



## INTERNATIONAL BOARD OF DIRECTORS MEETING

March 31, 2015–Conference Call

### MINUTES

#### AGENDA ITEMS

##### 1. Welcome and Call to Order...David Cliffe

In Attendance:

Officers:

David Cliffe, Chair  
Patricia Knight, President  
Alan Jones, Treasurer  
Charles Heuser, International Editor  
Terri Breon, International Secretary  
Peter Lewis & Clive Larkman  
Bob Geneve  
Mike Norris & Bernard Brennan (Alt)  
Peter Waugh  
Ian Duncalf  
Hans Sittig (Alt)  
Rick Crowder & Donna Fare  
Todd Jones & Gene Blythe

Australian:

Eastern:

European:

Japan:

New Zealand:

Southern Africa:

Southern:

Western:

Chairman David Cliffe called the meeting to order at 5:00 PM EST

##### 2. Approval of Minutes

A. November 14, 2014 Shanghai meeting of the International Board

- Corrections to the minutes:
- Hans Sittig moved to accept minutes; seconded by Peter Lewis. Minutes accepted.

B. Review of new Action Items from November International Board Meeting

- Profit and Loss vs Actuals.....Alan Jones DONE
- Board to decide on what to do with this year's budget surplus and proposed budget for 2015 ..... Alan Jones ON AGENDA
- Add a quarterly budget forecast report.....Alan Jones DONE
- Number of extra proceedings books available .....Alan Jones DONE
  - *50 extra were printed*
- Sponsorship Committee to investigate and solicit potential sponsors to cover running costs ..... Rick Crowder
  - *Have developed a solicitation letter; currently under review. Will wait until website is up and running before sending any letters. For Exchange Program try to get one sponsor for each sponsorship (\$1000).*
- Investigate VAT tax refund ..... Hans Sittig DONE
  - *Does not apply to IPPS*
- Background check of "AfterShock" ..... Hans Sittig DONE
- All current web content, including that of the regional sites needs to be reviewed before inclusion in new site.....Hans Sittig IN PROGRESS

- Website training program to be developed for online delivery .....Hans Sittig IN PROGRESS
- Policy regarding objective and content of newsletter to be formulated .....Hans Sittig IN PROGRESS
- Full membership email list needs to be uploaded to Mailchimp.....Hans Sittig IN PROGRESS
  - *Issue with first batch that was sent. Terri Breon has sent an email to all regional secretaries requesting current membership lists.*
- Need an International newsletter assistant. .... Hans Sittig DONE
  - *Has contacted Brienne Arthur who is very pleased to assist.*
- Check Terri Breon's role regarding the newsletter. Any additional costs involved for her involvement? ..... Alan Jones IN PROGRESS
- Newsletter must be functional prior to end of January 2015..... Hans Sittig DONE
  - *Functional. Has been used to send Christmas greetings and memo to the Board.*
- Develop a new Director's welcome package with implementation procedure..... Mike Norris NEARLY COMPLETE
  - *Mike Norris will send to Alan Jones and Hans Sittig for review.*
- Update Board members' responsibility page on website after responsibilities are fully established..... Terri Breon
  - *Material not ready yet. Mike Norris will send Terri Breon a copy of the Director's booklet with job descriptions.*
- Coordinate the functions and abilities of regional secretaries to avoid duplication ..... Mike Norris
  - *Letter is ready; waiting to send due to the work load of secretaries in these first few months of the new year.*
- Evaluate Secretaries annually ..... Board
  - *David and Alan had a very productive meeting with Terri.*
- Develop job responsibilities for Website administrator..... Hans Sittig
  - *Description is ready for review.*
- Update materials related to membership categories and benefits of membership ..... Philip Smith
  - *Terri Breon to prompt Philip to provide update*
- Discuss At-Large Membership category and mentoring at next meeting ..... Philip Smith
  - *Terri Breon to prompt Philip to provide update*
- Solicitation of sponsorship funds to cover specific International initiatives ..... Rick Crowder DONE
- Create a Directors' Regional Report template for consistent reporting of regional activities.....Bernard Brennan IN AGENDA
- Board will review Directors' Regional Report template and provide to the International Secretary prior to the next Board conference call meeting ..... same as #23
- Communicate with membership about Shanghai meeting ..... David Cliffe PARTIALLY DONE
- Communicate with membership about the website development ..... Hans Sittig
  - *Hans Sittig communicated with Regional leaders; need to send to membership*
- Chinese regional initiative .....Alan Jones IN AGENDA

### 3. Treasurer's Report...Alan Jones

- A. A number of budget sheets were sent out to Board
- B. Dollar figures were down last year, partially because European Region has not paid membership fees for 2014 yet.
- C. Expenses were lower than budgeted, so there is a good positive balance.
- D. Will provide quarterly reports shortly after the end of each quarter.
- E. All funds are applied to the year they are received. They are not credited to previous years, if invoiced previously.
- F. Investment funds are all lumped together. There is a substantial management fee paid yearly (\$2,200 for a \$200,000 portfolio). The Board may want to consider moving these funds to a vehicle that has lower management fees. Morgan-Stanley manages the funds. The investment strategy was established a number of years ago. Alan Jones will provide a proposal for how funds could be invested into a lower fee vehicle. Predetermined indexes.
- G. Independent account review of the books: Eastern Region accountant performed the review and found everything to be in order. Alan Jones suggests continuing review for a number of years during the transition from Pat Heuser to Terri Breon.
- H. Proposed 2015 budget: showing a small surplus
  - Alan Jones moved to approve the proposed 2015 Budget; Hans Sittig seconded. Accepted

### 4. Regional Reports

- A. International Editor Report – Charles Heuser
  - Volume 63: Proceedings were submitted to ISHS by Jan 21. ISHS has asked some minor questions so they must be near to completion. ISHS will be sending draft in April to Charles, who, in turn, will send to the Regions for their review. Everything should be sent back to ISHS by the 3<sup>rd</sup> week of May, with all comments/corrections included. Once the documents have been corrected and returned to Charles, he will index the papers. ISHS should be able to print it in the summer. He will inform the Board when he receives the galley proof.
  - Working on sending the papers for the Pub Hort site. Should be done in a couple weeks and then uploaded. He will inform Board when that's done.
- B. Australia – Peter Lewis
  - Membership has dropped and is at the break-even point with regards to the budget needs.
  - Conference is upcoming
  - Three Chinese individuals (from Shanghai visit) are active in the Australian regional activities.
- C. Eastern – Bob Geneve
  - Membership is up 78 members
  - Have rebounded from the financial problem of few years ago
  - The Niagara conference was better attended than anticipated, with more younger attendees
- D. European – Mike Norris
  - Encumbered funds have been released and transferred to a new account
  - Membership forms have been sent out, along with nomination forms for sponsorships
  - Annual Conference will be in October in southwest UK

- Have had a study tour in Holland
  - Grafting workshop has taken place in Ireland
- E. Japan – Peter Waugh
- Membership is holding steady
  - Exchange student will be going to the New Zealand conference next week and staying for a few weeks after
  - Two members of the executive board are going to the New Zealand conference
- F. New Zealand – Ian
- Membership is steady, maybe going up a bit
  - Conference next week in Nelson
  - Several well-attended tours have been held
  - 2016 conference planning is underway and to be held in Christ Church
- G. Southern – Rick Crowder
- Hickory meeting had best attendance (247)
  - Membership is down slightly
  - Patricia Knight will provide an update on the IPPS conference in Tampa
  - Finances are doing very well
  - Fellow board meetings to be held in Chattanooga, Tennessee in a few months
- H. Southern Africa – Hans Sittig
- Very good conference
  - Have an exchange member going to Australia
  - Their Board adopted the 50% discount for new members; also have reduced student fees in half
  - Have a good reserve fund; being invested
- I. Western – Todd Jones
- British Columbia was the venue for last year's annual meeting; attendance was down
  - Last year's count was 237 members
  - Economy has picked up significantly in northwest
  - Held a meeting in February in Modesto, which is also the location for the upcoming annual meeting in the fall.
  - Board is reaching out to universities to expand membership
  - Income is flat
  - Will be receiving an exchange student from *New Zealand*<sup>1</sup> ~~Australia~~ in the fall and will be sending someone there in April 2016
  - Gene Blythe is the Alternate Director
- J. International Secretary Report – Terri Breon
- 347 hours spent on IPPS business in 2014, with highest quarter being 3<sup>rd</sup> Quarter (July-September), due to preparation work for the IPPS Proceedings mailings.  
*[Alan Jones takes over chair for David Cliffe]*
- K. China Initiative – Alan Jones
- No progress since report was issued by Alan Jones
  - Awaiting official Chinese approval to be recognized as a legal entity that can advertise in the country
  - Julianne is very much interested in starting an exchange program with China. Need additional information on the guidelines for this.

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<sup>1</sup> Emended July 7, 2015

- Julianne will be bringing 8 to 10 Chinese nursery stock association members to nurseries in southern England. IPPS has enlisted HTA (Horticultural Trades Association of Great Britain) to help facilitate this.
- Mike Norris will provide a report of this event and his face-to-face discussions with Julianne. The event will occur in the next few months.
- There may be some interest from China to attend the IPPS Conference in Tampa
- Will take some time to develop the relationship
- Provide Paul with a free membership (Julianne, Lilly and Angela have been given free memberships)
- Provide them with information on how they can become members-at-large, or join the Australian or New Zealand Regions.

#### **5. Proposal for a Standard Report from Regions...Bernard Brenner**

Goal: Communications clarity among regions

- A. Clear definitions of the reporting responsibilities of the directors/officers:
  - will provide more transparency on the activities of the boards
  - allow other regions to see how other regions are conducting business and develop best practice methods
- B. Membership report elements
  - Changes in membership numbers
  - Membership trends
  - Activities of regions
- C. Annual Conference
  - How many members attended
  - How many non-members
  - How many speakers
  - Number of papers presented
  - Percentage of membership attendance at conferences
- D. Information on any initiatives from the regions
- E. Add a section on sponsorships.
- F. Terri Breon is charged with reviewing the proposal and streamlining the information

#### **6. Southern Region International Tour 2015...Patricia Knight**

- A. Seven-day tour beginning in New Orleans on October 4;
  - Itinerary:
    - Will visit nurseries near Lake Pontchartrain
    - Visit operations in southern Mississippi & Alabama
    - There will be a half-day board meeting in Biloxi on Oct 6
    - Will travel across the panhandle of Florida
    - Then down the west coast of Florida
    - Will end in Tampa on October 10.
    - Oct 10 Board meeting will be in Tampa.
- B. Approximate conference fees: (registration forms will be posted by April 1)
  - complete package: Opt 1 – Full Tour and Conference - \$3600 single occupancy, \$2700 double occupancy
  - Opt 2 – Join Tour on Oct 5 and stay thru Southern Region Tour \$3125 single, \$2400 double;

- Opt 3 – Complete International Tour only (no conference attendance) \$2075, \$1475
  - Opt 4 – Join Tour on Oct 5 and leave before Southern Region Tour, \$1575, \$1165
- C. Patricia Knight to send a confirmation to the Board members that registration forms have been uploaded.

## **7. IPPS Website Proposal...Hans Sittig**

- A. Hans Sittig had sent a web link for the Board to review page layout and design only, no active links.
- B. Designs have been tested on smaller screens
- C. Member-only vs. public; can log in initially or at any time during browsing session and will be connected until you navigate from the IPPS website
- D. Proceedings page layout is done. Members can access the proceedings from the new website, and the existing website until all the proceeds have been uploaded to the new site.
- E. On-line events page lists the events; select the event; select the package desired; transferred to PayPal screen for registration; once that's been completed, the regional secretary(s) will receive notice of the registration.
- F. Hans Sittig will be sending out a list of the items needed from each region and the deadline for receiving material, after which, links and materials will be uploaded and made active. Will be available on a test server to check for any issues before going live by the end of July.
- G. Pages can be added or deleted.
- H. Each region and the International office will have a PayPal account. May be able to use for other purchases.
- I. Hans Sittig was requested to send review materials to the Japan Regional Secretary and Takuya Tetsumura, and copy Peter Waugh.
- J. Proceedings page: Hans will contact Charles regarding the abstracts and .pdf files. Charles has copies of all the proceeds material that could be uploaded to the developers' server.
- K. Hans Sittig will need a list within the next week of individuals from each region whom are designated to review the website and provide material for upload. Don't need the webmasters.
- L. Logo change: IPPS initials are narrower so the by-line had to be reduced to be legible. "Global" was dropped. Any decision to change the logo will need to be reviewed and approved later.

## **8. Multi-year Proceedings and Pub Hort downloads...Terri Breon**

- A. Excel report was provided of the past eight years showing the purchase trends of book versus CD versions of the Proceedings.
  - Book sales are trending downward, while CD sales are rising.
  - Pub Hort downloads have almost quadrupled in four years, reflecting that IPPS is moving in the right direction.
  - Negative outcomes could be cost increase from ISHS because of lower volume, and reduced income for IPPS. By end of this year, all proceedings should be

uploaded to the new website, essentially eliminating the need for ISHS hosting services. Critical discussion to be had: ISHS relationship.

#### **9. Plaques, Pins and Logo Use...Terri Breon**

- A. Vendor has retired so a new vendor is needed. Some changes have been proposed.
  - International Honor plaque: hard to find a company that will do embossed etching. Do we want to update the design? There are 40 plaques left. Terri Breon to search for an honor plaque and distribute image of it to the Board.
  - Pins: do we want to provide pins in the future? Only two regions request pins (Eastern and Western). Logo is current logo; do we want to order pins with it or wait until a new logo is adopted? Australia may have extras they can provide. Terri Breon to talk to Clive Larkman on availability.
- B. Directors to take discussion of plaques and pins back to their region for input.
- C. ISHS: costs have risen to where they were with the past vendor. Our future with ISHS needs explored and a direction decided upon in the near future.
  - The Strategic Committee will oversee the discussion.

#### **10. New Business...Alan Jones**

- A. Existing Committee assignments and new alternates' roles
  - Committees and make-up will remain the same.
  - Mike Norris will assess which committees new alternates could be placed. Mike Norris will liaise with David and Alan on recommendations.
- B. Establishment of regular meeting schedule for 2015
  - July 7 @ 5PM
  - During International Tour
  - Dec 8 @ 5PM

#### **11. Adjournment**

- A. Meeting adjourned at 7:03 PM EST

**Special Board Meeting of November 28.**

1. Meeting purpose: This meeting was called in response to the very positive reaction IPPS received during various visits during the week, especially the meeting with Paul from Senhe.
2. The following issues were discussed:
  - A. What are the expectations of the Chinese nursery community?
  - B. How will they engage with us and how will we engage with them?
  - C. Offer an international membership obtained via the internet.
  - D. Need to establish membership criteria.
  - E. What is the critical mass for membership?
  - F. Step 1 - Simple process for joining
  - G. Step 2 - Website development
  - H. Step 3 - Region formation
3. Online registration – fee based
4. Ned to sit down with Julianne to discuss what she thinks our next step should be.
5. Separate unit within IPPS, join as an international member
6. Chinese members would gain:
  - A. Allow them ISHS access
  - B. Attend a regional meeting and conference at membership rates.
7. David asked Alan Jones as the Chairman incoming chair to take responsibility for making sure all this happens.
8. Discussion with Julianne:
  - A. Need to have everything in place before the Chinese New Year February 19<sup>th</sup>
  - B. Organization must be legal. Julianne will find out how to get IPPS registered as a legal entity before anyone in China joins.
  - C. Who can run the organization in China?
  - D. Julianne will assist with establishing and introducing IPPS to the China industry, but she is not interested in running IPPS China. Angela (Julienne's assistant) will likely do most of the work.
  - E. Marketing to attract young people
  - F. High level of young people speak English
  - G. Need to provide Julianne with the authority to look into the legality of IPPS.
  - H. If Chinese came to Tampa we will likely need an interpreter
  - I. Second week of March a huge flower show at Xiaoshan flower market (we visited this market). This would be a good place to introduce IPPS to a large number of growers.
  - J. We need to prepare a Press Release to inform the world what we are doing and what we accomplished.
9. Action Plan:
  - A. Category: International e-membership?
  - B. Cost?

- C. Who will drive this initiative?
- D. Members obtain: ISHS downloads, individual membership Access to Book and CD
- E. Attend regional meetings at Membership price.
- F. Need to charge enough to cover the potential for a large number of free downloads.
- G. Nursery association membership is 1000 RMB
- H. Suggest IPPS membership be 600 RMB
- I. Present all new Chinese members an IPPS pin in person at one of the major events.
- J. We need to also use Lily as part of the team that introduces IPPS to China. We need to determine what the correct balance between Julianne, Lilly and Angela should be.