Riverboat Cruise), ASA’s Leadership Development Workshop, the Fun Run/Walk, and our first community service project (re-planting community gardens in New Orleans’ Ninth Ward). We also celebrated and honored ASA’s first president, Mark A. Carleton, and welcomed his great-grandson and namesake, Mark A. Carleton, an educator in Rome, GA to the meetings. Just over 4,000 attendees took part in the celebratory festivities—held November 4-8 in New Orleans—the largest attendance in the last four years. Many of the sessions were recorded and are available online at www.acsmeetings.org/2007.

Certification

Several key initiatives in the Certifications Department were launched in 2007, focused on communicating and promoting the value of the certified professional. Crops and Soils magazine was reborn and became the primary printed communication piece for certified professionals. While certificants receive it automatically, it is also available to non-certificants via a subscription.

The Certified Crop Adviser program began targeting growers with an advertising campaign in Successful Farming and Top Crop Manager magazines. The CCA website was redesigned, becoming more user-friendly. In addition, an online toolbox was developed with conversion charts and discussion boards to help professionals connect and work more efficiently.

The Certified Professional Soil Scientist/Classifier programs began pilot projects in Florida and Ohio, working with state soils associations to have a state-based certifying board. The goal is to attract more soil specialists to certification and to develop stronger working relationships with state regulators potentially leading to licensure.

Information Technology

In 2007 more real-time integration from our membership database to our websites were developed. Our websites now list available CEU opportunities to certified professionals, and Professional Expertise, Divisions of Interest, and Committee Guidelines and Rosters, to name a few.

Several new areas of our websites were developed in 2007. An “About Agronomy” page was developed for the general public at www.agronomy.org/about/. We also developed a Press Room and Education pages, and added discussion boards to our websites. A new Society Store was implemented, which is tied to current inventory counts and has a robust search feature.

2007 Certified Professionals

ASA—CCA and CPAg
CCA = 13,377
CPAg = 665
SSSA—CPSS/C = 1,180

2007 Total Website Hits

ASA – 497,735
CSSA – 147,118
SSSA – 338,482
**Member Services**

ASA, CSSA, and SSSA membership remains stable for 2007 with 11,141 members. Several programs were implemented in 2007 for future membership development, including a pilot Ambassador Program for outreach, a survey of international members and prospective members to understand needs and opportunities, and a special Annual Meetings session to attract industry and consulting members.

Also new in 2007 were programs designed by and for Graduate Students—a social and a lounge at the Annual Meetings providing the students with dedicated places to network. The Students in Agronomy, Soils, and Environmental Sciences (SASES) brought together 276 students representing 43 SASES chapters—one of their best years in Annual Meeting attendance. The President’s Trophy Award for best chapter was presented to the University of Florida Agronomy & Soils Club. The Early Career Member Committee sponsored five professional development programs at the meetings attended by 440 individuals. In addition, the Career Placement Center posted a record 335 jobs, 92 assistantships, and 34 internships in New Orleans.

We also developed our first podcast, “How to Conduct a Successful First-Year Research Program,” based on a past Annual Meetings session, and it is available at: www.agronomy.org/podcasts.

Finally, our public relations efforts expanded in 2007 with 50 press releases distributed on journal research, Annual Meetings, Science Policy office, and the Smithsonian Soils Exhibit. We recorded an increase of numerous press releases published in the mainstream and international media, including *The New York Times*. We also fielded inquiries from *New Scientist* magazine, Kiplinger publications, *The Monitor*, and the Howard G. Buffet Foundation, among others.

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<th>Membership</th>
<th>ASA</th>
<th>CSSA</th>
<th>SSSA</th>
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<tbody>
<tr>
<td>2007 Members</td>
<td>8,086</td>
<td>4,754</td>
<td>6,163</td>
</tr>
<tr>
<td>2006 Members</td>
<td>8,378</td>
<td>4,658</td>
<td>6,175</td>
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**Science Policy**

Building on last year’s achievements, the Science Policy Office (SPO) was successful in efforts to influence federal policies supportive of our members and sciences. During the development of the 2007 Farm Bill, we were instrumental in getting an agronomist, crop, or soil scientist listed to be a member of a critical advisory committee of the Biomass Research and Development Initiative. We worked with the Senate Agriculture Committee to develop the Regional Biomass Crop Experiment Program in the Farm Bill Energy Title, which parallels recommendations in the Societies’ position paper, “Planting for the Future: Crop Breeding and Cropping Systems.” The Societies’ priorities for the Farm Bill’s Research and Conservation Titles are also reflected in the final bill.

In 2007, membership of the Congressional Soils Caucus (CSC) reached 47 representatives. In addition, the CSC held two educational briefings for Congressional staff, “Carbon Sequestration in Agriculture and Forest Soils” and “Nutrient Management: A Best Management Practice for Clean Water.”

With grassroots help from members using our Science Policy Action Center, www.sciencepolicyaction.org, and through members meeting with their Congressional delegations, National Science Foundation, Department of Energy Office of Science, U.S. Geological Survey, and USDA, we were successful in obtaining funding increases for our sciences at these agencies in FY2008. Finally, in recognition of ASA’s 100th anniversary the SPO worked with Congress to pass a Congressional resolution commemorating this important milestone. You can view the resolutions at: www.agronomy.org/sciencepolicy.

"There are some obvious benefits to membership, publishing research articles is the first that springs to mind. There are opportunities for camaraderie, seeing and hearing new ideas, networking with others in and out of the discipline, arguing science over a beer, collaboration, and leadership opportunities."

—Sharon Clay, South Dakota State University
2008: Strategic Initiatives

Strategic initiatives, developed in 2006 and 2007 by each of the boards, will continue to move forward. This will include business plans and recommendations for new and improved programs and services. Our headquarters and DC staff are well into program development for 2008, increasing membership value. Key activities include website redesigns, the Joint Annual Meeting, and new publications. We are committed to continually improving and adding new, valued programs. Please let us know your thoughts!

Meetings and Conventions

This year provides kick-off celebrations for the International Year of Planet Earth initiative. Our most visible participation in these celebrations will be through our international Joint Annual Meeting with the Geological Society of America and the Gulf Coast Association of Geological Societies, 5-8 October, Houston, TX. This joint meeting will highlight areas of common interest across our diverse disciplines, offer enhanced social networking, and is expected to attract more than 10,000 attendees.

Membership

The Career Placement Center will team with the Geological Society of America to conduct a joint employment services center during the Annual Meetings. The SSSA K–12 Committee is proactively seeking content for teachers to use in their Earth science curriculum and is developing a children’s book on soil for the Smithsonian Soils Exhibit. We will be expanding our Ambassador program and looking at educational opportunities beyond the Annual Meetings.

Publications

In early 2008 we will integrate all back issues into the online journals of Agronomy Journal, Crop Science, Soil Science Society of America Journal, and Journal of Environmental Quality. The entire archives will be searchable, with free abstract access. Full-text access will be available to members holding a current online subscription to that journal and to libraries who purchase the additional archive access. The Plant Genome journal, originally published as a supplement to Crop Science will re-launch in 2008 as a separate, open-access, electronic only journal. Additionally in 2008, Agronomy Journal will be redesigned. Book publishing efforts will continue, with 17 new titles in development and production, 10 of which are projected to be on sale by the end of 2008.

Information Technology

In 2008 you can expect to see the ASA and SSSA websites redesigned. There will also be more integration to our database to provide users with more detailed information on purchases, and the interactions they have had with the Societies. We will be enhancing our scientific content on our websites this year and we will be instituting an online “Communities of Practice” component.

Certification

The future demand is strong for agronomists to work in the agricultural retail area. In 2008, we will work to expand the Societies’ Career Placement Center to serve industry-oriented employers and connect our students to potential jobs. Helping someone find a job is not only a good thing to do but it is a great member benefit. In addition, tools that help CCAs and CPAs in their daily work will continue to be evaluated and made available via our website.

Smithsonian Soils Exhibit

With the signing of the final gift agreement between ASF, SSSA, and the Smithsonian’s National Museum of Natural History, Dig It! The Secrets of Soils, has an opening date: July 19, 2008 in Washington, DC. The 5,000 square foot exhibit represents years of planning, fundraising, and design encompassing more than 1,200 donors and hundreds of volunteers. On behalf of SSSA—the exhibit’s Founding Sponsor—and the Agronomic Science Foundation, thank you for making this significant project a reality. To the many individuals, corporations, government agencies, and the Conservation Districts/Soil & Water Conservation Societies who together contributed more than $2.3 million to the exhibit, thank you!

Commenting on the exhibit, Cristian Samper, Acting Secretary of the Smithsonian, wrote, “Your support will help us educate millions of visitors—students, families, and the general public—about the diversity and vitality of soil and the many roles it performs in supporting life. This major exhibition will develop a deeper understanding of the necessity of healthy soil to sustain all life.”

An additional $1.5 million is being sought in 2008 to take the exhibit on the road to 10 major venues (large museums and science centers) from 2010–2014. In addition, an exhibit website and K–12 initiatives are being planned.

In the meantime, we invite you to make plans to visit the exhibit and we welcome your support. To learn more, visit www.soils.org/smithsonian.

“Facilitation of networking, opportunities of interactions, and display of current trends to address public concerns are indispensable values that the Societies provide. Standing on shoulders of giants is great for a scientist, but standing shoulder to shoulder can be much more important.”—Yakov Pachepsky, USDA-ARS
A New Century for ASA

This year marks the first in the second century of Agronomy. It is a time to celebrate and reflect on our accomplishments as a scientific society. It is also a time to begin preparing for our future and the challenges ahead.

The ASA board will focus on three strategic issues this year. We will be evaluating our division structure relative to the needs and interests of our members. The goal is to find new ways of structuring program activities and governance that are better aligned with what our members are doing and to better serve their needs. Agronomy is both a science and a profession and as a scientific and professional society, we are in the unique position of facilitating both the development and implementation of new technologies for producing food, feed, fiber, and fuel. We are committed this year to finding ways to better integrate professional agronomy into the programs and activities of ASA. Finally, we recognize that Agronomy is a global science and the problems we work on are of global dimensions. We are fortunate to already enjoy significant international involvement in our membership and will be developing strategies and programs to foster further international participation in our Society.

This is an exciting time for ASA. Under the newly restructured governance of the Societies we are poised for action and ready to move into the future.

Kenneth J. Moore | 2008 ASA President | kjmoore@iastate.edu

CSSA: Healthy, Vibrant in 2008 and Beyond

The Crop Science Society of America enters 2008 healthy and vibrant. The world understands the importance of our science and our members have much to offer to help ameliorate the challenges facing humanity. Our Strategic Plan and attention to our four core values: science, scholarship, service, and community will guide our progress in 2008.

A new task force, Alternative Revenue, has been established and is already hard at work. This task force will study ways to diversify our revenue stream beyond our primary source of income, the journal Crop Science. The results from this task force will have long term implications for the ability of CSSA to meet its responsibilities to its members and other individuals impacted by our science.

We look forward to enhancing the Golden Opportunity Scholars Institute in cooperation with our sister Societies. Please look for ways to be a part of this great program by contributing time as mentors or funds to grow our endowment. CSSA continues its focus on undergraduate and graduate education because students enrich our Society as members and become partners in our community of science upon graduation.

We express our deep gratitude to elected leaders and volunteers who preceded us. Without their efforts, CSSA would be much diminished. We are humbled by the efforts that will be expended by our volunteers in 2008. A simple thank you seems inadequate; but, thank you.

William J. Wiebold | 2008 CSSA President | wieboldw@missouri.edu

SSSA: Advancing Soils as Fundamental to Life

During 2008 your SSSA leadership will remain focused on our purpose, which is “to advance soils as fundamental to life.” We will be reminding members of SSSA that we need to keep asking ourselves how we can move the Society forward toward our long-term goal, which is “to bring SOILS and soil science to the forefront of global consciousness to sustain life.”

It is particularly important that SSSA have an educational influence now and for the long-term future. One of the intermediate goals in our Strategic Plan is that “SSSA will be recognized as the most powerful advocate for soil science.” During 2008 our Advocacy/Education Task Force will be focused on identifying ways that our membership can heighten the awareness of soil science in the Land Grant University system. Raising public awareness that soils play a key role in global sustainability is critical to all of us.

This purpose, goal, and strategy is completely in synch with our sponsorship of the Smithsonian Soils Exhibit, which will open on July 19, 2008 at the National Museum of Natural History in Washington, DC. More than 6 million people visit the museum each year—what an opportunity for soil science, and for SSSA, for this large-scale visibility. Thank you to all of our donors and supporters of the exhibit!

Gary A. Peterson | 2008 SSSA President | gary.peterson@colostate.edu
2007 Boards of Directors

ASA

CSSA

SSSA

www.agronomy.org
www.crops.org
www.soils.org

“Access to information is critical in this age of knowledge. As an international member, I appreciate the fresh news on science developments through CSA News, the email updates, and the journals. I appreciate that the Society considers the participation of international members in all its regular activities. Involvement is critical to communicate our message to all.”
—Fernando O. García, International Plant Nutrition Institute