

**MSA PROGRAM AREAS (BASED ON FY10 FINANCIAL FORMAT)
FOR PROGRAM AREA REPRESENTATIVES (PAR) UPDATED 3/24/10**

A. Administration (710) – Jim Wilson & Ron Weisenberger

1. Annual Meeting
2. Board
3. Office Expenses
4. Financial and Audit Expenses
5. ASA Staff Meetings
6. By-Laws/Articles of Incorporation/Policies & Procedures
7. Strategic Planning
8. Membership Invoicing and Batch Processing
 - a. Membership Database Software Training for Staff
9. Other Administrative Needs

B. Corporate Relations (720) – Andy Welden & Richard Janssens

1. Michigan Soybean News Magazine
2. ASA Corporate Programs
 - a. Leadership at Its Best
 - b. Legislative Forum
 - c. Soy Leadership College
 - d. Pioneer/DuPont Young Leader Program
 - e. REAP
3. Other Corporate Programs

C. Membership (730) – Steve Gazdag & Herb Smith

1. Member Servicing
 - a. County Member Meetings/District Meetings
 - b. Member only MSU Student Event
 - c. Social Media Opportunities (i.e.: Facebook)
 - d. Web site Updating
 - e. Biodiesel Night at the Races
 - f. Other Membership Servicing Programs
2. Member Recruiting
 - a. Recruiter Kits
 - b. Winter Recruiter Blitz
 - c. Phone-a-thons
 - d. ASA Campaigns i.e.: “If you believe, belong.”
 - e. Other Membership Recruiting Programs

D. Public Affairs/Policy (740) – Dave Williams & Bill Spike

1. Policy/Issues
2. Delegates (Commodity Classic/State Delegate Session)
3. Michigan Chamber Membership
4. Michigan Farm Bureau, Corn Growers, etc. Memberships
5. Julian/Vail Contract
6. Action Alerts
7. Lansing Ag Club
8. Other Public Affairs/Policy Programs