



INTERNATIONAL BOARD OF DIRECTORS MEETING

Tuesday, October 4, 2016 & Wednesday, October 5, 2016 – Conference Call

MINUTES

AGENDA ITEMS

1. Welcome and Call to Order...Alan Jones

- Alan Jones called the meeting to order at 5:00 PM Eastern Daylight Time. A role call was made.

In Attendance:	Officer/Director	Alternate Director
Officers:	Alan Jones, Chair, Eastern Region	
	Ian Duncalf, President, New Zealand Region	
	Peter MacDonald, Vice-President, Europe Region ABSENT	
	Jim Johnson, Treasurer, Eastern Region	
	Charles Heuser, International Editor	
	Terri Breon, International Secretary	
Australian:	Clive Larkman	
Eastern:	Paul Cappiello	Bob Geneve / Peggy Walsh-Craig
Europe:	Mike Norris	
Japan:	Peter Waugh	
New Zealand:	Philip Smith	Lindsay Hatch
Southern:	Donna Fare	Bill Turk
South African:	Hans Sittig	
Western:	Todd Jones	Gene Blythe
New Regions:	Peter Lewis ABSENT	

- Alan Jones asked for any additions to the agenda. There were no additions proposed.

2. Approval of Minutes from July 12, 2016 meeting.....Alan Jones

- The July 12, 2016, International Board meeting minutes were reviewed. No corrections were proposed.
- Mike Norris moved to accept the minutes. Peter Waugh seconded the motion. A voice vote was made with no dissention. The motion carried.

Review of Outstanding Action Items

- Alan noted there was a recent conference call with the strategic and executive committees. One thing is apparent; often there is a slow response to email requests. Alan encouraged the directors to respond more quickly so the initiatives the Society has undertaken can successfully progress, understanding they are volunteers with their own workloads to balance. There was a comment that not all directors were receiving emails/newsletter as some may be going to spam.
- Alan reviewed Action Items.
 1. Two year free international membership Terri Breon

- a. *Alan confirmed that there is an introductory membership offer, but that it is a discounted membership, not a free membership. Terri will comment on this program in the International Office report. This is the second year of a two-year trial discount on international dues for new members.*
2. Policy documents, including mission statement, SOP's.
 - a. *policies have been located and are on the website but need review. The Board needs to set up a procedure for reviewing and updating policy documents.*
3. Nominating committee needed.Strategic Committee
 - a. *Not yet established.*
4. Review dues structure for Student membershipMembership committee
 - a. *This is a work in progress.*
5. International Office to track student membership by region and list them separately from paying members Terri Breon
 - a. *these are listed the Int'l Office's report.*
6. Student involvement in regional conferencesRegions
 - a. *Ongoing*
7. Student social media chapterBob Geneve
 - a. *Ongoing (can Communication Committee look at this?)*
8. Create welcome package for students Region Secretaries
 - a. *Do welcome packages exist for students? Bob Geneve will discuss this during his report.*
 - b. *Alan believes there is a welcome package for new members, although the Int'l. Office has not found it yet. Mike is sure these were created. He will search his files to see what he might have. Alan requested Terri to review whatever files may exist on this topic.*
9. Website concerns Donna Fare/Hans Sittig
 - a. *these are being worked through.*
10. Potential New Regions, including new region guidelines... .New Region Committee
 - a. *no new information to report*
11. Restricted Funds ReviewFinance Committee
 - a. *will be discussed during Finance Committee Report*
12. New Investment strategy – switching to Vanguard.....Finance Committee
 - a. *will be discussed during Finance Committee Report*
13. Strategic PlanMike Norris
14. Employee structure, Succession Planning for editor & digital editorBoard Discussion
 - a. *ongoing*
15. Board structure, including defined role of Chairman..... Board discussion
 - a. *ongoing*
16. Detailed job descriptions Ian Duncalf
 - a. *No progress reported*

17. Future of ISHS relationship TBD
a. ongoing discussion
18. Newsletter Board discussion
a. Hans has sent out a newsletter
19. International tours held at different time of year Board discussion
20. Website Administration Board discussion
a. still needs to be looked at.

Bob Geneve noted that the committee membership list will need updated in the very near future, as he will be going off the Board in January and new members will have to be named. This may be something the Nominating Committee is responsible to do. The list of directors leaving the Board at the end of the year are (with replacements in parentheses): Bob Geneve (Peggy Walsh-Craig), Mike Norris (Richard MacKinnon), Philip Smith (Lindsay), Todd Jones (Gene Blythe), Ian Duncalf (Peter MacDonald). Paul Capiello will be the new vice-president.

3. International Office Report...Terri Breon

- The document showing the proceedings sales for the year is in Dropbox. Membership stands at 1379 members plus another 142 student members. Terri plans to order 625 books and 256 CDs to cover the current member requests and projected libraries' sales. On the document's second page is a history of proceedings sales from 2002 to this year.
- Regions have taken advantage of the new member discount program. The Eastern Region has 33 members in this category; South Africa has 15; Australia has 13. Dues invoices reflect the 50% discount for these members. The Int'l Office recorded three new members over the past two months. Alan Jones requested the addresses of these new members. Terri will provide. Alan suggested that any such new members' information be forwarded to the Board so they can contact them. Mike Norris had a question on the number of members for the European Region. He thought the count should be 174, not 115 as the report notes. Hans Sittig checked the website and noted there are 159 European members listed as currently active. The region's secretary reported 115 on September 5. Bob Geneve noted the Southern Region is down about 60 members from this time last year.
 - Membership counts have been taken at several times, the first being the end of May.
 - A second request for updated numbers was done in July, with responses received by September 5.
 - Alan recommended that Terri date the membership number tallies so the Board knows when they were taken.

4. Editor's Report...Charles Heuser

- All the regional materials were sent into ISHS on February 5.
- Charles received galleries on August 22 and immediately sent them to the regions for review.
- He received all comments back by September 22 or thereabouts. ISHS is questioning one paper from the European Region and has requested more information on several images included in the paper. The author is currently in Spain and is due back by the

end of next week (~September 30). When that is completed, the proceedings will be placed in publication.

- The February to August delay was due to the international meeting ISHS had in Australia. They decided to complete papers from that event prior to addressing IPPS. IPPS was placed at the end of the list.
- Charles will inform the Board when the proceedings should be ready once he receives that information from ISHS.

5. Treasurer's Report... Jim Johnson

- Jim Johnson reviewed the year-to-date budget balances in comparison to last year's at the same time. Assets for operating expenses are half what they were last year. Investments have not been very good this year. Over all income is down \$42,500.
- The second sheet is more detailed than the first sheet, showing the actual expenditures for the year. Dividend income is substantially down from last year, partially due to the switch from Morgan-Stanley to Vanguard, and partly due to the overall performance of the market. Membership dues are killing the bottom line. They are down \$32,000. Sponsorship money may be coming in shortly. Web expenses are way down. The brokers' fees essentially wiped out the dividend income.
- Page 3 compares the August 2015 report to the 2016 report.
- In August last year, we received a large amount of Membership dues money. That is not the case this year.
- Alan Jones suggested Jim look at a projection of where the budget will be at the end of the year, based on what we know.
- Mike Norris asked Hans Sittig about the website costs and whether IPPS should expect an invoice. Hans said the \$12,000 on the operating budget is shown further down but it should be recorded on the operating line, as it is directly related to on-going hosting of the site. Terri to check into that situation.
- Todd Jones noted that the investment funds have not yet been distributed to the various Vanguard funds. There was a delay in moving the investment funds; the IRS wanted documentation that had to be tracked down, as it was older paperwork.
- Todd noted that as soon as all the red tape paperwork has been approved, the Committee will invest the funds according to the formula approved at Christchurch.
- Hans asked if there were any outstanding invoiced membership dues that have not been accounted for in the report. Terri reported that all regions have paid their invoiced amounts. There should be additional membership dues come due once the totals have been corrected and the regions invoiced for unaccounted individuals.
- With regards to where the budget may end up, ballpark estimate is we may be in the hole \$8,000. Alan and Jim will look at this more closely over the next few weeks to determine how many books and CDs will need to be ordered and how the year-end budget will look.
- Todd Jones expressed concern that the current membership numbers as compared to last year's count are not too far apart, but the membership dues income is significantly different.
 - Bob Geneve discussed the Board needs two target membership numbers, one for ordering books/tapes and one for budgetary considerations. The Board should

- consider setting two dates for compiling membership numbers, one in October for order numbers and one in January for memberships?
- Hans Sittig suggested stripping out the membership dues from the book/cd purchases because of the confusion it is causing.
 - The numbers should be broken out for the report: members vs. book/cd sales.

6. Regional Directors Reports

At the Christchurch board meeting it was agreed that written reports needed to be provided twice a year (June and December), not at each conference call.

Australian Region...Clive Larkman

- Clive Larkman reported not a lot has changed from the previous report, although, with the death of Steve Vallance, Clive has been selected to take his place. They also are working on preparations for the 2019 International Tour.

Europe Region...Mike Norris

- They had their conference last week, which went good. They are busy planning next year's International Tour. They are trying to include students in the Tour. There will be tours of some of the best nurseries in Europe.
- Todd Jones noted that on the European website, there is an "intent to come" form for those who plan to go. This would be very helpful to the conference committee to gauge the potential attendance level for planning purposes. Mike said they are currently planning on 75 participants.
- It was suggested that a non-member rate could be offered that would be higher than if the attendee were to join the Society at the time of registration.

Eastern Region...Paul Cappiello

- The region's 2016 conference was held in Hartford, Connecticut. It went very well. Next year's conference will be October in Grand Rapids, Michigan. There was plenty of discussion about membership at the regional business meeting. They are in the early stages of planning for the 2018 International Tour.

Japan Region...Peter Waugh

- The region has set their next few conferences, dates and locations. They will hold them later in the year, probably October, as this year proved to be very wet.
- They raised concern with Peter about the timing of the 2020 International Tour as Japan will be hosting the Summer Olympics Games, as well. Peter doesn't believe there is an issue because the events are months apart.
 - Alan Jones noted the Board had wanted a representative to attend the 2016 conference, but unfortunately, there were conflicts and no Board member attended. It is hoped someone can attend the January 7th executive meeting.

Southern Region of North America...Donna Fare

- Their annual meeting will be held in Virginia Beach, Virginia, in a few weeks.

Southern Africa Region...Hans Sittig

- There will be an updated report in December.

Western Region...Todd Jones

- The Western region has 212 members, which includes 14 students.

- The region will hold its annual meeting from Oct 18th through 22nd in Phoenix, Arizona.
- Valeri Sikkema will replace Gene Blythe as Alternate Director in January when Gene replaces Todd on the Board as Regional Director.
- They have received their New Zealand exchange student, Patrick Watt.
- They are progressing on the 2018 Pacific Rim Conference to be held in the big island of Hawaii in Kona. There will also be a 3-day tour of Oahu.

New Zealand Region...Philip Smith

- The region's membership is up to 225.
- They have been holding some good field trips.

Alan reminded directors that the written regional reports are due in December. The two regions that submitted written reports this meeting do not have to submit new ones in December.

7. Committee Reports

Sponsorship Committee...Paul Capiello

- Paul Capiello had circulated a contract draft and some other forms for the Board to review. He thanked those who sent him comments and he has included them in the current contract version.
- There has been some ongoing conversation that sponsor levels are too low. We are already receiving sponsors at the \$2,000 and \$5,000 levels and the committee believes we should aim higher. He would welcome some discussion on raising the levels now, instead of having to try to increase them in the future. The European Region concluded the levels are too low.
- Bob Geneve asked about reaching out to some really large corporations, like Procter and Gamble, that have some philanthropy programs. How would we be able to tie into that type of sponsorship? Contractor?
 - Paul suggested two ways to achieve this goal, based on knowing this would require a paid position and a lot of contact-building over time. The other method would be through business contacts. The second method addresses low hanging fruit, those opportunities easily reached. Those members who are doing business with some of these larger corporations would be a better contact person for IPPS than just anybody, like Paul, for instance. Paul feels hiring a firm to do the sponsorship recruiting is not the way IPPS should go right now. There is a large expense the first few years while the sponsorship network is built before a return would be realized. It would be better to wait until there are on-going sponsorship commitments before going that route.
 - Mike Norris noted that IPPS is a very personal organization and he doesn't believe having a company do the contacts, instead of IPPS members, reflects that.
- There is a concern about how International interacts with the regions. For instance, how do we deal with a situation where a company who is already a regional sponsor shows up on the international list of potential sponsors? We want to insure we aren't cannibalizing from the regions.
 - Paul suggested that raising the sponsorship levels would help to separate corporations interested in a higher-level sponsorship.

- He also is concerned with such things as International sponsors wanting to send a rep to the Annual Conference. How would that be handled? Would the region receive funds for that person's attendance costs?
 - Bob Geneve suggested a bottom up approach: offer regional sponsors the opportunity, at a higher cost, to have an International website presence. He also suggested the Sponsorship Committee develop a strategy to address the concerns.
- Paul discussed with Keith Osborne, Eastern Region sponsorship guru. He suggested \$25,000, \$10,000 and \$5,000 levels. Paul Cappiello moved to change the sponsorship levels to \$25,000, \$10,000, and \$5,000 opportunities. Peter Waugh seconded. Motion carried.
 - Paul requested approval of the contract so they can move ahead. The committee will work on the issues and collaboration between International and the regions. Paul Cappiello moved to approve the contract as written. Bob Geneve seconded. Motion carried.
 - Bob Geneve suggested a "Proven Winners" category that have given to four regions, to offer, for additional amount, presence on the International website.
 - Exclusivity clause has not been brought up by any potential sponsors at this point. Bob Geneve suggested a rider clause that such request would have to be approved by the Board.
 - Paul requested a list of any contacts for corporations be provided to him and what regions they have been active in. Paul will contact those regions to coordinate International's activities with them.

Strategic Planning Committee...Mike Norris

- Mike Norris reminded the Board to keep in mind the effects of the letters they sent to Charles Heuser and Terri Breon.
- Mike will send an email to update the Board positions next year. Donna is going to chair the Strategic Committee.
- Mike will inform Charles Heuser of who will be the European Editor once he has been confirmed.
- Alan plans to hold additional conference calls meetings with the Strategic and Executive Committees.

Membership Committee...Philip Smith

- Philip Smith noted they are now tracking student members. Four new International members signed up. The committee will be promoting to those outside a region to participate in International activities so a mass of membership can be achieved and new regions established. He suggested that the rights of the International members, i.e., access to publications, etc., should be discussed and determined at the European Tour.
- As an aside, Bob Geneve noted Peter Lewis is the de facto at-large member representative. The Nominating Committee should recommend someone to represent them.

Communications and Marketing...Hans Sittig

- Hans reported there have been about 2,200 proceedings downloads thus far this year.
- Hans sent out the newsletter on September 11. Last year in November, he sent out about 1,300 email copies. This year, with the addition of a newsletter sign-up form

on the International website, he sent to 1,980 addresses. It appears there are some duplicates from members signing up for the newsletter through the website; MailChimp automatically removes duplicate email addresses. MailChimp tracks the percentage of newsletters actually opened, which Hans reported at 47%.

- Hans noted he sent out an important email to the Board, regional secretaries, and editors, 39 addresses in total. Sixteen recipients did not open it. There was an attachment to the email Hans requested be reviewed and commented on. Eight opened the attachment.
- Hans requested the regions who just had conferences arrange for the speakers' raw presentations to be loaded to the region's library, after which, they will be reviewed, the best selected, and those presentations formatted and included in the International Proceedings site.
- Concerns raised by the Secretaries were generally discussed. Thirty-eight different points were raised. Of those, only five had not been previously addressed. Hans set up a demo conference registration event so the Board could test how the application process worked and offer improvement suggestions. Eastern and Southern Region decided to use their own conference registration sites for one more year.
- **We have a changed to a new website development programmer, Alex Moura, from a company called CodeSix. The original web development company we used, was sold to another company specializing in mobile development. The new owner allowed the programmer to continue completing the IPPS website work. This arrangement worked well until about end July. Then we realized that the programmer had less and less time to do our work. Rosika decided to move the IPPS work to another web development vendor she works with. They are happy with the way the programming was done and will be able to continue giving us support and further development/programming we may need.**
- **We're still dealing with Aftershock, the original web design vendor, which is owned by Rosika Voermans. Her focus and strength is website design. She sub-contracts web development (programming), website hosting, email hosting etc. to other vendors. Aftershock website: <http://www.aftershock.co.za/#home>**
- **The web hosting is sub-contracted to Webmagic who give us the hosting support, website backups, email hosting etc. The IPPS dedicated server & hosting service is supplied by and on the site of, GoDaddy, a vendor in the US. The South African vendor supplies the technical support. We deal with them through Aftershock.**
- Hans plans to set up a registration form for the European Conference, have it reviewed, tested, and implemented for that conference.
 - The European committee is using a tour company to handle parts of the registration process. Mike Norris will get contact information to Hans to coordinate the logistics.
 - Paul has worked extensively with Margot on the Eastern Region demonstration form and they have identified several issues. One is the PayPal integration. Another is the linguistics on the receipt form, where the form indicated it was an invoice and the individual had to contact Margot to make payment, when they just had. He suggested the form's title be "Registration Confirmation" to avoid the confusion they experienced. Hans believes the user can readily infer that when the he/she receives a confirmation that says "invoice" and they know they just paid, that they don't have to pay again.

- Hans recommended a screen shot of the PayPal page where an issue exists be taken and forwarded to him so he can address it correctly. His experience thus far is that users are not going through the PayPal process completely and, therefore, it's not responding properly. Hans has not received any screen shot feedback from any users.
- Bob Geneve will send Hans screen shots to Hans. He has experienced that when he uses PayPal for other things the screens are different than they are via the IPPS website. There doesn't appear to be enough information being gathered. This should be a high priority.

Hans will work with Bob on the issues so the regions can have a high level of confidence this is working properly.

- Donna reported that several regional secretaries have changed membership renewal dates to the first of the year, but Hans has requested them to delay that until it has been decided that is what is to occur. The start time for memberships is important and needs to be resolved. Donna noted that their region starts a membership beginning at the beginning of the year for any who sign up later than September, as they will not receive a book/cd.
 - Donna suggested a webinar training program with the executive secretaries to review the International Tour registration form, so they are familiar with it and can provide input about what's important to each region. Hans stated no one has taken up his offer to work with him via Teamwork. Hans is frustrated with the lack of effort from the secretaries. Donna raised the problem that some of the regional secretaries do not look at the website administration as being a part of their duties. She feels a webinar with the secretaries would be better received and be more productive than a one-on-one session. There was support to conduct a webinar even if funding is necessary to accomplish that.
 - Hans pointed out that he had prepared job duties for an administrator and a content manager for the website. He doesn't believe working on the website to be a difficult task.
 - Hans offered to prepare some how-to videos he will forward to the secretaries he believes will be helpful for them to walk through processes.
 - Bob Geneve suggested a procedural manual should be developed to give to the secretaries identifying what they must do and when it must be done. And if they don't know how to do it, provide a Help resource for them to learn.
 - Todd Jones feels a conference call with the secretaries would be better.
 - A discussion ensued about the roles of the International Board's directors within their individual regional structure and who should be working with the regional boards to get the message across that the website requires attention at the regional level. Mike Norris brought up that the Board decided several years ago that the directors would drive the discussion with their regional boards and get their buy-in to what International was proposing with the website implementation. He feels that is still where the responsibility should lie.
 - Alan suggested that a conference call with all the secretaries is important to convene, preferably, within the next month, to get everyone on the same page and more comfortable starting the new year. Alan, Donna and Hans will work on setting up the conference call. Bob Geneve emphasized the need to include the regional presidents in on these discussions so they know what's happening. Alan will consider how that can be done.
- Alan requested Terri send a separate email to the Board when the newsletter has been sent so they know to expect it in their in-box.

Education Committee...Bob Geneve

- Bob requested to table his report.
- He noted he could not find the website location of the form for the exchange. Hans can add the form to the Members only downloads page. Alan noted there are other forms and policies that need updated and replaced or added to the website.

New Region Development Committee: China and India: Peter Lewis

- Alan has had some contact with Julienne and they are still interested in developing their Chinese region.
- Todd Jones will be discussing the India participation next week when he goes to Phoenix. Details will follow.
- There was contact from a Cornell University student from Malaysia who is interested in setting up something there.

8. 2017 International Tour...Mike Norris

- On behalf of Mike Norris, Alan said the Board needs to determine how much time it will need for meetings.
 - Bob Geneve suggested additional time could be needed if new regions discussion is included.

9. Other Business...Alan Jones

- Alan asked Peter Waugh about Japan's interest in the suggestions Alan had proposed in his correspondence with the board. Peter said they acknowledged receipt but didn't discuss it. Peter suggested it would be nice if someone could attend their meeting in January. This would be a 3-day get-together. The meeting will be held on the seventh in Nagoya.
- LinkedIn now has 2300 members. It is not growing as fast as previous years, but is still growing.
- The next conference call will include the election of officers for the Board. Please send nominations for positions to Alan within the next two months.
- The meeting adjourned at 7:11 PM.

The next conference call meeting will be held December 6th US Eastern Time.

10/14/16 tgb