

## **IPM VOICE NOTES: ISSUES, AND EVALUATION OF THE WORKSHOP**

Phoenix, Dec. 1-2, 2009

### **Issues and Topics**

(From these suggestions we formed the afternoon working groups on specific topics.)

- Organizational structure
  - Membership
- 7-word elevator speech
- Scope of activities
- How other groups have set up advocacy arms & firewalls
- Geographic focus – US or global
- Target audience and messages
- Mission statement
- Name of organization
- Near-term decision-making
- What are the “deal-breakers”
- Fundraising
- IPM Symposium
- Partnerships & collaboration

### **Progressive IPM**

1. What does “Progressive IPM” mean?
2. What does advocacy in IPM mean to you?
3. Who are our target audiences? (rank top five)
4. What are our key messages for each target audience?

### **WORKSHOP EVALUATION: What went well**

- Very valuable open exchange of ideas
- Candor was a plus
- Intent to succeed, positive outlook
- Setting helped
- Good food & beverage
- Respect of others’ opinions
- Organization of meeting excellent – did great job
- Variety of people here
- Diversity of participants
- Skillful facilitation - flexible

### **WORKSHOP EVALUATION: What could have been better**

- Time limits in 1<sup>st</sup> hour

- We were at the limit in terms of having enough time for this whole event
- Not recommended to have a formal meeting following dinner
- Not enough informal time
- Session 2 could use more directions
- Not so much time on definitions

### **Bin Items**

- Follow up with Ferd on his info on lobbying vs. info sharing
- Role of EPA (government agencies, etc) in IPM efforts
- “Sound Science” should be written into mission statement