

**Charter  
for  
DISCOVER Conferences  
of the  
American Dairy Science Association**

**Preamble**

The DISCOVER Conferences address important contemporary issues in food animal agriculture (production and food products) that can benefit from the environment of a DISCOVER Conference. The environment is to be one that fosters creativity, emphasizes interaction and open discussion, and focuses on thrusts that will synergize the development and use of science for the benefit of food animal industries and society. The “signature” format utilizes an informal retreat type setting, with time allowed for significant personal and small group discussions and for networking and recreation.

**Article I. Name**

The activity described within this Charter shall be called the ADSA DISCOVER Conferences® on Food Animal Agriculture. This name was developed by founder, B. R. Baumgardt, of DISCOVER Conference Opportunities before the first DISCOVER Conference in 1998. The name will be referred herein as the DISCOVER Conferences.

**Article II. Vision**

The Vision for the DISCOVER Conferences is to provide a format and environment that encourages dynamic personal interactions to address issues of national and global importance in food animal production and processing, provide networking opportunities in an informal setting, identify new opportunities for research direction or knowledge application, address new challenges, and arrive at valuable insights to globally advance food animal science.

**Article III. Mission**

The Mission of the DISCOVER Conferences is to organize conferences that provide unique opportunities for professional interactions that will facilitate development and use of frontier science to the benefit of the global food industries and society.

**Article IV. Concept**

The DISCOVER Conference will provide a unique environment and format that encourages stimulating interactions and scientific debate among scientists, educators, students, and industry members to focus on topics of national and global importance to the science of food animal agriculture and its food products.

The venue, program, and arrangements will be targeted to provide open, “off the record” critical discussions of current research and the application of that research information.

Specific conferences might be developed for themes other than research. Any subject (relevant to food animals and their food products) that could benefit from the described format and venue could be considered, including such themes as policy issues, education, and technology transfer.

Participants should include scientists recognized to be at the cutting edge of the field, young scientists entering the field, and graduate students from around the world. Other participants will vary depending on the purpose and theme of each individual conference. Most programs should be designed to attract industry representatives and consultants who apply the information.

## **Article V. Administration**

### **1. Sponsoring organization**

The ADSA will serve as the sponsoring organization via the ADSA Foundation.

#### **a. The ADSA staff will:**

- i. Upon request of the Director, work with the Program Committee for each specific Conference to facilitate their efforts and to keep abreast of progress and issues.**
- ii. Play the lead role for the promotion and marketing of the Conferences. The Program Committee and the DISCOVER Conference Director will provide input and assist in development of the marketing strategy for each Conference. The ADSA staff will have the primary responsibility for implementing the promotion and marketing plan. ADSA staff also will provide and maintain a website for promotion and marketing of the Conferences.**
- iii. Provide for most printing and mailing through the ADSA staff.**
- iv. Assist with program implementation and fund-raising efforts.**
- v. Gather information and documents from speakers/presenters and moderators to include in the packets for Conference participants. The staff will prepare the packets for each Conference.**
- vi. Process registrations and prepare periodic registration reports. Staff will provide specific information and updates to Conference registrants via email. During this phase, the ADSA staff will communicate frequently with the Program Committee Chair and DISCOVER Conference Director.**



### 3. Attendees

An individual may, under conditions provided for in the Charter be accepted as an attendee of a particular DISCOVER Conference, with the privilege of participating in all sessions of a DISCOVER Conference. A major emphasis will be placed on allocating a proportion of the attendance slots, financial resources, and program format to bring to the DISCOVER Conferences the next generation of scientists and practitioners such as senior-level graduate students, post doctoral associates, and young scientists/managers from universities, government, laboratories, food animal industries, and companies.

## Article VII. Leadership

### 1. Director

#### a. Appointment

The American Dairy Science Association (ADSA) Board of Directors is responsible for naming the Director of DISCOVER Conferences. The Board should advertise the position by circulating a position description and expectations for the Director to at least all members of the ADSA. The Board then will screen the candidates and name the Director. The Board may designate an ad hoc committee to conduct the search and screening process and to make a recommendation to the Board of Directors.

#### b. Role

The overall responsibility of the Director of DISCOVER Conferences is to select themes, develop schedules, and identify and then work with Program chairs for implementation of each DISCOVER Conference.

#### i. Select location for DISCOVER Conferences

The Program Director shall recommend the physical site for DISCOVER Conferences and then obtain approval from the ADSA Board of Directors. Selection of site is based upon considerations to most effectively accomplish the Vision, Mission, and Concept of DISCOVER Conferences. Location usually should include cell phone reception and internet accessibility.

#### ii. Develop Conference theme

- Solicit ideas for Conference themes from the Steering Committee as well as other organizations, agencies, companies, and individuals.
- Monitor global trends, developments, and opportunities impacting science, in general, and the animal and food industries, specifically.
- Synthesize input and ideas and develop a list of high priority Conference themes.
- Make recommendations to the Steering Committee for selection of themes for future Conferences.
- Determine appropriate venue for each Conference.

- iii. Develop schedule and timetable for Conferences.
- iv. Maintain and distribute a Board-approved document detailing the “Guidelines and Procedures” for DISCOVER Conferences. The document will include overall guidelines, format, financial arrangements and expectations, responsibilities of Program Committees, guidelines for speakers/presenters, and guidelines for moderators. Refer to “Guidelines and Procedures” of DISCOVER Conferences for additional details.
- v. Identify and arrange for Program Chair(s) for specific Conferences.
- vi. Work in close synchrony with the DISCOVER Conference Advisory Committee (described in Article VI, 2) to effectively and efficiently carry out the mission and objectives for the DISCOVER Conferences.
- vii. Work with the Program Chair(s) to identify a Program Committee. The Program Committee has a critical role for the implementation and ultimate success of any Conference.
  - For program development, program Chair(s) will communicate with the Director and the Advisory committee to develop topics for presentations and then select appropriate speakers/presenters. The Chair(s) will recruit and invite the speakers/presenters and moderators, clearly stating expectations. The Director will have follow-up communication with speakers/presenters and moderators as appropriate.
  - The Chair(s) will provide leadership for fund-raising activities. In partnership with the Program Committee Director and the ADSA Foundation, The Chair will contact corporate and other potential sponsors for funding via the ADSA Foundation.
  - In cases where grant applications for partial funding may be appropriate, the Program Chair provides the science and speaker components to the application. The Director assists in overall preparation and submission.
  - The Director will communicate with the Program Chair(s) and monitor progress on implementation of each Conference. Each Program Committee will have primary responsibility for identifying potential financial support, and the Director will strive to integrate their efforts with that of ADSA staff. The ADSA staff will assist, as necessary and appropriate, with program implementation and fund-raising efforts.
- viii. Develop a budget for each Conference in concert with the Advisory Committee, Treasurer of ADSA, and Executive Director of ADSA.

- ix. Contract for services for Conferences that can not be done effectively by ADSA staff on an as-needed basis specific to each Conference.
- x. Market and publicize conferences via the DISCOVER Conference website and by other appropriate means. The ADSA staff, with assistance of the Director, will maintain the Conference web site.
- xi. Monitor progress and provide assistance on-site during each Conference.
- xii. Maintain close communication with the ADSA Executive Director, the DISCOVER Conference Advisory Committee, the DISCOVER Conference Steering Committee, and the ADSA Foundation Board of Trustees.

## 2. Advisory Committee

### a. Appointment of Committee

Three people will comprise the DISCOVER Conference Advisory Committee:

- i. The Chair of the ADSA Foundation Board of Trustees
- ii. A member of the ADSA Board of Directors
- iii. A person familiar with the goals and concepts of a DISCOVER Conference, such as a previous DISCOVER Conference Director or someone with professional duties that include planning of interactive conferences, to be appointed by the ADSA Board of Directors.
- iv. The Chair of the ADSA Foundation shall serve as Chair of the Advisory Committee.

### b. Role

The Advisory Committee is to serve as administrative support for Director to implement and maintain adherence to the unique mission and vision of the DISCOVER Conference project.

### c. Duties of Advisory Committee

- i. In concert with the Conference Director, review proposed topics of presentations, proposed speakers/presenters, and proposed Conference format received from Program Chair(s).
- ii. Assure that proposed programs meet the spirit and objectives of DISCOVER Conference series.

- iii. Serve in a general advisory capacity to the DISCOVER Conference Director.

### 3. Steering Committee

- a. Appointment of Committee

The Steering Committee will be composed of 15 people with keen knowledge and awareness of contemporary issues related to food animal production and processing. Steering Committee members are appointed by the ADSA Board of Directors. The ADSA Board of Directors should attempt to have breadth of disciplines, experiences, and ages represented among the Steering Committee members. Individuals with knowledge in animal production, dairy foods, veterinary medicine, and international agriculture should be represented on the Steering Committee. Steering Committee members need not be members of ADSA. The ADSA Board of Directors shall name the Chair of the Steering Committee.

- b. Terms of office

Committee members will serve 3-year terms with five incoming members rotating on and five outgoing members rotating off the Steering Committee each year. Committee members can serve no more than two consecutive 3-year terms.

- c. Duties of Steering Committee

The primary responsibility of the Steering Committee is the designation, in concert with the Conference Director and Advisory Committee, of themes for future Conferences.

## **Article VIII. Finances**

1. The intent of the ADSA Board of Directors and the ADSA Foundation is that the DISCOVER Conference series will operate at a financial break-even or surplus situation. The DISCOVER Conference Director, the Executive Director of ADSA, and Treasurer of ADSA, and in consultation with the specific Program Chair, should prepare a budget in the planning stages of each Conference with these financial goals in mind. Any excess funds from the DISCOVER Conferences series will accrue to the ADSA Foundation. Likewise, the ADSA Foundation will be financially responsible for any deficit from the DISCOVER Conference series. A minimum of one DISCOVER Conference during any one calendar year is expected.
2. Income for each specific conference must come from registration fees for the paying registrants and (the largest part) from outside funds via grants from agencies and foundations and from sponsors/donor funds from companies and other entities. It is hoped that over time the Foundation will be able to generate additional corpus so that core support could be provided by the Foundation for each Conference, hence reducing

the large burden of obtaining significant donor and grant funds of the magnitude now required.

3. Financial commitment to DISCOVER Conference Director  
The ADSA via the ADSA Foundation will

- a. Provide compensation for services to the DISCOVER Conference Director to lead the planning necessary for the DISCOVER Conferences series. The base fee for the Director would be on a calendar year basis or pro rata basis. If more than one Conference is held within a calendar year, additional compensation will be provided to the Conference Director for each additional Conference actually held. The financial commitment will be determined by the Board of Directors of ADSA for each budget year. The amount of compensation to the Director will be determined by the ADSA Executive Committee, with input from the Board of Trustees of the ADSA Foundation.
  - b. Reimburse the DISCOVER Conference Director for the direct expenses incurred in carrying out the duties associated with the DISCOVER Conference project, including phone charges, postage, supplies, and travel. In addition and on an as needed basis, provide compensation for local secretarial assistance and/or part of office rent if space is not available in the Director's home. Itemized expenses will be submitted by the Director to the Executive Director of ADSA.
4. The ADSA Board of Directors will provide registration and travel expenses for the DISCOVER Conference Director to attend the annual meeting of ADSA. A report of progress will be given to the DISCOVER Conference Steering Committee, DISCOVER Conference Advisory Committee, ADSA Board of Directors, and the ADSA Foundation Board of Trustees at the annual meeting upon directions from the ADSA Board of Directors.
5. For each Conference held, the DISCOVER Conference Director will be reimbursed for travel, lodging, and on-site expenses.
6. The above arrangement would become effective with the signature of both parties on a Memorandum of Understanding. The Memorandum of Understanding between the ADSA and the DISCOVER Conference Director will remain in effect until terminated according to terms in the Memorandum of Understanding. This Memorandum of Understanding may be amended with one-month notice at any time to modify the relationships between the Director and the American Dairy Science Association, provided both parties agree to the amendment.

#### **Article IX. Publications**

1. No publications of information disclosed at a DISCOVER Conference or a related meeting will occur unless written approval from both the contributor and the DISCOVER Conference Director has been obtained. The exception is where the contributor initiates

release of a contribution in which case approval of the Director is not required.

2. Only the Director may publish or release for publication non-technical information concerning a DISCOVER Conference.

#### **Article X. Amendments**

This Charter may be amended by presenting the proposed amendment to the DISCOVER Conference Director. The Director will present the amendment to the Steering Committee for discussion and possible approval. Amendments may originate within the Director or Steering Committee. Two-thirds of voting members is required for approval of the proposed amendment by the Steering Committee. Final approval of the amendment is made when two-thirds of the ADSA Board of Directors votes approval.

Approved by the ADSA Board of Directors, October 9, 2006