



**MAS Telecon
February 25, 2019 1300 EST**

MAS Executive Council:

Rhonda Stroud	(President 2018-2020)
Heather Lowers	(President-elect 2018)
Chad Parish	(Secretary 2018-2020)
Elaine Schumacher	(Treasurer 2017-2020)
Roseann Csencsits	(Director 2017-2019)
Emma Bullock	(Director 2017-2019)
Anette von der Handt	(Director 2018-2020)
Andrew Herzing	(Director 2018-2020)
Donovan Leonard	(Director 2019-2021)
Abigail Lindstrom	(Director 2019-2021)
Patrick Camus	(Commercial Director 2018-2020)

Present on the call:

Rhonda Stroud (President)
Elaine Schumacher (Treasurer)
Chad Parish (Secretary)
Emma Bullock (Director)
Roseann Csencsits (Director)
Pat Camus (Commercial Director)
Heather Lowers (President Elect)
Jim McGee (Finance Chair)
Nicholas Ritchie (Computer Activities Chair)
Dan Ruscitto (Social Media Chair)
Tom Kelly (Fellows' committee chair)
Michael Nagorka (Member Services)
Anette von der Handt (director)
Donovan Leonard (Director)
Abigail Lindstrom (Director)
Vin Smentkowski (Strategic Planning Committee Chair)
Jim LeBeau (Education Committee Chair)
Andy Herzing (Awards committee)

Meeting begins 1303. A quorum is met.

1. Review / Approval of January Minutes

A few small typos remain. Rhonda requests a motion to approve the minutes with minor changes to be submitted. Elaine so moves. Abby seconds. The motion passes.

2. Actions items from January

- a. EMAS student rep selection (Michael Bachman, formerly Cornell, now ORNL)
- b. Sustaining Member Renewal Notices to be sent in February
- c. Code of Conduct Policy Discussion with MSA

An EMAS student representative has been selected, Michael Bachman, and he has accepted.

In the future, we should try to make this selection at the 2020 meeting so that the 2021 EMAS / AMAS students are ready to go. From our discussions, Pat was planning to send renewal notices to sustaining members (SMs). Pat will send the SM renewal notices in the next few days. Working with Elaine (and possibly Lucille), Pat will get the renewal letters prepared. We have a new SM, but we may lose another due to a corporate acquisition.

3. President's report on MSA's Winter Council Meeting

A Code of Conduct policy was discussed with MSA by Rhonda at the MSA council meeting. The discussion led to a committee to revise the policy to be more close to those from peer societies we discussed in the January meeting. The big misunderstanding was, "What level of issues are we talking about? What should societies be expected to address?" (Which is to say, what is the duty of the society, what is the duty of the police?) Peter Crozier and Beth Dickey (MSA) will sit with Rhonda and discuss something with a mechanism and possible clarifications. The goal is to encourage participation of all members of society. In the future the Code of Conduct will likely be part of meeting registration. The general feel is of moving in the right direction, although it could still be contentious. It seemed like there was good agreement inside MSA. We can move toward our own policy for MAS, but we want something to apply over the M&M meeting (in conjunction with MSA).

Also, new from the MSA Winter Council meeting: M&M 2022 will be in Cleveland. The proposal to jointly hold M&M2021 with IMC was not approved. Our IMC proposal was ranked #4, due to concerns over lack of international reach of the MSA itself. We need better participation of European and Asian microscopy societies with MSA. MAS does a good job with AMAS/ EMAS, but MSA does not have that level of reciprocity, outside of the journal being multiple society's journal. MSA is considering more international outreach. MSA is considering an international advisory board of the M&M overall program with more input on distribution of individual symposia. Some foreign societies expect a higher-profile person (as opposed to early-career) as one of the symposium organizers. Rhonda suggests that MAS fellows could be good choices to sit on organizing committees. MSA is also looking to work more strategically with vendors. The question is, "How does MSA better facilitate relationships between scientists and the vendor community?" There seems little MSA council participation from vendors. Tom comments that MSA council was relatively short-sighted to the commercial sector, and was suspicious of industry representatives due to the possibility of not treating their competitors well. This is not necessarily still the case, but might have been a perception due to some individuals. Rhonda comments that Paul Kotula is the current president with a one year term. Paul, Bob Price, Esther ??? did not appear hostile to industry / vendors. However, the SMs could be better served by the MSA, and the MSA better served by vendors. No clear suggestions were made, but an effort to better improve was suggested. MSA might be more aggressively approaching the SMs. Does Pat have a sense for what we should be doing better or a sense of dissatisfaction? Rhonda continues that most revenue comes from the meeting rather than SMs, but if revenue drops off from the meeting, such as attendees using AirBNB instead of hotels, how can we make back the revenue. Abby comments that besides AirBNB, Baltimore also had many Feds with no-hotel local travel. Rhonda asks how we can help vendors and convince them they're paying a fair share. Rhonda feels MAS is doing a good job, especially by giving

vendors a voting voice on the council. Tom comments that: MSA should consider having a voting member. Pat comments that even before the commercial director position, vendors had a good voice. If there is more agglomeration of vendors, SM numbers go down, but square footage in the hall might stay the same, so he doesn't have concerns for MAS.

4. Strategic Planning Committee (Vincent Smentkowski)

Vin comments that Tom Kelly brought up two points for SPC. 1. Make MAS membership be built into M&M meeting registration so that registration fee can cover membership fee. Lots of benefits to this, i.e., get company to cover the membership. 2. Need to change bylaws to pertain to honorary members now that we now have the fellow's members. The SPC will circulate wording so we can vote and then bring to membership in the summer. Rhonda suggests that council needs to think about this and asks if Vin can draft the text to replace, so we know all implications first. Elaine comments that membership as a part of registration can be convenient for people. If this goes forward, we might be dealing with the dues money coming from the meeting co-share along with new member info. This will encompass all the regular waiting coming from MSA, and making sure we get the dues money in full. We need to be sure we can track everything. Rhonda comments that the membership cycle is calendar year rather than the meeting schedule. Elaine says that when they register, a link to the portal might make this easier. There are mechanics to work out. Tom says that MSA has talked about this in the past; both pro and con arguments can be made. Some societies make this successful. Are the benefits worth the logistical challenges? Rhonda says we would not want to implement this year. The joint portal still has quirks, despite its improvements. Adding a layer of complication right now is not ideal. A separate link to the portal from the meeting registration might make processing of payment difficult. Would this mostly be industry people? Tom says even academics could use it. The problem is increasing the cost of the registration. Rhonda notes that people who don't attend every year might let memberships lapse in between. We have many members who don't attend every year, roughly 150 people from our survey. We need to worry about how we're serving these members best. Heather mentions that government people can't pay for membership with funds used for meeting, so we need another option. Rhonda notes that MRS rolls membership into non-member registration. Vin comments that if we roll membership into registration, are these people really active members? Are they engaged? We should think this through over the next few months. Rhonda says we would have to talk to Nicole. We want to have a joint-portal cycle go smoothly first. Tom says this would be a multi-year effort.

Rhonda asks Vin to please coordinate with officers for job documents. Vin comments there are draft from the past. Current roles may not be what's in the document.

5. Membership (Mike Nagorka)

The report was emailed. We had 630 members Jan 22 database pull. Most members are joint: 443, about 200 MAS-only. We have about 31 SMs; some may be designees rather than entities. The total is up about 15 compared to October pull. We had a survey of people who renewed Jan 1-24. 58 people renewed, 58 got surveys, we got 5 responses. Some had no problems, some had issues. Rhonda comments that the other 53 people probably didn't have problems, or they might have responded. Elaine said it took around 2 months for some charitable fund donation receipts to be issued. Rhonda says the programmer issued second receipts. Itemized receipts came as second receipts, we're not sure how many were received.

Pat says last year we had 34 SMs, and each SM gets 3 individual members. We are up to 102 on the list – the list from Mike was much less than 102. The list from Lucille was not specific on the three names. Elaine suggests it's best to get that manually.

6. Treasurer (Elaine)

All files for tax filings are at our CPA; this is ahead of time compared to last year. We should file on time. Our D&O (directors & officers) insurance policy is with new a underwriter this year. The document looked very different, but the coverage is identical. We are waiting for an invoice.

QMA sponsors are paying. Our account authorizations up to date. Heather was added to PayPal, and can act as a backup for Elaine. She can also see QMA registrations as they come in. Pat now has access to issue SM invoices. The dashboard from the portal was compared to Virtual Inc and we saw some discrepancies, which are not yet answered. The Q4 reconciliation and M&M coshare reconciliation have not yet been initiated. Last year, we got the cosponsor share on 9 March, but we haven't even started this year. The SPC wanted to put descriptions of the charitable funds on website; Elaine is working on this and will get the necessary info. Elaine wants to put a link from the website to donate through website at any time: "Donate now." This should be on a page with the fund descriptions to directly donate, and also on the same page as the link to the portal. This is helpful if there are problems donating through portal; donors will know that they can return to the MAS website to make donations. Pat asks if there is anything we can do to make it easier on the users. Elaine says that if it's portal we have to wait. Rhonda comments that we don't want people to be unable to donate; can Elaine check who donated? Elaine replies she can see those in the portal dashboard reports. We want to be sure the reconciliation amount matches our other records. A way to go direct to PayPal is easier for our members, and they can donate at any time, in addition to donating when they join or renew membership through the portal. Rhonda calls for a motion to approve a direct PayPal link. Pat so moves, Emma secos. There is no discussion. The motion passes with all in favor. Elaine will distribute charitable fund descriptions and will work with Nicholas to set up the link, and ensure that receipts get generated.

7. Finance (Rhonda Stroud for Jim McGee)

Rhonda says that Jim can't call in but wants changes to investment policy description. Jim wants to change the wording to allow an active fund manager or by direct management by the finance committee, but still through a professional service. We voted last time in favor of the new approach. The new text will spell out how the management of the funds will be done to minimize risk to committee and society. The new wording is already approved by Finance Committee and Society attorney to Paula Goedert to ensure individuals cannot make precipitous decisions. We will only invest in broad index funds if the decision is made by the committee instead of by the professional fund manager. Rhonda will send the terminology later for discussion by email. The main constraint is that the Finance Committee will not be picking stocks, but instead picking broad funds under the advice of the professional manager, with same target allocation ranges. Will need to add this indemnity to the bylaws.

Elaine has an answer to the question regarding limits to gross income from last time. She asked the CPA and he mentioned that, although we're a small not-for-profit, the IRS does look for NFPs that consistently build up and earn on reserve funds without putting money back into society initiative and programs. This is because the IRS can't tax your income they don't want you generating too much income they can't tax. We are supposed to focus on the goals and missions, not income. Certain patterns could draw IRS attention over time.

Rhonda comments she's researched as well. Places like Harvard have multibillion-dollar endowments and have to play games to stay non-profit, but a smaller organization doesn't have an actual limit on income, but there are guidelines. We need a size of reserves ~2x operating annual costs, balanced by risks. Our share of a totally failed M&M meeting would be ~\$200K.

We want at least twice that much, so you still have operating funds after you pay that out and lose the income stream from the failed meeting. Modest portfolio growth rate also makes us less visible to the IRS. We can try and carve money out for strategic initiatives. MSA has a reserve of ~\$2.3M to cover one completely failed meeting, but with less headroom. MSA wants to create a fund for near-term, ~\$20K initiatives; they approved 4 at the last meeting. If we can get our return on funds closer to our target, there is money we could use for strategic initiatives. We should start thinking about initiatives in hopes of having future funds to pursue them. This should be an ongoing discussion. We are not in a position for huge initiatives at this point, but can entertain these ideas. Elaine says it wouldn't have to be large amounts of money involved. The CPA mentioned the IRS is looking for patterns; even small re-investing into the society initiatives looks good.

8. Fellow's Committee (Tom Kelly)

Tom says we recognized a challenge in that we had good candidates but could not be sure of their membership requirements. This leads to the possibility of "honorary fellows." The proposal was passed around. The question is, do we really need a new category of fellow? The standard mechanism is for members to nominate other members. Could we not have an internal mechanism for council or the fellows committee to recommend people? A proposal was circulated for this. For example, Lothar Strüder, for introducing SDDs to microanalysis. Members wanted to write the nomination and see if it succeeds. This is an example. Tom is not pushing council to make a hasty decision, but it would be helpful if the council discussed this. Lothar is an example of someone who attends the meeting and is part of community but not a long-term MAS member. However, if we had the ability to recognize international members (perhaps members of affiliated IUMAS), and an internal mechanism for council to be able to recognize individuals who might not be long term members, it would be helpful. But, there are possible problems with contact info for these people. Rhonda suggests we can look in database to see who is a member to get contact info. Rhonda asks, are we not considering Lothar this year? Tom replies it is imprudent to push council this year, probably for 2020.

9. Awards Committee (Andy)

The committee determined all the best paper awards from 2018. As discussed last year, we might be able to integrate nominations into the app. This will probably cost prohibitive, but we will discuss at the PPM. An excessive cost was quoted by programmers, ~\$5K. Rhonda says that's not excessive if it's a one-time cost. It will save time for looking through the papers. Andy comments we will have last year's form as a fallback. The nominations and other awards are on track for inclusion in the magazine, due in late April. Rhonda says Andy is soliciting nominations for JFK Heinrich award. Andy replies it needs to be nominated and selected by council and voted on by the committee. Nicholas mentions we submit a list of names to help the President. Andy will ask the rest of the awards committee. Rhonda requests we send suggestions to Rhonda or Andy. Rhonda asks if we retain the nomination packages? Andy comments not all of these awards have formal nomination packages/ criteria.

10. Sustaining Members Liaison (Pat)

Pat thanks Elaine for help with financials and list of SMs who have already renewed for 2019. Pat will try to track down the three people per SM. Rhonda asks what is the time frame to order plaques? Pat replies a few weeks before the meeting. Pat is still coordinating a few other things.

11. International Liaison (Heather)

Heather attended AMAS with Rhonda. EMAS is coming up. All our student award travelers are sorted out. As for the QMA topical conference (TC), this is progressing well. The NSF proposal was submitted. We have ~15 registered, and received a few abstracts. The student deadline is

coming up rapidly. Please encourage students to submit. Two more sponsors were obtained. Heather will send an email to Mike to send to membership with TC information. **12. TC (Paul and Heather)**

Rhonda asks if anyone planning the next EBSD? Heather replies we should have had a proposal already. They will follow up with Paul.

13. Education (Jim L. and Abby)

Goldstein award deadline is coming up. We will send reminder announcements. Are there other possible PIs to discuss with? Rhonda says a general announcement would help. Chad mentions he has pushed this with NSUF (Nuclear Science User Facilities). Council members affiliated with user facilities should discuss the Goldstein award within their user facilities. Rhonda comments that we don't want to help user facilities who have travel funding. Chad replies NSUF doesn't have any travel support; the students must get themselves to our front door.

Jim says meal-with-a-mentor is scheduled right after the plenary. Rhonda comments that for the Goldstein award, we need to get a paragraph from prior winners to put on our webpage. We need out Goldstein alums to also spread the word.

14. Social Media (Dan)

N/A.

15. Computer Activities (Nicholas and Anette)

The committee plans to work more closely with Dan (social media) to ensure better coordination. Rhonda says that in the past, 1st year directors were officially tasked with checking website for errors and omissions. We need to restart this process, let's try for the next month.

16. Other (Rhonda)

What about the next meeting? There is no strong need for a March meeting. We should wait until after the PPM. There will be a short telecon around April. Rhonda mentions the M&M paper submission template said "MSA" not "M&M". Anette mentions the computer didn't accept her last name – there was a maximum of two words, disallowing three. Three-word last names is common in Europe. This did not happen in previous years. Rhonda will ask Nicole about the portal.

Meeting ends 1432