



INTERNATIONAL BOARD OF DIRECTORS MEETING

Sunday, April 17, 2016 – Te Anau, New Zealand

Thursday, April 21, 2016 –Christchurch, New Zealand

MINUTES

AGENDA ITEMS

Welcome and Call to Order...Alan Jones

In Attendance:	Officer/Director	Alternate Director
Officers:	Alan Jones, Chair, Eastern Region	
	Ian Duncalf, President, New Zealand Region	
	Peter MacDonald, Vice-President, Europe Region	
	Jim Johnson, Treasurer, Eastern Region not in attendance	
Australian:	Clive Larkman	Steve Vallance
Eastern:	Paul Capiello not in attendance	Bob Geneve
Europe:	Mike Norris	Richard McKenna
Japan:	Peter Waugh	
New Zealand:	Ian Duncalf	Lindsay Hatch
South African:	Hans Sittig joined for part of the full day meeting via Skype	Erika Oberholzer
Southern:	Donna Fare	Bill Turk
Western:	Todd Jones	Gene Blythe
China/New Region/International Members:	Peter Lewis	

SESSION ONE

The meeting of the Board in Te Anau, New Zealand, on Sunday, April 17, 2016, was called to order by Presiding Chairman, Alan Jones. Members in attendance introduced themselves, the region they represent, and their position on the Board. As a point of procedure, Alan Jones reviewed the Alternate Director participation policy rules. He noted that Alternate Directors can participate in meeting discussions, but are not permitted to vote. Bob Geneve was appointed Parliamentarian for this session. Alan Jones noted minute-taking is being done by electronic recording. Alternate Directors Bill Turk and Gene Blythe were requested to take hand notes as a back up to the tape recorder to assist with the accuracy of the minutes as provided by the International Office.

Apologies for absence were received from Jim Johnson and Hans Sittig

Approval of Agenda...Alan Jones

Alan Jones requested approval of the agenda. Several items were added to the list at the request of Board members. These included:

1. Ian Duncalf requested to focus this half-day meeting on less involved items so there is time at the full-day meeting to discuss more time-consuming issues during that meeting;
2. Hans Sittig requested an item be added to discuss the authority and responsibilities of committees that act on Board objectives as assignments are not being completed in a timely fashion;
3. Paul Cappiello requested a discussion on the possibility of holding this meeting at different times of the year and not tied to a regional meeting so board members can more easily attend;

There was general consensus on the agenda as modified.

Approval of Minutes...Alan Jones

The March 7, 2016, conference call meeting of the International Board as included in the Board's packets was discussed. Peter Waugh moved to accept the minutes. Mike Norris seconded the motion. A voice vote was made with no dissent. The motion carried.

Review of Outstanding Action Items

Alan Jones reviewed outstanding Action Items that were on the March Meeting minutes. The list, as discussed, included:

1. Update Board members' responsibility page on website after responsibilities are fully established
Mike Norris reported that this task is not yet complete but should be discussed during this week Mike Norris
2. Board needs to provide assistance to the Japan Region to reinvigorate its members.
Ongoing (This item was discussed later by Peter Waugh) Strategic Planning and Membership Committees
3. Invite non-directors to participate on the Strategic Committee with a focus on membership and sponsorship
Ongoing (no progress reported) Strategic Committee
4. Review outstanding issues and propose positions for the Board's consideration on, 1) clarifying the geographical boundaries of regions, like Europe; 2) address whether a member can join any particular region, even if they live outside it; 3) benefits to non-regional members living within another region; 4) whether International members should be administered by regions or by International Office; 5) Student membership status
Philip Smith has data (discuss later in mtg.) Membership Committee
Provide a recommendation regarding whether a new IPPS International portfolio should be created on the Board
This is on the Agenda Membership Committee
5. Determine which committee/group should follow up with student members to continue paid membership

- To be discussed under Education and Membership..... Finance Committee*
- 6. Assess increasing the number of International Tours scholarships. Develop a proposal for Board consideration
- 7. Establish qualification criteria
 - This is on the Agenda Education Committee*
- 8. Video Project: funding requested for presenters, filming and professional video editing
 - Ongoing Hans Sittig*
- 9. Establish additional costs for Website administration
 - Alan reported this as done..... Breon Consulting*
- 10. Develop an investment policy, including investment allocation strategy
 - This is on the Agenda Investment Committee*
- 11. Develop a canned PowerPoint presentation to give to potential sponsors.
 - A sponsor tracking spreadsheet has been distributed to committee members (will be discussed during the week) Sponsorship Committee*
- 12. Seek members who regularly solicit sponsorships to act as consultants to the work of the committee
 - The Committee is working on a process Sponsorship Committee*
- 13. Agenda Items for New Zealand meetings:
 - Budget: development of plan of action if sponsorships do not cover costs of the website.
 - Budget: Review and adopt revised proposed budget.
 - Investment Policy Revision: review and adopt proposal to convert investments from managed to indexed accounts.
 - Investment categories: modify/combine the various restricted funds accounts as appropriate.
 - Website: review and discuss list of problems/issues from regional secretaries.
 - Website: discuss and resolve regional concerns about how they integrate with the global goals of the Society but retain their own identities.
 - China Initiative: review where initiative stands, accomplishments, and adopt next steps.
 - Chairman Succession: review and adopt the process for chairman selection.
 - Creation of New Region Policy: review and adopt proposed changes.
- 16. Revise proposed 2016 Budget for consideration at New Zealand
 - Jim Johnson*
- 17. Review future relationship with ISHS
 - ?..... Board*
- 18. Have regional secretaries check with individuals who have not renewed memberships and ascertain what reasons are

- ?..... Directors
- 19. Establish regularly-scheduled (quarterly?) conference call meetings of the Investment Committee
..... Chair
- 20. Add Richard McKenna to Directors’ Roster as the Alternate Director of the European Region
..... Terri Breon
- 21. Request from the regional secretaries a list of discovered issues/problems with the website prior to April meeting
?..... Hans Sittig
- 22. Investigate other credit card payment services that would be less expensive than PayPal
?..... Finance Committee
- 23. Establish a conference call after the New Zealand April meeting with the regional secretaries and Hans Sittig to review website issues and concerns raised
?..... Hans Sittig
- 24. Send email reminder to Directors of scheduled conference call meetings’ dates and times. Include committees and members and meeting schedules
..... Terri Breon

Remarks of recognition:

Alan Jones expressed appreciation to Philip and Janine Smith for organizing a very good international tour. Everyone has enjoyed the opportunity to tour the south island and greatly enjoyed the wonderful hospitality.

- Alan Jones recognized the on-going work of the committees and the progress being made towards the Board’s goals. He specifically pointed out Hans Sittig’s hard work and fantastic efforts on the new website implementation. There have been a few teething problems which often happens with any roll-out. These will be discussed during the week with the hope the Board will have a direction for moving ahead to iron these out and to make the site even better. Alan Jones noted the effort of the volunteer board members to provide their time to the committee work. He also mentioned the importance of directors fulfilling their obligations to the board and getting projects and assignment completed in a timely manner.

2016 Committee appointments (Document III.C)

Current committee assignments were reviewed. Mike Norris would like to defer the full discussion until the full-day meeting. The Strategic Committee suggested the creation of an Executive Committee to oversee committee appointments. There are a number of key positions opening up this year that need filled. It was stressed that committee membership lists be correct before they are sent out to directors. Bob Geneve brought up a point about Action item 1: the goal is to have this information on the website, although it’s not there now. He suggested the Executive Committee or an Ad Hoc Committee be convened to consider development of a recruitment strategy (nominating committee) to replace those leaving Board committee service. It was pointed out that a number of board members retire at the end of 2016. Mike Norris stated we need to get

the structure right. It was noted that new directors don't have any information regarding their responsibilities as board members. There used to be a new board member packet and CD that was sent to incoming alternate directors. This information had also available on the old website. Alan Jones agreed that the Board having accurate information available has been an issue over the past year or year and a half.

International Office Report (Document IV.A)

Alan Jones did a brief overview of the report provided by Terri Breon. Board members had a number of comments on the report. Bob Geneve noted the statement on the first page of the document regarding "...free downloads of papers...". Although they are free to members, the Board should be aware that downloads of proceedings papers are not "free". It costs the Society to provide that service, and varies depending on the total number downloaded. Additionally, Bob Geneve stated that the international office report should present paying vs. non-paying (e.g. student) members. Eastern Region has a large number of student members. Providing both sets of numbers will give the board a clearer picture of the dues paying membership. Mike Norris noted that this information is available on the regional reports, so Terri should be able to modify the membership numbers accordingly.

Alan Jones noted the breakdown of memberships by types is included in the budget breakdown but does need to be added to the International Office Report.

There was a question about whether a new newsletter editor had been appointed. Alan Jones noted he believed Hans Sittig has been filling that role for the present. A director noted that the International Report states a Newsletter Editor was appointed. Mike Norris questioned the number of hours being expended by Breon Consulting and requested a breakdown of the hours. In comparing the budgeted hours to actual hours billed, there was an additional 33 hours billed for, or \$2000. Alan Jones noted that the budget is based on 300 hours (job description states approximately 300 hrs required). However, the hours expended have been similar to Pat Heuser's total hours per year. Mike Norris asked about the duties of Breon Consulting employees, Sharon and Kelly. Alan Jones explained Kelly is the bookkeeper, while Sharon assists with administrative activities. Bob Geneve cautioned the Board must be careful on what we request to have the Int'l Office do. He noted the Board had asked for help from the Int'l Office with the website. He asked if the extra hours relate to that, or to something else. Mike Norris had concern that the Board did not have an understanding of why the extra hours were incurred. Bob Geneve suggested that any hours not contracted for should be reviewed by perhaps the Finance Committee or the Executive Committee and they determine whether the hours are appropriate based on an explanation from Breon Consulting. Alan Jones explained that there were additional hours the first year because of the effort required to reduce black book inventories. Bob Geneve proposed that the Finance Committee move to allow the Executive Committee to approve any extra hours, but extra hours must be approved formally. Alan Jones agreed to review.

Bob Geneve also brought up the concern raised last year about the number of books that should be carried on inventory. The new information shows 72 books were sold to libraries; however, in past years it appears no books were sold to libraries. Alan Jones explained that the separate listing for libraries sales was at his request. In years prior, the numbers were not reported. Alan Jones further explained that when the shift from

Heuser Group to Breon Consulting took place, the amounts of inventory were pared to save storage costs. Bob Geneve asked what the inventory for 2016 is going to be. Bob Geneve's impression was that Breon Consulting may be considering inventory being any non-member for that current year, whereas Heuser Group didn't do that. His concern is that there are not enough books to satisfy orders. He would like to see that 72 books show up at the end of the report. Mike Norris noted there's \$7500 showing in the budget for libraries sales. This should be checked.

Treasurer's Report... Alan Jones for Jim Johnson

Proposed 2016 Budget

The proposed budget was discussed during the [March 2016] conference call meeting. It was not a balanced budget so it was agreed to review its assumptions during this meeting. Johnson had reduced the number of dues-paying members for 2016, as he was concerned we would not reach 2015 membership figures. The Finance Committee had met to discuss the budget and made the following recommendations:

- Return the dues paying membership numbers to 2015 levels.
- Remove the 5% marketing fee expense.
- Increase the dividend income to a three year average figure.

These changes would provide a small surplus for the year.

Alan Jones noted that ISHS fees are shown at a higher level in this budget due to not receiving an invoice for last year until very late and not in time to pay by the end of the fiscal year.

Todd Jones moved to approve the budget with the proposed changes; Clive Larkman second; motion carried. Mike Norris would like to see the approved budget documented and distributed.

Balance Sheet and P&L statements

Financial statements as of February, 2016 were reviewed. Alan Jones commented that since it's so early in the year, it doesn't really tell very much.

Restricted Funds

Alan Jones said there needs to be a discussion on restricted funds but not at this session.

Investment Committee...Todd Jones

Todd Jones presented the proposal to shift the restricted funds from a managed account to an indexed fund monitored by an Investment Committee which would rebalance the funds to a predetermined percentage fund balance, with the goal to significantly reduce the 1% management fee, about \$2000 annually, currently incurred. As proposed, the funds would be invested in indexed funds. These are, essentially, mutual funds based on the DOW Industrials or Standard & Poor's and the like.

Committee responsibility would be to rebalance funds. Alan Jones researched this several years ago after talking to some other organizations with much greater portfolios that had switched to indexed funds and saw similar results. As a point of history, he noted IPPS has been using the same management firm since Heuser Group became secretary.

The Board would retain ultimate control to change the document and modify the percentages allocated to each fund. The Committee's duties would be limited, with the main duty to be the rebalancing of funds once a year in accordance with the directives located at the end of the document. Todd Jones elaborated on the Investment Committee. It would be comprised of three, but preferably, five members. Members would be appointed to a 3-year term and be comprised of non-board members. The IPPS Treasurer would chair and the others could be appointed to a second three-year term to maintain institutional memory. Clive Larkman asked why the responsibility would not be given to the Finance Committee. Todd Jones explained that the group that spends the money should not be the same as those who invest the money, a typical non-profit arrangement.

Bob Geneve stated if the proposal is a policy change, it has to go beyond the Board. He questioned if the document is structured to amend a policy. Todd Jones replied this is a new policy and would replace the current one completely. Bob Geneve asked if the policy would be located with Finance. Further comments included that the discussion up to now has been focused on how it would be implemented, not whether the Board even wants to do it. (At the Tampa board meeting the finance committee was asked to prepare a report to make the change.)

The last investment policy change was in 2010. Bob Geneve noted that when he joined the Board, Pat Heuser referred him to the website to review what his duties were as an alternate. He thought that policies were also available there. They no longer seem to be available. He asked whether any alternate director received documentation on what their job duties are. He was aware he had not and noted that's not how we should run the organization. In his opinion, this new policy should be available there, as well. Todd Jones was requested by the Board at the Tampa meeting to come up with a new investment policy, which is what he has provided. Geneve commented that, ideally, the Board would have both policies presented to it so they could be compared side-to-side. Alan Jones believed he has a copy of the current policy which he will try to retrieve. Donna Fare asked if the Investment Committee's two yearly meetings were intended to be conducted face-to-face or conference call/Skype. Alan Jones said meetings would be conducted by conference call/Skype, unless the full committee was assembled together, like at the yearly conference. Mike Norris requested a paragraph be included in the policy stating that. Alan Jones asked Bob Geneve if the Board could vote on this policy today. Bob Geneve noted the Board could do whatever it felt appropriate and that this is probably the investment strategy the Board would like to follow due to the current financial situation, but, he noted, Todd Jones is asking another thing, which is to change the policy. That brought up another issue regarding other policies and where they might be located. Mike Norris commented he had two concerns, one being, the cost to move to this arrangement, as he is aware that England does not follow the same rules as the US and management fees are very complex, so the society needs to know the exit costs before determining whether we want to go this route and how, financially, will it be managed. Secondly is how the fund itself will be managed. Todd Jones responded that the Investment Committee would manage the funds. Once the policy was adopted, the relationship with the fund manager would be ended and the Investment Committee would invest the funds in accordance with the fund breakdown in the policy. After six months, the committee would review the performance and decide whether funds needed to be rebalanced. Mike Norris asked if the Board would receive an audit of the funds at the end of the financial year. Todd Jones said no audit would be done. The funds would

be invested through a fund management firm, probably Vanguard, who would provide an end-of-year statement on the activities of the indexed fund accounts. That would be included in the financial reporting to the Board. The committee would have responsibility to review and make adjustments to the investments. At any time a major withdraw is anticipated, the committee needs to be informed in advance so it can decide which funds should be tapped. There would not be an audit conducted on the Board's finances. There would, also, not be any bond required on the fund management firm. Alan Jones noted Breon Consulting is bonded, but no other entity. Clive Larkman asked about the apparent \$25,000 loss on the investments shown on the balance sheet. Alan Jones explained there are two different values, one being the market value and the other the book value. Clive Larkman asked what the return should be. Todd Jones noted the target would be a five percent return, but it's not guaranteed. Clive Larkman questioned why the funds aren't invested in a guaranteed return mechanism (CD?) or invested in another country. Alan Jones explained this has been seriously looked at about seven years ago and it was decided not to move funds overseas for a variety of reasons.

Todd Jones moved to accept the proposed modification as an investment strategy, which was seconded by Mike Norris. Further discussion ensued. One point was to identify other management costs involved with exiting the current funds. Mike Norris amended the motion to be contingent on exit fees; there are still some final points to be considered. Todd Jones was unsure if there has to be language to say that this investment strategy is now replacing the existing policy. Bob Geneve noted the Strategic [Committee] is going to have to propose a new committee structure placed under the Treasurer if this is considered a new policy. If it's just a strategy, then the Finance Committee can okay the proposal. Bob Geneve gave an example of a scenario: if the exit from the funds costs \$8000, then the Finance Committee can say no to that strategy, otherwise, once it is policy, there are new people to add in the flow chart. Todd Jones noted the new people would include the Treasurer and the Chairman. It is a change in the current strategic structure. Todd Jones felt the current policy must be replaced as it doesn't allow for other than a professional managed investment strategy. Other directors added that the current policy cannot be replaced until they can review both documents together. Alan Jones agreed to look up the current policy during the break so the Board could decide whether it wants to replace it.

Todd Jones withdrew his motion and submitted a new motion that the proposed investment policy be submitted as an amendment to the current investment policy; seconded by Clive Larkman. Discussion ensued. Mike Norris noted that the investment process must be auditable and due diligence practiced (as with the usual requirement of 2 signatures). Alan Jones called for the vote. The motion was unanimously approved.

Bob Geneve recommended the Finance Committee produce a version of the existing policy to incorporate the voted-on changes. Alan Jones will add an amendment date.

There were ongoing background conversations regarding the location of policies and whether hard copies should be included in the meeting package.

Editor's Report...Charles Heuser (VI.A)

Charles Heuser submitted his report. There has been no change reported since the last conference call. All material is now with ISHS for printing. We are in the ISHS queue but Heuser is waiting to hear about a publication date.

The relationship IPPS will have with ISHS going forward has to be discussed. Alan Jones reviewed that relationship for the benefit of those members who don't know the history. Three or four years ago, IPPS decided to no longer produce and print the proceedings. Instead, IPPS optioned to have ISHS (International Society of Horticultural Science) perform those duties. IPPS already had a relationship with ISHS, using PubHort to make proceedings papers available to our members and their members through issues of their publication, Acta Horticulturae. Geneve explained ISHS further, noting that they are really a publishing group. They publish IPPS proceedings in two formats: as our black book, and for their own proceedings. Proceeds for their members go directly to them. In return IPPS gets a discount for production of the book. Alan Jones noted that IPPS saved 50% on the costs for producing the proceedings for the first two years, but that has since increased to what we were paying before ISHS. This may be partly due to ISHS underestimating their costs. IPPS has a yearly renewal contract with ISHS; either party can cancel the contract. IPPS will need to have an action plan developed if or when ISHS' role is reduced or they are no longer involved. With the new website, PubHort will become redundant. Bob Geneve emphasized the Society needs to keep in mind that ISHS is charging 150 euros to download IPPS papers, with none of that coming to IPPS. IPPS pays a fee to ISHS each year to host our papers on their site and then for our members to download papers for a set fee per paper, up to a maximum of 1000 downloads. The contract was negotiated previously with David Cliffe, Alan Jones, Charles and Pat Heuser being involved. ISHS was enthusiastic about partnering with IPPS because of its international reach. A backup strategy is needed in case the relationship with ISHS turns in a different direction. Mike Norris requested that Charles Heuser come up with a clarification of the ownership of the IPPS papers.

ACTION ITEM: Mike Norris suggested Charles Heuser draw up a back-up plan for publishing the books in-house again.

Regional Directors Reports

Australian Region...Clive Larkman

Clive Larkman reviewed their report. Some issues with membership processes on the new website were reported. There were complaints with the PayPal service being more expensive than credit card charges.

Eastern Region...Bob Geneve

The region had a very successful conference. Membership renewals to date are 191, which is down 75 from last year.

Comments on Membership: Bob Geneve noted that we need to review/clarify what Email greeting non-student members receive when they join IPPS. He also noted that the membership renewal system (with PayPal) is sending invoices as though dues had been paid, even when PayPal had not accepted the payment. Margot is tracking down other members who may have experienced the same. Bob Geneve also asked how many new memberships among the regions have used the previously instituted trial system under which first-time members do not pay international dues in the first year. Mike Norris suggested they check with Terri regarding how she is invoicing these. Are they being discounted? Bob Geneve said this was a limited time policy. Bob Geneve felt information regarding the participation in this program should be provided to International so the Board can decide whether it's worth

offering. Bob Geneve recalls that this was a trial that members could take advantage of having two years memberships with no International dues. The Membership Committee should review this and put forth a recommendation to the Board. Some regions had rejected this plan and were not offering a discount.

The Eastern Region has 150 student members and growing all the time. As mentioned before, the Int'l Office continues to put the students into the membership numbers, making it appear that membership is growing. They benefit from the Region by receiving the newsletter and having full access to the PubHort. Bob Geneve noted that Eastern Region offers a free 2-year student membership. Students receive their newsletter and have access to the Proceedings. However, Eastern Region has not been keeping track of the student members in terms of retention as IPPS members after their student membership ends. Mike Norris suggested that the International Office might administer student membership for the entire society. If just 10% of the student membership became paying members, it would turn around the Society's losses. Mike Norris noted the whole reason of the website is having membership information in a central location, from which we could administer student membership in a wholly different way. Bob Geneve noted the Eastern Region is relying on the new website to provide those metrics. To his knowledge nothing is sent to new student members; he's not sure any new members get anything except for information from the website, but there should be a grand welcome from the Society given to these members along with a synopsis of their benefits. This has been discussed repeatedly. Mike Norris said the website should trigger a letter being sent. Bob Geneve assumed the same should hold true for students.

European Region...Mike Norris

Industry is going through a lot of consolidation. Larger nurseries continue to get larger. The region has a new secretary, who has been working through the mismanagement issues of the past secretary. Mike Norris reported the region has 173 members, 13 of which are students, 5 first-time members, 15 retired, and 19 primary [review their report]. The region looks forward to the 2017 International Tour coming to Europe (Holland and Germany), anticipating that it should aid in increasing interest from other parts of the continent to join IPPS.

Japan Region...Peter Waugh

It's steady as she goes. It has been frustrating as Peter Waugh has suggested they hold additional meetings between conferences, but there is a lack of interest in holding any. He provided them with a copy of what the Eastern Region had done with a brochure. They seemed enthusiastic and created a prototype but then dropped it and have done nothing since. Membership is holding steady, but that's it. The website is not of interest to them. Only three members have looked at it seriously. The region does have younger members. They have participated in student exchanges with New Zealand for the past number of years; they had six members come up to New Zealand. Of the group, four are key members. Peter Waugh offered to pay for someone to come with him to this meeting but no one would come.

September 23 and 24 in Nagano is the Japanese Conference. Peter Waugh would welcome a Board member to attend the meetings, perhaps even present a paper at the conference. It would show them the International Board is interested in their

region. Bob Geneve suggested an official invite from the Board to come to the Europe Conference next year.

Bob Geneve was disappointed that their members are not taking advantage of the new website. Waugh noted there is the language barrier. They have been looking into a translation program but haven't settled on one. Half of the membership cannot speak English; about 60-70% understand English. Translators are needed at meetings. Mike Norris reported that Hans Sittig has received positive comments from the Japanese on the website. It was agreed that a further in-depth look at what the Society can do is appropriate.

New Zealand Region...Philip Smith

The region is going well. A young board is being seated this year. A lot of younger members have been involved in events.

South African Region...Erika Oberholzer

They had a very good conference. The membership has been stable. They have six student members. More females are being seated on the board. Bob Geneve asked, a number of regions have 1st time members, are any taking advantage of not paying international membership dues? Mike Norris suggested they check with the Int'l Secretary regarding how she is invoicing these, for instance, are they being discounted? Bob Geneve said that was a limited time policy. He felt information regarding the participation in this program should be provided to International so the Board can decide whether it's worth offering. He recalls that this was a trial that members could take advantage of having two years memberships with no International dues. The Membership Committee should review this and put forth a recommendation to the Board.

Southern Region of North America...Donna Fare

Things have not really changed since the last meeting report. The region does not have events between meetings. With regards to student memberships, the region does not offer student memberships, although there is robust student participation in the meetings. The Board has upped student participation to include 3 oral presentations, and 4 to 5 poster presentations, and increased to a six-pack. There has been very poor student attendance at conferences, even though a free one day registration is offered to any school within a 100-mile radius of the conference setting. Attendance is better when the professor is interested in the conference. Presenters are offered \$500 as a stipend for their participation to spend at their discretion. Donna Fare also noted that past reviews had shown they had a 70% retention rate among those students who did presentations. The region holds auctions, with the proceeds being redistributed back to horticultural research, and some of the professors who send their students.

Western Region...Todd Jones

The region has been working on a similar program as the Southern Region is doing with the student interest. Todd Jones doesn't have information on how that is working. The 2015 annual conference in Modesto was successful. Next year's will be in October in Tempe, AZ. They are also working on the 2018 conference to be held on the big island of Hawaii. They hope to have speakers from New Zealand and others in the Pacific Rim. From the reports presented, every region has seen some membership growth, except the Eastern and Western. The Western has 226

members but that number is down from 250 last year. There have been similar issues reported with the website as Bob Geneve reported.

Mike Norris moved to accept the regional reports. Peter Waugh seconded the motion. Alan Jones called for a vote. The motion carried.

As he had discussed earlier, Mike Norris would like more detailed information from the Int'l Secretary [on her reports to the Board?] that's [a summary of the regional reports?] so the [Board?] has a better understanding of what's going on. The whole reason the regional reports are structured the way they are is so that we can see the breakdown of members by category so the Int'l Secretary can report the detail. Bob Geneve believes the form is being used on a temporary basis, so at some point the form has to be reevaluated. Donna Fare said the report is requested too often. Nothing changes in the timeframe. Alan Jones noted that reports used to be twice a year, in December and in June. With conference meetings occurring quarterly, it probably isn't worthwhile to have regional reports at every one. What numbers and dates are requested to be reported? Alan Jones said the June membership numbers were needed for ordering books. The timing of the report will need adjustment as we move forward. We need to return to the traditional regional report dates of June 30th and December 31st.

Committee Reports

Finance Committee...Alan Jones for Jim Johnson

Alan Jones began by reminding members that 2017 dues were increased by \$3 at the Tampa conference. He is not sure this was communicated to the regions. Directors should inform the secretaries and members. He wants to be sure regions are clear this is going to happen. In response to a question, Bob Geneve noted how the increase is handled by the regions is up to them. The fee increase can be passed along to the members or the region can choose to absorb the increase.

Jim Johnson is working on whether restricted funds should be realigned. Some may not be as relevant as they were when created.

The web hosting costs are still being worked on. The yearly hosting cost is \$12,000 and is planned to be paid via sponsorships. There will be discussion on sponsorships later.

Education Committee...Bob Geneve

Bob Geneve noted that the Education Committee is currently charged only with reviewing the international exchange program. He suggested that sponsorship funds, beyond those needed to cover web site costs, be made available for future travel grants. Such grants would not be restricted to students, but also include early-career professionals (perhaps up to 35 years old, the cut-off used in Eastern Region's program). In subsequent discussion, it was suggested that there be no age restrictions so as to include older career-change students and to avoid legal challenges; ultimately, selection comes down to the interview process.

Additional discussion centered on the recognition that the previous discussion was limited to travel grant scholarships, not exchanges between regions. The travel grants were proposed to try to increase participation in the international conference by offering grants per regions to travel to the international tour and conference. Geneve was asked to come up with the criteria for that selection.

Bob Geneve explained funding would be provided through sponsorships. Although no sponsorship funds have yet been raised, sponsors will likely want to know what their dollars are being spent on. If we can say that the money is being spent on the website and on scholarships for individuals to attend the international conference then a sponsorship committee might have a better chance of engaging the sponsor so the money just isn't going to supplement Society expenses. Directors expressed confidence that the \$12,000 sponsorship target could easily be attained and surpassed, allowing the funding of travel grants. Without competing with the regions, large international corporations who don't sponsor regions but would sponsor an international conference should be sought after.

Bob Geneve requested clarification on Education's role in the selection process. Currently, Education reviews candidates of the exchange program, to determine whether they meet the requirements. Education could perform the same function for the travel grants.

Mike Norris stressed that a sponsorship strategy is needed. There is no template to follow; there are no guidelines. A plan must be developed and committed to paper so the Sponsorship Committee can move forward. Donna Fare commented that sponsors would be more engaged if they had an idea of what their funds were buying. Not only would they be sponsoring a website but they would be encouraging international dialogue and participation. Other ideas could be included to excite sponsors on our vision of things we would like to do with sponsorship funds. Alan Jones noted that Paul Capiello submitted material that should be reviewed prior to further discussion.

Further discussion was tabled pending later discussion with the Sponsorship Committee.

Strategy Committee...Mike Norris

Mike Norris provided a document, outlining in the first several pages a history of the direction and decisions the Board took over the past few years, so new Board members have an understanding of that process. The Board set out to achieve three goals. These were: restructuring the International Board - how the International Board functions – while this has been done, it should be revisited it again to refine or confirm the requirements needed moving forward. The second objective was to launch a new website – owing to that, the requirements of the international are very different than in the past. Information and the quality of the information must be maintained. Lastly, succession planning must be implemented as a number of key people are leaving the board in the next year. The Society runs the risk of having lack of continuity and trying to reinvent the wheel.

Part of what needs to be accomplished is to be sure the Society has the correct structure in place. Secondly, each committee must develop a five-goal plan for the next three years and be responsible to execute their plans. Thirdly, job descriptions of employees must be reevaluated. For instance, does the Society need a secretary or does it need somebody to facilitate and coordinate the decisions of the board? Fourthly, we must assess the website. The purpose of the website was to provide members with an automatic membership renewal function. We should be able to administer our society a lot more efficiently than we are, at both the international and regional levels.

In priority order, the first thing is to have the correct structure in place, and have the correct people assigned to the correct committees. From there, the Board will know exactly where it stands. The second thing is, from that structure, the Board needs to

understand what its functional requirements are for the international office. Plans for the next three or five years can be developed. Succession planning is on the agenda. A strategic plan needs developed that clearly sets out what the Board's objectives are, and those of each committee. The Board relies on the goodwill of each of its directors to carry out those plans. There has been a heavy reliance on Hans Sittig to implement the website. Thus far, we've only done the first bit of the project. The foundation's in place. There are issues to be corrected and improved upon, but, as a Board, we must do everything that we can to support the regions in implementing their part of the website strategy, although the regions must take responsibility to implement it themselves.

Alan Jones recommended each director read through the document so they have an understanding of its contents.

Mike Norris offered to stay at the hotel tomorrow to work on the issues and meet with the chairs to commit their goals for the year on paper. He would like to end up with one document showing all the strategies in bullet form.

Mike Norris urged the Board to be continuously improving on what it is doing and to develop a plan on where it wants to be in three years. All efforts must be strategically on paper, point after point, or it won't get done. He likened it to a business plan. Alan Jones agreed regarding the similarities. Memories tend to be untrustworthy, particularly, as time goes on.

Meeting Minutes discussion: Bob Geneve felt that with the previous strategic plan the intent was to have the strategies in bullet form, but the Int'l Secretary misinterprets the intent. Alan Jones noted that at the end of the meeting, the Board needs to make sure that the minutes are accurate and clearly defined. Bob Geneve suggested what Mike Norris is saying is that more than a single half-sentence in bullet form is needed, and that this has not been communicated very well. Clive Larkman believes Mike Norris is saying that the directors are interpreting the minutes as recalls the discussion. Mike Norris believes he is saying that, but it also includes the plan.

Board Directors' Binder discussion: A sentiment was expressed by several directors regarding the meeting binders, that they did not include adequate information and standard information that was provided to directors several years ago as a matter of standard operation. Such things as the strategic plan and policies were included. That was useful for reference during discussions. At the very least, all policies should be readily available, in printed form and bound, at every Board meeting. It was suggested by one director to store the material on one's computer so it's always available. It was also pointed out that many of the policies are on the website. Alan Jones noted a document was put together a few years ago for new directors, but it and the CD form of it can't be found.

Membership Committee...Philip Smith

Philip Smith began by noting the Committee is not able to determine how many International members organization has and, also, Central American members should not automatically be included in region counts, even though they are assigned to a region. He stated that membership information needs to be available in Spanish. Bob Geneve questioned what document form will best allow translation by Google; Alan Jones noted this will be a question for Hans Sittig. Philip Smith also noted that a new region membership policy is needed, as well as a means of following up on student

members. Bob Geneve suggested that there be a rebate on international dues for members holding multiple-region membership.

Bob Geneve on Education Committee: currently, the Education Committee has only one duty: to promote and coordinate exchange. He would like to expand what education does. One item is linking regions from a student standpoint.

Strategic Plan: Bob Geneve raised concern that the strategic plan should be a dynamic plan policy. But there are elements that need to become policy or existing policies need updated.

Sponsorship Committee...Paul Cappiello

Paul Cappiello submitted a document on the sponsorships, which includes the addition of several sponsorship levels. The document will need to be discussed and approved by the Board. Full discussion should wait until Thursday and include Paul Cappiello in on Skype. Mike Norris reported that Rick Crowder has agreed to stay on the committee. Directors should read over the document and be prepared to discuss it on Thursday. Mike Norris iterated the importance of a sponsorship plan as we are deep into the fiscal year and have not raised any funds to date. The Eastern Region pays an individual to line up sponsors and receives 10% of whatever he brings. Alan Jones noted Paul Cappiello is the director of a nonprofit foundation and he spends most of his time raising funds for the endowments. it's important that he is included in the discussion so this can move forward as fast as possible. It's a major part of the website strategy and the whole financial strategy.

Nomination award for 2017

Mike Norris made a motion of nomination for the 2017 International Award. The nominee is a long term member of IPPS for over 30 years. He's held every office available in IPPS and is still actively involved, organizing the 2017 international tour. He has been a fantastic ambassador for the society, participating in international tours when he can. Ian Duncalf seconded. Motion carried. The individual's identity is being withheld for confidential reasons.

The half-day meeting ended with the decision to hold a short meeting the next morning, Monday, April 18 at 8:30 AM, to formulate bullet points for development of the strategic plan.

The Board went into Executive Session

Executive Session: Monday, April 18, 2016 & Thursday April 21, 2016

[Minutes of Executive Sessions are not published.]

DAY TWO SESSION

Alan Jones opened the session by reviewing the day's topics. These include discussion of the committees' bullet points for the strategic plan, sponsorship, Japan, new regions, the website, communications, and the message that will go to the membership.

Communications and Marketing...Hans Sittig

Hans Sittig joined the meeting via Skype. Hans Sittig reviewed documents he has provided to the Board for their information. He suggested they read through them as they explain the website specifications and functionality. He briefly discussed the roll-out issues. He could not replicate the application and renewal glitches encountered. The same held true for PayPal. In order to isolate the problem, the regional secretaries need to provide information on what is occurring, such as the browser being used and its version and when the system stops functioning. With regards to website administration, Hans Sittig provided a diagram and information on this function. He noted there are two basic functions, one being membership management and events management and the other, content management. Each region must nominate a content manager who will be dedicated to that role. The regional secretaries should be responsible for member and events management, but can also be appointed as the content manager. This aspect of the site management is difficult to bring up to the standard desired. From his observations, Hans Sittig does not believe the majority of regional secretaries are internet literate. The job description for the contents manager identifies this skill is required. Hans Sittig also needs the regional secretaries to cooperate by responding to email requests. The regions need to make the website a priority. Any current issues can be overcome if he receives the help needed. He provided Alan Jones and Mike Norris with the five bullet points for moving ahead. The list includes:

- Under the website, complete the renewal system and the renewal process; complete and update the web content; install the tracking program to track how many proceedings papers are downloaded, the types and when; look at editing select PowerPoint presentations to put on the web; develop the website sponsorship program (which would be done under the sponsorship committee).
- Volunteers are needed to assist the committee in preparing recordings of the proceedings presentations for inclusion on the website.
- Social media sites we subscribe to need to have a consistent look using our logo as the new corporate image. A company page should be created on LinkedIn. An awareness drive for all our members would help them see how to use and the value of our social media services. These services can be used for marketing the Society. There are a number of former IPPS members that have joined these links. This is an excellent way of recruiting these individuals back into IPPS.
- The development of an IPPS YouTube channel that could have short how-to videos and best practice guideline sessions for our members is a great way to educate them.
- The newsletters for all the regions should adopt the new logo and corporate image. For any region that needs assistance with setting up a newsletter like Southern Africa, Hans Sittig can show them how to successfully do it. One approach would be not put all the information on the newsletter, but link back to the material on the website. This way the newsletter helps get more traffic on the

website and gather interest on what the website has to offer. The international newsletter needs to be used as a tool to promote the international society without competing with the regional newsletters. Hans Sittig suggested four editions each year. The first would be at the New Year with a message from the president or chairman and a highlight of the events for the coming year. This could all tie directly back to the regions' websites and additional data. The second, would be a pre-international tour edition where the focus would be on the upcoming international tour, what benefits can be realized by attending and the fact that anyone can participate, along with whatever other news might be of import. Then a post-international tour edition that would give members feedback, all this leading back to the website where links to news bulletins, the library, the photo library, bringing more traffic to the website. The last one can be a year-end edition where a flashback at the highlights of the year could be listed along with links to the full stories and seasons' greetings. This creates a structure.

- An editorial team is needed to maintain continuity and quality of our communication. One person is needed to look at the content and another to run and manage the email database.

Alan Jones reminded the directors of a couple of items that have been brought in earlier discussions that need resolution. The Board needs to streamline the membership renewal process to make it the more user-friendly and make it easier to manage by going back to a calendar year membership. Secondly, the logo design. In Tampa, it was agreed to move the website forward with the proposed logo, but there would be further discussion. And the ongoing informal discussions throughout the tour are that we need to figure out a way to get 'Globally' back into the logo. Also, a conference call with the secretaries would be appropriate to go over some of their concerns, voiced and unvoiced. Alan Jones commended and voiced appreciation to Hans Sittig on the work done so far. Hans Sittig will work with the regional secretaries to resolve their issues. Alan Jones recognized the outstanding issues are not great challenges; the functionality just needs fine-tuned. Recent use tracking has been interesting, showing a large use from the US and a lot of viewing from Russia. Europe has the least.

Japan concerns. Mike Norris and Peter Waugh met to discuss some of the challenges Peter Waugh faces within the Japanese region and what the Society can do to help. At the top of the list was a request to have international attendance at the Japanese regional conference, preferably including the international chair and maybe one other person, with an intent to observe and give the international message in person. As Peter Waugh would like to step down from his current role, succession planning to replace Peter Waugh with someone from the Japanese Region should be discussed. Peter Waugh expressed concern about the viability of the region if there is no one to step up in his place. The Board discussed the timing, the personnel and the potential cost for this effort. Recommendations were proposed that one of the representatives should be the Chair, Alan Jones. Bob Geneve asked if some other less expensive options could be considered, like video conferencing. He suggested that we request a response from Japan on what can International do for them and how to better use the web site. Peter Waugh is attending an executive committee in June. He can explain why International directors want to come to Japan. Bob Geneve felt an email or letter from the board outlining International's expectations and asking for their feedback on what we can do better for that region might be less awkward. They need to understand that Peter

Waugh will not be representing them for much longer and they will need to appoint someone from their region to be a part of the Board. Peter Waugh feels strongly on a face-to-face is better, based on Japanese customs.

Unfortunately, the Japanese have not been interested in participating in recent International activities, even when offered an expense-free opportunity. Suggestions were made on trying other routes of communications, like Skyping, but Peter Waugh said it wasn't likely to influence members to participate. A suggestion was made that the Board authorize \$3000 for expenses to have a representative, preferably the Chair, travel to Japan's conference for a first hand observation. Peter Waugh felt that was the most promising avenue. Another director offered that he might be in Japan to visit his son, who lives in Japan and speaks fluent Japanese. He could take him to meet with the Japanese region. Alan Jones noted that the point of this discussion is that we need to support existing regions while we're trying to create new regions.

Philip Smith made the motion that the International Board allocate up to \$3000 for a senior official of the International Board [preferably the Chair] to attend a Japanese regional conference. Mike Norris amended the motion to add "to communicate key issues of the international Society relating to that region". Mike Norris seconded the motion. Alan Jones called for the vote. The motion carried.

Alan Jones said he would see if visiting Japan this September would be possible.

The next item, discussion on each committee's strategic plan, was held due to technical issues. Discussion on China was taken up.

China: Peter Lewis:

Peter Lewis reviewed the strategic plan that was developed for China. He had a meeting with Julianna and Hans Sittig on how to progress China to a region. The first consideration is to appoint a secretary for China as the website, at this time, could not be used by their region because of translation into Chinese and, therefore, could not collect membership fees. Additionally, the payment options do not work in the Chinese system. Fees will be established and the secretary will collect the fees. The secretarial position will be a paid position because of Chinese cultural considerations. Peter Lewis and Philip Smith feel the Chinese will need to be treated a little differently. On tours, they will need translators, or International will need to provide them. They may want to bring their own. There could also be the potential to ask local Chinese university students who are studying horticulture be part of the tour to come along to assist the Chinese with their distinct needs. Built into their tour cost would be the price of hiring translators. We would also build into the cost, initially, a membership that would extend for two years. The strategic plan proposes a different fee structure for China. This will need to be acted on in Europe next year. It is likely they may want to do a separate tour, because that's a bit like what China is, they like to do separate things. Peter Lewis will be learning more about those Chinese who attended the tour to see what their background is what they do. Once some of the quality proceedings papers are available, he will have them translated into Chinese and distributed to the attendees. He suspects they will be distributed quickly through the Chinese internet. FaceBook and LinkedIn are not available to them.

Hopefully, in the next 12 months the Chinese will have a secretary, who will be handling both the North and South regions to begin with. North and South are distinctly different regions. Information could go out through Julienne's company. She is the China Nursery Association secretary.

Julienne and Peter Lewis are trying to develop some core memberships. Julienne indicated there are many companies already willing to put forward sponsorship. Some of

these could sponsor on the international website. Peter Lewis plans to work on an internal Chinese tour and invite people from overseas to come along as guests. There will be obstacles as the Chinese don't meet together as such as companies, so sharing is not something they naturally do. Their methodology is to build relationships and mentors. There are exciting times ahead.

Julienne is willing put up the funding to appoint someone as secretary so memberships can begin to be issued. The membership dues received are intended to provide the self-funding for the Region. They will be working on the fee structure. They will be able to pay the International dues, as well, because they want access to International. Bob Geneve suggested an idea that the Eastern region did. They increased the nonmember fee to their tours to such an extent that you would save by becoming a member. There would be incentive not only to come to the tour but also to become an international member.

Peter Lewis noted Rebecca could be a choice for the regional secretary. She currently works for Lily. Rebecca would handle the southern China area, while Julienne would cover the North. Julienne has three or four executive assistants that are young Rebecca types, who are all horticultural graduates, speak very good English, and understand English. How would Julienne and Rebecca work together?

Julienne says there are many companies already who are willing to put sponsorship forward.

Peter Lewis plans on compiling the CV's of the 2016 tour attendees (perhaps 2015 attendees, too) to review who is attending.

Peter Lewis had proposed a tour in Hong Kong later this year, this will not happen now. He may consider in internal Chinese tour and invite overseas guests.

Mike Norris recommended permitting Peter Lewis to continue with what he's doing and keeping the Board informed. Alan Jones urged Peter Lewis to get the structure in place as soon as possible.

It was brought up that for China to become a region they are going to have to contribute something. If they offer information at the same time and participate on IPPS committees, they would see the sharing going on. It can't be a one way street. Julienne lamented last year that they, the Chinese don't have anything to share because they're so far behind. They do have lots of old-fashioned ways that a lot of us would like to learn. Geneve requested clarification on what is being proposed today. Is this to become a region rather than an intermediate organization until they have a critical membership mass? Peter Lewis commented they were proposing a 'China potential region'. Peter Lewis responded to an additional request for clarification from Bob Geneve that he was requesting approval for China to move forward to form a chapter. Bob Geneve recommended this be done in a formal way; have Peter Lewis develop a structure and bring that back to the Board for approval. He had sent Julienne the Eastern regions standard operating procedures so she could see what the structure was and what everybody's job was. Peter Waugh believes the process to reaching regional status should take longer than two years to allow for maturation. Australia is the responsible region. The International Board would review the request to form a 'potential region', requiring two thirds positive vote of the Board of Directors at an annual meeting to be approved. The document found in section XI.A was copied from the existing policy. There was significant discussion regarding the number of required members. The actual number required was not determined. Fifty, 100, 150 were thrown out, as well as, just a

sustainable membership level. Alan Jones requested Peter Lewis to document responses to Bob Geneve's concerns. He also sees the proposed document as an update of the current version, not a policy.

India

Todd Jones reported on another potential region. There was contact with the India Nursery Association president, asking to become a member, and possibly region in India. He is an acquaintance of the Western Region president, who is Indian. He travels to India on regular occasions. The contact would be an excellent committee member. Peter Lewis has exchanged email correspondence but would like direction on where to go with this. Mike Norris suggested the same approach as that taken with China. Invite them to participate in the international tour next year, allowing them to understand the fundamental value of IPPS membership. Then take it to the next stage, which may be a tour in India, to visit and engage in key people like done in China. Peter Waugh encouraged getting a few solid members to join as International members.

Donna Fare mentioned that the information about the International Tour was buried in a spot on the regional website and had no reference on the International site. It would be hard for a non-member to find information on it.

The New Zealand Region will be keeping in contact with non-members who attended their conference this year. They've been given a couple of connections to Thailand and to Singapore. Todd Jones will follow through with that and report back at another conference call. Peter Waugh feels the issue is where these individuals join. Presently, there is one or none international-at-large members. Mike Norris noted membership was restructured to have an international member category so that when they join, they can join as an international member. Peter Waugh saw that as an obvious first step in membership, rather than attach them as members of a region. Mike Norris saw that as skewing the membership numbers of the host region, which, he recalls, is the reason an international membership category was set up. Bob Geneve pointed out that members can't be restricted from joining any region they choose. Alan Jones noted that Peter Lewis is sitting on the Board representing China. He could represent all the proposed regions at this point, so they have a voice on the Board.

New Region Guidelines

Alan Jones started discussion on the IPPS New Region Guidelines for proposed regions to follow. He stated it is basically the same guidelines as before. It came out of a need to actually have something to send to some of these possible regions. It hadn't been looked at since South Africa. The guidelines can be found in section XI.A of the Board agenda manual. There are quite a few things in the document outlining what will happen. These include: the IPPS International Office will arrange for a regional web site page; a representative from the proposed region will get their costs covered non-direct.

Bob Geneve asked when an area goes from a proposed region to a potential region or some other terminology. The Society doesn't want to spend money on a website for an area that has expressed an interest. These are expansion details that had to be covered for the central region. Donna Fare felt an expansion area may be too early to develop the website, but a proposed or a potential region might merit a website presence. There is a need to have something to send to people or at least that members can extract information from a document like this that outlines the process is to become a

recognized region. As this is a guideline, it can be added to or modified at any time. Bob Geneve noted the clause allowing the area to apply for expansion funds from the Board. He's concerned these areas may believe funds are available and that the Board is just waiting to spend that money. It was explained that the area must apply to the board for the balance for that sort of use. A very apparent need is to amass all the existing policies and guidelines and create a policy manual and have it on the website and clearly communicate where these can be found, particularly for new directors. Since this is a guideline, no motions were made and no vote taken.

Strategy Committee...Mike Norris

Mike Norris began by saying all the Board members had a hand in creating the new Strategic Plan so a point-by-point discussion did not seem necessary. He will pull these together into a bullet point business plan. He recommended a review of these goals each year at the International Board Meeting in the narrow view of accountability. For example, if the investment committee set their five bullet points as goals, then next year in Belgium they would report back and tell the Board of the progress. It's probably important to spend a bit of time on the Communications Committee bullet points: develop a more robust website membership renewal function; centralize international database tracking membership in each region to work out through each region's secretaries; international members matter to all members located outside existing regions to secure a critical mass; members of the international region have access to the website at no additional cost; make the website available in Spanish; establish international student internship on the website where we can track the same contact group. The Financial Committee has identified these points: establish a balance budget that does not rely upon investment income; use investment income to rebuild restricted funds; establish a strong support sponsorship system. Regarding sponsorship, Paul Zheng (Julienne's boss) said that if we need any financial support with communicating to the people in China to let him know and he would be happy to support us. We should remember that particularly with website development for the Chinese region. Additional Finance points: maintain the fiscally sound policies; ensure sufficient funds in reserves to cover one year's operating costs. New Regions committee goals have been reviewed. Education committee bullet points have been discussed. Staff Review committee has also been discussed. The final is to discuss Hans' one, which he already went through. Mike Norris agreed that if everybody's happy with these points, he will update the document. He suggested treating it as a working document. The circulated plan will include some of the points of the earlier discussion on staffing requirements and the key points that came out. The guidelines for establishing a region can be a working document that gets updated when needed. He suggested it be revisited at every conference call but clearly at the International Board meetings. This is used as a guide, a measure on the performance of each of the committees. The plan will include those individuals who are on each committee, put next to each bullet point drop down; who is the main person, who is the leader, who is the key responsibility, and who is the associate on that membership. It was also determined to include all committee members, whether Board members or not. The final list needs to be reviewed by Alan Jones for confirmation.

Having the committee members listed and their roles will allow the Board to know who is next in line if a need should arise to contact him/her. It also might stop some of the delays that have been experienced in getting some things done. Mike Norris agreed to

put all of that together and put it into a report. Bob Geneve remarked that this information should be on the website. Mike Norris reiterated what he will be doing with the document. He will update it to provide who's doing what, who the directors are, who the contacts are, etc., as it currently stands. Then the Board will need to look at what the future committee memberships are. The current structure will go away by the end of the year. New committee structures will have to be decided. Bob Geneve questioned whether this process is included in the SOP (Standard Operating Procedures). He had previously suggested that a nominating committee be set up. That would be the chairman's responsibility and then spell out that it has to be chaired by a member of the board with the committee made up of two or more board members and additional members at large. These need spelled out. Alan Jones relied that International has never had a nominating committee, although the regions have one. It comes down to policy.

Bob Geneve requested that Mike Norris take into consideration that the education committee proposed to change what that role of the education committee and take some responsibilities from the membership committee. He felt agreement on this was needed from the Board because this would be a structure change. Alan Jones requested Bob Geneve clarify what the change would be. Bob Geneve said the change would be that education would expand beyond what it is currently doing with the exchange program to try and manage the 170 student members International has. And education has a list of things they would like to have some comments on. The first thing is to decide if it's logical to move it to education or keep it within membership. Alan Jones commended Mike Norris on leading this very useful exercise. Mike Norris encouraged the Board to look at the structure of the agenda. He felt more was achieved by this exercise than merely discussing it for hours.

Sponsorship Committee...Alan Jones for Paul Cappiello

Sponsorship is a very important part of the future of the organization. Alan Jones presented the ideas as developed by the Sponsorship Committee, particularly, sponsorship opportunity and sponsorship options. They did not get circulated to the entire board before the end of the year. Paul Cappiello emailed that there's one company who's looking at the bronze level, a tray manufacturer, Proptek. Alan Jones invited comments on their proposals. Mike Norris recommended eliminating any idea of giving away a free conference tour for a gold sponsorship. It may end up costing \$5000 for that perk, cutting in half the benefit to International on a \$10,000 sponsorship fee. He proposed providing a discount be given for a place 10% or 15%. It was noted these things were mentioned last year. It was deemed that \$10,000 was a lot of money for a business to put up. There needed to be a real incentive for them to put up that type of investment. Alan Jones believes that the types of sponsors International would court would be global businesses, capable of the size of sponsorships being offered. Sponsors for American IPPS region events of short duration have put up \$70,000 in total. What is being offered here is 12 months of visibility. Bill Turk added the importance to sponsors to have a seat on the bus, an opportunity to ride along and interact with us. Whether they get a discount or not, they have to be a sponsor to participate. Donna Fare clarified that the Southern Region gives a member registration for a large donation or sponsorship. The participants tend to be salesmen for the sponsor and they have opportunity to do business while on the bus. Mike Norris suggested an option to give a presentation to the international delegation. Todd Jones noted the Western region always have exhibitors. The region gives them free exhibitor space at the conference.

Bernard Brennan's concept included looking at sponsors that weren't necessarily related even to the horticulture industry. Alan Jones had the list Mr. Brennan had mentioned. They included Apple, Microsoft, Intel, commercial airlines, BP. Other ideas were added to that list, like Kubota Tractors, International, and Caterpillar. Alan Jones stated that a different approach is required because you have to be in there at least a year ahead because of their budget considerations, and finding the right person to make that connection. Todd Jones agreed that the key is finding the right person to make the connection and maybe we ask for \$50,000 but you have to have the right person who knows how to do this. Mike Norris cautioned the Society must be careful not to undersell the sponsorship opportunity. If we are going to approach people it needs to be done in a more professional, cohesive manner and it needs to be done to the large corporations like John Deere, Kubota. What have we got to lose? Bob Geneve noted he had spoken to Paul Cappiello and he had questioned what can International really offer? Unless you are able to show your website already has 2 million contacts a year, it's not going to be very attractive to them. The realistic approach would be to go for targeted audiences that are related to our industry that'll give a few thousand dollars so the \$12,000 target can be hit. A company who sponsors will look at the end of the year on the return on their investment, how much business was generated? A five-year sponsorship was thrown on the table as a way to retain sponsors and not have to continually seek a sponsorship commitment. The Society can use the fact that we have x-number of members. Out of that, so many use Kubotas, so many use John Deere. Alan Jones pointed out that these companies are not going to support regional meetings and connect with some corporations that are industry connected. The message being IPPS is a global entity with a global reach. Sponsorship levels should be offered at higher levels than just \$10,000. Alan Jones said the goal is \$12,000 to pay for the website. When sponsorship was started, the target was \$25,000. The \$12,000 was a guide but the committee was aiming for much higher than that. Mike Norris said the Board needs to make sure that this is spearheaded it delivers because it has fallen between the cracks. Bob Geneve noted that the Eastern Region created a sponsorship coordinator which has really helped. They have contacts in various parts of the region they can contact for sponsorships. It isn't something that the Sponsorship Committee can just do. Clive Larkman brought up an example to show some people are really good at getting money. These are the types the Society needs to find, people who are good at getting it.

Alan Jones commented the Eastern region has got it working quite well. The coordinator is paid 10% of what he brings in. Mike Norris mentioned the role of an executive secretary will be to coordinate sponsorship approach, and maybe we do provide an incentive for that individual to increase their base pay. Bob Geneve countered that the Society could hire a CEO-type executive and they should be paying for themselves. The Society wouldn't need to worry where to find funds to cover their salary because they would be bringing enough to cover their salary. Alan Jones had received an email from Paul Cappiello the morning of the meeting. Paul Cappiello is asking for the guidelines and information and what the options are. The Board needs to move on this as fast as possible. Mike Norris proposed to go back to Paul Cappiello and sponsorship team and ask them to finalize the document. After which, for anybody who's got potential sponsors, that we go back to the sponsorship committee and actually put them to the sponsorship committee. But we must put a time frame on it. To finalize the document, the sponsorship team needs to determine what the levels are going to be. Should there be levels above \$10,000? Discussion ensued on what the right levels of sponsorship

should be. Alan Jones pointed out, there are limited slots on the web home page. It brings up a problem of what happens to other sponsors who aren't part of the available slots. There needs to be clarification on what a sponsor gets for his sponsorship level. The website may need to be modified to allow for specific instances. Members brought up other concerns, for instance, would we have to pay to make changes to the website for a one-year sponsorship to facilitate their requirements; would we entertain an exclusive sponsorship, such as, a potting soil supplier; will we damage any regional sponsorships? Do we want to incentivize multiple-year sponsorship commitments, so then we would set the platinum at over \$30,000?

A multi-year sponsorship would be better for the Society to preserve some continuity and income certainty, possibly a three-year contract with an annual payment. It seems the big benefit for these companies is actually being able to communicate with our members directly on a tour. Sponsorships would not include access to membership information. Bob Geneve pointed out that all they need do is become members and they will access to membership information. Hans Sittig has indicated that because we are international, the rules are different. We are providing minimal information about members in the online members' area, where, previously, there was a lot of information and addresses, phone numbers. Some of our members would like that. Several directors expressed a need for a policy to clarify such things as, exclusive rights, accepting an international sponsorship – does it have to go to the Board, do you have to sign up by each region? There was concern that International would get sponsorship commitments from corporations that are undesirable. There has to be some oversight. It could be as simple as the Sponsorship Committee getting the Executive Committee to review and sign off on the proposed sponsor. Clive Larkman moved to require the sponsorship committee to refer any potential sponsors to the executive committee for a fast response. Alan Jones asked if any further discussion was needed. Mike Norris suggested a large sponsor and on a multi-year contract, some amount of due diligence should be made to insure the sponsor can afford the commitment.

It was brought up that the task of obtaining sponsorships is going to be a big role for whoever is assigned that task that will require an enormous amount of work. It may not turn out successfully. Another option could be to hire a firm that provides this service for a percentage. The executive secretary would manage any such contract. This option should be researched. Alan Jones and Bob Geneve agreed to compare notes and pass the information onto Paul Cappiello. Alan Jones said most meeting planners have a lot of these connections because they are looking for sponsors for their meetings and they are organizing. It was mentioned that Breon Consulting does have someone who has done some sponsorship work. Bob Geneve asked if hiring a sponsorship agency should be included in the proposed structure.

Student Membership...Bob Geneve

Bob Geneve discussed the document that was previously handed out. It outlines what the situation is: how do we engage student members and get them to transition into actual paying members? The first point is to identify how to attract members using the web site. This task now falls to the Education Committee. There seemed to be agreement on this. Bob Geneve will be contacting Hans Sittig to find out how this can be done. The second point is an idea about forming student member chapters. This may be sometime in the future as most student members are in the Eastern region. This raises

the question: do we want to ask all the regions to include a student membership category in their members?

Mike Norris noted student membership details should be in our database. Any such members would automatically go to Bob Geneve. Bob Geneve expressed the same sentiment; he doesn't just want numbers, he wants to know information about the students; how long have they been members, how are we going to ask them to renew, when they get dropped, how do we follow up? Are they getting a 'congratulations' when they join IPPS and a synopsis of their benefits? Mike Norris feels all that information is readily available. It's just a matter of extracting it into a student report. Terri Breon should be able to send a report across the globe with the details: what college they're in, how long they have been there, what their email address. There was discussion regarding personal experience regarding students. It's possible to get them involved during their years in college, but when they graduate, they move and do not continue with their membership, at least for a duration of time, maybe 4 years. Then they start a career, a job, their own business, and then they actually wanted to hear from us so they came back to us. Not necessarily us keeping up with them because they knew we were there when they were a student. Students lose their college email when they graduate so, if you don't have another email address, you lose contact with them. What he discovered was their lecturer, or close administrator, or person in the in the University they bonded with, their email address was far more important because that person was in education for a long time and was able to be contacted. The Eastern Region experiences the same issue, according to Bob Geneve. He would like to see student member chapters, complete with presidents, secretaries and their own social events, as well as, interact between chapters and come to the area meetings or the regional meetings. He analyzed the student membership in the Eastern Region and determined that as many as half could belong to the Southern Region if they had a student membership category. Donna Fare indicated the student constituency was flighty, they come and they go and what they might be interested in today, they won't be tomorrow. It seemed like a lot of busy work without a lot of accomplishment.

Clive Larkman brought up that the nursery industry has something called the nextGen, which is a program to track and assist the next generation to run their own functions and their own schedules. It worked well at a number of conferences where the older generation was in contact with the younger generation. Bob Geneve noted there are no Eastern Region student members or even young members who will be at this meeting, but they have interest from them to meet with the International Board. If the Society starts thinking as these as resources, having Alan Jones interact with them, these are the kinds of activities that can to move them on into the future. He also wished the Southern Region would consider segmenting them and create regional student chapters that would work together. Donna Fare agreed to take this back to their board. Bob Geneve would like to engage the social media between students from different regions. It would be a wonderful thing to have happen. He asked the Board if they could advertise internships on the website. He is asked this question all the time. There are internships available in various regions but they may be in a segment of the industry they're not interested in. We could have a site on the website where the businesses that are members are able to advertise internships. It would be another benefit to the student members if they have a resource to help them find the right internship. It's a great idea to put an area for students so that businesses can post internships or whatever it may be, summer work for students, opportunities to travel, because that's

what the Society is about. A global mechanism for people to be able to travel, do stuff, have fun, whatever, but it's sort of in the umbrella of IPPS. The people who will be able to post on that website are people who are engaged in the society, an IPPS member. There are major issues in the various countries in Europe in respect to swapping internships. Certain areas have a lot of unrest and may not be suitable to send an intern to. Bob Geneve knows the Eastern Region students are willing to take an internship at a UK arboretum that provides housing and some income but no salaries. Mike Norris thinks it's a great benefit for an IPPS student member to be engaged with internships. Europe has tried to engage their student membership with the OHS travel scholarships. All they have to do is fill in a form and they'll give them a stipend to travel somewhere to look at stuff. He brought up something he raised at last year's board meeting: they have the six pack scheme in their region and have a great exchange going with the Southern Region. He suggested to Peter Waugh to get another exchange going with Japan and do a three-way exchange, and keep developing it, because the more we can afford young people the opportunity to travel to learn, that's what we're about. That's the purpose of the society.

Bob Geneve turned the conversation to the last point of his committee's proposal. If we can't get students to attend a regional meeting when the board is present can the Board somehow facilitate a meeting with them? Todd Jones noted the Western region has a new member-in-student-practice. Meetings are attended by the past regional board presidents and current board members. It's pretty effective in inspiring that group because we talk about our own experiences. He also mentioned mentorship is needed. Those members who have been in the organization for a long while need to engage with the new ones as a way to keep retention rates at good levels. This is something the Western Region is failing at. Ian Duncalf had a report on retention for New Zealand. It appears a 20% retention rate is normal for six-pack participants. The young members have been introduced to various people at their board meetings at a very young age. This encourages younger kids to get involved. He feels they have a great social communication network because of being a smaller country. Mike Norris mentioned the success Europe has experienced with regard to two young board members. They were mentored were enthused to participate. He would like to see six young members on the board. There needs to be a mix of youth and veterans to both infuse the Board with energy while also providing stability. Bob Geneve was hoping that if true student member chapters were established, someone would come up with a sponsorship fund, either regional or international, that they could choose one of their chapter members to attend. Instead of having one young person with the rest of us we have a group of seven young people interacting with one another. It was noted that this could be a very strong marketing point to sell to potential sponsors. IPPS would be giving them something very real. A way to allow a sponsor to support the industry. Among themselves, the Board members have brought up about where the industry is, lack of people, lack of good people, lack of people who are committed to work, or lack of skills to do the work. Bob Geneve will put a white paper together for the education committee that can then be circulated and can be put in the supplemental policy manual. Another director asked the Board to consider how some of the regional activities can funnel into it. From his experience, their region seeks sponsors each year to fund exchange activities with the Southern Region. After expenses are taken care of for the exchange participant, any excess funds go to the travel scholarships. The program is self-funding. In return for the opportunity, the exchange participant walks around the conference with

a T-shirt with all the logos of people that support him/her. They don't have to do all the things that none of us like doing, encouraging people, coaching.

A director requested clarification on the free membership. He recalls it was to run for two years or is it the student member has a free membership for two years. Bob Geneve explained what was written was to have a free student membership for two years with the option to carry over for an additional two years. They had to demonstrate they were an active student. Or, it was going to run for two years and then we were going to review it. Another noted this was brought up at a board meeting that on a region by region basis, there was the possibility of reducing the fees for new members for two years. It may have been eight months ago. Bob Geneve thought a check of the minutes would show the Board was to reevaluate it. Alan Jones did not know any numbers, he will get clarification from Terri Breon as to how this is working and which regions have taken advantage of the offer. Bob Geneve didn't know how she could do it unless it's automatic, or when she would know when to do it. Mike Norris believed this was brought up on Thursday, that Terri Breon was automatically deducting the new members from every region. We do need to reevaluate this issue and discuss at the next conference call.

DAY TWO: AFTERNOON SESSION

Website issues

There was extensive discussion regarding various issues with the new website. Hans Sittig addressed some of the issues and concerns earlier in the day. While Hans has been very proactive in getting most of the problems fixed quickly, some of the regions are experiencing issues and difficulties.

Some secretaries have a more advanced knowledge of the site than others and many have used Margot from the Eastern Region as the go to person with problems. There is a need for a conference call with the regional secretaries to obtain their feedback and openly discuss the issues and concerns.

Bob Geneve commented that Margot had been very grateful to Hans Sittig for his fast response to issues that she had raised. There are a few things eastern region has asked for and told they can't be added or changed. There are also a few problems Hans Sittig has not been able to replicate from South Africa and does not know how to fix. The PayPal issue is the most severe of these problems. The suggestion was made that issues like this could be the operating system or the browser that you are using or some computer interaction. And if that's the case, then they can fix it. But if he doesn't know what it is and they can't replicate it, it is a problem. Bob Geneve found it to be random. He tried it on three different computers, some at work, some at home. They're all on different operating systems, they're all different, not all, but he tried several different browsers through the whole of December, through January and February, couldn't get it to work. He gets all the way up to PayPal and tries to pay. After various failed attempts to obtain proof of his renewal he called Margot. He had not yet renewed. Other members have had similar experiences and just gave up.

Alan Jones believes Hans Sittig extended the membership period. Because some people, their membership had expired. There were some concerns there. For some reason, he

extended it for an additional year, which has created some confusion as to whether you are or are not a member.

Bob Geneve said when he tried to pay for registration at this meeting, it allowed him to use PayPal and subsequently let him become a member.

The PayPal issues are not consistent. Some members have had problems and some have not. Eastern Region has used PayPal successfully before. The question was raised again about it be a design or coding issue?

Bob Geneve suggested one strategy might be to have mock registrations by every region by their board.

Mike Norris pointed out that Hans Sittig sent through a test solution where he has joined the New Zealand region last night, and he said that process took him about 10 minutes from start to finish. The European Region secretary offers assistance for people who don't like using the online version, they just fill in the information and send it to the secretary and the secretary posts it on the website. So that would clearly communicate back to our members if you've got a problem registering contact the secretary and they will do it for you.

Bob Geneve pointed out there is still confusion and he would prefer to receive an invoice that says 'unpaid invoice' because right now Margot is contacting members as about 40% of our former members are not members right now. And she's contacting them, some of them, like me, who thought they were members. And she's asking them to send a check. It's a lot of work for our secretaries.

Todd Jones indicated the Western Region is seeing exactly the same thing. They are down over 100 members, so they just had to do a bulk mailing using snail mail.

Mike Norris suggested that the solution to that would be a roulette test and so you pick your membership people to renew and actually check that they have renewed. Processes worked. That is the only way you going to troubleshoot that.

Peter Waugh stated that he has three memberships. One is in Japan. He pays by check, in Australia, by credit card, and in New Zealand he wrote a check. He would prefer to have an invoice come to him, not a reminder. He wants an invoice. He also wants to know, when that reminder comes out, what region is it from. He always get emails before Christmas that his subscription is due, but the region is not identified.

Todd Jones asked if there could a more robust renewal process and give people options. If you get an email saying it's time to renew your membership and in the body of the email is an entire membership form that you could print out fill out, and send it to your secretary that would solve a lot of problems. You've got two choices, a bank transfer that costs like \$15 in the USA, and PayPal; they've got to be able to pay with a credit card, so we have to make this more user-friendly. Even tech savvy people he's heard back from and they are kind of frustrated...heard from them after Christmas.

Other comments included: New Zealand had the same thing. They realized the system was basically PayPal, period. Ian Duncalf tried it on two operating formats, same thing happened, he gave up in the evening. There are a couple of things here; one is that the PayPal system is variable. Some parts of it may work very well. Hans Sittig tried it last fall and it worked really well. That's fine. That could be great, try it again three days

later it's not working. Some corruption there in the PayPal system that's tough to make work out. Hans finds this very frustrating.

In Australia PayPal charges five dollars. Our credit card charges us a dollar and we put our membership fees up five dollars next year and we just lost four of that. Is there a reason why PayPal rates vary so much? Are there alternatives to PayPal in Australia? Hans Sittig has been asking for suggestions.

There needs to be different options for different regions as the bank costs and options seem to vary from country to country. To limit further discussion it was suggested that the secretaries discuss the best options for resolving this issue.

Bob Geneve noted there is also a whole other issue about how the membership is managed. When he renewed his membership, he had to put his address and phone number in again – WHY? The database should do that for you. So that's another issue. But you do have to go through your profile to get an accurate invoice. And the website will do that right now. The more fundamental concern is the reason it was done was at the convenience of the society. And it has not been very convenient. Most of the regions were very happy collecting membership fees the way they were doing it. So we have to ask the question, do we really have to renew our membership online or should it just be an option? Right now it's the way you have to do it. The same thing with registration. We haven't got to that yet. But Hans Sittig wants all of us to register through the website and Margot's like if we get into the same situation that we have for renewal of membership, we are not going to have the cash flow to pay for the things that we need.

Similar situations occurred in other regions with members not knowing if they had paid or not.

Member database discussion:

Todd Jones believes this really is not a good service to the organization's individual regions until we take the burden of tracking all the memberships away from the regional secretaries. We are doing double entries all the time multiple entries to tease out the information. So your secretary doesn't know who's paid. But if they had access to a decent database through the website that they can look at know who paid and be able to get membership numbers out of one central location then we really have something that would make the international more relevant.

Bob Geneve stated there is a database right now. When a member puts his information into the profile - that's how you enter information into a database - it should be not that hard for Aftershock to take that and put it into an item searchable, in database terminology, database. So you should be able to go in and query all the members in the Western region who have paid and it should just spit it out.

An additional comment, it's a slight variation, but as an example, I am in the southern region now. If you go into the membership and look at the names, you often find addresses, on one line that I am ID4. To find my membership information you have to know I am ID4. So if you click on ID4 then you get my information. So there's something very strange going on with the way the membership names are displayed. I'm assuming that a particular line should be telling me the address them beside me is telephone. So there is something screwy there, real screwy.

Bob Geneve: the membership directory does not work very well.

There was general agreement that correcting the membership renewal issues and membership database information was urgent. The Western Region is currently half the size it used to be.

Mike Norris had a list of European members dated February 8, 2016. It shows paid members. This list was downloaded from the website. The information seems to be there but does each region know how to retrieve it?

Eastern Region had problems downloading membership list due to its size. It timed out.

There was discussion about what membership information can be displayed and how you find out a members address. It appears different people were seeing/obtaining different information. The question was asked about possible corrupt files.

It appears secretaries have access to the backend of the website to obtain additional membership information that the average member can't see? Security reasons? Secretaries often work around the system to obtain the information they need. This is creating extra work.

The major question is: do we have members who think they have paid but have not paid?

Margot has a strategy to address that. Part of it is using her old database. Then she's got a strategy to contact those people that she can't determine if they have paid.

Donna Fare: in the southern region at our last conference call, the people who had not paid, those names were assigned to the board members to call and see if they are going to renew or they thought they had renewed, to figure out what their status was.

So this not a hidden problem.

This needs to be reviewed with the secretaries and get detailed information because we can keep talking round and round in circles here. It is a serious issue.

Bob Geneve said when you open ISHS you can see membership information right away. So if he clicks on member for membership renewal it did ask him to log in. It is right there. He doesn't have to go hunting for it in his profile. Getting it on the profile is not giving it the emphasis that it needs.

Clive Larkman: I want to do searches on the membership list in New South Wales. I want to know where the town is. Can't find it.

Donna Fare: This is the same issue for the southern region.

There appears to be inconsistency about what people can find when they do a search.

Bob Geneve commented that one of the primary reasons members go to a website is so they can access member information. What's appropriate now is to say you want a searchable database. To just have a search engine at the top of the list saying, search by postcode, name, state, city, and you type in what you want to search for. All members in your region, by country, whatever, we've got all this information on all of us, we can develop a region-wide search engine and ask it to search on any one of those boxes we have filled in. You just say which box you want to search on.

A question was asked about how much detail members are comfortable having made available. On the application form, renewal form, should they be asked if they prefer their membership information to be visible. So then everyone will be able to decide

whether he wants to be on the website or not on the website. Then they have given their permission for their details to be on.

Most companies have a website anyway. You are going to be found somehow.

Donna Fare downloaded the southern region membership list. It downloads as a PDF file. Because of that, you can't manage it as a database. You can't do sorts.

There's no memberships listed in Japan.

Mike Norris: we have to check to see if there's data protection. There's basic stuff here but there's no addresses. We will have to check with Hans on data protection. That's probably why the secretaries can download in an Excel file.

Bob Geneve: well that's what he was telling Margot, that not all the information is there. If you want it you can find it yourself. But that isn't what our members want.

You can download the Japanese membership list but on the front screen it says there's nobody in Japan.

The basic question to ask Hans Sitig is – Do we have a Searchable membership list, searchable and sortable?

There was additional discussion about membership information. We want to be careful where that information gets to.

Bob Geneve commented just because you have a field doesn't mean you have access to it. You could search again for all members in Essex and all that's returned to you is the name and email address if that's all you want to see. You can still search on any field that was put in the profile. So if you want to do postcards or whatever, what you search on isn't necessarily what you are given back.

Membership renewal and the PayPal issue. There was an earlier discussion regarding PayPal.

There are alternatives to Pay Pal, can they be used? Payment alternatives need to be based on the regions' needs.

There should be an easy way of printing out a membership form. Give members the option to snail mail it to the secretary.

Maybe that would solve a few problems in the meantime. If you have that option to go back to a print-out membership form for them to fill out, since we are having issues that are known to be a problem.

Some regions' members are saying that they don't want to fill out a profile every year. They don't want to get into that detail. They just want to go, press a button, print the invoice out, same as last year and pay it. That won't take more than two minutes once you're in the membership. But once we do it the first time, it should be there forever.

Donna Fare brought up another issue. 22 minutes ago she told the website that she did not know her password and she is still waiting for a new password to be issued. She was concerned about the long delay.

It was noted such requests take about a week to process.

Membership Year

Have we decided about a membership year? Have we made a decision about membership? Is everyone at the same time or staggered?

We decided we would go back to a fixed renewal date. December 31st, although January 31 seems to work better for some regions.

Alan Jones: There was a discussion about it at Tampa. But we can make it more formal here because I think there is a general consensus.

Todd Jones: It seems to me like if there is one central database tracking on the membership at any given time you just go in and scan the membership, period. Doesn't matter when they are due it will show you what we have at that moment, how many members. You can go backwards in time see how many members there were in another time period.

There was consensus that someone needs to take ownership of this issue and be the interface between the Board and Hans and between the regions and Hans. There needs to be somebody who is a central point to communicate with Hans on behalf of each of the regions.

Hans Sittig is going to have to work directly with the regional secretaries to work this out. We need a central point where everyone knows the common problems or unique problems.

Mike Norris: So then, what we need is to have each of the directors to go back to their regions, get their secretary to put a bullet point email together, and send it to Hans.

Clive Larkman: and actually there might be some issues, some hidden issues that the secretaries are having where she's talking about, do we take more than PayPal, do we do it different ways, other issues we are raising that the secretaries wouldn't be raising in their day-to-day problems.

Another issue is, now that 90% of our members are now renewed, I'm scared we won't find out until the 1st of January next year whether the problem has been fixed.

Well, that's a possibility but we need to try to be proactive.

I think you can do these tests, memberships or some sort, to keep checking the system.

We just do. Hans Sittig has just done last night, tests on the renewal membership application, so for example, we should be doing, our secretaries should be able to do tests. That's the proactive approach. But I believe it is down to a lack of understanding of how the website works.

Bob Geneve: I don't think it is, speaking for Hans Sittig, I've heard this twice now in the last two years, it's the frustration of not getting responses back to his queries and I think he's right, that is not acceptable. So even though we think this is all going to get worked out with the regional secretaries, he might be sitting here saying, they are not talking to me. When I'm asking questions I'm getting no response. He said the same thing last year.

Donna Fare: and one of the things that our secretary has said, "I didn't even know to ask that question, I'm not that far along in the system." So there's got to be different levels of secretarial skills to manage these sites and not everybody is going to be at the same level as Margot is.

So maybe a couple of things that occurred to me is 1) is rethinking the board's response to this. We just can't say oh, they're going to take care of that. And if this was our business, we would have an in-service training program. And if Margot is the most advanced, then maybe we need to have the board requisition to provide some funding to do a web, and I don't how you do it, but something that is an in-service, a webinar.

Bob Geneve: If we knew where the technology gap is for the learning gap is I could work with Margot to get that done and I think that Hans Sittig would say the same thing it may be more comfortable with Margot but we need to know what the gap is. Who's doing what well and who's not doing well.

Peter Waugh gave examples of issues he had found with his three membership listings.

There was consensus that the regional secretaries need to organize a conference call.

Alan Jones asked if there was any board member who would be willing to work with the regional secretaries and Hans Sittig to resolve the website and membership renewal issues. It would be helpful if it was someone who understands the technology. Donna Fare agreed to take on this role.

The secretaries have a good handle on what the problems are.

Downloading proceedings:

A question was asked about issues with downloading from the proceedings, and searching the proceedings.

Bob Geneve: We've had trouble in the Eastern region numerous people complaining and the issue there. There was apparently some shadow website still available and the way the portal to get in there operates, you could end up searching on an older website. Margot's aware of this and has told Hans. That was the problem some of our members were having. They were trying to search proceedings and they end up on an old website.

Donna Fare: the southern region website is still active.

Bob Geneve: Those are still out there, somewhere. Nobody did take them down.

Donna Fare: Well, we were going to leave ours up until we were comfortable with the website. So I just wrote a note, we are going to have to take ours down in the next two weeks. If you Google Southern Region, it will take you to an old website. Packages takes you back to the International site; building go to the Southern Region site.

Bob Geneve: It depends on the portal you use to access as to where you can end up...very unhappy that you can't search the proceedings.

Having old websites still running is counterproductive to everything we have done. Obviously we need to get the website up and running but at some stage, all regions must shut down their own websites.

There was a sense that this will happen with time but is not going to happen until the regions are comfortable that the new one is working.

Mike Norris commented this board made a decision to invest in the website and all the members of the board agreed that their website would be disconnected.

Some may still be accessing the old websites as there is information available on these sites that are not available on the new site.

Bob Geneve said it's not that they are using it, it is just that they may stumble onto it, if you search for it in Google. Margot felt that there is probably information on that website that isn't available through the new one. And there is historical information and other things that they want to access.

It is the responsibility of the regional secretaries to make sure all the correct information is on the new regional site. Hans Sittig has provided the secretaries a step by step guide to do most things on the new website. Hans has asked repeatedly if all regional secretaries have read this manual.

Bob Geneve said there are still changes the Eastern Region would like to make that they have been told can't happen.

To end discussion on this topic it was suggested that Donna Fare contact the regional secretaries and Hans to discuss the various issues. She will ask Hans Sittig how the board can assist in resolving these issues. Do we need to allocate additional dollars to resolve some of the issues? Membership renewal and the PayPal issue are the two major issues.

There was some discussion regarding the website budget. Had we spent all the allocated budget? What additional expenses do we expect? Is Aftershock done?

We would need to discuss and allocate additional funds if any of these proposed changes were not development issues.

Donna Fare will get back to the board with her findings as soon as possible. This should also help Hans Sittig with the lack of response from regions and help take the burden off Hans.

Mike Norris identified two points that need addressed: we've asked Donna Fare to coordinate, to go back and engage with Hans Sittig on behalf of the board and to facilitate the issues that are fundamental within each region, okay. Again what we are doing is that Hans is clearly also frustrated by some of the lack of the response he is getting from the region and, let's be honest about it, there is no point in beating around the bush, that's some of the issues. So we've got to show some response to the issues and then you've got the issue of Hans' time. Now, if you look how much time Hans is put into the website, can he continue to put in that time or do we expect him to carry on putting in that time free of charge?

Website Management

Mike Norris noted there are two things on the functionality of the website. Donna Fare is going to deal with this. If there's a coding issue, then Aftershock will deal with that problem because there is a fundamental problem with the website. We, then, have somebody who has given their free time to update the website, continually works the website. He's spending huge volumes of time. Can we continually ask him to do it free of charge? I don't think you can. And I think it's whether the board decides to do an honorarium for a year or whatever, our parliamentarian can tell us what we can do.

Bob Geneve: if you are asking me, leave Hans out of it. I think we will need to pay someone to manage the website. And Hans can do it for a while but he's not going to do it forever. Just as we need a transition for Charles Heuser, we have to have a succession plan or a transition plan for Hans Sittig.

The question was raised about setting a drop dead date for all old websites to be discontinued. This is unlikely to happen until each region feels comfortable that they have all the necessary information on their new site. The Admin and updating of the regional site is a regional responsibility, not the responsibility of Hans. If a regional website is not to the region's satisfaction, it becomes their responsibility to address.

Alan Jones commented we haven't actually budgeted any funds for continual development either. The suggestion was made that there should be a budget line item of \$5000 for annual website upgrades.

Bob Geneve stated, Eastern's issue is that things that we may think are more important are buried in the website in a way that it's hard for our members to find and to fix that is to have Aftershock redesign the page and that costs you money.

Mike Norris: And that's what we've come to find afterwards.

Bob Geneve: I think in the big picture, the big picture is membership. The second big picture I'm hearing now is to make sure that every region has access. If there's no access to the membership we need to figure out why. If that's not the case in North America or, apparently, in Europe and I'm not sure in the case of Australia, whether it's a preference access to the new website. Do all your members have access?

Yes. Well, we still have a lot of people that are still on old-fashioned dial up.

Bob Geneve: Well, then, that's a very specific issue that probably needs addressed somehow.

Alan Jones: Donna, thank you for volunteering to coordinate this very important task. If you would get back to us as soon as possible and let us know what Hans and the secretaries need. The member renewal process is the most critical this point so everyone feels comfortable with the process.

Alan Jones: So he's become more like a digital editor.

Bob Geneve: I'm sure we can't even imagine.

Continued discussion about the future needs for website management and possible compensation. The executive committee will continue discussion.

The other argument we use, of course, is on a financial basis. Until we have a website that can at least handle the membership in issues that are really basic, what sponsors are going to want to come on board?

The question was asked about what kind of guarantee do we have from Aftershock? How long do they keep fixing glitches?

General discussion about decision making

We are an international society so we can't just say our region wants this, our region doesn't. We're an international society.

The website layout and structure, including PayPal, was presented to the board and accepted.

We all need to be clear that the website does not depend on paying through that system. What it really depends on is that we update our personal profile so membership issues can be managed. There are a number of ways in the system already to pay without going through PayPal. That doesn't mean it shouldn't work. But we have

everything from writing a check. Maybe we don't have a membership form anymore. We could add that to the weak link. But the point is that doesn't go far enough you still need to have your secretary import the profile data or the original member can put the profile data because that's what the website wants because that's how we will manage membership. But there's absolutely no reason that we have to pay through the website. It should be there, it should be a convenience, but there is no reason.

Hans Sittig would like us to pay from the website. That is a modern process, but we have come to an agreement that that is one option; it is not going to be the only option. At some point down the track it might be, but at the moment we still have membership that don't own computers, don't work on computers, throughout the world, not just in our country, but we need the alternative.

Bob Geneve: And as we get more and more international, India, Thailand, it just gets worse.

Alan Jones: It works the same as bank transfers. The US doesn't use bank transfers as extensively and cheaply as the rest of the world does. But you are right there are various different options.

Mike Norris: can I also make a comment on the page layout? The page layout was all discussed at the International Board meeting. Hans Sittig gave a presentation, laying out the pages, what they look like, what they would look like, laid out all the regionals and, clearly, there was going to be stuff missed. We forgot your tab.

Bob Geneve: it was told in that discussion that we could have a tab. And there, there was a space for it. So there's another reason why that tab is. Like I said, that is down low on the list compared to the other problems we have.

Mike Norris: there was a lot of presentations given on that layered in the website, how is going to work and all that sort of stuff, and everybody was given their opportunity. Let's face it, 95% of the website is great. But the 5% that's the issue is the membership renewals.

Peter Waugh: now that we have covered everything and we've gone round and round in circles, can we move on? We've identified where the problem areas are. We would like them addressed and Donna Fare is going to liaise with Hans. Isn't that the solution we were looking for? Or do we want him to redesign?

Mike Norris said we're putting incredible pressure on Hans, which is totally unrealistic. And we have to be prepared to pay something to get this stuff done. We don't meet again as a board for 18 months. Mike Norris made a motion that Donna Fare facilitates the wishes of the board and the regional secretaries in providing support to Hans, ongoing support, and also considers an honorarium for Hans for his time.

Seconded by Ian Duncalf. Motion passed.

Bob Geneve: before we get off the topic, I feel that Eastern region has a very time sensitive decision to make about how we do registration. And we will be starting to take registration by July. I'm sure the Southern Region is going to be in the same situation. The way I understand it is that Hans Sittig insisted that New Zealand register through the website and that did not necessarily go smoothly.

Ian Duncalf: There have been some issues, but we don't know the reasons why when people register their registration doesn't come through. You really need to talk to Shirley Ogilvy.

Bob Geneve: Maybe we just need to suspend using registration by the website for a year until we are sure?

Logo Discussion

There continues to be concern about the removal of the word 'Globally' from the new website logo. Regions are still using different logos.

There was extensive discussion about the logo, how we got here, where we are now, why we are here now. Some want to keep the old "new" logo, others don't care. Some want to discuss it with members again.

Even when the old 'new' logo was introduced many regions still continued to use the grafting hand symbol.

Alan Jones: We agreed in Tampa that we would launch the website with this newer version and there would be some additional discussion later. My sense is the word 'globally' seems to be the bigger issue everyone is having.

It is also the logo has been changed.

From Hans Sittig point of view it's corporate identity. The biggest issue, in Hans's mind, was that he had been given the authority to go and develop the website and in line with that, marketing and communication materials. I don't think it was that he just decided to change the website, because it was in a lot of the materials that were distributed at the time. So it was all there, it was all there for the Board to see. It wasn't like it was underhanded; it wasn't malicious, he just wanted to create a global brand that was adopted by each region that would be recognized. So if you're an international sponsor you see that logo you recognize that it's IPPS.

Bob Geneve: but that is what we asked Hans to do. And, I always want to ask first and that wasn't the way it was done. But we did ask Hans to create a brand for us and that was what was put forth.

Mike Norris: a lot of that information went out prior to the meeting in Tampa, on materials, if you look back on the board materials that went out, it was there and it wasn't commented on.

Bob Geneve: but there are enough people who are emotionally invested in the previous logo that, again, it was probably up to us as a Board to explain why it changed.

Clive Larkman: We've got more to do on this website for the society, than to worry about this tagline at the moment.

Mike Norris: I know Clive Larkman feels strongly about it. Peter Waugh, obviously, feels strongly about it. Personally, our region, it's crisper, cleaner and we've got bigger fish to fry.

I don't care so long as it does not get changed in anybody's lifetime.

Clive Larkman: That's the other thing. We've gone through the pain, again, if this was the last time, yes, not in my life, I'm not going to lose sleep over this.

Mike Norris: The other thing you can do, Clive, is raise a motion that the logo doesn't change for 25 years. It stays as it is.

One take-home message is we certainly have enough members who don't want to be told what to do that we keep in mind as we make change. Just don't do it without getting input from the members.

The decision was made to use the new website logo for the website and website regional pages. This will maintain constancy of the website brand. Regions are free to use whichever logo they are comfortable with for regional use.

Clive Larkman raised the issue of logo use by members as printed on the website and other IPPS policy documents. The statements states that the logo can be used by a member and not by a company or business. This has been raised before and most members do not agree with it.

It says: *IPPS members and all companies and institutions that actively support the Society, are welcome to use the IPPS logo. Use it anywhere you wish showing your affiliation to IPPS, e.g. your business card, company letterhead, catalogue or any other marketing material.*

If you use the logo and are a member in good standing, you may add the designation "Member, IPPS" and if your company or institution supports the Society in anyway, please add "Supporting IPPS". This is not a policy I ever remember.

It was suggested by Clive Larkman that we get this logo policy off the website and actually develop a logo policy that is what we want. This is listed on the website under Logo Policy. There was agreement to remove this statement from the website.

Another business:

Bob Geneve: So Hans Sittig has proposed, I believe, in this document several job descriptions. How are we going to handle that?

Mike Norris: I think we review it in the overall process of restructuring the responsibilities.

Bob Geneve: I do think Hans Sittig wants especially the website administrator be expedited. Also, the one that deals with the regional secretary. One is the function of the regional website administrator and you got a job description here. I think that this kind of information that should go through Donna Fare to the secretaries, but I think if we can discuss that that's an appropriate role for our regional secretaries, that might help Donna out. But Hans has spent quite a bit of work on this. I think it is critical to the website function. These last two pages of Hans's is a job description for the regional secretaries. And I thought this would be something we might want to discuss before you have your meeting with the regional secretaries.

Alan Jones: I'm assuming this is Hans's expectations of what he thinks the regional secretary should be doing right now.

Bob Geneve: I think this is what he thinks they should be doing so that the website functions in his vision.

Bill Turk: I read that as two different jobs. One as a secretary position, one as a content manager.

Bob Geneve: yeah, but they can be one and the same. Or, they could be two individuals.

Alan Jones: part of the discussion with regional secretaries. Show them this to see if they fit in with that role. Mike Norris: Exactly

Bob Geneve: is there anything we're looking at that doesn't seem appropriate to those individuals or? And I guess it then raises the question if someone is the website administrator and is not the regional secretary, then do they have to be involved in the conference call?

Donna Fare: Which is the case for the Southern Region. We pay an independent IT person to manage our website. It's not a member of the Southern Region.

Alan Jones: I would say they probably should be.

Donna Fare: well, we have now given him a membership access so he can see the front of the website, because we were seeing something different than what he was.

Steve Vallance: I should point out the person who does our stuff in the New Zealand he would be here at this conference and I think it would be useful if maybe you even spoke to him and our regional secretary at some time have a meeting between you, John Little and Shirley Ogilvy.

Donna Fare: so this should go to the regional boards, as well. They would have to approve this? Clive Larkman: The regional secretary of the board would have to approve it. Mike Norris: I think it's up to the regional directors to take it back to the regional boards.

Bob Geneve: currently it's not a policy so it's going into the guideline bucket. So, we can then agree that these are guidelines of what we want, that are not mandatory, but guidelines for how regional secretaries should function within and the website administrator should function. Pretty soon the guideline section is going to be bigger than the policy manual.

Donna Fare: I think we're looking at three positions here instead of two, because our IT person does not edit PowerPoint presentations. He uploads what we give him to upload. So, he's strictly IT. And according to this, the content admin, we're looking at 2 to 3 different things. He's got them lumped in certain categories. Our region is looking at that as different people.

Bob Geneve: there are a lot of informational reviews that an IT website person would do. The secretary would have to give him the scholarship information or the award information or the news posts.

But this is a guideline. Not a policy. No, not a policy. And it may change.

A question was raised about election of new officers at this meeting. Jones stated this will be done at a later conference call. There was also a question about electing a vice-president. It was pointed out that we have not had that position since the chairman position was established

The chair asked if there was any other business old or new that needed to be discussed at this meeting? There was none.

I greatly appreciate everyone's contribution to the board meeting discussions. Any items we missed can be covered during conference calls or/and via email.

I declare the meeting adjourned.

6/17/16 tgb