The meeting was called to order by SSSA President Nick Comerford. Board members present were:

- Nicholas B. Comerford, SSSA President
- Charles W. Rice, SSSA President-Elect
- Paul M. Bertsch, SSSA Past President
- Michael E. Essington, S-2 Board Rep
- Daniel W. Sweeney, S-4 Board Rep.
- Carolyn G. Olson, S-5 Board Rep.
- Harold M. van Es, S-6 Board Rep.
- Mary Beth Adams, S-7 Board Rep.
- April Ulery, S-9 Board Rep.
- Martin C. Rabenhorst, S-10 Board Rep.
- Gary M. Pierzynski, S-11 Board Rep.
- Sally D. Logsdon, SSSA Editor-in-Chief, ex officio
- Ellen Bergfeld, Chief Executive Officer, ex-officio

Also present were:

- Wes Meixelsperger, Chief Financial Officer
- Susan Chapman, Director of Member Services
- James Giese, Director of Science Communications
- Karl Glasener, Director of Science Policy
- Fran Katz, Director of Publications
- Ian Popkewitz, Director of IT and Operations
- Keith Schlesinger, Director of Meetings and Conventions
- Luther Smith, Director of Certification and Licensing Programs
- Dawn Ferris, Soil Science Programs Coordinator
- Cathy Goudreau, Recorder

S003 Board of Directors
1. Nick Comerford acknowledged the service of Paul Bertsch, Mike Essington, and Rob Mikkelsen whose terms end December 31, 2010. Gary Pierzynski will complete his term as a Division Rep. but will remain on the Board as President-Elect. Don Suarez, Tom Doerge and Sally Brown were welcomed as new Board members effective January 1, 2011.

2. The Board thanked Fran Katz for her service to the Society and wished her well in retirement.

3. ACTION: It was moved by Mary Beth Adams to approve to the October 14, 2010 Board conference call minutes. Seconded by Marty Rabenhorst. Carried unanimously.

4. Paul Bertsch provided an update on the purpose and activities of ACSESS as well as the role and responsibilities of the SSSA Board of Directors.

5. The next Board conference call is scheduled for December 9, 2010 at 2:00 PM Central Time.

6. Board conference calls are currently held the second Thursday of the month at 2:00 PM Central Time. The Board will continue with monthly conference calls in 2011, however, Chuck may change the date and/or time.
7. The Board will hold its Spring 2011 meeting at Headquarters in Madison, Wisconsin. The Board will be polled for possible dates in March or April.

S005 Committees
Marty Rabenhorst presented an overview of the current ACS committees, focusing on three strategic committees: ACS237 Membership and Society Identity Committee, ACS530 Early Career Members Committee, and ACS732 Annual Meetings Planning Committee. The Board agreed that all the points presented and discussed were valid, thus Marty was requested to bring a specific motion regarding these committees to the March 2011 Board meeting for further discussion and action.

S111 Election of Division Officers
Board members were encouraged to forward candidate names for Division Chairs-Elect and Board Reps. for the 2011 ballot to Cathy Goudreau at Headquarters in the near future.

S211 Budget and Finance
1. Gary Pierzynski provided an overview of the proposed 2011 budget, including a revised figure for SSSA’s 75th Anniversary celebration. If additional money is needed, an addendum to the budget will be requested.

   ACTION: It was moved by Harold van Es to approve the 2011 budget as presented, including the revised figure for SSSA’s 75th Anniversary celebration. Seconded by Mike Essington. Carried unanimously.

2. Harold van Es recommended a review of the SSSA business model with the overall objective to better engage SSSA’s financial resources to advance its strategic objectives. He proposed that the Board review the budget in line with the strategic objectives and look for opportunities to tweak the business model. By consensus the Board agreed to move forward with this exercise. The B&F Committee will take the lead by developing some major questions to stimulate feedback from the Board. Progress reports will be provided on the December-February conference calls with time allotted for a major discussion at the March 2011 Board meeting.

3. Marty Rabenhorst presented an overview of the current dues structure. Although no alternative structure was recommended, the purpose was to review how dues income is currently split between SSSA, ASA, and CSSA.

Upon further discussion of ways to increase Society membership, Paul Bertsch indicated there are societies that give a one-year free membership to people that attend the annual meeting for the first time. Ellen suggested the staff look into this option and bring a recommendation back to the Board.

S711.8 SSSA 75th Anniversary Committee
Chuck Rice reported that the committee has worked with the B&F Committee to develop a budget (see S211 in these minutes). SSSA’s 75th anniversary will involve a year-long campaign including four approaches:
- National awareness campaign with three PSA videos on food, environment, and water
- Speakers Bureau
- Keystone papers in *SSSA Journal*
- Events at the 2011 annual meeting in San Antonio

   ACTION: It was moved by Carolyn Olson to adjourn. Seconded by Mike Essington. Carried unanimously.