REPORT FROM AOSA EXECUTIVE OFFICE '18

Project and Staff Overview

A YEAR IN REVIEW

MOVING FORWARD: WEBSITE PROJECTS

by Liz Foust, Website Manager

In 2018, we have begun a series of projects that will modernize elements of AOSA and SCST administrative processes making these areas more efficient and allowing greater flexibility and ability to keep association information up to date. Below are the areas that are in work or planned as part of this modernization movement.

Publications Ordering -

In the past, publications have been ordered via fax. This method has significant staffing overhead and security risks relating to payment for publications. The new process will allow for ordering and payment of publications on the analyzeseeds.com website. Expect to see this phase of the projet rolled out by mid-summer.

Membership Management

This phase of the project will begin upon completion of the publications ordering phase. Online Membership Management will allow members to update their information online and renew memberships with online payment. In the future, this online database will allow us to create directory listings that can automatically display the most up to date information.

Online Forums

Online forums have been a work in progress that will benefit from the membership management project's user account set up. Membership management accounts will be created during the Membership Management phase and that same log in will enable members to participate in online discussion forums. Quinn Gillespie, RST has been instrumental in leading the process and organizing a group of BETA testers for the feature. The goal of the online forums is to increase collaboration and information sharing between members. We envision areas where students could ask questions and be answered by experienced seed professionals whom they may not otherwise have access to, where boards and committees could converse on private boards to speed responses and planning and, where seed professionals network and share insights with each other on a more frequent basis.,

Rules Distribution.

The final phase of development will be to implement an online process to distribute member access for the latest rules updates. This process offers an easy and convenient method for members while providing savings in labor and postage..

STAFF ROLES & RESPONSIBILITIES

Jess Peterson
AOSA Executive Director

AOSA Leadership Functions:

- Administration of AOSA day-to-day operations
- Oversee staffing operations and ensure properly staffed projects and deliverables
- Implementation of programs and policies
- Communicate regularly with Executive Board of Directors, Committee Leadership and Membership.
- Work timely and effectively under direction of the President and Executive Board to identify opportunities to expand membership services, outreach and development, and refine operating plans, policies, tactics and supporting documents for the betterment of the Association.
- Provide general administrative support to the elected officers of AOSA including:
  1) management for the organization and guidance for the annual meetings; and
  2) supervision of planning, coordinating, and logistical support for day-to-day operations of AOSA.

Financial Operations:

- Serve as AOSA Chief Financial Officer.
- Coordinates with the Exec Committees in the development, maintenance, and functionality of annual budgets.
- Ensure budget compliance across all AOSA programs and operations and timely and efficient financial transactions and detailed monthly financial reports to the Board.
- Coordinate with AOSA Finance Team to ensure that sound and proven accounting and auditing procedures are maintained.

Secretary-Treasurer of STRF:

-- Committees, Sections, and Membership Activities:
- Assist functional AOSA committees and task forces relevant requests for assistance and other activities that are in the best interests AOSA– Exam, journals, communications, etc.
- Assist the Annual Meeting Planning Committee. Staff the co-chairs and oversee the staffing functions.
- Coordinate with professional staff to ensure accurate and efficient membership data base management

Outreach and Public Relations:

- Attend affiliate organization meetings: provide updates, reports and presentations
- Collaborate with affiliate organizations
- Seed Today quarterly articles and special articles/interviews

STAFF ROLES & RESPONSIBILITIES

Kelly Polzin
AOSA Director of Membership Services

Responsible for maintaining effective membership services for the AOSA by utilizing excellent, in-depth knowledge of the Association's publications, membership processes and committee structures and purpose while advancing the long-term goals and objectives of the Executive Board of Directors

Publications:

- Manage and update the AOSA Rules for Testing Seed Volumes 1 - 4 including Seed Moisture Testing Handbook, Seed Vigor Testing Handbook, Tetrazolium Testing Handbook and the Cultivar Purity Handbook
- On a yearly basis, format, produce, update and send to the AOSA memberships, the current year of the AOSA Rules for Testing
- Process, print, track and deliver additional print license labels for the AOSA Rules for Testing Seeds, Seed Moisture Testing Handbook, Seed Vigor Testing Handbook and the Tetrazolium Testing Handbook
- Process and track publication orders, payments and shipments
- Maintain a detailed database of all orders within the fiscal year
- Ensure all members have accurate and timely information on order status
- Update order forms both within the database and website

Membership:

- Monitor the Association's general e-mail account to ensure member inquiries are answered in a timely and effective manner
- Manage the Association's Facebook and Twitter accounts to maintain a relevant organizational presence on social media platforms
- Draft and circulate member announcements, notices and industry job posts
- Maintain and update the membership contact and category database and website
- Process and file exam applications in addition to notifying the Exam committee of the prospective candidates

STAFF ROLES & RESPONSIBILITIES

Kelly Polzin | AOSA Director of Membership Services

Membership (Continued):

Regular maintenance and upkeep of the detailed exam candidate database
- Work with the Director of Finance to ensure precise and complete financial tracking of membership dues, publications profit, and other budget items
- Ensure continuing education points and procedures are in place and being followed
- Keep up to date on Proficiency testing procedures, distribution, protocol and requirements
- Update forms, Constitution & Bylaws, Rules and any committee changes through the database and website
- Develop, initiate, organize and report surveys and ballots

Committees:

- Support, assist and manage all committee activities
- Coordinate with each committee to schedule calls and prepare meeting minutes
- Research possible outreach or specific subject matter based on need and direction from each committee
- Suggest, assist and update website committee page content
- Assist in Workshop planning and preparation
- Assist in the planning and implementation of the Annual Meetings; including manage and negotiate contract for services, hotel/on-site logistics, design and develop annual meeting publications, such as program book and content, signs, plaque and badges, and develop and solicit conference advertising and sponsorships.

Executive Boards:

- Coordinate Monthly Conference calls
- Prepare Agenda & Minutes
- Responsible for maintaining correspondence, including communicating updates and other notifications
- Assist Executive Board with resolving issues from members & affiliates
- Ensure timely completion of projects and tasks as assigned

STAFF ROLES & RESPONSIBILITIES

Kristen Albers
AOSA Director of Finance

Accounts Payable Processing:

- AOSA Director of Finance will manage the AOSA business e-mail address and fax number for vendors to send invoices directly into the on-line accounts payable system.
- Maintain vendor, owner, sub-contractors with direct ACH deposits for draws, disbursements and such.
- Contact vendors to inform them to send invoices directly to the email or fax number. (eliminates paper invoices)
- Process payments both electronically and by manual check. Payment information – date that funds will be transferred and available will be sent automatically to each vendor via email.
- Code invoices to appropriate general ledger account and route to appropriate individuals for approval.
- Watch and manage cash flow prior to processing batch payments.
- Sync on-line system with QuickBooks for real-time information.
- System can maintain and handle recurring payments.
- Manage expense reports and credit card statement with on-line payable system.
- Manage receipts online
- Cooperate with the scheduling of outside audits
- Prepare tax forms for IRS- 990 and income taxes and submit to IRS

STAFF ROLES & RESPONSIBILITIES

Liz Foust
Website Manager

Website Maintenance & Development:

- Maintain Analyzeseeds.com websites
- Create website content, features and functionality as needed to support and further the goals of the organization.
- Conduct and participate in member training and education as it pertains to website features and management, as necessary.
- Maintain responsive design.
- Plan for future changes to the website.
- Ensure the webservers, hardware and software are operating accurately.
- Debug issues that arise with the performance of the website.
- Interface for performance issues. Liaison between hosting company and organization.
- Troubleshoot the website and address any issues that arise.
- Generate and revise web pages.
- Regulate and manage access rights of different users on website.
- Create and modify appearance and setting of site.
- Lay out content on web pages.
- Deal with and respond to email requests.
- Ensure that links are active, fix links that are not loading
- Ensure picture links are functioning. Fix links that are not loading.
- Keep files small so sites load faster.
- Test different browsers and ensure people with different operating machines access the website.
- Provides project support and assistance to Director of Membership as needed.
- Manage online membership collaboration forum
- Manage online membership services and publications store
- Completes all other tasks as assigned.

STAFF ROLES & RESPONSIBILITIES

Lia Biondo
AOSA Membership & Public Outreach

Social Media:

- Assist with updating Twitter and Facebook accounts
- Maintain an active presence on social media, utilized through "linking" to related organizations/professional societies, placing AOSA in front of a potential greater target audience.
- Ensure that all job postings are advertised on Twitter, Facebook and LinkedIn accounts.

Membership Outreach:

- Oversee member communications
- Draft and design membership notices on MailChimp for distribution.
- Regularly update website to include recent membership announcements.
- Prepare social media posts for pertinent member announcements.

Public Outreach:

- Design and produce public relations materials, including but not limited to: brochures, publication catalogs, banners, annual meeting promotional materials
- Draft letters and conduct sponsor and vendor outreach for annual meeting.
- Follow-up with annual meeting sponsors and vendors to build working relationships with industry partners.

AOSA Press Statements:

- Draft statements, as necessary or directed by the AOSA President or Exec BOD, concerning any emerging or pressing issues
- Draft statements, as necessary or directed by the AOSA President or Exec BOD, concerning any issues related to the annual meeting.

STAFF ROLES & RESPONSIBILITIES

Kelly Fogarty
AOSA Event Operations

Shall manage and execute the Annual Meeting responsibilities of the AOSA Headquarters in the following areas:

Act as liaison to Host/Local Planning Committees:

- Be a resource for Host/Local Committees in their planning and execution process
- Provide expertise in the areas of event management
- Provide weekly communication with the current host/local planning committee co-chairs
- Be the point of contact for Annual Meeting
- Provide insight and assist future host/local planning committees in preparing and planning a bid
- Provide consulting for room assignments for annual meeting
- Provide consulting for annual meeting tours
- Provide consulting for social media promotion

Act as liaison to hotel negotiator:

- Provide communication between hotel negotiator and AOSA Headquarters
- Provide communication between hotel negotiator and host/local planning committees
- Provide insight to hotel negotiator for bidding future locations

Manage the negotiations and requests from the Host/Local Planning Committee:

- Research capable companies
- Develop RFP based on Host/Local planning committee data
- Negotiate agreement
- Ensure proper execution

STAFF ROLES & RESPONSIBILITIES

Kelly Fogarty | AOSA Event Operations

Oversee and manage the Entertainment for the AM:

- Research entertainment options
- Negotiate booking, rider and agreements
- Coordinate production elements with A/V company and venue
- Ensure proper execution
- Oversee the marketing efforts of the AM:

- Work with professional graphic designer to create an appropriate event logo
- Ensure professional and consistent event branding
- Develop and execute proper public relations
- Work with local and regional media outlets to advertise event

Work with AOSA SCST Planning Committees to establish short-term and long-term strategies for increasing national sponsors:

- Establish and cultivate relationships with potential and current national sponsors
- Ensure professional sponsorship packages are created
- Research all valid sellable assets for each AM
- Provide appropriate sales training
- Be available to negotiate agreements
- Solicit sponsors as needed and/or requested
- Assist in the fulfillment and execution of sponsorship agreement

Work with Host/Local Planning Committee on trade show layout and overall function:

- Establish best layout for trade show
- Ensure proper mapping documents are created and available
- Assist in trade show operation

Work with Host/Local Committee on establishing an overall line item budget:

- Assist Host/Local Planning Committee on establishing potential revenue and expense
- Work with Host/Local Planning Committee and AOSA SCST financial staff to establish budget

General Consulting & Execution:

- Weekly emails, texts and phone calls with host/local planning committee
- Weekly emails, texts and phone calls with AOSA SCST headquarters
- Provide AOSA SCST with insight and direction for general operational and execution elements of the AM
- Provide summary reports for AOSA SCST BOD on progression as needed and/or requested
- Join & participate in ongoing weekly AOSA SCST staff calls
- Join & participate in ongoing host/local planning committee conference calls
- Research and develop AOSA SCST mobile communications efforts
- Work with A/V companies to fulfill proper equipment
- Coordinate with host/local planning committees on any AV needs; facilitate and organize the distribution and use of donated AV equipment during the AM
- Facilitate and assist with use of all AV equipment during the AM

STAFF ROLES & RESPONSIBILITIES

Kelly Fogarty | AOSA Event Operations

International Outreach and Coordination:

The following list of deliverables and tasks is only applicable if a joint meeting between ISTA, AOSA SCST is engaged, the above outlined deliverables are all applicable in this event, plus the additional items noted below:
- Communicate on behalf of the AOSA SCST headquarters with ISTA staff on a regular and as requested basis
- Coordinate promotion, social media and any outreach on the joint meeting with AOSA SCST planning committee and ISTA staff
- Coordinate any joint efforts taking place between ISTA, AOSA SCST:
- Workshops: coordinate organization, communication with workshop organizers, and any ISTA components as needed and requested
- Committee meetings: coordinate a schedule conducive to overlap in committee/side meetings as requested/directed by ISTA and AOSA SCST
- Assist and coordinate the development of AM registration, as hosted by ISTA and directed by AOSA SCST
- Communicate AM budget with ISTA and AOSA SCST
- Coordinate weekly reports on registration and income received (sponsorships, tradeshow vendors, etc.) as received by ISTA to AOSA SCST
- Ensure any contracted income, joint profit, expenditures, etc. are tracked and tallied
- Coordinate any speakers, tours or other presentations as conducted by both ISTA and AOSA SCST