

IPM Voice Meeting - October 4th, 2010 – Alexandria, VA

Meeting Attendees: Jim Cubie, Tom Green, Robert Wright, Michael Rozyne, Curt Petzoldt, Kevin Bradley, Scott Hutchins, Jim Van Kirk, Carrie Koplinka-Loehr, Luke McConnell, Bob Rosenberg, Ed Rajotte, Anthony Vasiliou, Michael Fry, Arvydas Grybauskas, Catherine Zimmerman, Ferd Hoefner, Kim Leval, Leigh Presley

Meeting Minutes

- I. Brief history: Jim Van Kirk
 - A. Formed to advocate IPM in public and governmental realms.
 - B. First meeting: January 2009, Phoenix.
 1. Mission statement developed, goals outlined.
 - C. Official steering committee formed spring 2009.

- II. Committee Updates: Governance – Kim Leval
 - A. Have developed interim operating procedures/structure for organization to refer to until incorporation.

- III. Committee Updates: Advocacy - Scott Hutchins (advocacy PowerPoint attached)
 - A. Two branches – policy development and funding & programmatic and practitioner.
 1. Programmatic: advocating benefits of IPM in public.
 2. Policy advocacy: advocating for visibility, support and funding.
 - B. Actions to date:
 1. Assembled list of key congressional members and stakeholders likely to support reinstatement of funding.
 2. Drafted and sent letters to legislators and stakeholders.
 3. Gathered programmatic and practitioner success stories.

- IV. Committee Updates: Membership & Finance – Tom Green, Michael Rozyne
 - A. \$6, 500 in funds – from corporate/organizational and steering committee member donations.
 - B. Membership to be further defined in bylaws.

- V. Governance Proposal
 - A. Interim proposal until incorporation (governance proposal draft attached).
 - B. Additions to current draft:
 1. IPM Voice will be governed by current steering committee.
 2. Steering committee may deliberate without formal quorum.
 3. Any decision requires a quorum of 2/3. If consensus is not reached, a simple majority of participating members may be used.
 4. Revision of these operating procedures requires ¾ vote of full membership.
 - C. Current draft plus additions approved for use until incorporation.

- VI. Bylaws draft (sent out via email by Tom Green).
 - A. After input and approval by steering and advisory board members, will send out to attorney for incorporation.
 - B. Need to decide which state to incorporate in – recommendation from attorney.
 - C. If we find that different model fits our organization, we can always change.

- VII. Programmatic Advocacy: Scott Hutchins (ppt. attached)
 - A. Key drivers for IPM adoption/sustained use by practitioners:
 - 1. Profitability
 - a. Economic benefits.
 - b. NRCS payments for farmers.
 - c. Government purchasing programs.
 - 2. Laws requiring IPM use (schools/housing).
 - 3. Education
 - 4. IPM is 'Green'
 - 5. Value added practice

- VIII. Proposal for policy advocacy: 'Rebuilding the IPM Program in the Next Farm Bill': Jim Cubie
 - A. Proposal outlines options for procuring stable IPM resources in 2012 Farm Bill.
 - B. Need to define IPM support as 'A Cause'.
 - 1. Make IPM resonate with a larger audience/more relevant to key issues.
 - C. Need an advocate on the Hill and support in the Administration.
 - D. Need director with Washington experience, strong IPM connections.
 - E. Need organization development director.
 - F. Identify other sources of funding outside of the Farm Bill.

- IX. Combining programmatic and policy advocacy: Ferd Hoefner, NSAC.
 - A. NSAC's dual structure allows for represented and participating membership.
 - 1. 84 members – most are organizations.
 - 2. Participating members not listed on lobbying communications.
 - B. All positions on new policies are brought to vote in policy council.
 - C. Fundraising is done through the organization - budget made up of dues, member contributions, foundation contributions (majority of funds).
 - 1. 10 percent of budget designated for lobbying.
 - 2. Grassroots organizers are hired for specific campaigns.
 - D. Fiscal sponsor – Center for Rural Affairs.

- X. Advocacy Breakout Session
 - A. Procuring federal resources is a priority.
 - B. IPM Voice shouldn't be limited to viewing USDA as mother institution – consider HUD, HHS, FDA, Dept. of Education, APHIS.
 - C. IPM Voice needs professional help.

1. Person on the ground will have an understanding of IPM, had experience in Washington.

Action Steps:

- Finalize bylaws, get incorporated.
- Build case for Voice.
- Define niche – who is Voice talking to?
- Develop strategic plan.
- Develop prospects for large donations.
- Ensure that funding for IPM is included in 2012 Farm Bill.