



11327 Gravois Road
Suite 201
St. Louis, MO 63126
314-849-9446
Fax: 314-849-0988
www.maca.org

MACA BOARD OF DIRECTORS MEETING

February 21, 2019

MACA President Paul Edsten called the meeting to order at 7:31 a.m. CT at the Renaissance Airport Hotel, St. Louis, Missouri. The following board members were present:

Name	Company
Brian Clark	Schuetz Container
Shelbi Domjen	KOVA Fertilizer, Inc.
Paul Edsten	FMC
Lindsey Jackson	Corteva
Gunther Kreps	AgXplore
K. Susan Macy	Valent USA
Tim Riley	AMVAC
Greg Welsh	CNI

Guests present: Jerry Baker, MFA, Inc.; David Bartine, XPO Logistics; Andrew Kuenker, Corteva; Melissa Lai, AgData; Mike Lehman, AMVAC; Matt Misichko, J.D., Barnes & Thornburg LLP; Tod McCloskey, Meister Media; Jerry Miller, Albaugh, LLC; Bill Morgan, Bayer CropScience; Joe Olson, Helena Agri-Enterprises; Rodney Schmidt, Bayer CropScience; Matt Wagner, GreenLeaf Inc.; and Jaime Yanes, Albaugh, LLC.

Staff present: Executive Director Bonnie McCarvel; Michelle Kilper, CAN & YLSP Coordinator and MaryEileen Rufkahr, Administrative Assistant.

MACA Board of Directors absent: Don Bradley, Lee Container; Steve Koziolk, Rosen's Inc.; Jay Morris, Morris-Bixby Group; Randy Stookey, Kansas Agribusiness Retailers Association; and Rick Welder.

At the outset of the meeting, introductions were made by all and then President Edsten directed the attention of, and compliance by, all persons participating in the meeting to the "Anti-Trust and Fair Trade Practice Guidelines" which are attached to these minutes. President Edsten reminded everyone that Matt Misichko, J.D., Barnes & Thornburg, was in attendance for the meeting and he reviewed the key points of the guidelines with the group.

Secretary's Report: Vice President Tim Riley presented the report dated November 6, 2018. A motion was made to accept the minutes as presented. The motion was seconded. Discussion followed. Motion carried.

Treasurer's Report: Vice President Tim Riley presented the financial reports as of January 31, 2019. A motion was made and seconded to accept the reports as presented, discussion followed, Motion carried.

President Edsten then asked for committee reports as follows:

Executive Committee: Vice President Tim Riley reported the Executive Committee met on Wednesday, February 20. The committee recommended the following actions be approved:

- Rick Welder was stepping down as Secretary/Treasurer. Motion was made to accept Welder's resignation effective immediately. Motion was seconded. Discussion followed. Motion carried.
- Lindsey Jackson is approved as Secretary/Treasurer to complete the term of Rick Welder. Motion was seconded. Discussion followed. Motion carried.
- To replace Rick Welder with Lindsey Jackson as a signature on the MACA bank accounts at Commerce Bank. Motion was seconded. Discussion followed. Motion carried.
- Long Range Plan – was discussed and Riley encouraged everyone to complete the membership survey.
- Investments with Edward Jones were discussed. Executive Committee will be reviewing to determine how to proceed.
- Allied member is needed to replace Welder on the board. If interested please contact Riley, Edsten or McCarvel.

Motion was made to accept the committee report as presented. Motion was seconded. Discussion followed. Motion carried.

Annual Meeting Committee: Vice Chair Jerry Miller reported the committee had met on February 20 and discussed plans for the 2019 meeting to be held in Indianapolis, Indiana at the Alexander Hotel September 3-5. The committee was working on possible themes as well as speakers, golf site and industry tour. The committee proposed having a "consumer driven theme – including speakers focused on consumers." Discussion followed and general consensus by the board was to proceed with consumer driven theme and impact on the crop protection industry.

- Industry tour will be a plant tour of Schuetz Containers located at Plainfield, IN
- Golf – working on holding at Brickyard.
- 2020 cities – include Denver, St. Louis, Chicago and Omaha. McCarvel to pursue hotel proposals for the committee to review.

A motion was made and seconded to accept the report as presented. Discussion followed. Motion carried.

Distribution and Environment (D&E) Committee: Chair Lindsey Jackson reported the committee met on February 20. The Pesticide Waste Disposal flowchart is in the review process as comments have been received. The committee is in the process of responding to the comments received and updating the chart. For June they are working on transportation issues and are planning on two speakers.

Jackson also discussed the Sustainability Forum for MACA. The forum will be in November and will focus on sustainability and is a joint effort of all the MACA committees. Discussion followed. President Edsten named Jackson to serve as the chair of the Forum with Rodney Schmidt and Joe Olson volunteering to be on the committee. Jackson will provide more information at the June meeting.

A motion was made and seconded to accept the report as presented. Discussion followed. Motion carried.

Industry Communications Committee: Chair K. Susan Macy reported the committee had met on February 20 and provided the following information:

- **CropLife Ambassador Network (CAN)** - Michelle Kilper, Coordinator, provided an update on the program. Since August 1, 2018 there have been 2,766 students reached thanks to ambassadors making 38 presentations. There are 221 ambassadors. Kilper updated the brochure to recruit ambassadors and will be working to create a GMO presentation plus update the other PP presentations.
- **Membership** – recruitment will be worked on by the committee.
 - **New Member/New Attendee** – mentoring program will be developed and proposed meeting with new attendees a half-hour before lunch with executive committee and committee chairs to discuss committee and welcome them. David Bartine and Jaime Yanes will be helping Macy to develop this program.
 - **Membership Application** – submitted by AgXplore with Gunther Kreps as key contact. (Kreps left the room while discussion took place.) A motion was made and seconded to approve AgXplore as an allied member. Discussion followed. Motion carried.
- **Young Leader Scholarship Program – Subcommittee co-chairs Yanes and Schmidt reported the following:**
 - **Sponsors** – 23 sponsors have made commitments
 - **Applications** – 33 applicants, score sheet with subjective elements was developed and used this year which resulted in each applicant reviewed by a minimum of 5 people. A total of 13 were selected – 8 women and 5 men including:
 - Colorado – Rachel Chayer with Chemical and Biological Engineering major
 - Illinois – Madelyn Heinecke with Crop, Soil & Environmental Management major
 - Indiana – Sara Lechlinder with Ag Business and Turf Science major
 - Iowa – Erin Chalupa with Agricultural Communications major
 - Kansas – Nathaniel Dick with Agronomy Consulting and Production major
 - Michigan – Devin Koroleski with Agribusiness Management major
 - Minnesota – Sierra Williamson with Agricultural and Food Business Management major
 - Missouri – John Clayton Robinson with Agribusiness Management major
 - Nebraska – Rachel Knox with Agronomy major
 - North Dakota – Adam Kroll with Agricultural Economics major
 - Ohio – Mary Buehler with Agribusiness and Applied Economics major
 - South Dakota – Ally Ringeisen with Agronomy and Precision Ag major
 - Wisconsin – Samuel Jesse with Agronomy major.
 - A motion was made and seconded to accept the scholarship recipients as listed above. Discussion followed. Motion carried.
 - The committee is planning to add dining etiquette to their training while at the MACA Annual Meeting.

- **Annual Meeting Awards** – the committee requested those in attendance start to think about potential nominees, plus they will be sending out nominating form in the near future for input.

Motion was made and seconded to accept the committee report as presented. Discussion followed. Motion carried.

Break – President Edsten requested a ten minute break at 9:28 a.m. and then resumed the meeting at 9:38 a.m.

Production & Environmental Stewardship (PES) Committee: Executive Director McCarvel reported the committee had met on February 20. The committee is focusing on three things:

1. Creating an overview based on the 2018 pollinator educational forum showing what MACA can do, what companies can do and what individuals can do.
2. Dispense best practices of stewardship to MACA members on industries weed control technologies and include state resources.
3. Develop “fun facts” to serve as internal talking points for members on the evolution of agriculture and how much they are producing vs using (such as global climate change). It would be quarterly touch points that members could use.

McCarvel reported Water Consultant Steve Taylor was not able to attend but had submitted a written report regarding his work on issues he is monitoring for MACA. Discussion followed. (A copy of the report is attached to the official minutes.)

Motion was made and seconded to accept the committee report as presented. Discussion followed. Motion carried.

State Update: No report.

Executive Director: McCarvel reported on her work regarding the 2019 Annual Meeting, long range plan, membership, TPSA, etc.

Motion was made and seconded to accept the report as presented. Discussion followed. Motion carried.

OLD BUSINESS

Long Range Plan (LRP) – Chair Riley reported that John Mattingly, AgMatrix, is conducting the membership survey gratis. Once the survey is completed the committee plans to meet with him to discuss the findings and then discuss next steps and plans to have an update for the June meeting.

NEW BUSINESS

Next Meeting – Quarterly Meeting June 5-6 will be held at hotel in downtown St. Louis. McCarvel presented the revised schedule for the June meetings based on discussion today as follows:

- June 4 evening – Sustainability group to meet with Lindsey and work on plans
- June 5 – Committee Meetings
 - 8:30 am – New People Orientation
 - 9:00 – Noon – All committees to meeting
 - Annual Meeting
 - Executive
 - Distribution & Environment (D&E)
 - Industry Communications
 - Production & Environmental Stewardship (PES)
 - Noon – 1:30 Lunch and Sustainability Speaker
 - 2:00 pm Depart for MACA Event – To be determined
 - 6:00 pm Back to hotel
 - 7:15 pm Cardinals vs Reds Baseball Game
 - For those wishing to attend – (MACA will have a suite.)
 - Cost to be determined – will include dinner, game, etc.

President Edsten thanked everyone for their participation with the meetings this week. There being no further business, a motion was made to adjourn the meeting at 10:15 a.m. The motion was seconded, discussion follow. Motion carried. President Edsten adjourned the meeting.

Minutes taken by Bonnie McCarvel.

MACA Secretary

Date

Attachments to Official Minutes:

- “Antitrust and Fair Trade Practice Guidelines”
- Water consultant report
- 2019 Committee/Task Force Initiatives

**MID AMERICA CROPLIFE ASSOCIATION
(MACA)
ANTITRUST AND FAIR TRADE GUIDELINES**

While some activities among competitors in the same industry are both legal and beneficial to the industry, group activities of competitors are inherently suspect under the antitrust laws. Agreements or combinations between or among competitors need not be formal to raise questions under antitrust laws, but may include any kind of understanding, formal or informal, secretive or public, under which each of the parties can reasonably expect that another will follow a particular course of action.

Each individual is responsible to see that topics which may give an appearance of an agreement that would violate the antitrust laws are not discussed at your meetings. It is the responsibility of each individual in the first instance to avoid raising improper subjects for discussion. This reminder has been prepared to assure that individuals in meetings are aware of this obligation.

The following "Do" and "Do Not" highlight only the most basic antitrust principles. Each party and every individual at every meeting related thereto should be thoroughly familiar with his/her responsibilities under the antitrust laws and should consult counsel in all cases involving specific situations, interpretations, or advice.

DO NOT, in fact, discuss or exchange information in person, electronically or by other means regarding:

- Individual company prices, price changes, price differentials, mark-ups, discounts, allowances, credit terms, etc., or data that bear on price (e.g., costs, production, capacity, inventories, sales).
- Industry pricing policies, price levels, price changes, differentials, etc.
- Changes in industry production, capacity or inventories.
- Bids on contracts for particular products; procedures for responding to bid invitations.
- Plans of individual companies concerning the design, production, distribution or marketing of particular products, including proposed territories or customers.
- Matters relating to actual or potential individual customers or suppliers that might have the effect of excluding them from any market or of influencing the business conduct of firms toward such suppliers or customers.

DO NOT discuss or exchange information regarding the above matters during social gatherings incidental to meetings, or by electronic mail, even in jest.

DO adhere to prepared agendas for all meetings and object when meeting minutes do not accurately reflect the matters which transpired.

DO understand the purpose and authority of the group.

DO consult with your company counsel and your company policy guidelines on all antitrust questions before attending meetings.

DO protest against any discussions or meeting activities which appear to violate the antitrust laws; disassociate yourself from any such discussions or activities and leave any meeting in which they continue.

Notes:

- Approved by MACA Board of Directors – June 7, 2001

Mid America CropLife Association
2019 Committee/Task Force Initiatives

1. Annual Meeting Committee

- a. Coordinate 2019 Annual Meeting agenda – September 3-5, 2019.
- b. Stay within 2019 meeting budget.
- c. Select 2020 Annual Meeting site.
- d. Develop Annual Meeting program addressing members' needs.

2. Distribution and Environment (D&E) Committee

- a. Sustainability forum/event in November 2019.
- b. Speaker – Transportation Analyst – regarding capacity issues.
- c. Each member brings a guest to the meeting.
- d. February 2019 meeting; morning for D & E committee business; in the afternoon, join other committees.
- e. Create a standardized residue removal (triple rinse) process for the industry.

3. Industry Communications Committee

- a. CAN:
 - 1) Reach 6,500 to 7,00 students;
 - 2) Reach all 13 states with at least one presentation;
 - 3) 230 ambassadors;
 - 4) Continue social media efforts;
 - 5) Update presentations;
 - 6) Create new presentation on GMOs.
- b. Membership:
 - 1) 65 total paying members;
 - 2) New member mentorship process;
 - 3) Sub-committee to merchandise marketing abilities.
- c. Young Leader Scholarship Program:
 - 1) \$26,000 sponsorship goal;
 - 2) Applications from each of the 13 MACA states.
- d. Talking Points:
 - 1) Talking points for hot topics in the industry - GMO.

4. Production & Environmental Stewardship (PES) Committee

- a. Actively participate on behalf of MACA members in water quality issues by providing information and access to MACA members as a member service by retaining the services of Water Consultant MO-AG and membership in the following organizations:
 - 1) Federal Water Quality Coalition (FWQC).
 - 2) Great Lakes Industry Council (GLIC).
 - 3) Ag Nutrient Policy Council (ANPC).
 - 4) Conservation Technology information Center (CTIC).
 - i. Find topics in FWQC that MACA is more interested in and participate for more information on these topics.
- b. Pollinators – increase awareness of all pollinator initiatives.
 - 1) By geography for MACA members to be aware of and participate or promote if they chose.
 - 2) Find new ways to partner with Ambassador program for promotion of pollinator initiatives in each geography.
- c. Dispense best practices of stewardship practices to MACA members on industry's new weed control technologies: (i.e. Dicamba, 2,4-D systems and others) to build awareness and consistently steward our technologies across the industry.