



THE
GEOLOGICAL
SOCIETY
OF AMERICA®

SCIENCE
STEWARDSHIP
SERVICE



Fiscal Year 2007 Annual Report of
The Geological Society of America



Our Vision

The Geological Society of America will be a broad, unifying scientific society:

- Fostering the human quest for understanding Earth, planets, and life;
- Catalyzing new scientific ways of thinking about natural systems; and
- Supporting the application of geoscience knowledge and insight to human needs, aspirations, and stewardship of the Earth.



Our Mission

The mission of GSA is to be a leader in advancing the geosciences, enhancing the professional growth of its members, and promoting the geosciences in the service of humankind.

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GSA Allied & Associated SocietiesBack Cover

Photos: Cover: Mont Blanc, France, Christa Stratton, 2007. Above (top to bottom): GSA Headquarters, Boulder, Colorado, USA; Nicole Gasparini, 2005-2006 GSA Congressional Fellow; GSA Today member news journal; GSA Field Forum in Chile, M. Feineman, 2007; Hawaii's Kilauea volcano erupting through the Pu'u 'O'o vent. Image taken by helicopter during a teacher GeoVenture trip.

Letter from the President*

1 July 2006 – 30 June 2007



Stephen G. Wells
GSA President

This year's President's report serves to illuminate some of the achievements that we have accomplished at GSA this year—a year when GSA's leaders moved to better position the Society for future growth and membership needs, and for GSA and its members to take on a more prominent role on geoscience policy and leadership on the national and international stages. Because the Society has streamlined its operations, and with GSA's finances in better order, the time has come to move to implementing the goals of GSA's core mission.

As part of GSA's National Leadership Initiative, a core goal of the Society's mission, GSA is stepping up to the plate to guide geoscience policy decisions at the national level in the USA. In 2007 we opened a Washington, D.C., office staffed by Dr. Craig M. Schiffries, the Society's new director for geoscience policy. Dr. Schiffries will be monitoring public policy issues and talking with federal legislators to educate them on geoscience issues. He also will be involved in fostering legislative support for science funding at the federal level and use of sound science in legislative decision-making. Finally, Schiffries will be initiating new programs to invite the GSA community at large to get involved in public policy-related activities.

Other important initiatives undertaken in 2007 were:

- **Increasing GSA's international membership and enhancing GSA's global image.**

I established a task force chaired by Elena Centeno-García to look into how GSA's global image can be improved and to address international marketing perceptions. One intention is to make the GSA Web site and other GSA materials more accessible to international members. The overall goal is to create and implement a global strategic plan for GSA to expand internationally, building on its reputation as one of the premier geological societies in the world.

- **Improving and optimizing the interactions between GSA and its Allied and Associated Societies.**

I established an ad-hoc committee to look for ways to improve the organization and effectiveness of the Society as it works and communicates with GSA's Allied and Associated Societies. This committee complements committees on Sections and Divisions established by past presidents Rob Van der Voo and William Thomas, respectively.

- **Awarding the first Geological Society of America President's Medal.**

GSA is committed to finding new ways to recognize service to the geoscience community. During the 2007 GSA Annual Meeting, the first President's Medal was conferred on PGA champion Phil Mickelson and his wife Amy, both active supporters of science education. As a professional golfer, Mickelson has used his celebrity status to publicize the need for improved teaching of physical science and math in elementary schools in order to attract more students into those fields. Phil and Amy have teamed up with ExxonMobil to establish the Mickelson Teachers Academy, a week-long workshop for third- through fifth-grade teachers to gain new skills and strategies for getting students excited about science and math.

By improving day-to-day operations and management, by having a new geoscience policy director in Washington, D.C., and by working on ways to improve and enhance GSA's global image, the Society is prepared to take on more of a strong leadership position. GSA will provide a unified voice for member concerns about science policy issues both on a national and global stage. GSA is a well-run organization with an established history and reputation, and soon will be an even stronger, global voice for earth sciences in the future.

*Full text available at <http://www.geosociety.org/aboutus/fiscal/fy07presRpt.pdf>

Report from the Executive Director

1 July 2006 – 30 June 2007



John W. (Jack) Hess
GSA Executive Director

This has been another great year for the Society. Our participation in GeoScienceWorld has been very successful and our book publishing continues to grow. The Philadelphia Annual Meeting was a great success with a large and diverse technical program. The Drought Specialty Meeting in October led to two congressional briefings and a published report, “Managing Drought: A Roadmap for Change in the United States.” In the Education and Outreach arena, EarthCaching continues to expand around the world and the Teacher Advocate program has seen significant growth. In April, Council approved the National Leadership Initiative which led to a GSA presence in Washington, D.C. This is a bold new step for the Society that will strengthen the geoscience presence in public policy decision-making.

GSA once again ended the fiscal year under budget and continues to strategically invest in its future.

I continue to find that the Society has a loyal membership and a hard-working, dedicated staff striving to serve the members and help GSA Council carry out the Society’s updated strategic plan.

The three key ingredients to our strong future are:

- **GSA Members**—GSA must actively grow its membership through recruitment and retention. Special targets are students and members of the non-academic community. Members form the base from which to strengthen the Society and its service to humankind. GSA Council has recommitted the Society to membership growth next year through a strategic budget investment.
- **Partnerships**—GSA must continue to build strong and meaningful partnerships with other societies and organizations around the country and the world. The number of our Associated and Allied Societies continues to grow.
- **Flexibility in a rapidly changing environment**—GSA must address the questions of where the future is leading the geosciences and what GSA’s role will be in that future.

My goals are to create an environment in which both the staff and Society leadership can, with appropriate resources, advance science through high-quality meetings and publications, develop strong and meaningful relationships with other societies and organizations around the world, and facilitate GSA’s role in the education of students, the public, and policy makers. You will see from our 2007 Highlights that we have made strides toward meeting those goals this year.

The Society has much to be proud of. We look forward in the coming years to fulfilling our strategic vision for a global role in the geosciences. Thank you for your continuing support. I look forward to a long-term, open, and positive relationship with the members, Council, and staff.



MEMBERSHIP

Gateway to Valuable GSA Programs and Services

The GSA community is growing! Year-end membership reached 20,722—a net increase of almost 6% over the previous year. 2006 marked the third year in a row of steady membership growth, attributed in part to a healthy retention rate of just over 88%. GSA members from 85 countries represent 40+ scientific specialties and interests. Together they are shaping the future of the geosciences.

HONORING ACHIEVEMENT



At the 2006 Presidential Address and Awards ceremony, all newly elected GSA Fellows and GSA Division-named awardees were recognized.

The GSA Hall of Fame (right), sponsored by the U.S. Geological Survey, recognizes all GSA, GSA Division, and GSA Allied and Associated Society awardees, as well as newly elected Fellows and top student research grant recipients at the Annual Meeting.



EMBRACING DIVERSITY

GSA is dedicated to maintaining an organizational climate where differing ideas, abilities, backgrounds, and needs are welcomed.

GSA hosted two Geoscience Days for minority K-12 students and hosted a Minorities Reception at the 2006 Annual Meeting in Philadelphia. Minority Student Annual Meeting Travel Grants are awarded annually, and with support from the GSA Foundation, 20 minority student memberships were granted last year at no cost.

SUPPORTING STUDENTS

GSA supports students in their pursuit of careers in the geosciences and offers programs to aid in their success, and benefits designed specifically around their needs.

The GSA Graduate Student Research Grants Program funded 246 research proposals for a total of \$534,188. This represented 52% of the 474 proposals submitted.

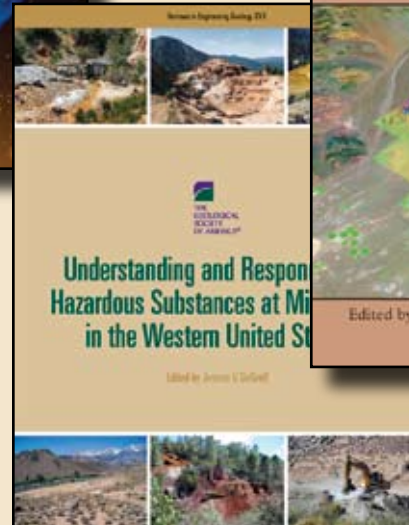
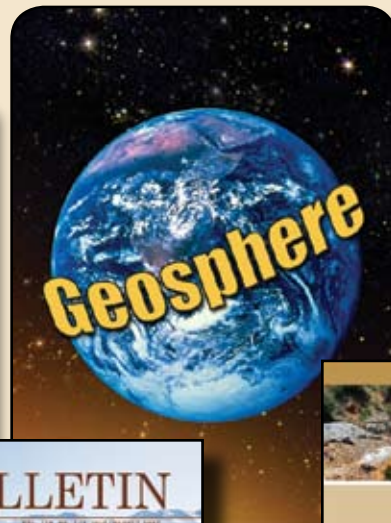
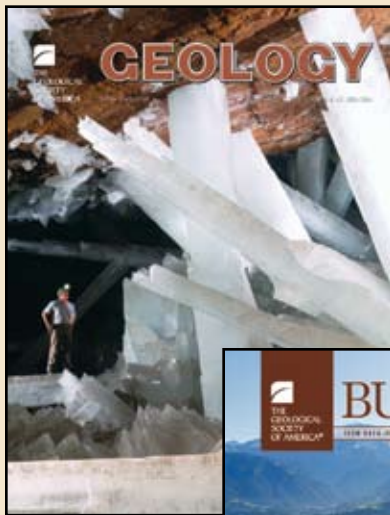
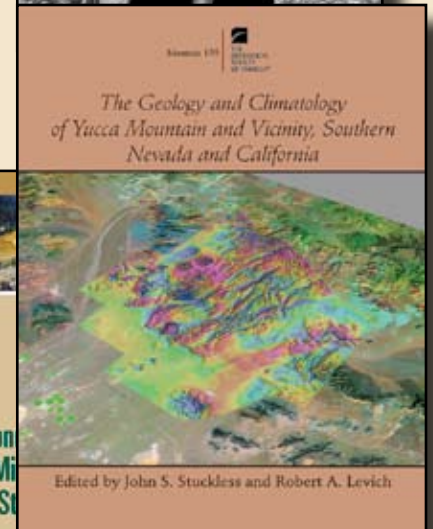
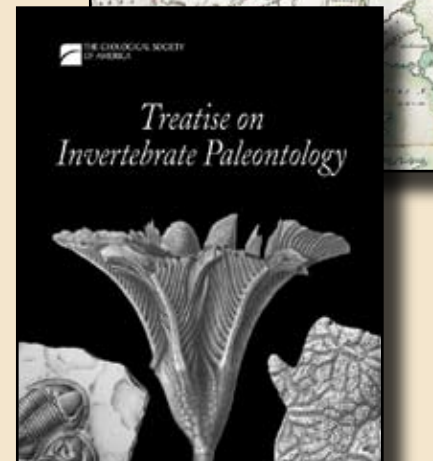
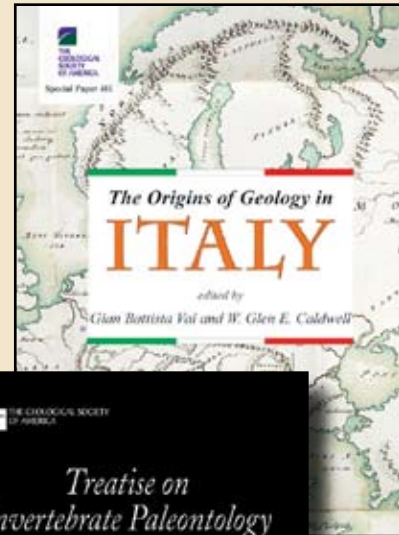


PUBLICATIONS

Crown Jewels of the Society's Geoscience Contributions

GSA publishing continued to expand its product line, increase service to both readers and authors, maintain the top-ranked quality that members expect, and increase revenues this year. This growth was made possible by virtue of new technologies, new business models, and most importantly, the hard work of a dedicated and talented team.

- Twenty-three new publications were produced in FY 2007, including fifteen new Special Papers, two Memoirs, one Treatise volume, three Field Guides, and two digital-only Maps and Charts.
- In June 2007, GSA launched an e-books option for our standing-order customers and will soon offer e-books to other institutional subscribers and individuals.
- GeoScienceWorld continues to grow its subscriber base and payout to GSA.
- Bradley Opdyke (Australia) was named the new co-editor of *Geology*. He replaces Hugh Jenkyns whose term expired 31 December 2007.
- In June 2007, ISI released its 2006 Citation Index. In the earth sciences category, *Geology* is ranked #8 and *GSA Bulletin* is #18.
- *Geosphere*, GSA's new online journal, has been added to the Citation Index watched journal list. This is the first step towards inclusion in the ISI Science Citation Index.



MEETINGS

Vibrant Interactions among the Community of Geoscientists

GSA Annual, Section, and specialty meetings provide a platform for both professional and student geoscientists to exchange and discuss leading-edge research. The GSA Annual Program Committee has created an Ad Hoc Committee on Innovative Science to assure that state-of-the-art research and emerging geoscience disciplines are at the forefront of GSA meetings. Our meetings are also widely acknowledged as prime networking events.



The 2006 Philadelphia Annual Meeting recorded 6171 in attendance, with 3282 talks and posters presented.

GSA held five Section Meetings this year (South-Central and North-Central Sections held a joint meeting) with total attendance reaching 3134.



Two Penrose Conferences were held this year: *Arc Crustal Genesis and Evolution*, in July 2006, in Valdez, Alaska, and *Unlocking 3D Earth Systems*, in September 2006, in Durham, UK.



Two Field Forums also took place this year: *Assessing the State of Our Knowledge of Continental Arc Volcanism*, in February 2007, Talca, Chile, and *Marine Impact Craters on Earth*, in March 2007, Wetumpka, Alabama.



The GSA Geoinformatics Division sponsored *Geoinformatics 2007: Data to Knowledge*, in May 2007, in San Diego, California. It was hosted by the California Institute for Telecommunications and Information Technology and the University of California, San Diego, and sponsored by six other organizations. More than 120 individuals participated in this conference.

Managing Drought and Water Scarcity in Vulnerable Environments: Creating a Roadmap for Change in the United States took place in collaboration with 20+ organizations in September 2006 in Longmont, Colorado. The program developed a scientific basis for drought management in the U.S. The 200 registered participants built a platform for interactive discussions on the future of drought management.

Two Congressional Briefings held by GSA and the Natural Hazards Caucus Alliance stemmed from this meeting. *A completed Roadmap document and a companion fact sheet are available at <http://www.geosociety.org/meetings/06drought/outcome.htm>.*



EDUCATION & OUTREACH

Nurtures Current and Future Generations

Earth science education at all levels is at the core of GSA's mission to increase appreciation of Earth's history, processes, and resources. Outreach activities aim to extend our passion for unlocking Earth's secrets beyond the boundaries of GSA Membership.

- **The Teacher Advocate Program** now has more than 15 classroom resources available on CD-ROM, along with visual aids which have been offered to every middle and high school in the U.S.
- **Teacher training** sessions were held this year at science teacher conferences including the National Science Teachers Association Convention in St. Louis and regional conferences in Georgia, Michigan, and New Jersey.
- **GeoCorps™ America** enjoyed its largest-ever number of participants (44) this year and made maximum impact for its current level of funding.
- **GSA Mentor Programs** continued to be a highlight for students at all 2007 Section Meetings and the 2006 Annual Meeting.
- **GeoVentures** saw an increase in activity this year, including a highly successful trip to the Grand Canyon. Teacher trips to Costa Rica and Namibia ran in partnership with Holbrook Travel.
- **The EarthCaching project** continues to grow at a rapid rate. There are now over 1,000 EarthCache sites established in 36 countries. More than 60,000 people have logged visits to these sites. An EarthCaching educational project is under way with funding from the National Geographic Society Education Foundation to train teachers to operate professional development sessions for other teachers in their states.
- **The Public Forum** on climate change at the 2006 Annual Meeting in Philadelphia was posted on the GSA Web site along with clips from the audience Q&A. The forum produced 1600+ page views by year-end and in some cases was used in classroom instruction.



GOVERNMENT AFFAIRS & PUBLIC POLICY

Fostering Active Dialogue with Decision-Makers

GSA is committed to stimulating discussion of relevant geoscience issues at the policy level, to facilitate closer interactions between scientists and policy makers, and to contribute more effective use of scientific and technical knowledge in government. In doing so, we better serve members and the broader geoscience community.

The opening of a Washington, D.C., office with Craig Schiffries at the helm as GSA's director for geoscience policy is one aspect of our National Leadership Initiative, which will further this core mission.

Craig Schiffries (right)



The GSA Congressional Science Fellowship is offered as part of the American Association for the Advancement of Science Congressional Science and Engineering Fellows Program. Congressional Science Fellows work as special legislative assistants within the congressional staff system.



Craig Cooper (above, left) served as the 2006–2007 GSA-USGS Congressional Science Fellow. In March 2007, Maria G. Honeycutt (left) was selected as the 2007–2008 GSA-USGS Congressional Science Fellow.

GSA members and staff participated in the Science, Engineering and Technology Working Group (SETWG) on Congressional Visits Day, 1-2 May 2007.



GSA's public policy goals include developing and disseminating information from the geosciences and promoting its use in discussion and decision-making in the public policy arena. To support these goals, GSA develops position statements on subjects of importance to the geoscience community.

- In October 2006, Council approved a new position statement on global climate change and revisions to the position statement on evolution.
- In April 2007, Council approved developing a water resources position statement, and *Guidelines for GSA Endorsement of Policies and People*, for evaluating external documents.

GSA participated for the first time in the American Geology Consortium (AIPG, AAPG, AASG, AEG, AGI, and the Geo-Institute of ASCE) at the National Conference of State Legislatures (NCSL), held in Nashville, Tennessee, August 2006. This was an opportunity to present a united geoscience message and to further relationships among Societies.

From the GSA Foundation

1 July 2006 – 30 June 2007



David Stephenson
GSA Foundation President

The GSA Foundation (GSAF) provides funding for education, research, publications, student support, public outreach, and other programs of the Geological Society of America.

The Foundation was established in December 1980 as an independent not-for-profit corporation. To accomplish its mission, the Foundation seeks contributions from individuals, corporations, foundations, institutions, and other entities and ensures that all gifts are used in a manner consistent with GSA and GSAF principles and donor wishes. The Foundation manages its resources and assets to maximize their value.



FY 2007 HIGHLIGHTS

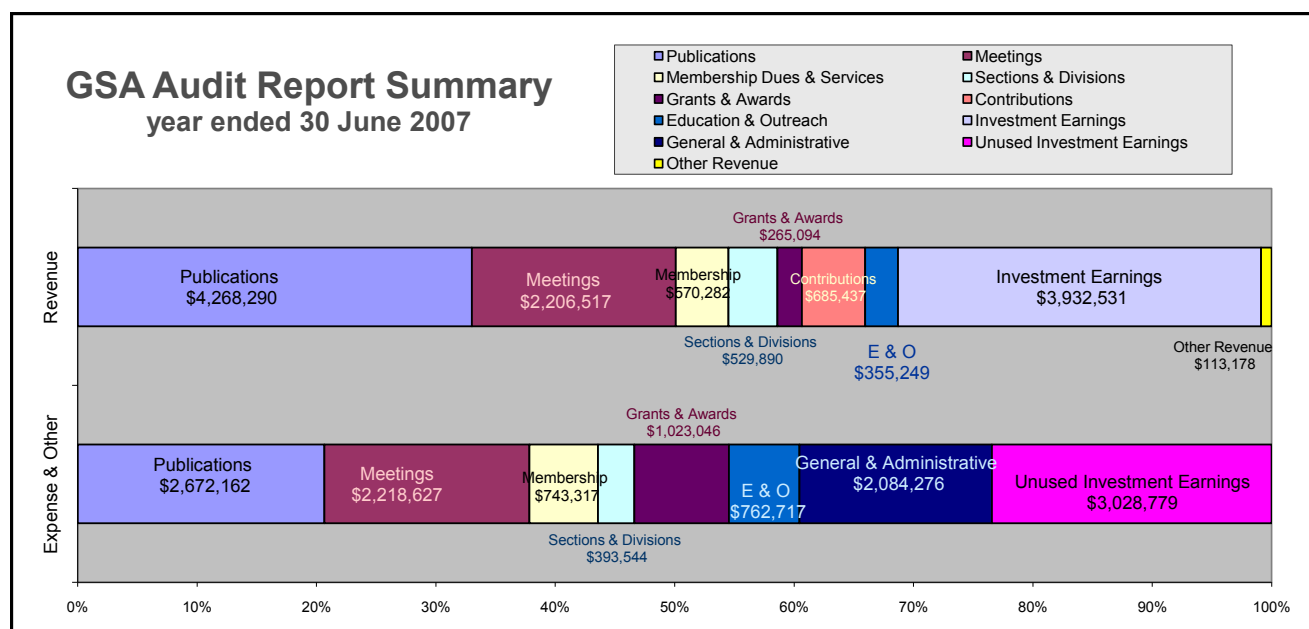
- The Foundation raised \$704,456 in contributions from a record 5808 donors during the fiscal year. Of this amount, dues contributions totaled \$169,271. Gifts for the Greatest Needs Fund were \$274,738, or 39% of the overall total.
- The Foundation transferred more than \$582,000 to GSA in support of its programs. The Foundation also provided approximately \$27,000 in matching Student Travel Grants for the Sections and \$21,000 in matching funds for Section Endowment Funds.
- The Cornerstone Initiative of GSAF's extended 25th Anniversary Campaign continued to provide increased levels of funding to programs of critical importance to GSA members.
- In April, the Foundation assumed responsibility for its own accounting functions and developed policies and internal and external controls to ensure conformance with best practices and today's standards for auditing.
- A new standing committee on Donor Intent was implemented. The Foundation now has five standing committees: Executive, Finance, Development, Nominating, and Donor Intent.
- The GSAF Web site (www.gsafweb.org), in operation since July 2006, has an impressive number of users, including those who utilize the online option for making donations.

FISCAL PURSUIT OF SOCIETY MISSION

OPERATIONS

GSA remains a fiscally healthy organization, ending FY07 ahead of budget for the fifth year in a row. This milestone reflects the hard work of all staff and volunteers. Publications continue to show strength, helping to offset the more variable fiscal results from meetings and other programs.

In addition to maintenance and improvement of current GSA operations, Council authorized expenditures from investments for strategic spending. Projects include a new electronic publication launch, membership and Section meeting revitalization, and spending from Pardee funds for research grants.



Investment balances show a strong recovery in investment assets over recent years. Since a low point in September 2002, total GSA investments increased a net 70% to a 30 June 2007 balance of almost \$26 million. During FY07 alone, the GSA portfolio gained over 15%, even after withdrawals for strategic and other approved purposes. These improvements were due both to operational improvements and market returns.

The Audit Committee, which covers both GSA and the Foundation, recommended a new audit firm for FY07. This change was approved by a vote of the membership, and JDS Professional Group recently completed the FY07 combined GSA/Foundation audit.

A full copy of the combined audit report can be accessed at http://www.geosociety.org/aboutus/fiscal/ann_Audit.pdf

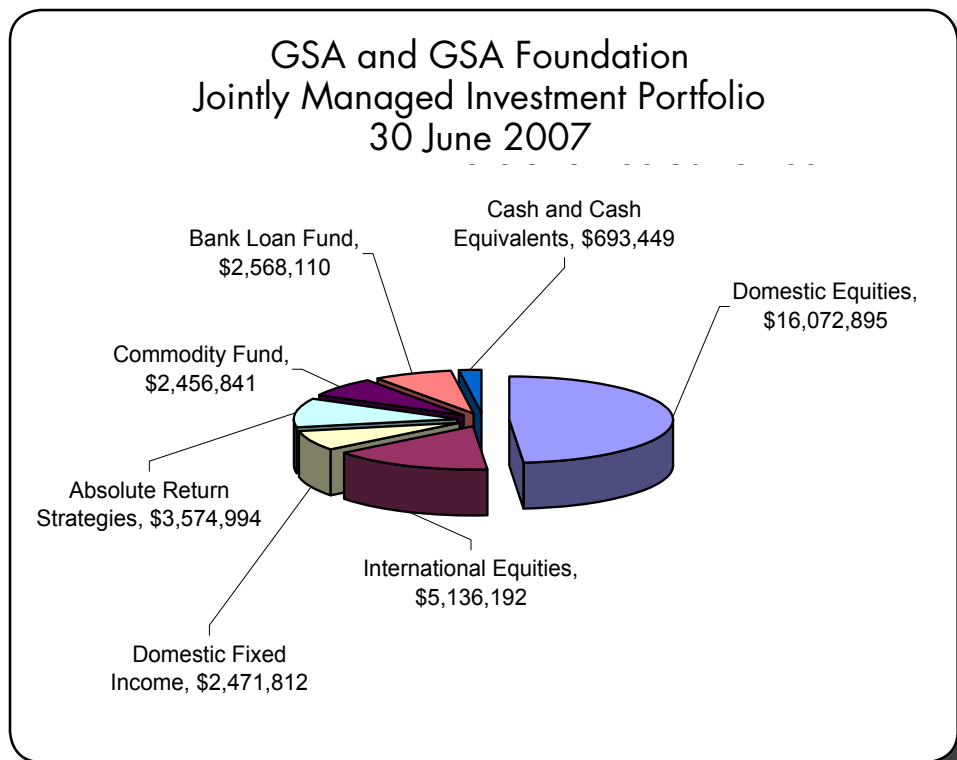
The Treasurer's report can be accessed at <http://www.geosociety.org/aboutus/fiscal/treasurerRpt.pdf>

STEWARDSHIP OF SOCIETY ASSETS

INVESTMENT PORTFOLIO

GSA and the GSA Foundation are fortunate to have a healthy investment portfolio and a dedicated team of volunteer members to manage these assets. Through FY07, the joint Investment Committee was composed of eight dedicated and knowledgeable voting members.

The performance of the portfolio is affected by its diversification among cash, fixed income investments, and securities. The portfolio earned almost 18% through FY07, while the S&P 500 returned over 20% and a Bond Index returned just over 6%. While such diversification limits the ability of the portfolio to “make it big” from exceptional returns from one asset group, it also limits the risk that may come with investing a large fraction of the portfolio in the wrong asset class. This strategy has been working well in the years since the bursting of the tech stock bubble in 2001.



The committee relies on expertise provided by Innovest Portfolio Solutions, an outside consulting firm. A formal evaluation of these services was performed in FY07, resulting in high marks and a recommendation to continue the 13-year relationship with Innovest.

The committee continues to evaluate new asset classes for investment. This has resulted in a recommended investment in private equity, which Council approved in October 2007. The committee continues to search for members with the interest and aptitude to serve on the Investment Committee in the future. This service is a key component to the long term health of the portfolio, and hence the mission of GSA.

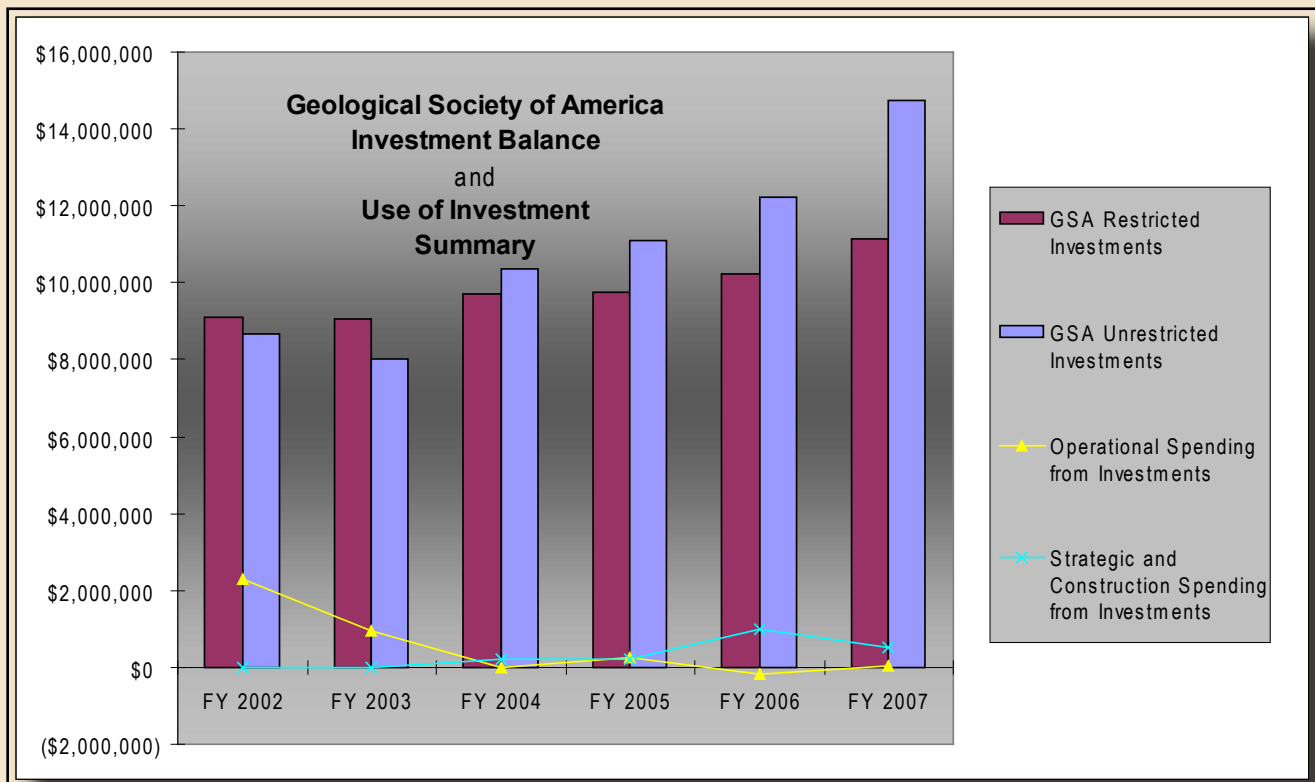
The Investment Committee Chair's report and summary of the portfolio can be accessed at <http://www.geosociety.org/aboutus/fiscal/InvestCommRpt.pdf>

STEWARDSHIP OF SOCIETY ASSETS – continued

GSA's restricted investment balance is primarily comprised of funds from R.A.F. Penrose (donated in the 1930s) and from Joseph T. Pardee (donated in the 1990s).

Unrestricted funds are vital to the future of GSA because they can be used where Council deems there is greatest need. Recently these funds have fostered strategic projects such as GeoScienceWorld, membership growth initiatives, GSA Section programs, research grants, and the National Leadership Initiative. Unrestricted funds also paid for some of the construction work done on GSA's headquarters building.

As indicated, restricted investments have increased somewhat over time. Increases are from investment earnings, less amounts paid from the Pardee fund for Research Grants. Unrestricted balances have grown at a greater rate due to the fact that earnings on the Penrose Fund are unrestricted and the entire balance increases on itself.



The yellow line indicates amounts paid to cover the gap between revenues and operating expenses, which has decreased over time. The blue line shows the increase in strategic spending.

Council approved using Pardee funds for the student research grant program beginning in FY 2004 and then approved spending unrestricted funds for strategic programs beginning in FY 2006. This spending has a number of checks and balances to ensure viability of the portfolio over the long term. It is critically important that GSA has access to these strategic funds in order to ensure that the Society is nimble in capturing opportunities which further its mission and protect its future.

STEWARDSHIP OF SOCIETY ASSETS — continued

CORPORATE FACILITIES

- In addition to recent renovation of the old wing, the parking lot and private drive leading to GSA headquarters were repaired, sealed, and repainted. A portion of those costs was borne by a neighbor who shares use of the drive.
- Painting of the building's interior walls is under way.
- Work is under way to renew 30-year-old landscaping to ensure healthy maturation of our grounds over the next generation.
- GSA's residential rental property has been re-roofed, painted, and rented, completing planned efforts to sustain this investment property.



EMERGENCY RESPONSE, DISASTER RECOVERY, AND SECURITY PLANS

- GSA has developed an Emergency Response and Business Continuity Plan for protecting GSA's major assets: our people, our information resources, our business operations, and our building and its contents.
- In conjunction with the GSA Disaster Recovery Plan, GSA is developing procedures to ensure that GSA is poised to respond quickly to maintain critical business operations if disaster should strike. Over the next two years, issues involving backup, virtualization, remote access, and server co-location will be addressed.
- In November 2006, GSA implemented two major banking system security improvements as part of a continuous fiscal review, made necessary by the ever-changing electronic environment, to protect secure data.
- Under the auspices of the Audit Committee, GSA is completing internal security systems improvements to protect confidential data and is monitoring ongoing processes for possible security enhancements.



The GSA Headquarters campus is a valuable asset to the Society as well as a beautiful wildlife habitat in the community.

GSA gratefully acknowledges the invaluable contributions of Judith Totman Parrish, GSA Investment Committee Chair, and Robbie Rice Gries, GSA Treasurer, for service to the Society and preparation of the financial data included in this report.

GSA has a long tradition of working with a wide range of partners in pursuit of mutual goals. As the Society looks to the future, it will continue to build strong, meaningful partnerships with other societies and organizations across the country and around the world. In doing so, GSA better serves members and the broader geoscience community.

GSA ASSOCIATED & ALLIED SOCIETIES

GSA welcomed **three new Associated Societies this year (in red)**, bringing the total to 35 Associated and 10 Allied Societies:

American Association of Petroleum Geologists (AAPG)
American Association of Stratigraphic Palynologists (AASP)
American Institute of Professional Geologists (AIPG)
American Quaternary Association (AMQUA)
American Rock Mechanics Association (ARMA)
American Society of Limnology and Oceanography (ASLO)
American Water Resources Association (AWRA)
Asociación Geológica Argentina (AGA)
Association for Women Geoscientists (AWG)
Association of American State Geologists (AASG)
Association of Earth Science Editors (AESE)
Association of Environmental & Engineering Geologists (AEG)
Association of Geoscientists for International Development (AGID)
Clay Minerals Society (CMS)
Council on Undergraduate Research Geosciences Division (CUR)
Cushman Foundation (CF)
Environmental & Engineering Geophysical Society (EEGS)
Geochemical Society (GS)
Geological Association of Canada (GAC)
Geological Society of Australia (GSAus)
Geological Society of London (GSL)
Geological Society of South Africa (GSSA)
Geoscience Information Society (GSIS)
Groundwater Resources Association of California (GRAC)
History of Earth Sciences Society (HESS)
International Association of GeoChemistry (IAGC)
International Association of Hydrogeologists (IAH)
Karst Waters Institute (KWI)
The Mineralogical Society (MS)
Mineralogical Society of America (MSA)
National Association of Black Geologists and Geophysicists (NABGG)
National Association of Geoscience Teachers (NAGT)
National Association of State Boards of Geology (ASBOG®)
National Cave and Karst Research Institute (NCKRI)
National Earth Science Teachers Association (NESTA)
National Ground Water Association (NGWA)
Paleontological Research Institution (PRI)
Paleontological Society (PS)
Seismological Society of America (SSA)
Sigma Gamma Epsilon (SGE)
Sociedad Geológica Mexicana, A.C. (SGM)
Society for Sedimentary Geology (SEPM)
Society of Economic Geologists (SEG)
Society of Vertebrate Paleontology (SVP)
Soil Science Society of America (SSSA)



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