



INTERNATIONAL BOARD OF DIRECTORS MEETING
September 16, 2018–New York, USA
September 22, 2018-Delaware, USA

MINUTES (amended 11/21/2018, page 7)

SESSION ONE – SEPTEMBER 16

AGENDA ITEMS

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

			Attendance	
			Half	Full
			Day	Day
		Title:		
Officers:	Alan Jones, Eastern N.A.	Chair	x	x
	Paul Cappiello, Eastern N.A.	President	x	
	Clive Larkman, Australian	Vice-President	x	x
	Jim Johnson, Western N.A.	Treasurer		
Australian:	Clive Larkman	Director	x	x
	John Messina	Alternate Director		
Eastern, N. A.:	Paul Cappiello	Director	x	
	Peggy Walsh-Craig	Alternate Director	x	x
European:	Tim Lawrance-Owen	Director	x	x
	vacant	Alternate Director		
Japan:	Peter Waugh	Director		
	Hiroaki Ohashi	Alternate Director		
New Zealand:	Lindsey Hatch	Director	x	x
	Jill Reader	Alternate Director	x	x
Southern Africa:	Annemarie van der Westhuizen	Director	x	x
	Gaye Thorpe	Alternate Director		
Southern, N. A.:	Bill Turk	Director		
	Tom Saunders	Alternate Director	x	x
Western, N. A.:	Gene Blythe	Director	x	x
	Dharam Sharma	Alternate Director	x	x
Regional Development:	Clive Larkman	Director	x	x
Staff:	Charles Heuser	Intl. Editor		x
	Bob Geneve	Incoming Intl. Editor		x
	Terri Breon	Intl. Secretary		

- Alan Jones called the meeting to order at 8:40 AM at the Embassy Suites New York Midtown Manhattan. The meeting is being recorded.
- Alan welcomed new attendees, Tom Saunders and Tony VanderStaay.
- A roll call was taken.

- Board members were asked to briefly explain how and why they joined IPPS. There was a discussion centered on the role universities played in several directors' membership in IPPS. They were encouraged to join by their college instructors. IPPS should consider the importance of that connection to its retention of members. This will be discussed during the Membership Committee Meeting.
- Alternate directors cannot vote unless they are filling in for an absent director. They are encouraged to participate in discussions. Bill Turk could not attend, so Tom Saunders is standing in as the Southern NA Region's director.
- Paul Capiello was assigned as Parliamentarian and Gene Blythe was requested to keep back-up notes of the meeting.
- Alan asked if the directors have reviewed the agenda, had any questions, or wanted to add items. He noted some items will get reordered as the meeting moves along. One in particular is the discussions with Bob Geneve because he is not in attendance today. The schedule shows the meeting lasting until 1:30, but in reality, we can meet all day. Individual committees may meet in the afternoon time slot. There are several basic items that can be gotten out of the way and they will be a part of today's discussion. Strategic Planning and the report Peggy Walsh-Craig will have on the Society's constitution will be today.

MOTION: Peggy Walsh-Craig moved to approve the agenda, with a second by Jill Reader; approved by voice vote of Board.

2. Approval of minutes from June 12, 2018, Conference Call....Alan Jones

- Alan requested a motion to approve the minutes.

MOTION: Paul Capiello moved to approve; seconded by Peggy Walsh-Craig; approved by voice vote of Board.

- Review of Action Steps from June conference call:
 - Individual committees should review these.
 - The number of committees also needs to be looked at, along with their functions.
 - International Editor: Bob Geneve will give a presentation on the new format and issues he has run into.
 - Libraries discussion: how do we make hard copies for them? Same issue exists for regions who may want to print books.
 - Newsletters: there were two sent this year
 - Communications Marketing Committee: Hans Sittig will send a report in the next few days. Part of the discussion regards the website.
 - International Treasurer/Finance Committee: Jim Johnson has sent updated information that will be covered on Saturday. Next year's budget was not included but will be part of their discussion.
 - Sponsorship Committee: levels were adjusted, and we now have one sponsor: Star Roses in Pennsylvania. There is also a proposal from the Eastern Region N.A. for a joint North American sponsorship group. There may be a way to make the same idea work on an international basis.
 - Membership Committee: Lindsey Hatch has items he wants to discuss with the Board. One item is student memberships.

- Education Committee: Gene Blythe. The committee has been quiet. Not much occurring at present.
- Strategic Planning Committee: there has been a lot of work done over the past few months.
- New Regions Committee: Clive Larkman will give a presentation on their activities.
- Staff Reviews: nothing to report
- Award of Honor: will be discussed under committees' reports.
- Each region and its director need to review their part of the website for accuracy. Update as necessary.
- Regional Editors: Bob Geneve will be discussing this. There are disconnects and miscommunications.
- What does each region do for marketing?
- Video interviews for website.
- Regional meetings scheduling coordination to try to not have conflicts between regions.
- International Office: meetings among regional secretaries and the IO. Collection of data from past conferences for appraisal of participation, costs, planning, preparation.
- Alan wants to have the action items sent out more often. Many have been on the list for several years.

3. International Office Report...Alan Jones

- Alan reviewed the report provided by Terri Breon. The report is included in the electronic documents provided. In general:
 - Up for further discussion will be the future relationship with ISHS.
 - The directors have been more satisfied with the response and timeliness of the Office. Minutes have improved and submitted more quickly. Questions have been answered in a timely fashion.
 - Clive suggested IPPS continue with the current setup until such time as the Society can hire an Executive Director.
- There was follow-up discussion regarding a desire to have an accounting of activities by Breon Consulting. As a way for the Board to understand the activities performed in any month, it was suggested that the invoice provide activity summary information on how the billed hours were divided (i.e., Board meeting prep, membership support, copying/printing/shipping, etc.). The current format has been a legacy model from the past; it may be time to update it. Also, a question regarding how the volunteer hours total was derived; 250 hours seems low.

4. International Editors Report...Alan Jones

- Charles Heuser relayed to Alan that Volume 66 printing is ahead of schedule.
- There will need to be discussion with Bob Geneve regarding timing of paper submittals, as the desire to make them available more quickly requires a different preparation schedule.

5. International Treasurer's Report...Alan Jones

- The P&L report and budget comparison report were generally discussed. Alan noted there are newer numbers and he will be printing new reports for the all-day Board meeting.
- The 7-month Treasurer's Report reflects that Bob Geneve has not received any payment for this year, thus far. Not much has been going on yet.
- A discrepancy was noted regarding membership numbers and money received. Alan will be looking at that during the week.
- Book sales are not listed.
- The proposed budget for 2019 was not included in the Treasurer's Report. Alan will plan to obtain that from Jim Johnson prior to the full-day meeting.
- There were some follow-up questions. Are taxes and insurance costs fully paid for the year? [Int'l Office: Yes] Shipping costs are up; Alan will investigate.
- Dues increase will need to be established.
- Sponsorships: it was suggested IPPS is looking at this backwards. IPPS could work to build closer relationships between regions and regional sponsors, improving ongoing participation of sponsors with the region, while providing a running banner on the IPPS website for logos and in so doing, remove the pressure on regional dues?
- A \$14,000 expenditure is listed as staff travel expense, but should be Board travel Expense (pays for air fare, etc.).
- It was suggested than a year-to-year comparison report be provided. It was further suggested that the P&L report could be expanded to show more detail and explanation.
- Discussion on dues increases and the impact to the regions will take place on the bus tour.
- Consolidation of some of the named reserved funds will be discussed.
- A simple document is needed for new directors so they have a better idea of their responsibilities. This has been talked about for a long time but has not moved beyond that. Some of the new directors and alternates could help us identify information they see as lacking.
- The membership numbers, while lower than last year, have stabilized somewhat. Some student memberships are not accounted for (Eastern Region N.A.). When looked at separately, the Student membership Region is the largest "region". Clive Larkman suggested IPPS provide additional focus to the student membership group.

6. Regional Reports...Alan Jones

- There was a general review of regional activities. Written reports were not submitted by all directors.

Australian Region...Clive Larkman

- Nothing has changed since their June report.
- Clive feels the region has turned the corner and is seeing increased interest from industry. There has been more interest from members regarding directorships.
- John Messina, Alternate Director, has been focusing on increasing the local chapters' activities. Some are holding small social gatherings or visiting local nurseries as a way to engage their members.

- They have issued a survey to members on a personal basis and asked for feedback on their reasons for joining IPPS and their expectations. They will share their information with the Membership Committee.
 - There was significant discussion on the need for emphasis on the younger members. It was pointed out that there are a large number of current members at retirement age and the entire organization will take on a new look in a few years. Keeping these individuals engaged in the Society is important. Other regions have sponsors pay for student participation on tours. The Eastern Region NA has a director focused on increasing student participation. They held an open discussion panel between several older members and a group of students, which went very well.

European Region...Tim Lawrance-Owen

- They are in a very transitional period. The Board is very young and needs training.
- There has been renewed interest and new members from mainland European countries, such as, Spain, Belgium, The Netherlands and the Scandinavian area, owing to the International Tour last year. Tim wants to do some focusing on Ireland. They had a group of members that were active in the past.
- They have had good sponsorship of students. They had nine six-packers from the conference.
- Tim wants to roll out to other regions a program they participate in called "Grow Careers", which helps guide students in possible career paths in horticulture.

Eastern Region of N. America...Paul Cappiello

- They have been working heavily on this year's International Tour. It's been a time-consuming process. He suggested others may want to look at having a professional tour company handle the logistics. They would also be insured, which reduces liability concerns. He has spent a large amount of time on this International Tour. It will not generate any money. So, rather than spend the time on the details, he would prefer to spend his time on things that would benefit the Society.
- The region is looking on how it can capitalize on its student membership numbers, particularly, once they graduate how does the region keep them involved? Do they offer a special membership deal? Do we have mentors assigned to each student? IPPS must be shown to be of great value to them so they continue membership.
- Eastern sends an invoice to students who have exhausted their free membership status, but the region wants to create a special one for these transitioning students so they have an idea of why they should continue as a paying member. This should be discussed at the Membership Committee.

Japan Region...Alan Jones reported

- Alan noted that Peter Waugh has still been going to Japan. He wants to retire, but the Japanese have not been able to make the transition.
- They are down to 52 members and one student.
- Alan will be going to their upcoming October meeting as we have not been able to get a director to attend since the Board decided last year to send someone to discuss IPPS concerns and offer assistance.

- Alan requested direction from the Board regarding what his message to the Japanese directors should include.

MOTION: Clive Larkman moved to have Alan Jones attend the October Japanese meeting representing IPPS and to have IPPS-International cover reasonable travel expenses for Alan. Paul Cappiello seconded. The motion was approved by a voice vote.

New Zealand Region...Lindsey Hatch

- New Zealand had twelve-plus members attend the Pacific Rim Conference.
- They picked up new members at their regional conference, which was joined by the Royal New Zealand Institute of Horticulture. This has offered both them and New Zealand IPPS with opportunities they wouldn't have had otherwise.
- They plan to create a business card they can hand out on tours and field trips to company individuals they meet. It will provide information on one side about scholarships and on the opposite about memberships. Lindsey will discuss this more at the Membership Committee meeting.
- New Zealand is planning a special 5-day meeting (separate from their regular annual meeting) to begin November 18, 2019, with 4 days in Singapore and 1 day in Malaysia. Philip and Janine Smith, Eddie Welsh, and Chad Davis make up the planning committee.

Southern Region of N. America... Tom Saunders

- Region is up to 256 members.
- Their next annual meeting will be in Chattanooga, Oct 20-24
- Have 15 scholarship applicants for 5 scholarships
- Have 5 applicants for the International Exchange position with Europe
- There seems to be increased interest from the younger generation.
- Nurseries are declining, but those associated with IPPS seem to see more business. They see value in their association.
- Need to work on cultivating the younger generation. Alan noted that there is trending at various shows an effort to have the younger meet with the older, a Three Star group called the Emergent Group, which has a FaceBook page, meets in January in Baltimore, whose charge is to have younger members meet older members. They have expanded their meetings to include a west coast venue.

Southern Africa Region... Annemarie van der Westhuizen

- Southern Africa Region has seen a drop in membership, partly owing to governmental regulations forbidding South African National Biodiversity Institute (SANBI) participation in unregistered groups, which SA currently is. SA is working on modifying their constitution to allow it to register with SARS (South African Revenue Service) and, thereby, allow those in SANBI to rejoin.
- Exchange rate is poor. Unemployment is very high. The drought in the Cape had some impact on nurseries businesses. Some diversified their plant inventory to keep going, increasing succulents that don't need as much water. The large nurseries were able to survive.

- They had an extremely successful student exchange with Australia. The student came back brimming with new ideas.

Western Region of N. America...Gene Blythe

- Membership seems to have stabilized.
- 132 people attended the Pacific Rim Conference in Hawaii, including 110 for the full conference and 22¹ local individuals that attended only the single full day of presentations. With IPPS members from other regions in attendance, it was a good experience for the Western NA members to interact with those international members.
- Exchange program has been successful. Past participants are now sponsoring new exchange students at their businesses.
- Next year's regional conference will be held in Santa Cruz, California, September 24-28, 2019.
- The Region will be planning for the International Tour for 2020.
- They had 19 applicants to the Bruce Briggs Memorial Scholarship from students wanting to attend the Pacific Rim Conference. Five were selected². The Region pays the students' expenses with the exception of traveling costs. The student participants came away enthusiastic about IPPS.

General Comments on Regional Reports:

- Gene Blythe said they successfully used a local travel agency to coordinate their international tour 26 years ago.
- Last year Europe tried to use an agency but was turned down because of having to do money collection.
- Alan brought up the future management of regions. The Strategic Planning Committee has been exploring ideas on how to streamline services, or combine activities among various regions. Shared secretaries, editors and the like have been mentioned. IPPS has to ask the hard questions like, does this make sense, is there another way to provide these services? The prime expense for all regions is staff. We need to ask: What is the organization going to look like in 5, 10, 20 or years? International should take the lead on this effort. It seems appropriate for the North American regions to consider joint services because of the commonality of the regions. Other regions may not mesh quite as well, if at all.

7. Committee Reports

Opening Discussion...Alan Jones

- Alan would like to spend this afternoon's time on:
 - Sponsorship will need some discussion time
 - Education will not take much time
 - Strategic Planning
 - New Regions
 - Executive
 - Staff review
 - Award of Merit

¹ Amended 11/21/2018, Gene Blythe

² Amended 11/21/2018, removed "...and four were able to attend."

- The full day meeting will focus on:
 - Membership, which will need a much longer discussion.
 - Communications with Hans Sittig via Skype call.
 - Future Proceedings with Bob Geneve in attendance.
 - International Tour 2019.
 - Whistle Blowers and Non-competitive Clause forms must be signed.
 - Logo and trademark discussion
 - New director information package - Paul Cappiello will work on that
 - Student Job Board discussion in the Membership Committee.

Finance and Investment Committee...Alan Jones

- Alan provided updates. The Committee met a couple weeks ago. Todd Jones is heading the Committee. Investments are in good shape. However, the committee will be proposing to diversify a bit more than the portfolio is at present. 76% is in mostly US stocks, 12% in bonds, 10% in money market. This is being proposed for two reasons: US market may be slowing and IPPS should invest in other markets since it's an international organization. The report indicates a \$247,000 in investment account balance. The board needs to discuss the designated named funds. Do we need all those various fund pools or can they be consolidated? The funds are not individually restricted in any way. The committee would prefer just having all the money in one big pool.

MOTION: Paul Cappiello moved to eliminate the Board designated funds within the balance sheet. [A clarification was made on where the funds would be located: Cash Reserve Funds.] Seconded by Clive Larkman. Motion accepted by voice vote.

New Region Committee...Clive Larkman

- Clive reported on the New Region Committee and what progress has been made.
- China: The conference the Chinese held was an opportunity for some of the Board to meet with the Chinese delegation, but they had no time to get into the nitty-gritty of establishing a region.
 - He subsequently met with Julienne in August and went over the steps and procedures they would have to follow to reach regional status. They have a president and vice-president at this point, but no Board.
 - He told her they must have a board. They must have a succession plan. They must follow the rules of IPPS.
 - Julienne was able to put together the structure in three weeks. Clive is optimistic they will be established by the spring. Clive thinks they will have 30-40 members by then.
 - There are issues: there must be physical presence in China for IPPS to be established as a business; it's hard to move money from China to here.
 - The Chinese are planning a Horticultural show in March – June 2021. They have a budget of \$5B Australian. It will cover 200 acres at a spot near Shanghai. Julienne asked Clive if he could prepare a number of species that would be in bloom during that time period and provide 1000 of each species for display.
 - Membership fees will have to be negotiated as the \$150 equivalent in Chinese currency is very steep.

- The Board has concerns about the use of IPPS logo and will look at trademarking it.
- Clive has placed a January deadline on Julienne to have the regional structure operational or IPPS will put a hold on the process.
- Alan and Clive shared their impressions of the Chinese show. The start was very impressive, not anything like IPPS would put on. The breakout session they spoke at was more like a usual IPPS session, but the room was quite large. The tours were impressive with visits to local nurseries and garden centers, with a mix of history and culture mixed in.
- China has a secretary appointed who is located in Australia.
- India: they are moving rapidly towards establishing a region. A working group has been established and is active.
 - They are planning their first conference in February in the region Guwahati (N.E India).
 - They have their website up. The url is: <https://www.ngppbut2019.in>
 - They are looking for speakers for the conference.
 - They have copies of the constitution and other documents to help them get their region set up.
 - Both India and China regions will help boost IPPS membership and give us lot more international coverage.
- Clive ended on a note that if Malaysia does get interested, he speaks Malaysian so it would not be a problem communicating with them.

Strategic Planning Committee...Peggy Walsh-Craig

- Peggy noted there are many items to discuss.
 - The constitution. There are policy changes needed. She outlined the policy issues. She thanked Donna Fare, Bill Turk and Hans Sittig for their contributions.
 - Constitutional changes would include:
 - Item 3.2 – Regions: adding a schedule that would define the regions geographically.
 - Item 3.3e – Requirements for Membership: the language is changed to no longer require paper presentations. Peggy would like to have the sharing of information be a requirement, instead of what is proposed.
 - Item 3.3h: suggested elimination of who is processing the memberships, as this is an operational issue presently done by the website. Instead add to the operational policy.
 - Item 3.3.i: okay to remain.
 - Item 4.1.b: change from calendar year to instead match when the director is appointed by the regional board? There was plenty of discussion on what each region is currently practicing; it appears as though some officers change right after the region's annual meeting. Consensus opinion is to set the change of directors as of January 1, with term to run to December 31.
 - Item 4.3.a: election at the last Board meeting of the calendar year.
 - Item 4.3.a.1 - Officers: Chairperson qualifications added.
 - Item 4.3.c: Officers' terms: change treasurer and chairperson terms to 3 years, with the potential to extend one additional term (3 years).

- Item 4.4.c: gives the secretary the authority to sign checks. Put a \$5,000 limit dollar amount on single signature? Have the bank send an email warning when this limit is exceeded, sent to who? Is an approval process needed for when the amount is exceeded? Address these as operational procedures.
 - Item 6.1: Amendments: allow members 60 days to submit comments, then, allow another period once the comments have been considered and the final draft is approved by the Board. Do not address the 'how?'. Should a minimum quorum be set for membership voting? Should there be consideration regarding regional imbalances of memberships and impacts on amendments? Regions should be the ones who vote on the amendments following a process like, Intl Secretary sends the amendment to all individual members [also to secretaries]. Comments are received by the regional sec's by a set date. The region then votes on the amendment and sends the result to the Int'l Board, who then makes considerations? 2/3 majority of those casting votes are required for approval. Simple majority of the regions required for approval. Process: International Office sends out proposed amendments to the constitution to all eligible members. Thirty days for member feedback. Comments go back to IOffice. Board determines appropriate proposed changes to include.
 - Alan questioned allowing the Treasurer voting rights. The consensus was this person is elected and, therefore, should have voting rights.
 - 2.: needs redone. The Committee with work on the wording.
 - Clive cautioned that the proposed changes may violate laws within individual regions. He suggested a line "except when in conflict with governing laws". Peggy noted there should be something regarding compliance with US law as the Society is incorporated in the US. Other items will be discussed on Saturday.
- Alan Jones adjourned the meeting at 2:51 PM.

END OF SESSION ONE

SESSION TWO – SEPTEMBER 22

Opening Remarks...Alan Jones called the meeting to order at 9:08 AM at the Embassy Suites Newark Wilmington South.

- Alan introduced Bill Barnes, incoming Director for Eastern Region in January.
- Alan commended Paul Cappiello and Margot Bridgen on a great job in putting together the tour.
- Alan went through what is still remaining on the agenda:
 - Review of financial update and make decisions on the dues increase, questions on the P&L, 2019 budget, investment funds discussion.
 - Sponsorship Committee: Paul Cappiello thought we had Sponsorship backwards.
 - Membership Committee, Communication Committee
 - Proceedings: Bob Geneve's editorial discussion will go through how to easily do the PowerPoint presentations for the web, after which, the directors will be

responsible to go back to their regions and sell the concept to the regional directors.

- o Strategic Planning Committee will be discussed first.
- o 2019 Award of Merit.
- o IPPS logo trademarked or registered in other countries.
- o New director package.
- o Future meeting dates.
- o Action plans.
- o Restructuring committees; what do we want to do?
- o Student memberships (include in Membership Committee).
- o Operations Manual updates.

Strategic Planning Committee...Peggy Walsh-Craig (continued discussion)

- Constitution amendments: Peggy handed out revised documents with changes based on previous discussion.
 - o It was noted that IPPS was incorporated in Indiana. The trade name should be renewed, if not done.
 - o Item 2.1: Changed to 'Mission'; should be 'Mission Statement'. 'Objective' was changed to 'Purpose'.
 - o Item 3.2: 'Geographical region is defined by its members.' Additional language was added to explain process for redefining boundaries. 'Natural person' is intended to disclude entities like corporations. Actual Regional boundaries will be added as an appendix.
 - o Item 3.3.a.i: inclusion of retired individuals with a horticultural career, with exceptions as determined by the region.
 - o Item 3.3.b: 'privileged member'...are there any current in this category? Delete this category entirely.
 - o Item 3.3.d: proposed language is okay.
 - o Item 3.3.e.3: change 'required' to 'expected and encouraged'.
 - o 3.3.f-i: wording is okay.
 - o Item 4.1-2: added the term 'delegate' in front of director.
 - o Item 4.3: eliminated subparagraph 'e' in its entirety.
 - o Item 4.3: Vice-president language modified to clarify when the VP becomes president. Also, clarified that the vice president is nominated by the region who's turn hosting the International Tour is after the current president's tour. After which, the Board votes to confirm the vice president to his/her post. The VP will then automatically become the next president. Peggy will wordsmith the paragraph.
 - o Item 4.3.b: listed the length of terms as previously discussed: Chair-3 years, President-1 year, Vice-President-1 year, Treasurer-3 years. Terms beginning on January 1. Chair and Treasurer can be renewed for an additional term of 3 years.
 - o Item 4.4.c: limit secretary's authority to solely execute transactions to a maximum of \$5,000, above which, two authorizations are required. The International Chair or Treasurer will be the second signing authority. The policy on travel will need to be edited to make sure language is included that sets the \$5,000 limit.
 - o Item 4.4.f: revised language is okay.

- Item 5.1.b: language is okay
- Item 6.1: added 2/3 majority within each region. Proposed language is: 'This Constitution can only be amended by a 2/3 majority of those members in each region casting a ballot. All members will be notified by the International Office of proposed changes, provided with an analysis of changes and a clearly stated deadline for response on the proposed changes. The International Office will provide the amendments resolution and voting deadline to the regions. The regions will conduct the vote and provide results to the IO within the timeframe. A 2/3 majority of the regions must approve in order for the amendments to pass.' Language was okay.
- Item 6.2: 'Voting can occur electronically. If a member does not have an electronic address, a paper ballot and the analysis will be provided by the regional secretary.' Okay
- Item 7.3: language is okay, excepting; delete the last word of subparagraph b: 'amounts'.
- Item 9: language added to reflect required compliance with Indiana law.
- One piece isn't finalized: 4.3. Alan suggested any motion include language, 'subject to approval of wording of 4.3'.

MOTION: Peggy Walsh-Craig moved to adopt the revised constitution as presented at the September 22nd meeting, subject to agreed wording of section 4.3. Seconded by Clive Larkman. Motion carried by voice vote.

- The process to get the draft to the membership was reviewed.
 - Send the finalized draft to the Strategic Planning Committee.
 - Prepare a message to send to the membership telling them what is being requested. Alan will work with Peggy and Terri to create this.
 - Alan will send a Chairman's newsletter, with information on the actions taken by the Board at this meeting, so they are aware before the actual distribution of the amendments.
 - Tom Saunders would like to share the finalized draft with his Board which meets in three weeks. Peggy expects a copy can be provided by that time.
- Executive Director position is on hold due to financial reasons and a further refinement of the duties of the position.
- Succession planning is still ongoing. Feelers are being put out to identify a successor to Alan for chair.
- Policy Updates will be tackled shortly.
- Committee restructuring: Donna Fare has worked on the outline but Peggy said it's not ready to present. Alan asked to spend some time on this subject now as it has been ongoing for several years.
 - Established committees: Finance, Membership, Education, Strategic Planning, Executive, Investment, Nominating (never activated), New Region, Staff Review, Award of Honor, Sponsorship, Marketing and Communications.
 - Past suggestions included combining Finance and Investment.
 - In recent history, the Award of Honor has been selected by the annual conference host region. However, there is a nominating form on the website and a policy on the award. The Executive Committee should be responsible

for insuring the region has nominated someone in due time. Consensus was there is no need for a separate committee.

- The Education Committee has not had much activity recently due to no applications for matching funds for exchange programs having been submitted during the past two years. Information on the matching funds program for exchange programs has been updated and is available on the international exchange program web page. The committee compiled a list of potential changes for the exchange program for the future, but is not recommending any changes in the program for the present. Consensus was to recommend combining the Education Committee tasks into Membership and eliminate Education.
- Should Sponsorship be rolled into the Finance Committee? Consensus was to leave as is.
- Marketing and Communications: Hans has been handling the website. There was past discussion to have someone handle the newsletter separately. Should there be set members, such as, one director and one incoming director as must-be members?
- Determine chairs of committees for upcoming year:
 - Finance: Jim Johnson (members are Executive Committee – Alan Jones, Paul Cappiello, Clive Larkman)
 - Membership: Tim Lawrance-Owen (members: Bill Turk, Jill Reader, Richard Beaumont, Jim Johnson, Dharam Sharma) Tony VanderStaa
 - Staff Review: will remain the same as 2018
 - Sponsorship: (Tom Saunders, Bill Turk, Steve Castorani, Clive Larkman) [identify chair]
 - Marketing and Communications: Bill Barnes (members: Richard Beaumont, Bob Geneve, Hans Sittig, John Messina, Annemarie van der Westhuizen)
 - Strategic Planning: Bill Turk (members: Hans Sittig, Peggy Walsh-Craig, Donna Fare)
 - Investment: Jim Johnson (members: Todd Jones, Alan Jones, one other (TBD)) possibly Brian Decker.
 - New Region: Clive Larkman (members: Dharam Sharma; add Peter Lewis as member)
 - Executive: Alan Jones (members: Jim Johnson, future president - Western Region NA, Clive Larkman)
 - Staff Review: Alan Jones (members: Jim Johnson, Clive Larkman)
- Eastern Region has requested that a job board be created on the website to post available horticulture positions. Other websites charge a fee to allow postings. Board will need to determine whether IPPS should add to the website, and particulars. General consensus is that the idea is worth considering. Western Region has recently added a job board to their site that Board members can access to review the posted policies and procedures.

Proceedings...Bob Geneve

- Still planning on .pdf files that go through the webpage portal as is. Proposing to have an annotated PowerPoint accessible from the web, as well. There will be changes to how we present ourselves on the web:

- Visitors' page (Bob brought up page for review): Visitors have limited access to available proceedings. Visitors have to perform a search using the 'Search' feature.
 - Proposed improvement: Add the word 'search' next to the search box. Limited search function: searches only the last several proceedings. Returns are therefore limited. Abstracts can be viewed by non-members for a \$35 charge. The current availability of abstracts goes back to vol 1, but only includes a few sentences of the paper. Presently, the entire paper is not available for view.
 - Proposed improvement: Add a preamble like 'we can provide examples, but as a member you have complete access to papers as far back as 1966(?).'
 - On the Proceedings Overview, there is a tab that explains what the proceedings are about but not on the Visitors' page. Non-members have not downloaded very many papers.
- Members' page: the committee needs to consider updating the page, eliminating items that were included at the beginning of the new website roll-out that aren't likely needed anymore.
 - Comments from members include, front pages cannot be downloaded without downloading the entire paper (should a function be added to allow this?). Front pages have not been included in the standard uploads done so far.
 - Going forward, it was suggested that searches for papers be done the way other scientific research webs are set up. How do we name the papers to aid searches? A handful of papers actually have an abstract from the author. Are abstracts even needed? Charles placed papers into subject areas. Some websites' search engines search everything available; others search the abstracts only; or they search on author, title or key words. How do we approach what we want the authors to provide? Consensus: Regional editors will ask for key words from authors and use author, title and keywords to perform searches. Bob has used the current search function and has found to be incredibly powerful and useful, even if keywords, etc., are not available. There have been 2650 downloads of paper already this year.
- Format of papers: on the first page, we do well with the title and authors, copyrights (place a general copyright statement at the bottom of the page), contributing author's email.
 - Suggestion: use full names instead of initials of authors. Bob reviewed an example of one from another website.
 - Include page numbers on papers.
 - Alan said we need to change the expectations of paper submissions, including timelines.
 - Provide a 'perfect' example of a paper to all speakers to show expectations.
 - Papers don't need to be uploaded at the same time. "Papers are published (on the web) as received."
 - DOI (digital object identifier): consensus is not to use DOIs.

- Double column page vs one single, wide page. Consensus was use two columns as the standard. Charles took it upon himself to format the papers as they came in. Bob would like to receive papers that have similarly formatted citations, similar structure. Bob will work with the regional editors to explain what he's looking for.
- Next issue is the papers vs the presentations. Do we include both on the same page or have them on separate pages (separate tab)? Hans suggested to separate the papers from the presentations and that will allow either to be uploaded independent of the other. Common information would be used for both. Search returns would list both the paper and the presentation. Poster presenters are asked if they want to provide a paper. If not, they aren't included. Consensus was to list the paper and presentation separately.
- Presently, if you print all the papers of a specific volume, the front pages, table of contents, papers listed by region, history, etc., will not be included.
 - Given the information on these pages, it was suggested to place these in another location on the web. The Committee needs to recommend whether the black book should be replicated or do something new.
- Cohen Associates contacted IPPS to request permission to print and sell the proceedings on their own. A decision on this request is needed before the end of the meeting.
- Ebooks may be desired in the future, but there are limitations to implementation today: have to rent an ereader program, ebooks don't follow a set standard, books will not be secured from general viewing.
- Bob reviewed PowerPoint presentation templates. Annemarie explained that Southern Africa is not willing to do the editing of these files to comply with the proposed guidelines. There is too much editing required. The guideline is to make each slide a picture. She suggested making the file a .pdf and add a front page. Can a simpler format be developed? Include the notes portion in the .pdf? What are the membership looking for? Gene Blythe related his experience with PowerPoint conversions. He made some basic edits to the provided presentation like, removing corporate logos and correcting obvious errors. Gene has posted a number of these on the Western NA website. He was not able to find a summary of how often they have been accessed. Bob cautioned that IPPS should not invest in PowerPoints if they will not be used by the membership. Charles also cautioned that a lot of the PowerPoint presentations include copyrighted material that hasn't been approved for use. Add a disclaimer that the author is the owner of the document and the contents included. Survey members to gauge the interest of PP's. Bob reviewed example presentations provided by Clive Larkman. The first example follows the template and is very detailed. His process included making an image of each slide, placing it on the right side and then cutting and pasting the information provided from his notes. Second example included the same base information but is in outline form. He didn't feel it was worthwhile editing the presentation into actual sentences. Additional information can be obtained by getting the .pdf paper. In the third example, the presenter had both the slide and

slide notes in the PP presentation. It was easy to copy and paste this data into the template. These are some options to consider. One size solution will not fit all. There is work involved; Bob has created a 'how-to' document to explain the steps involved. Bob suggested students could perform the formatting work quite easily. They would be paid for their service, which would have to be borne by IPPS. Bob recommends posting the examples on the web and then have 10 people from each region – selected by the region - review them and complete a questionnaire Bob will create. Ideally, the presenter would include notes in the notes section of the PowerPoint presentation. Consensus is to move forward on a trial basis with ten papers to be put out for comment and get feedback from the regional editors. Bob will prepare the questionnaire.

Investment Committee

- Several recommendations are proposed:
 - One is to collapse some investment fund categories into the International Fund.
 - Two is for the Board to appoint one or two more members to the committee.
 - Three is to further diversify fund allocation into international funds (5%).

MOTION: Clive Larkman moved to accept the proposals of the Finance Committee. Seconded by Tim Lawrance-Owen. Motion approved with one abstention (Tom Saunders).

- Further discussion included:
 - The Committee references the HRI index on investment diversification guidelines.
 - What dollar level should be retained untouched? Tony VanderStaay suggested 1.5 x gross expenses.
 - Should dues increases be done incrementally by utilizing reserves to offset any budget shortfalls?
- 2018 budget updates
 - Jim Johnson has estimated income through July
 - Membership dues figure is based on 1311 members
 - Cost of printing books is \$16,500
 - Income from book sales is \$20,000+
 - \$17,000 loss includes payments for a full year to Bob Geneve, which is not going to happen. There will be payments for the second half of the year.
 - Loss for the year is estimated to be \$7,000-9,000.
 - Terri Breon's contract is up at the end of the year. Alan has not discussed with her whether there will be any increase in costs.
 - Charles will be fully paid by the end of the year.
 - Comment: website service budget seems high. It was explained that IPPS pays on a quarterly basis.
- 2019 proposed budget
 - Jim's estimates are based on 1300 members.
 - He has included a \$15 increase on dues.
 - The budget is a break even.

- Tony VanderStaay question: Office Expenses shipping cost budget seems very high. [Costs to ship Proceedings books to libraries are included here (\$1208+). It is not accounted for elsewhere in the budget.]
- Alan reviewed what changes would occur if the dues increase was incremental:
 - A \$10US increase would generate \$7,000 less in income
 - A \$5US increase would generate \$13,000 less
 - Alan would like to get a reaction from the regions.

MOTION: Tom Saunders moved to increase dues by \$5 for 2019, with shortfall made up with sponsorship or, if not, out of reserves. Seconded by Clive Larkman. Motion approved by voice vote.

MOTION: Clive Larkman moved the following: We anticipate a balanced budget by 2021 fiscal year, but if not achieved, dues will increase by a necessary amount. Seconded by Lindsey Hatch. Motion approved by voice vote.

Membership Committee...Lindsey Hatch

- Lindsey discussed the business card idea he mentioned on the first day. The concept is to hand these out to workers at the various farms and businesses we visit, to provide them with information about IPPS and how they can get more information or join by using a scanner code along with some written text. That would be on one side. On the reverse would be a similar message but oriented to scholarship availability young professionals can apply for. Getting cards into the hands of the other employees could spark interest in their wanting to join. Owners may not want to pay for their employees' membership, but we need to impress on the employee the value of membership for advancing their career. Refer this to the Membership Committee.
- A second issue is the online membership form process. New members who sign up through the website get referred to the region; however, only their name and country are relayed to the region secretary. An example from New Zealand is they had a new member sign up online and had no idea who the person was. Previously, membership was only granted if the applicant had letters of recommendation from two current members. That rule was eliminated to make it easier to join IPPS. The Membership Committee needs to come up with a recommendation for consideration by the Board.
 - Comment: we don't do enough to welcome new members in the Society. We need some sort of flag to identify new members.
- Student membership was discussed. There are a number of Action items that need discussed and resolved. Alan reviewed each.
 - *Develop a strategy in conjunction with the Communications and Marketing Committee to address language barriers within regions and between other regions.* This seems worthwhile pursuing, particularly as we add new regions to IPPS. Having a web translator would be helpful. The cost of such a program will be investigated by the Membership Committee.
 - *Regions to report what they do for marketing.* Remove
 - *Ask ten members from each region about why they are members – video this and use on website.* Keep on Action List. Remind regional boards to do this.

- *Geographical boundaries of regions. In conjunction with the New Region Committee, develop the boundaries of each region. Remove*
- *International membership. The rights of the International members need to be determined. Are their rights the same as other regional members? Are they going to be associated with a region?* it was decided by the committees that such members would not have the same rights or be associated with a member. Their options are to join an established region or wait until there is a region established for their country.
- *Welcome package/reminder of benefits sent as part of the membership renewal notice. The contents of the package need to be clearly defined. For new members, an email is sent when they enroll, with links to various pages on the website. A similar email should be sent to members at renewal, to reinforce what their dues are providing to them. This needs to be revisited.*
- *Welcome package for students and new members. The contents of the package need to be clearly defined. For new members, an email is sent when they enroll, with links to various pages on the website.* Bob Geneve: The Board had previously determined that International would provide free membership to students for two years that could be renewed for an additional two years and be of no cost to the regions. Regions were free to charge students. After [the student has used up their] a renewal, they would need to be purged from the membership.
 - There have been questions on how this logistically happens. It does not appear to be happening very well. Terri Breon needs to tell the Board how she handles this situation, but, recollection is she has been adding these into the Eastern Region's numbers. Eastern apparently is showing 500 student memberships.
 - Eastern has no way of recognizing when a student comes up on two years and should get a letter from Eastern offering an additional renewal if still a student, or encouraging them to join at a reduced rate [reduced rate was not approved by Board]. Responsibility for who should be doing this: regional secretary or international secretary? The website should be able to do this automatically.
- *Student membership and Student Chapters: chapters would help engage students with one another. Chapters could be set up to have presidents, vice presidents and other officers.* Bob's vision is to have a whole community of students that can share information and interact with one another. The PowerPoint presentations or YouTube videos could be a focus point of interest for students. The inroad is shared student-to-student experiences. Leave as an Action item.
- *Privacy Statement regarding membership information disclosure: Other organizations' statements should be collected and reviewed. IPPS needs to develop a policy on this subject. Place a statement on each region's website. Give each region the right to handle the availability of personal information as they see fit. On the membership part of the website, allow member the ability to select how their info is shared. Bob requested that Hans remove the search function on the membership page and provide only the .pdf file, and, at the top of the .pdf, have a preamble on how the membership information can or*

cannot be used. Allowing emails to be public seems fine. Consensus was to publish email address, state/province and country; nothing more.

- *On-line registration work is progressing; will be tested prior to being launched; will be an explanation on how it will work.* Information input into the registration form will be private, except as noted above (email address, state/province, country). Directors' cell phone numbers are listed. Required information is asterisked on the form. The website, however, should not return every piece of data of the member. Alan requested each director check the website for what personal information is listed for them. Revisit this item.
- *Directors to pass on decisions and other information to regional secretaries.* This is occurring, just keep it up.
- Alan introduced Shelby French, Eastern Region's Membership Committee Chair. She is leading the student members discussion group at the conference and requested two board members, ideally, three at most, to participate in the discussion group program at this conference.
 - Scholarship student sponsorship officially started last year. They have 23 students at this year's conference. There was a Career Event for students last year where they had the opportunity to interact and ask questions about the nursery industry and public horticulture with educators, public art, and nursery folks. Students have to pay for rooms and travel. Conference registration is free. The group was able to assist with some travel costs, but they try to get local participants so the participants' costs are lessened.

Education Committee...Gene Blythe

- Their report was included. Nothing else was presented.

Marketing and Communication Committee...Hans Sittig

- Hans submitted a report but was not on call. The report is on-line. Alan has not reviewed it yet.

8. Proceedings

- There are two items that need decisions, sales to libraries and the Currans Associates request. These two are tied together as Currans could supply copies to all the libraries.
 - Would libraries be interested in on-line subscriptions? What cost? Can we have Terri draft a letter to the current list of libraries stating IPPS is no longer printing books but an on-line subscription can be offered? With regards to Currans, we would provide them with the intellectual rights to print the proceedings and sell to those interested entities. Inquire of Currans what they would like from IPPS. Consensus was to pursue discussions with Currans.

9. 2019 Award of Merit

- Clive will forward the information to Terri for inclusion in the minutes. The information is confidential.

10. Other Business

IPPS Logo/Trademark

- Clive reported that there's a concern about a non-IPPS area being able to 'steal' the logo and use it for itself without being able to stop them. He and Alan have done

some investigation on the cost to trademark IPPS. Clive noted there an international agreement with ten countries (Madrid Protocol), some within IPPS, that the cost is \$2000 for the first and an additional \$300 for each country after that. Clive noted the process that should be followed is first, try to trademark the initials 'IPPS' (there are several other associations using the same initials to identify themselves). If that is unsuccessful then trademark the artwork for the logo. The expected cost could be about \$10,000, as several of the countries represented within IPPS are not a part of the Madrid Protocol. Consensus was not to pursue this at this time.

Japan Conference...Alan Jones

- Alan noted he is going to attend the Japan Conference. He asked the Board to provide him with questions they might want answered.

New Director Information Package

- Tom will develop a list of things a new director would want to know about.
 - o The binder is a big help.
 - o There was (no longer) information for alternate directors on the website.
 - o Alan tried to put together some information last year that was sent out by Terri. It was just too much information.

ISHS Future Relationship

- Their contract runs to the end of this year. We don't know what happens to the information on their website.
 - o Who owns it?
 - o Does it stay there?
 - o What does the contract say?

Job Board

- This was briefly discussed earlier.
 - o Should it also include internship opportunities?

11.New Business

Future conference call meeting dates

- December 5, 2018. 4 PM Eastern time.
- Consider using Skype for conference calls. Don't need to use the face-to-face feature. The only advantage is being able to share computer screens with the entire group. Consensus is to leave the conference call-ins the same as presently done.
- Regional Year-end Reports will be due November 17. The template is in the binder. Send a new report to Terri, even if nothing has changed.

Directors leaving the Board

- Alan acknowledged those members leaving the Board: Lindsey Hatch, Gene Blythe, Peggy Walsh-Craig, Paul Cappiello.

Other business

- Lifetime memberships? Alan will pass it on to the Membership Committee for consideration.
- Students: need things to be fun: Fun for Students Semaphore Plan. Should an invite be on the website? 'Come to this blog site' that every two months is changed, done by students. Bob Geneve is going to try to initiate this on the Eastern Region NA website.

- 2020 Intl Tour: Western Region NA nominating Douglas Justice, Director of the University of British Columbia Botanical Gardens, as the International President for 2020, which means he will be the International Vice-President next year. Per the IPPS constitution, he will have to be approved by the International Board, which can be done during the conference call on December 5.
- *Native Plants Journal* editor is interested in publishing selected papers about native Hawaiian plants from the Western Region's meeting in Hawaii in their journal. The NPJ copyright policy needs to be checked. If there are no copyright problems, the NPJ would only be allowed to publish the papers subsequent to their publication by IPPS, and would need to include a statement noting original publication by IPPS. This could serve as publicity for IPPS among members of the Native Plant Society.
- Tom Saunders mentioned that there is a need to add Production to the society name if we are to attract more international sponsorship.

Meeting Adjournment

- Alan Jones adjourned the regular meeting at 4:40 PM.

Next meeting is a conference call on December 5, 2018, 4:00 PM, Eastern time.

tgb 10/28/2018
rev 11/21/2018