ASA President’s Message

Do YOU Have a Dream?

On 28 Aug. 1963, Martin Luther King Jr. gave the profound “I have a dream” speech. I was quite young at the time, but it still inspired me to dream about horses, going to Disneyland, fire engines, and sail boats…

In December 2010, Fran Pierce (ASA President at the time) and the 2010 ASA board had a dream to enrich ASA by giving back funds from the ASA asset pool when times are good and there is a surplus (deemed as having enough funds to keep the Society in financial health based on a formula that pits assets vs. financial obligations). They called it Reinvest ASA, and their vision (as outlined by Fran Pierce in the August 2011 CSA News magazine) was to empower ASA members to use the surplus assets to “fund new activities within ASA that enhance its value to members and those it serves…” The ASA board stated that “the guiding principles for using the funds provided under Reinvest ASA must include one or more of the following: (1) facilitate the ASA strategic plan; (2) increase membership in ASA; (3) provide alternative revenues for ASA; (4) add value to ASA programs and activities; and (5) enable ASA to engage in innovative and important issues consistent to its mission.” The idea is reinvesting in ASA to increase its value by engaging members and therefore continue the health and relevance of our Society for the future.

Based on 2010 financial reports, ASA financial health allowed a pool of ASA Reinvest funds to be available in 2011. Dr. Bob Lacey, ASA Program Planning Officer, and I put together a proposal to help fund all of the newly formed communities, allocating $750 to each ASA community to enhance their program enhancement funds. These funds enabled each community to develop their programs by helping to fund symposia speakers, get-togethers, mixers, and other activities. Last year, the financial health of ASA did not allow funds to be available through this program, so our membership did not hear about Reinvest ASA.

Funds Available this Year

The good news is that for 2013, based on the 2012 financial report, Reinvest ASA funds are available, with an estimated $150,000 in funds to be awarded this year to qualifying and deserving ideas! So, the call for proposals is officially out—we want YOUR dreams and ideas about things you, your community members, or multiple communities (or other groups) would like to do to enhance ASA’s value to the membership. Does your community want to put together educational materials? Provide a series of webinars? Work to have symposia publications? Develop K-12 materials? CCA workshops? This is exciting!

Here is how it works: An online grant proposal needs to be written and submitted (I know what you’re thinking, ‘Argg! Not another grant proposal!’) by 30 May 2013. Go to: www.agronomy.org/awards/view/176 to access the online submission link and learn more about the call for proposals. This opportunity comes infrequently, only when ASA finds itself in the right financial condition, and so this is your year to act. Don’t be waiting at the train station when the ship comes in.

To jump-start your proposal, I have included the secret formula to get grants funded (see cartoon below). Now, roll up your sleeves, get your creative juices flowing, contact your colleagues, sharpen your pencils (or open up your iPad), and get that grant written. Hopefully, you’ll get a positive response to your proposal by the end of June. Good luck, and good writing. Oh, and thank Fran and the other past board members for having a vision for Reinvest ASA and giving us an opportunity to use ASA funds to fulfill some of our dreams.

If you have any comments, suggestions, or questions, please contact me at sharon.clay@sdstate.edu.

Sharon Clay
ASA President
sharon.clay@sdstate.edu
605-688-4757

“...and our vision for Reinvest ASA is to give back funds from the ASA asset pool when times are good and there is a surplus (deemed as having enough funds to keep the Society in financial health based on a formula that pits assets vs. financial obligations).”

DOI:10.2134/csa2013-58-5-9

© Baloo (Rex May) www.cartoonstock.com

Sharon Clay
ASA President
sharon.clay@sdstate.edu
605-688-4757

“Do YOU Have a Dream?”

Sharon Clay
ASA President
sharon.clay@sdstate.edu
605-688-4757

“It’s a foolproof formula for writing grant applications.”

© Baloo (Rex May) www.cartoonstock.com