

# IPM Voice

## Executive Committee Conference Call

May 6, 2011

**Participants:** Tom Green, Norm Leppla, Carrie Koplinka-Loehr, Leigh Presley, Michael Rozyne, Jim Van Kirk

### Minutes:

- I. IPM Voice presence at IPM Symposium
  - A. 'Join IPM Voice' option on Symposium registration forms.
    1. Individual registering would be able to check a 'Join IPM Voice' box and either be directed to IPM Voice Join page or charged membership dues on top of Symposium registration fees.
    2. Carrie will present proposal on next IPM Symposium conference call (May 12<sup>th</sup>).
    3. Tom will send brief description of the IPM Voice agenda item to IPM Symposium steering committee members.
  - B. Approval of now-submitted IPM Symposium proposal
    1. IPM Voice proposal among 85 others; will likely be accepted.
    2. In the upcoming months, we can divide up portions of the proposal, find speakers and finalize presentations.
    3. One idea for a compelling session: an overarching view of IPM funding trends over the past 10 years, where we're at now and the future of IPM funding.
      - i. Present facts and numbers on funding from Gov't and land grant universities.
    4. Will continue discussion on upcoming calls.
  - C. Ideas for IPM Symposium booth/table
    1. Would like to have an engaging approach, eye-catching and memorable.
    2. Smaller subcommittee will take on booth planning, larger presence at IPM Symposium.
      - i. Initial members: Carrie, Michael. Will ask Kim Leval to join.
- II. 501c(3) tax status
  - A. Lawyers are reviewing the semi-completed application, providing input and drafting a questionnaire for missing items.
  - B. Leigh will be sending out revised application and attachments to Board of Directors for final review.
  - C. Should be finalized and submitted within next two weeks.
- III. Letter from IPM Voice thanking legislators for IPM funding
  - A. IPM Centers will be sending letters, letting legislators know that they are alive and kicking.
    1. Will focus on work and developments re most pressing issues: spotted wing drosophila, bed bugs, IPM in schools, etc.
  - B. Carrie will share their letter and mailing list with IPM Voice.
  - C. Items for IPM Voice letter:

1. IPM Voice letter could focus on reminding legislators about programs that weren't funded, the impacts of reductions in IPM funding, importance of reinstatement in the future.
  2. Crisis message – need for viable and sustainable food, fiber and energy sources - solution is a systematic perspective, IPM is that perspective.
  3. Need to convince those who are on the fence about these issues.
  4. Could tailor letters for different districts, focusing on region-specific pest management issues.
- D. Leigh and Tom will put together a draft letter for review during next call.

IV. Increasing membership

- A. Need to create press release, send out to all of our respective email lists.
  1. Need to deliver more to potential members.
  2. Let people know IPM Voice is open for memberships; provide updates on a few important recent developments re IPM/IPM funding.
  3. Direct them to an IPM Voice Facebook/twitter page.
- B. Jim will send one news item to Leigh to include in press release.