

IPM Voice

Board of Directors Conference Call

January 12, 2012

Participants: Jerry Baron, Tom Green, Norm Leppla, Carrie Koplinka-Loehr, Pam Marrone, Leigh Presley, Jim Van Kirk, Chris Wible, Gina Zirkle

Minutes:

- I. New advisory board member introduction – Chris Wible, Director of Environmental Stewardship, Scotts
 - A. Environmental stewardship division focuses on outreach work with organizations, universities, etc. to inform policy decisions and gain information to influence the company.
 - B. Recent collaboration with National Association of Conservation Districts – backyard conservation projects for homeowners.
 - C. Joined IPM Voice to see that support for IPM continues, broaden Scotts' vision in terms of IPM and gain information to inform the company.

- II. Update on Jim Cubie's work
 - A. Recap on work since summer
 1. Jim Cubie working on small retainer since June.
 2. Prepared factsheets this summer and fall, created alliances with National Sustainable Ag Coalition and NAICC which helped IPM Voice with legislative efforts.
 3. Tom and Jim visited legislative staff in fall. Made progress in terms of restoring some funding, including IPM Centers to 2010 levels.
 - B. Letter to Meryl Broussard
 1. Introduced IPM Voice, asked for conference call to discuss IPM in AFRI.
 2. Want to make sure that IPM has a clear path for funding through AFRI.
 3. Review list of initiatives for IPM in AFRI attached to agenda.

- III. Broader IPM advocacy: potential ESA IPM teaching co-sponsorship
 - A. Broader advocacy in 2012 – expand awareness of consumer, taxpayer, IPM user and potential user.
 1. Invited Scott Hutchins and Chris Wible to be involved with planning for broader advocacy.
 2. Tom has ideas for broader advocacy including article on IPM in major publication.
 3. Will decide on IPM advocacy priorities during IPM Voice meeting at the IPM Symposium.
 - B. Opportunity to co-sponsor a teacher workshop prior to ESA meeting, Knoxville, TN – November 11-14, 2012.
 1. Encourage teachers to use insects and IPM in science curriculum.
 2. Tom will have more details later in year.

- IV. Financial report
 - A. \$2000 in individual contributions in 2010, \$10,000 in membership revenue in 2011, hope to more than double that for 2012.
 - B. Expenses primarily legal - \$5000 to set up organization, incorporate. About \$1200/month for Jim Cubie's work.
 - C. IPM Institute in-kind contribution of Leigh and Tom's time, also major time contributions from executive committee members Jim Van Kirk and Carrie.
 - D. Currently at 40 members, primarily individual, will focus on recruiting additional organizational members this year.

- V. IPM Symposium booth; poster
 - A. Submitted poster abstract on history of IPM funding, how IPM Voice began.
 - 1. If anyone has any helpful visuals, please send on. Will send around a PDF draft of poster when ready.
 - B. Kim Leval and Carrie put together booth ideas.
 - 1. Prizes – drawing for prizes on IPM related items.
 - i. Scotts could contribute bird food, bird feeder, etc. Carrie and Chris can coordinate.
 - ii. Pam Marrone to also think of a potential contribution from Marrone Bio Innovations.
 - 2. Membership sign-up, IPM publications, factsheets, member testimonials.
 - 3. Any other ideas – let Carrie know.

- VI. Voice meeting at Symposium
 - A. Breakfast meeting: Tuesday, March 27th at 7:00 AM
 - B. Agenda items
 - 1. Brief review of recent activities, agenda for rest of 2012
 - 2. Marching orders for what IPM Voice wants to accomplish at Symposium
 - 3. Other suggestions for items – let Leigh know.

- VII. Election of new Board of Directors members
 - A. Jerry Baron, IR-4 and Lori Berger, California Specialty Crops Council (CSCC) both unanimously elected to the IPM Voice BoD.