

## **ARC Board and Business Meeting Details**

**The 2016-2017 ARC board (and ARC Foundation) is:**

- Daren Williams, President
- Mike Opperman, Past President
- Rebecca Colnar, First Vice President
- John Blue, Second Vice President
- Sally Behringer, Secretary/Treasurer
- Deron Johnson, Director
- Cindy Cunningham, Director (newly elected)
- Mark Crouser, Director
- Stephanie Meyers, Director

*(Please note: Terms of office as board members are two-years, BUT board members can be re-elected to new two-year terms as often as they would like.) The ARC Foundation Board Lineup for 2016-2017 is the same group.*

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**Following are highlights from the board meeting/annual business meeting**

- Revenue for the year will be about \$65,000, with expenses about \$56,000.
- Budget goals were met in membership, corporate sponsorships, and annual meeting attendees. There was a slight budget shortfall in the Golden ARC contest because of a decrease in one in the number of entries from 2015.
- The ARC will continue to collaborate with the Ag Media Summit in conducting the silent auction. This raises more than \$3,500 for youth programs, which is split between ARC and AMS.
- ARC will also continue collaboration with NAMA on an annual webinar, in addition to the quarterly webinars already being conducted by ARC. This effort is led by ARC board member John Blue.

- And speaking of John, ARC has instituted a new “Volunteer of the Year” program for outstanding volunteer support of the organization. John was selected as the first recipient for his tireless work on the board and lead person on organizing the webinars conducted each year by ARC. Congrats to John for his exemplary work.
- ARC thanks its sponsors. Programming like those provided for this year’s meeting, wouldn’t be possible without this support. ARC had its highest number of sponsors and revenue since its re-birth seven years ago. See the ARC web site for the list of our current partners.
- Membership is 115, with 90 regular members and 25 state Ag Communicators of Tomorrow chapter presidents and national officers in the fold. Those student members are in the organization thanks to a grant from Gardner & Gardner Communications. The goal for the organization is to get to 200 members by 2019.
- The Golden ARC program had 57 entries – down one from last year. Efforts will continue to promote the contest and tweak categories as appropriate. Gardner & Gardner Communications (G&G) was hired to manage the program this year and next under a new agreement with the board. They replace McDonald Marketing Communications, as owner Amy McDonald has had a career change. A PRSA chapter judges the entries each year.
- The ARC meeting will be in Sacramento in 2017 – June 20-22 – at the Embassy Suites. A decision on 2018 will be made this fall.
- ARC will be discontinuing its accreditation program through PRSA. But it will be working with PRSA on another program through ACT. ARC member Bob Giblin will be working on this new program.
- As noted earlier, ARC will likely re-institute its internship program in 2017. Details will be provided to members in the coming months.
- ARC is investigating archiving its historical materials at the University of Illinois. Efforts will be undertaken to further investigate this opportunity in 2016-2017.
- The board approved a three-year renewal of G&G’s contract to manage ARC for three years.

**Foundation Business Meeting highlights included:**

- The foundation currently has about \$10,500 in its account. Its focus is one its scholarship program and a proposed internship program that is described later in this document. The foundation is registered as a non-profit in Illinois, with hall of fame inductee Richard Howell paying the \$10 renewal fee each year.
- The ARC Foundation reinstated its scholarship program last year. The 2016 selectee is JD Rosman of Oklahoma State University. There were 25 applicants for the \$1,500 scholarship! The 2015 winner was Katherine Griswold, at the University of Wisconsin-Madison. There were 25 applications in 2016, 23 applications in 2015.
- The foundation will continue to ask for a \$15/member donation to the foundation that’s part of membership renewal. There is an opt-out provision provided to members. All members in 2016 chose to contribute to the foundation. The board thanks our membership for this action.

- Hall of Famer Richard Howell and board chair Daren Williams challenge members to donate to the foundation with a \$500 contribution again this year. Several donations have been received.
- Staff will investigate the ARC Founders Award, a program that honors an ARC member for outstanding work in ag PR. A proposal will be developed for a September board teleconference.

For more information on the meeting, contact Den Gardner at: [arc@gandgcomm.com](mailto:arc@gandgcomm.com).

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