



## INTERNATIONAL BOARD OF DIRECTORS MEETING

**Conference Call  
March 13, 2018**

### MINUTES

#### AGENDA ITEMS

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

In Attendance:		Officer/Director		Alternate Director
Officers:	X	Alan Jones, Chair, Eastern Region N.A.		
	X	Paul Capiello, President, Eastern Region N.A.		
		Clive Larkman, Vice-President, Australian Region		
	X	Jim Johnson, Treasurer, Eastern Region N.A.		
	X	Charles Heuser, International Editor		
	X	Bob Geneve, International Editor		
	X	Terri Breon, International Secretary		
Australian:		Clive Larkman		John Messina
Eastern N.A.:	X	Paul Capiello	X	Peggy Walsh-Craig
Europe:	X	Richard McKenna		Tim Lawrence-Owen
Japan:		Peter Waugh		Dr. Takuya Tetsumura
New Zealand:	X	Lindsey Hatch	X	Jill Reader
Southern N.A.:	X	Bill Turk	X	Tom Saunders
Southern Africa:	X	Annemarie van der Westhuizen		Andy Hackland
Western N.A.:	X	Gene Blythe	X	Dharam Sharma
Regional Development:		Clive Larkman		

- Alan Jones called the meeting to order.
- A roll call was taken. Word was received from Clive Larkman that he could not join the meeting. Alan welcomed Tom Saunders as the new Alternate Director of the Southern Region of N.A. Hans Sittig noted that the Southern Africa President, Annemarie van der Westhuizen, is also participating in the conference call. Peggy Walsh Craig joined the call after it had started.

##### 2. Approval of minutes from December 5, 2017, Conference Call....Alan Jones

- Alan asked for comments and corrections. None were made.
- Alan requested a motion to approve the minutes. Paul Capiello moved to approve. Seconded by Lindsey Hatch; approved by voice vote of Board.

### Review of Action Steps:

The Action List was not included in the agenda package, but Alan noted most of the significant items will be covered in the meeting. A copy of the Action Steps will be sent out to directors.

### 3. International Office Report...Terri Breon

- Regions should be receiving or have received their copies of the Proceedings.
- ISHS is shipping the extra copies to the *International*<sup>1</sup> Office this week, after which, they will be distributed to the libraries that have ordered them. Forty-three libraries have preordered books this year. A total of 54 were purchased last year. Their purchase price is \$125.00. Members pay \$44.00. The generated income from library book sales will be \$5,375 as of today. The budget has estimated \$5,000 in 2018 sales.
- The actual costs of printing the books and copying cds were discussed. Book price of \$56.24 included printing, mailing and editorial costs. The cd cost is \$37.04. Members pay \$44/book and \$27/cd. Editorial costs of \$21.94 are included in these costs.
- With the cessation of printed books, there will be slightly less than \$4000 lost revenue from library sales. The Proceedings will no longer be offered to libraries in the traditional hardback printed book format. We need to find out if libraries would be interested in an on-line subscription. Bob Geneve offered to ask the Librarian at University of Kentucky. It might be possible to offer libraries Proceedings printed directly from the website.
- This year's proceedings delivery was the latest it has ever been. ISHS attributed the delay on publishing backlogs from their society. ISHS has been informed that this coming volume 67 is the last one to be printed.

### 4. International Editors Report

- Last word from Charles was that volume 67 is progressing smoothly. Nothing has been sent to ISHS yet.
- Bob Geneve updated the Board on where the digital editing process currently is.
  - All conferences' proceedings in 2018 will be in digital format. Both .pdf and PowerPoint files will be available.
  - A plant name consultant will no longer be employed to review the presentations.
  - Bob is working with on a PowerPoint template to provide to the regions to format their presentations.
  - A goal will be to publish papers and presentations as soon after the conferences as possible. At the end of the year, they will be compiled into one .pdf file.
  - Regional editors will be instructed on the proper preparation of presentations before they are sent to the International Editor. A conference call with all regional editors will be scheduled once expectations have been worked out. That is expected to occur in the next two months.
    - Gene Blythe, Western Region N.A. editor, suggested Bob see how they have handled PowerPoint presentations on their site.
    - Smaller regions should consider negotiating with other small regions to see if a shared editor could do both/all their editing.

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<sup>1</sup> Amended June 2018 from 'Board Office'

- Alan will send an email letter to membership explaining the changes in proceedings production this year and the benefits from these changes. Paul Capiello offered to draft this email for Alan. It needs to be made very clear to members that the book in its current form was no longer sustainable. The letter should also indicate the benefits of membership, even with a dues increase. This should be followed by an email from each region president to their members reiterating these changes and benefits. It should also be incorporated in the newsletter.
- Need an improved web site for proceedings. Hans is working on the abstract of presentations, which will allow more precise searching of papers. This is only for new presentations. There will be a lot of effort needed to do the same for all the past proceedings. Key search words are needed to assist the search engine. Hans will investigate the potential to use a separate search engine for the proceedings.

#### **5. International Treasurer's Report...Jim Johnson**

- Jim sent an updated budget at the start of this meeting. It includes the 2018, 19 and 20 budgets, as there are some dramatic changes occurring each year.
  - Membership dues increases are included in the 2018 budget and assuming membership counts of 1250.
  - Book sales to libraries are included for this year.
  - Jim removed the president's expenses and hospitality allowance.
  - The cost of two editors this year skews the budget.
  - The budget shows a loss of about \$28,500.
  - Website expenses include \$5,000 for website management and \$12,500 for the website.
  - As of December 31, 2017 investments were at \$231,429+. As of today, the balance is \$242,696+. Money has been moved into the money market fund, which now stands at almost \$26,000.
  - With no further discussion on the 2018 budget, Jim Johnson moved to adopt the budget. Hans Sittig seconded. Motion carried.
- 2019 Proposed Budget:
  - Membership numbers are projected at 1225.
  - Jim has a book sales income amount, which will need to be removed. The only question is whether libraries will be interested in investing in a different format. Bob Geneve is investigating that.
  - A membership dues increase is included in the budget to cover the editing costs to make it equitable across the entire membership. A thirteen or fourteen dollar increase was discussed. About a third of the membership will see an overall reduction because they will no longer be paying for the book or CD.
    - Regional feedback is needed. The Western Region N.A. had concern about raising dues by \$14 at one time, without a good justification to the membership for the increase and the benefits to be accrued.
    - Possibly, regions could decide to phase in the increase over a 2 or 3 year period, by subsidizing the increase.
    - The size increase will need to be decided in the very near future, so regions can set their dues for 2019.

*(Paul Capiello signed off)*

- Sponsorship money was discussed. Alan explained the original sponsorship program was not well-received by corporations and no sponsors signed up.
  - Eastern Region cited the concern that they rely on their sponsorship income to balance their budget. If International wants a portion, very specific rules have to be implemented as to how funds will be split. These rules are being worked on.
  - A possible sponsorship angle could be sponsoring the proceedings with inclusion of the company logo on all downloads or charging non-members for downloads. There are other issues which would have to be considered for such ideas to be implemented, like, costs to incorporate logos on papers, authors' copyrights, demands from the sponsors for a tangible return on their investment.
- The bottom line for the 2019 budget is an \$8,255 deficit.
- 2020 Proposed Budget: income and operating costs will be similar to those of 2019.
- Alan reiterated sponsorships are very important and the Society must work towards obtaining sponsors. A dues increase may even be able to be avoided if sufficient international sponsorships can be obtained.

#### **6. Regional Reports**

- Due to time constraints no Regional updates were given.

#### **7. Committee Reports**

##### **Membership Committee...Richard McKenna**

- There have been no meetings of the committee. Richard has been working on his own region's membership problem.

##### **Communications and Marketing Committee...Hans Sittig**

- Hans reported phase two of website improvements has begun. He circulated an updated report. There are some minor issues being addressed. There was a glitch with the membership renewal process. This was picked up quickly and corrected. There have been no additional concerns from any of the regions on the website functionality.
- There is a problem regarding accessing older websites, where members may still have in their cache an old www. address rather than the new url. Hans is negotiating with the developer as correcting this may become billable hours rather than a modification that should be part of the original contract.
- Eastern Region wants a different kind of renewal letter for students. The standard one is oriented to paying members. The letter needs to be friendly and welcoming. Other regions may be interested in the same type of letter for student members as more students are added to regions.
  - Student information can be mined through the website's backend access. This information would allow regions to target specific students based on the criteria desired. No International dues paid by regions for 2 or 4 years.
- Over 7000 papers have been downloaded from the website.
- There was discussion on excel downloads of members; the downloads lack the state/province, making it very difficult to determine their location.

##### **Education Committee...Gene Blythe**

- No requests for exchange funds have been received.

**Strategic Planning Committee...Peggy Walsh-Craig**

- Policy Manual development is just starting.
- Position description for Executive Secretary is on hold due to budget considerations.

**New Region Development Committee**

- China: IPPS China will hold their first conference during the World Garden Show April 27 – May 3, 2018. With the IPPS Day on April 29<sup>th</sup>. This is a major event set up to examine the Chinese horticultural industry and to look for opportunities for global co-operation. Over 1000 delegates will attend. The show is held near Hangzhou, an hour south of Shanghai. Alan Jones, Clive Larkman, Donna Fare, Dave Creech (IPPS Southern Region President), Gary Knox (Southern Region) will make presentations. The conference organizers are covering hotel and conference registration costs.
- Dharam reported that there are several people from India invited to the Western Region N.A. conference scheduled for Hawaii.

**8. New Business Item**

International tour 2018

- Costs for the 2018 International Tour and conference will be sent out in the near future. The tour starts September 11, 2018 in New York City.

2018 is European Region 50<sup>th</sup> anniversary.

Future meeting dates:

- June 12
- September 16 and 22 during the International Tour
- December 4

**9. Meeting Adjournment**

- The meeting adjourned at 5:51 PM

Next conference call will be on June 12. The agenda will continue to focus on the budget and future dues increases. It may be necessary to hold additional conference calls between now and mid-June.