



INTERNATIONAL BOARD OF DIRECTORS MEETING

Saturday, March 1, 2014 - half day International Board Meeting at Lifestyles Garden Centre, South Africa

Wednesday, March 5, 2014– 9:00 a.m. to 5:00 p.m. Kloofzicht Lodge

MINUTES

AGENDA ITEM

I. **Welcome and Call to Order**...David Cliffe, IPPS Chair

A. In Attendance:

David Cliffe, Chair, Australia	Alan Jones, Treasurer
Phillip Smith, Alt. New Zealand (acting dir)	Hans Sittig, President, So. Africa Region
Todd Jones, Alt. Western Region	Ian Williams, New Zealand Region
Bob Geneve, Eastern Region	Jim Conner, Western Region
Rick Crowder, Alt. Southern Region	Peter Waugh, Japan Region
Bernard Brennan, European Region	Peter Lewis, Australian Region
Mike Norris, Alt. European Region	Donna Fare – Southern Region
Patricia Knight, VP, Southern Region	Annemarie van der Westhuizen, Alt.SA Reg

Joined by phone:

Charles Heuser, Editor	Terri Breon, IPPS Business Office
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- B. Reminder of policy regarding Alternate Director participation – only Directors may vote
- C. Assignment of Parliamentarian for the meeting
 - 1. Bob Geneve
- D. Acknowledgement of remote minute-taking – recording this segment and part of Saturday's

II. **Approval of Agenda**

Chair would like to change the order of the agenda to review the strategic advisory committee's recommendations at this point so directors can have so time to digest data.

III. **Approval of Minutes**

A. February 4, 2014 conference call meeting of the International Board

MOTION: Peter Waugh moved to approve as written; Patricia Knight seconded; passed

B. Review of Action Steps from October 2013 International. Board Meeting

- 1. Prepare 1st draft – done
- 2. Journal of Environmental Science will continue to be published by HRI. They recently appointed a new editor and the journal will be going digital. (Alan)
- 3. Charles Heuser item (tabled for later)
- 4. Charles Heuser item (tabled for later)
- 5. Develop proposal for social media professional. *This was not followed up on due to*

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the changes expected from the strategic planning committee.

6. Take responsibility for posting and linking regional conferences to IPPS website
ACTION: Terri's responsibility to follow up with regions
7. Charles Heuser item (tabled)
8. Balance sheet for past year (comparative document) also income statement.
Future financial reports will show previous year's information. (Alan)
9. Investments: Morgan Stanley suggested minor changes to investments.
10. Unedited papers – Charles Heuser (tabled for later)
11. Notify regional secretary treasurers – done
12. Prepare letter that dues are remaining the same – done
13. Suggestions on what should be on the IPPS website going forward – meetings' discussion
14. Develop proposal for website redesign
15. Develop proposal for IPPS educational material distribution from the website
16. Letter of engagement for Terri Breon - done
17. Transfer of IPPS Electronic files - done
18. Distribute newsletters prepared by each region via email to the other regions – being done (check w/Terri on status – reviewed when she joined via phone)
19. European request to fund of conference video production - done
20. Review Hans' recommendations on better ways to share information from conferences
21. Prepare 2-3 survey questions to pose to membership for opinions after each new initiative is launched

STATUS of ACTION?

22. Communicate nominations for president
23. Communicate ideas of Mike Norris for moving IPPS forward - done
24. Arrange for Honor Award plaque and \$500 gift – problem, not ready; some other plaques are also involved

MOTION: Mike Norris moved to have Hans locally purchase a gift of \$100 value for award recipient; AnneMarie van der Westhuizen seconded; Passed.

25. IPPS website update of all references to Ireland-United Kingdom Region to be European Region
26. Secure International Gavel
 - Terri be given time to review
 - reinforce what the job description requirements and time limits for minutes turnaround should be
 - has had to prompt her to place material on DropBox
 - not communicating w/David
 - Pat would have been discussing timelines 4 weeks beforehand
 - Terri was communicating w/Hans but David didn't know what was going on
 - Need to set out a schedule
 - She may be confused about who serves what role.
 - Establish a timeline of events and deadlines to assist Terri during the transition
ACTION: Alan will set up a meeting w/Terri to discuss issues that have been raised to date

- C. 2014 Committee appointments

IV. International Office Report...Terri Breon

- A. Summary of International Office Activities for 2013
 1. Mission statement on top of page is inaccurate
 2. Terri: learning about Board, some minor paperwork needs done to complete 2013
- B. Staff Time Report for 2013
 1. Will need to focus on how time is being allocated because of what we want to achieve
 2. Some areas have already been identified as needing more effort (time)
 3. Who is Terri using for staff?
 4. Ask for a time report of the first quarter
- C. 2014 Activities
 1. International Office will take responsibility for posting to the site any upcoming regional conferences
ACTION: Terri to liaise w/Alan on doing this
 2. Award of Honor plaque; Terri should have today; will not be available by end of conference;
ACTION: Terri will forward to recipient
 3. Distribute all newsletters by email to all members in all regions
ACTION: ongoing as received from regions

V. Treasurer's Report...Alan Jones

[The Finance Committee met prior to the board meeting.]

- A. Current fiscal year income and expenses as of December 31, 2013
 1. Operating surplus of \$23,000 is mainly the result of reduced publication costs now that ISHS is printing the book.
 2. Issues that are affecting the budget:
 - Reduced membership results in lower dues income.
 - Staff hours were up due to recycling of old volumes that had been kept in storage unit.
 3. ISHS issues are being worked out; CD production has been delayed. IPPS will have to pay for mailing CD's.
ACTION: send letter to those who are to receive CDs that they are delayed but will be sent shortly.
 4. Professional fees include editors salary (pay Charles ~18K)
 5. Surplus is not noted on balance sheet, where's it going? Alan later noted that it shows up under Member Equity.
ACTION: Alan needs to talk to Terri about this.
 6. Investments
 - Investment income of \$9000, management fee of \$2,227.
 - Funds may be too conservative
 - Consider a move from managed funds to indexed funds; indexed fund is a non-

managed fund.

- Alan is involved with another group that is considering moving a much larger investment to a non-managed fund.

ACTION: He will follow their progress and report back

B. Balance Sheet as of December 31, 2013. There was a lot of discussion regarding the Balance Sheet figures. There was some confusion as the Balance sheet included with the agenda was dated February 7, 2014. The December 31, 2013 balance sheet was not included. The Income and Expense statement was dated December 31, 2013. There were comments and concerns about reduced values of some accounts, the comparison was based on August 31, 2013 balance sheet figures.

1. Dues income comes in mid-year; the last quarter has a lot of expenses resulting from payments to ISHS, and payments following the board meeting.

- Year-end balance sheet 2013 - \$290,796
- Year-end balance sheet 2012 - \$283,599

ACTION: Alan to review year-end numbers with Terri and or Pat

Motion: Phillip Smith moved to have quarterly financial statements - including, balance sheets, cash flow, income expenditure – presented at the teleconference meetings; Peter Waugh seconded; passed.

ACTION: Alan will have to find out from Terri how she will handle the financial reports compared to way Pat did them.

2. No full audit is conducted at year end; International is not classified as a not-for-profit. It has no tax liability, but must file tax returns each year. This is handled by an accountant.

MOTION: Hans Sittig proposed that finances should be audited yearly; Bernard Brennan seconded; passed.

ACTION: Alan to investigate cost options.

3. Restricted funds; may need to use Restricted Funds to finance proposed strategic initiatives.

4. Current Funds

- Cash Reserve Fund: if a major financial insecurity occurs there is money to keep organization operating for one year; \$150,000 (Currently, annual operating cost is about \$110,000)
- Expansion and Development Fund: \$7,000
- Proceeding Support Fund: \$35,000 This fund supports uploads to ISHS PubHort site. Consider reducing this fund
- 50-year Index fund: \$2,500 (This index is unlikely to happen)
- Botanical Names Review Fund for 50 year index: \$4,000 (This is unlikely to be needed)
- Funds to purchase computer for Editor: (Charles had a new computer a few years ago)
- Travel Scholarship: was originally \$12,000, now \$6,500 (restricted to \$2,000/yr expenditure; Education Committee decides who will receive the funds); may wish to consider replenishing the amount
- Plaques & Pins: bulk purchases of these items. New Plaques will be needed soon
- Special Projects fund: \$15,000 (not sure what this was designed to support)
- No action required today; just discussion on how we could fund initiatives

C. Budget 2014

1. 2014 Budget will be similar to 2013. Budget has not yet been created, waiting for the outcome of the Strategic Plan Committee.
ACTION: Finance committee discussed possible additional expenses.
2. Membership Dues estimate: used 1600 members last year; use 1500 this year
3. A few additional costs from last year will need to be appear in 2014 budget – Pat's honorarium, European Region conference video contribution and mailing of CD's
4. ISHS publication costs for the book will be very similar to 2013
5. There was discussion about how to pay for the proposed website upgrade.

MOTION: Hans Sittig moved that funding for development of new website come from restricted funds accounts; Bernard Brennan seconded; passed

Operational cost of website should come from annual operations cost, development website from restricted funds.

6. Marketing budget line item: 2-5%?
Instruction from Board: plug in a number that should not exceed 5% of income
7. Need to allocate additional time and funds for international secretary to caring out work created by new ideas and initiatives.
8. International Dues: \$33/member + book cost; Board had agreed previously not to increase dues this year
9. Current dues still cover the cost of running the international office
10. We are charging the same for books this year as previous years, so there should be another surplus from publications in 2014 of similar size as 2013.
11. All financial reports to show previous year's figures

VI. Editor's Report...Charles Heuser

- A. Overview for year 2013-2014
- B. Cost Estimate for Volume 63 IPPS proceedings
- C. Page Utilization in Volume 62
- D. Calendar of Activities Volume 63
 1. Southern Africa, GBNI, New Zealand, have been sent to ISHS
 2. Charles has the Australian papers in unedited form
 3. should have all sections sent to ISHS by end of March, submittals are ahead of where we were last year
 4. CD updates: ISHS is sending CDs in individual boxes; CDs should be shipped soon
- E. Page allocations for Volume 64: just an agenda placeholder, regions don't stick to the allocations.
- F. Other issues:
 1. Charles had no comments on ISHS book in regards to our interests
ACTION: Charles will acquire extra copies of the book from ISHS for IPPS records
 2. Plant index has never been finalized
 3. All papers up to volume 60 are on web
 4. The \$35,000 available in the Proceedings Support Fund could be reduced to ~\$5,000

VII. Regional Director Reports

- A. Australian Region- 2013 end of year report...Peter Lewis
1. Addendum to report: letter from New Zealand region: want to suspend exchange; Peter is not happy how it came down
- B. Eastern Region, 2013 end of year report...Bob Geneve
1. 52 new members
 2. Going to Niagara Falls
 3. Have made conference rate such that \$33 membership is included
- C. Region of European 2013 end of year report...Bernard Brennan
1. Name change; also a secretary change
 2. Losing membership; only 12 from continental Europe
 3. Moving to a multi-lingual office
 4. Focusing on Holland to get a secretary in place
 5. Lack of energy
 6. Want to have 5 newsletters this year
- D. Japan Region 2013 end of year report...Peter Waugh
1. Nothing new to add
- E. New Zealand Region 2013 end of year report...Ian Williams Philip
1. Moving along nicely
- F. Southern African Region 2013 end of year report...Elsa DuToit Hans
1. Have seen increase in membership 10 -15,
 2. Operating in two areas; will be moving into another
- G. Southern Region of North America 2013 end of year report...Patricia Knight
1. Discrepancy with no of members listed
- H. Western Region 2013 end of year report...Jim Conner
1. Western region is still alive
 2. Did not lose members this year
 3. Made \$12,000 on Portland conference
 4. Hope to break even this year
 5. Putting out a new newsletter; very pleased w/product

MOTION: Bob Geneve moved to accept the Regional Directors' reports; Patricia Knight seconded; passed

VIII. Committee Reports

- A. Finance Committee...Alan Jones
1. Heard the financial report earlier; nothing else at this time.
- B. Marketing Committee...Bernard Brennan
1. Proposal on Upgrade the IPPS International Website
 2. Proposal for attracting "Young" propagation/production persons
 3. Digital means of presenting IPPS proceedings to IPPS members...Hans Sittig
- C. Strategic Review Committee...Mike Norris, Hans Sittig, Phillip Smith, Patricia Knight
1. **Strategic Review Committee Session A:** Tuesday morning Mike:
 - Some recommendations are longer term (3 years) execution time frame
 - Gap between younger vs. older members was evident problem
 - Documents for members need to be readily available
 - Thanks to people who responded to survey

- (1) International is not communicating w/memberships
 - (2) What does International director do?
 - (3) Role of president?
- Organization of International Board
 - Communications: digital news, media, website
 - International office: need more communications from International office
 - Student exchange: how do we retain young members?
 - International proceedings: split desires between members who want black book and others who want a searchable database on the web
 - Marketing: mission statement varies (lack of clear message); working on clarifying
 - International Coordinator to be a clearing house person
 - Sponsorship: International corporations have funding available; lack of clear message
 - Strategy Coordinator needed
 - Take some responsibilities from regional secretaries and move to International Office
 - Points ABC:
 - (1) Board organization;
 - (2) communications;
 - (3) student memberships
 - Comment: Black book is a non-issue. If member wants to pay for hard copy that's fine. If they don't want to they can get the info off the website, but need a clear portal. Some members think they are subsidizing. The proceedings are on web but some Board members were not aware of that.
 - Hans: old technology, PowerPoint presentations are being lost in black book format. Today's speakers would prefer to add a slide to presentation rather than create a document for black book. Black book will eventually have to go away. What is role of International/regions? International: organization and manage, does not generate content; that should come from the region, fed up to International and then disseminated, has to be coordinated and communicated better thru International; International cannot manage information properly if regions are not managed properly. Physical access to data, internet has to capture all the presentation material; must be able to support various platforms (phone, tablet, computer, etc). Incoming information must be coordinated, where it is available to the membership (i.e., phone app vs computer). Website and social media. Presentation content/experience is lost when going from PowerPoint to black book.
 - Phillip: feedback, common theme: get more young people involved. Exchange is important method to do that; also gets other people involved as well who might otherwise not get involved. Keeps regions communicating w/one another. Funding needs to be revisited. Communication of material available. Look at historical correspondence. Need an International Coordinator. Costs of exchanges for participants.
 - David: some type of exchange should be practiced by each region. Keeps regions in contact w/one another while providing for opportunities for us to engage students and young members into the IPPS system. Their

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involvement often leads to further involvement into directorships, etc.

- Comments:
 - (1) providing value-added service for the members, total focus should be on providing service to members
 - (2) Are the comments received representative to all regions since they were mostly from US? Response: message was consistent across regions.
 - (3) Roles:
 - (a) International Board
 - (i) Create SOP? Comment: In regions, new member is given copy for orientation
 - (ii) Does every region have bylaws?
 - (iii) Have a doc but far from comprehensive: maybe we go thru section by section and update
 - (iv) Provide job descriptions for various positions
 - (v) Formalize objectives/descriptions of each position
 - (vi) Mike suggested he, Hans, and Phillip put together the organization structure diagram for Wednesday morning
 - (vii) President: has been downgraded due to chair's role; concerns regarding continuity (Hans is off Board at end of year); regions don't necessarily elect a director that has any experience – sometimes viewed as a reward for work done at regional level (need to be appointed based on merit); vice-chair? President? Vice-president, chair? [problems with Board members: dropping memberships, financial cost to directors, lack of interest/people to select from, lack of understanding of Board's responsibilities]

ACTION: Pass proposed structure to Regional offices for comments.
 - (b) Directors
 - (i) Don't have a specific task to the Board
 - (ii) 2 year term, no more than 2 consecutive terms; can this be modified to allow for a former Board member to be reappointed?
 - (c) Composition of Board
 - (4) Communications:
 - (a) Have proceedings presentations that are searchable?
 - (i) "Lecture capture" software or
 - (ii) hire professional to do videoconferencing; standardize form to speaker. Lecture capture is a one-time cost, professional services would cost by event.
 - (iii) Have each presenter provide a .pdf of his presentation
 - (iv) Wikimedia: wiki tech platform; free; could use for presentations also publishing papers and allow editing
 - (v) The editors are having much more difficulty getting paper submissions, hence, much more time is needed to prepare the presentations for print. Have to be sensitive to the editors.
 - (vi) Voice-over PowerPoint could be easiest to get presentations out. Presentations can be recorded by connecting microphone into

computer as presentation is done.

(vii) Searchability is important; by name, author, date, subject, etc.

MOTION: Mike Norris proposed his report be published in an edited form for the membership; Peter Waugh seconded; passed (will be attached to Action Plan)

- a. International would need to create a template for consistency purposes for all its correspondence, newsletters, memos, etc. (for branding purposes)
 - b. Revamp of newsletter
 - c. And be published on a consistent basis
2. Membership/exchange:
- a. Exchange doesn't touch young members significantly (maybe 5/year)
 - b. Link student memberships together so they feel connected and change their membership to a standard one (have no real data regarding upgrades) no oversight for when students graduate and should no longer be considered student
 - c. Under-25 membership?
 - d. Want an incentive to get young members to join
 - e. Put student data in a database so they can be identified
 - f. Western region has thought of having Associate membership and no student members
 - g. Who do we want as members?
 - h. 2 issues: Student exchange and member retention
 - i. Encourage every region to participate in exchange
 - j. Clearinghouse for where exchanges occur so its rotating to new regions. Clearinghouse needs to be at International level
 - k. Bulletin board: allow for exchanges of employees (VISA problems could be issues, other legal issues)
 - l. Phillip will have something to present Wednesday
- m. Eastern region has a conference program where it's less expensive for attendees who are not members to become members and receive the membership discount immediately. This does 2 things: part of the registration money goes to International, and there is a member to cultivate for the next year membership drive.
- n. Organize on a rotating basis 3 or 4 regions
- David: concentrate on the 3 areas: roles of officers; communications; membership and exchange
 - SWOT analysis
 1. Strengths:
 2. Weaknesses:
 3. Opportunities
 4. Threats

D. Bernard Brennan Paper

1. Addressing problem of younger people not joining (geared to professionals)

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just coming into the profession)

2. Junior member 1 free year of membership; student membership remains
3. Junior member pays 50% member must have a mentor
4. At least 1 junior member on committee
5. Member must be surveyed; committee evaluate the findings
6. Special communications geared to this group
7. Compile a package of presentations to provide to these new members
8. Recording system: capture the videos and put on web; material must be searchable
9. Publish a new newsletter
10. Action items: have motions at next meeting to address these ideas
11. Comments:
 - Some other name than junior
 - Clarification of who will be financially supporting a ½ fee, International, region, or split
 - Free Digital access (cost for a book)
 - Corporations were paying for individual members, has dropped considerably since recession
 - Budget considerations
 - Review with Phillip's membership/exchange ideas regarding whether any points could be covered in what has been presented prior.
12. Need to look at website; must be seen as delivering key membership benefits (if email changes, they can change it); company employed has to be competent to do what we want done; searchable data

ACTION: Hans will set down w/professional web firms to discuss what is desired, site will have to be redesigned

(1) Need to discuss budget implications; suggested amount identified is \$10,000 US.

(2) Regions will control their own website. There will be a portal from the International site to the regionals' webs

2. **Strategic Session B:** Saturday morning

- Mike: consensus that a need exists for strategic change; how can change be driven and who will take responsibility for that change; roles of president and vice-president – focus on vice-president?
 - (1) how should IPPS be governed –
 - (a) executive committee should provide governance
 - (b) International Board (governance)
 - (c) strategy
 - (d) execution
 - (2) existing structure of Board
 - (a) how the structure will look
 - (b) disjointed, nothing will happen
 - (c) defined descriptions of areas of responsibilities for directors, officers
- David:
 - (1) Review current Board structure
 - (a) International chair
 - (b) Treasurer
 - (c) Marketing, Education, Finance, International Office committees; 2

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- people in non-man lands
- (2) Proposed structure (clear position descriptions)
 - (a) Executive committee; Chair, treasurer, and International President (Vice-President has not been too involved) – would evaluate heads' performance
 - (i) International Chair
 - (ii) Treasurer
 - (iii) International President and Vice-President (increased responsibilities for these two positions; Chair would handle the day-to-day activities)
 - (iv) International Office would report to EC w/Chair having ultimate responsibility for oversight
 - (b) Responsibilities for heads of...
 - (i) International office (governed by several directors) move to Executive Committee
 - (ii) Sponsorship
 - (iii) Communications/Marketing
 - (iv) Strategy (new)
 - (v) Membership
 - (c) Directors who have a particular skill (directors can also be members of committees)
 - (d) Regional execution
- comments:
 - (1) Who's running meeting, Chair or President? Response: Chair would run meeting. Chair acts as CEO of organization, President and Board give direction to Chair
 - (2) Chair position is for continuity reasons (extended term – 3 yrs); President and Vice-President are one-year appointments; Vice-President is elected by regions, may never have been a director, on the Board, or on any boards previously
 - (3) Mike: would like to get to a governing structure where all the directors and officers are contributing to the advancement of the organization
 - (4) Add a tier (International Directors)
 - (5) International Chair should be the direct report of the editor and secretary
 - (6) Education committee: Reviews the content being published
 - (7) Investment committee: Report to treasurer?
- Specific duties:
 - (1) Chair: chair meetings, be on search committees, keep up to date in several areas, finance, office
 - (2) President: signatory, International Tour
 - (3) Vice-President: award of honor
- 3. Terri and Charles have joined meeting
 - Questions on action plan
 - (1) Developing the procedure for the website to link to the past indexes on the IPPS DONE
 - (a) Response: they are currently avail on IPPS website; have to log into members section; index to proceedings is on public side

- (2) Financial documents: balance sheet was to February while profit/loss was to December 31; want docs to be to same time period; Alan may need to discuss w/Pat Heuser.
 - (3) Submitted by the regions to the International Office. Are they being distributed? Response: YES
 - (4) Template to be created and sent to members: Terri will fill in data and distribute.
 - (5) Board will revisit Terri's responsibilities and create a schedule of when items should be available during the year.
 - Terri and Charles signed off.
4. **Strategic Session C:** Saturday afternoon
- Review of structure changes recommended in morning session
 - (1) Chair
 - (2) Exec Committee (President, VICE-PRESIDENT, Treasurer + Chair) will have responsibility for International Office
 - (3) Regional Directors
 - (4) Editor and Secretary- report directly to Chair
 - (5) Committees (pillars)
 - (a) Education
 - (b) Finance
 - (c) Sponsorship
 - (d) Communications/marketing (may split once details are developed)
 - (e) Strategy
 - (f) Membership
 - (6) Regional execution
 - (7) Consensus agreement reached
 - Development of responsibilities
 - (1) Committee chairs and director assignments for next 2 years
 - (a) Education...Bob Geneve
 - (i) Peter Lewis, Donna Fare
 - (2) Finance...Alan Jones
 - (a) Treasurer, President, Vice-President, chair, chair of Strategy Committee
 - (3) Sponsorship...Rick Crowder
 - (a) Paul Cappiello, Mike Norris
 - (4) Communications/marketing...Hans Sittig
 - (a) AnnMarie van der Westhuizen (comm), Bernard Brennan (comm), Patricia Knight (marketing), Brienne Arthur (co-opted member)
 - (5) Strategy...Mike Norris
 - (a) Phillip, Hans Sittig, Paul Capiello
 - (6) Membership...Phillip Smith
 - (a) Peter Lewis, Jim Conner, Todd Jones

Peter Waugh abstained from accepting any committee responsibilities

5. Implementation

- Mike will be presenting a paper on Friday; wants to give a live update on where IPPS is at this point with the strategic planning; Board ok'd Mike to

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present the information agreed upon today.

- Establish dates for implementation
 - (1) International work: not concerned
 - (2) Communications and web site: okayed for tendering and formulation: complete by June; we will have options A,B,C and a budget will be attached
ACTION: Hans to have 3 proposal options to review, along with budget costs, for the June meeting
 - (3) Newsletter: template required, June; will come back to Board w/options
 - (4) Strategic committee: update job descriptions and provide new ones: may need additional help
 - (5) Role of International Board and International Directors, June-Sept to be formulated
 - (6) Publishing the data Committee has gathered. Provide feedback to membership and the direction moving ahead.
 - (a) Edit the report,
 - (b) Put in organizational structure,
 - (c) Add communication plan
 - (7) Membership: June teleconference
 - (a) Junior membership. Free membership if under 25? Financial implications of a free "Junior Membership" category?
 - (b) International exchange: sponsorship restructure the way we exchange; have a rotating location to receive funding; Board member liaison to scholar (past failures: finances, what is the procedure for the exchange) clearing house of 20 or so nurseries that would sponsor the exchange; there are rules for exchanges regarding work conditions, etc.; need to get a commitment from each region that they will have an exchange board member
 - (i) Stick to existing format which is regional exchange; who's going to commit 1 exchange /1 region/year \$2000/year; prioritize: needy region, one not involved in exchanges. Originally there was no criteria for which region got funds; first come
 - (8) Mike will put together a report on the findings of the strategic report and set other priorities in coming meetings
 - (a) Report should come to Board prior to being published for the membership
 - (b) Mike will have the report polished up
ACTION: Mike to prepare a final report to share with membership and present to Board for approval.
 - (9) Sponsorship: each region should have a coordinator to advise the Board on their sponsors so they don't steal the regions'.
ACTION: Each region to send international office the name of the regional sponsorship coordinator
 - (10) Regional secretaries phone meetings: conference calls need to be formalized and reports of the meetings outcomes (minutes?) made available to the Board:
ACTION: Terri's action item

(11)Have covered the agenda

- D. Nomination (International Award of Honor) award for 2015 – Patricia – Southern Region nominee: Fred Davies, long time editor and supporter of IPPS, internationally and regionally;

MOTION: Patricia moved to award International Award of Honor to Fred Davies; Jim Conner seconded; passed

IX. Other Reports

- A. Mid Term meeting in late Nov 2014 in Shanghai...David Cliffe
1. Gap of 18 months between southern Africa and Tampa
 2. China regional – difficulties w/Chinese government rules; want to work thru growers and suppliers in China
 3. Consider doing something
 4. Only directors attend; appears to be consensus for this
 5. Only Those individuals who will be around beyond 2015 – this should be decided by each Region
 6. Limit due to costs (would cost about \$15-18,000)
 7. Should wait to have at-large members; India seems to be more ripe for creating a region
 8. There are strategic partnerships being made with Shanghai large growers and European and Oregon, Washington distributors. Businesses are government owned
 9. Have a tour of Shang companies; recruitment drive
 10. Who and how should be funded
ACTION: Directors to investigate cost of flying to Persudong airport. Let Terri or Alan know the cost
 11. Who should go? Need a quorum to conduct business. How many? Alternates would have to have permission to vote on behalf of the Regional Director
ACTION: Have Terri check bylaws to see what constitutes a quorum
 12. Agenda would be based on discussions we're having in the next few days
 13. Hold 2 or 3 functions for company leaders
 14. Is concept ok to investigate to go to Shanghai? What about having a second meeting in Europe? No consensus for European meeting.
ACTION: move ahead to investigate Shanghai meeting; get costs
 15. Need a full-blown plan on agenda and goals of Shanghai meeting
ACTION: develop an agenda and goals for a Shanghai Board Meeting
 16. Amsterdam would provide a better return
 17. China and India are emerging areas that could create
 18. Essen Germany meeting? Last recruitment drive there was a flop and then the European Region melded into the UK Region
 19. Priority for meeting is to further push the changes being proposed; secondary priority is China contact
 20. Several UK companies in China; they could be contacted
 21. Distributing papers to attendees will be important
 22. Taiwan market?

- B. Succession Plans for IPPS Chairman, Treasurer and Editor
 - 1. Mike Norris comes in as Vice-President in 2015?
 - 2. Board has to nominate the International Chair
 - 3. Patricia Knight is President next year
 - 4. Ad hoc committee (will be exec committee) to make nominations for chair (meets every three years); needs to find a candidate soon so he/she can shadow the current chair (must be a Board member so they have some knowledge)

MOTION: Bob Geneve moved to have the exec committee act as the nomination committee for chair-elect; Phillip Smith seconded; passed

- 5. Decision should be made by June 2014 teleconference meeting so individual can take the position on Jan 1, 2015, or by Shanghai meeting

ACTION: Executive Committee to nominate an individual to serve as Chair-Elect by the June 15, 2014 teleconference meeting.

X. Old Business

International Newsletter – quarterly or 6 mos. Issues; Terri would assemble the issues and send to members; a short communication of a couple of items would be better and hyperlink to full articles on a website.

ACTION: Ask International Secretary to put together newsletter in a template. She will put together rather than generate.

XI. New Business

A. International Horticulture Congress will be held in Brisbane, Australia in August. ISHS has offered a piece of their display table for our brochures, at-large membership forms.

- 1. ISHS has the authority to sell our proceedings as their own. Same content as our black book. ISHS is charging 112 euros for proceedings for non-ISHS members. We are charging \$44. Year-to-year contract. We could probably negotiate a better price for our members if we would decide not to publish the black book.
- 2. We should have a physical presence at that table. David Cliffe and Bob Geneve are likely to attend. Over 2000 people attend this event.
- 3. Marketing Committee, when formed, should tackle this issue.

B. Confidential: Recognition of Charles Heuser. Will discuss at a later time.

C. 10,000 ACTAS get sent out each year (120 to libraries around the world)

D. 2015 Tampa Conference/Tour: Tour begins October 3rd in southern Louisiana; then moves to southern Mississippi, southern Alabama; ends up in Tampa, October 11th. Tampa Conference ends 15th

E. Discussion on guidelines on length of International Tour: Philip needs a copy of the guidelines for the New Zealand meeting

ACTION: Check with Terri on what the rules are. Provide to Phillip.

F. Thirty seconds of silence was taken to remember those members who have passed away in 2013.

G. Bernard would like the idea of junior memberships discussed. David suggested this be the top priority of the new Membership committee to investigate and then

discuss at the next conference call meeting. Concept appears to ok; need to decide the benefits, fees, financial impacts to organization. Should it be "junior"? What about "at-large" nomenclature (not in a region, but has to be associated to a region?) Student Member category. Next conference call is June.

- H. Have to elect a president, Vice-President, treasurer, and ratify Chair for 2015. Patricia will be president in 2015 but not a director (delegate).

MOTION: Bob moved to make an exception to requiring the president to be a current Board member; Peter Waugh Seconded; Passed

- I. Need a presidential nomination for 2016

ACTION: New Zealand Region will appoint a President at their upcoming May meeting. They will notify International afterward.

Vice-President –2017 Vice-President will be selected by the European Region
Treasurer – Alan Jones; Hans moved; Jim Conner second; passed
Chair – ratified to 2015; need to have a chairman-in-waiting by November 2014

XIII. Closing comments and presentations – David Cliffe

1. Grateful to Strategy Committee's efforts
2. Thanks for input and suggestions over the past couple of days
3. Need to keep moving forward
4. Commendation to Hans for hosting the conference
5. Bernard will be leaving the Board at end of December; appreciation for his contributions and comments
6. Mike: Propose that committees meet prior to Board meetings

XIV. Adjournment

Meeting ended at about 4PM local time.