

IPM Voice

Board of Directors Conference Call

November 6, 2012

Participants: Jerry Baron, Tom Green, Carrie Koplinka-Loehr, Norm Leppla, Kim Leval, Michael Rozyne, Jim Van Kirk, Chrissy Hursh

Minutes:

1. Policy Updates
 - I. BAA Discussion Paper
 - Email sent to Hoffman on Oct. 19 regarding clarification of “Current Funding” table.
 - Latest word from Hoffman: The co-chairs and two advisors to the consolidation effort had a conference call on Oct. 30 to resolve remaining questions. They are considering the changes in the budget we suggested regarding Essential Elements.
 - Link to latest draft of BAA Discussion Paper:
<http://www.aplu.org/document.doc?id=4125>
 - II. Jim Cubie’s meeting with Senator Collins
 - Hour-long presentation and submitted an Information Packet on IPM to Senator Susan Collins of Maine and key congressional staffers at the IPM Conference in DC.
 - As a result of this conference, Sen. Collins submitted a question for the record regarding IPM on the last appropriations mark-up and requested further information on how the consolidation of line items would affect IPM funding levels.
2. Broader Advocacy Plan
 - I. Write and publish article about IPM successes targeting general public.
 - Potential topics include cotton IPM in Arizona, soybean rust and ipmPIPE, Maine’s potato IPM program, or a school IPM story.
 - Publish in a popular, non-technical magazine such as USA Weekly.
 - Based on outreach survey results: Majority (67%) of respondents wanted IPM Voice to publish IPM success stories in popular media to increase support for and adoption of IPM.
 - Should be specific and personal: a particular farmer’s story that highlights partnerships between growers, Extension, and public/private organizations, and also displays IPM’s return on investment.
3. Membership Update
 - I. Total members - 50 Individuals, 6 Organizations, 11 Contributors
 - II. First-time membership solicitation letters sent out to newsletter recipients, symposium participants, and IPM coordinators.
 - Five new members from 190 letters = 2.6% success rate

- Reminders will be sent out this month.
 - III. Membership renewal notices will be sent out this month.
 - IV. Newsletter data for October: 3,290 recipients, 429 opened, 23 clicked, 9 opted out.
 - V. Potential to target larger donors like foundations, industry, private companies, possibly government.
 - VI. According to outreach survey, one of the main reasons for lack of membership was a lack of knowledge about IPM Voice.
4. Grower group survey
- I. Grower group survey to solicit input on where growers feel IPM Voice's priorities should be in order to best represent them in Washington.
 - II. Recruit a respected member of agricultural community to sign cover letter in support of survey / IPM Voice's efforts.
 - III. Cover letter and survey will go out in hard copy to state and regional grower group presidents/chairs, and posted on the IPM Voice website. Also might work through regional centers to distribute through state IPM coordinators.
 - IV. Based on outreach survey results: Majority felt we should target grower groups / growers for both increased IPM adoption (55%) and increased IPM Voice membership (70%).
5. Jim Cubie is retiring from IPM Voice at the end of this year.
- I. Potential replacements?
 - II. Suggestion was made to investigate cooperative agreement with BioPesticide Industry Alliance (BPIA) - Pam Marrone (Voice board member) is a BPIA board member and we have worked with BPIA Executive Director Bill Stoneman in the past.
6. Financials
- I. For Jan – Oct 2012: Approximately \$18,000 in the red. Currently loaned by IPM Institute.
 - II. Next steps for funding
 - Need to know whether grower groups are interested in membership – dictates whether IPM Voice is relevant to their needs.
 - Investigate soliciting donations/membership from pesticide companies. Will this affect people's perceptions of IPM Voice? Establish what percentage of funding should be from industry sources and set a limit. Compare to similar organizations' policies. Needs to be transparent and not negatively influence organizational values/reputation.
 - Draft a written policy that sets criteria for industry-sourced donations.
7. Upcoming meetings – Potential for outreach
- Entomological Society of America Annual Meeting Nov 11-14
 - Pesticide Program Dialogue Committee Meeting November 29-30
8. Next call
- I. Will be scheduled for last two weeks in January 2013
 - II. Agenda items
 - 2013 budget
 - Grower group outreach results

- Potential candidates for Jim Cubie's replacement
- Farm Bill updates
- IPM in the EPA – possibility of expanding focus from USDA