Volunteer as AWSS Mentors and Make a Difference!

We cannot deny the fact that we still have a significant gender gap in the soil science profession, especially at the leading positions in research, education, and extension. As a professional in soil science, you can make a difference and encourage girls and young women to become future soil science professionals by being a mentor in the Association for Woman Soil Scientists (www.womeninsoils.org). This program is designed to provide female students with a great resource when help or guidance is requested, such as selecting a college or graduate school, guidance on the admissions process or programs/majors during their college/graduate school education, and advice in career choices in soil science disciplines or closely related professions. Your involvement can make a big difference in supporting a future female soil science (or closely related discipline) professional in her career path and will aid in diversifying our professional community.

[Re] Introducing Eric Welsh: Marketing and Business Relations Manager

A lot has changed in my three years here. A few of the faces, the growth of our Annual Meeting, expansion within our publications department, and, of all, the roles of the staff members who work to ensure you get the most from your membership.

These role changes include my own, and it's the reason why I am reintroducing myself through this article. Although I've been with the organization for a while, I may be new to you as a member or donor.

As we transitioned away from our former advertising and fundraising agency, my job description expanded to incorporate a lot more member communications, Agronomic Science Foundation (ASF) responsibilities, and sponsorship generation. As the Program Manager–Marketing and Business Relations for ASA, CSSA, SSSA, and ASF, I am your primary contact for the following programs:

- Corporate membership (sales, benefits usage, and customized benefits package creation)
- Webinars/professional development (sponsorship sales)
- Annual Meeting (sponsorships, exhibit and advertising sales, customized sponsorship packages, and sponsor fulfillment)
- ASF fundraising (marketing initiatives, campaign planning, and pledge processing and fulfillment)
- Certification program marketing (CCA, CPAg, CPSS, and specialty certifications)

I have been in this new role since March. However, I bring with me quite a bit of experience in account and project management, business development, and marketing.

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