



INTERNATIONAL BOARD OF DIRECTORS MEETING

May 21, 2019-??, Australia

May 24, 2019-??, Australia

MINUTES

SESSION ONE – MAY 21

AGENDA ITEMS

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

			Attendance	
			Half Day	Full Day
Officers:	Alan Jones, Eastern N.A. (late 1970s)	Chair	x	x
	Clive Larkman, Australian (1989)	President		
	Douglas Justice, Western N.A.	Vice-President	x	x
	Jim Johnson, Western N.A.	Treasurer		
Australian:	John Messina (1998)	Director	x	x
	Tony VanderStaay (2014)	Alternate Director	x	x
Eastern, N. A.:	Bill Barnes	Director	x	x
	Steve Castorani	Alternate Director		
European:	Tim Lawrance-Owen	Director	x	x
	vacant	Alternate Director		
Japan:	Peter Waugh	Director		
	vacant	Alternate Director		
New Zealand:	Jill Reader (1995)	Director	x	x
	Richard Beaumont (2012)	Alternate Director	x	x
Southern Africa:	Annemarie van der Westhuizen (2004)	Director	x	x
	Gaye Thorpe	Alternate Director		
Southern, N. A.:	Bill Turk	Director	x	x
	Tom Saunders (1980s)	Alternate Director	x	x
Western, N. A.:	Dharam Sharma (2006)	Director	x	x
	Jim McConnell (1980)	Alternate Director	x	x
Regional Development:	Clive Larkman	Director	x	x
Staff:	Bob Geneve	Intl. Editor		phone
	Terri Breon	Intl. Secretary		

- ☐ Alan Jones called the meeting to order at ?? AM.
- ☐ A roll call was taken. Board members were asked to briefly explain when, how and why they joined IPPS.

- ☐ Alternate directors cannot vote, although they are encouraged to participate in discussions.
- ☐ Clive Larkman was assigned as Parliamentarian.
- ☐ The meeting is being recorded.
- ☐ Alan asked if the directors have reviewed the agenda, had any questions, or wanted to add items. He noted some items will be addressed out of the order on the agenda.

MOTION: Tim Lawrance-Owen moved to approve the agenda, with a second by Clive Larkman; approved by voice vote of Board.

2. Approval of minutes from March 12, 2019, Conference Call....Alan Jones

- ☐ Alan requested a motion to approve the minutes.

MOTION: John Messina moved to approve; seconded by Tim Lawrance-Owen; approved by voice vote of Board.

3. Regional Reports...Alan Jones

- ☐ There was a general review of regional activities.

Australian Region...John Messina

- ☐ John reviewed the region's officers.
- ☐ They have approximately 195 members.
- ☐ They have held several area meetings.
- ☐ Newsletters are sent 4 times a year.
- ☐ They have a FaceBook presence.
- ☐ They've created a new award in honor of the region's founding couple.
- ☐ The exchange program is doing very well.
- ☐ The 6-pack has been very successful.

European Region...Tim Lawrance-Owen

- ☐ They have a new secretary, whose working out well.
- ☐ Memberships are on the increase. There is renewed interest in various nations from mainland Europe.
- ☐ There have been increases in younger memberships.
- ☐ Membership is at about 132.
- ☐ Basic membership and company memberships (first member with additional memberships at a reduced cost).
- ☐ Starting area workshops. Scotland has one underway right now.

Eastern Region of N. America...Bill Barnes

- ☐ 180 paying members. They have 597 student members.
- ☐ Their fiscal year ends in June.
- ☐ Their secretary is retiring in 2 years.
- ☐ Their next regional meeting is in Madison, Wisconsin.
- ☐ Their foundation is kicking into gear. They are distributing about 3% of it for student attendance at meetings.
- ☐ Newsletter is published every quarter.
- ☐ The region generates the most number of papers for the Society.

Japan Region...Alan Jones reported

- ☐ Alan provided a recap report of the October meeting in the packet for directors' review. He discussed International's concerns and listened to their concerns. They are happy with having only 50 members and are not concerned with recruiting additional. They were intrigued with the student membership concept. Also, they suggested there could be an Asian region, which they could unite with.
- ☐ Alan reported that the alternate director, Ishii Katsuaki, died shortly after Christmas. This leaves a big void as Ishii was the main member proficient in English.
- ☐ They will be hosting the International Tour in 2 years. It will be a short tour. They have not attended an International Board meeting since Rhode Island.
- ☐ They consistently send 8-9 papers each year.

New Zealand Region...Jill Reader [some parts were difficult to understand on either tape]

- ☐ New Zealand has 200 members.
- ☐ There's good camaraderie when members get together. Because the region is rather small, most members know each other.
- ☐ Student exchange participation is strong. One is currently going on right now.

Southern Region of N. America...Bill Turk

- ☐ Annual Meeting in October in Baton Rouge. Future meetings are scheduled for Tulsa (2020) and Mobile (2021).
- ☐ 250 members. Student memberships are increasing.
- ☐ Have established an endowment for students for both scholarships and paying for student attendance to meetings.
- ☐ Have named their scholarship program in honor of a very active member.
- ☐ Sponsorship funding has been on the rise, helping to offset expenses related to meetings.

Southern Africa Region...Annemarie van der Westhuizen

- ☐ No changes since the conference call.
- ☐ Reviewed the current officers of the region.
- ☐ They are having regulatory issues as South Africa is cracking down on organizations and reclassifying them. The region has not had their determination made yet. They lost 20 members because the government had determined government employees could not be members of the org. This is what is under review right now.
- ☐ They have a multiple membership option available to encourage companies to increase their participation.
- ☐ The student exchange program with Australia is going strong.
- ☐ The economic situation is improving but the exchange rate is still very poor.

Western Region of N. America...Dharam Sharma [difficult to understand from either tape; seems to have been about the same distance from the recorders]

- ☐ Membership dropped to 125 paying members, student membership at 24.
- ☐ The membership committee is working on ideas to increase membership numbers.
- ☐ They had a successful event in Hawaii. Most regions had someone in attendance.
- ☐ Alan will send to the directors the dates and basic tour information for the International Tour (June 27 or thereabouts).

General Comments on Regional Reports:

- ☐ Alan commented on the beneficial review of what other regions are doing so we all can learn and possibly apply new ideas to their region. It is good to see that membership seems to have stabilized. IPPS lost 1000 members over the past decade.
- ☐ In past years, companies had several members. Now there seems to be only one. Some regions have a multiple membership option, allowing companies to have several members at a reduced cost. Concern was raised that employees cannot afford to come to conferences and employers cannot afford to pay to send several employees.
- ☐ Provide Alan with any personal data that needs updated.

4. International Office Report...Alan Jones

- ☐ Alan thanked Clive and Pam for printing the binders.
- ☐ Membership numbers list previous years' counts. We seem to be holding stable.
- ☐ Alan noted a breakdown of Breon Consulting hours is included. Hours have been running about 300 hours per year. There will be changes in that as shipping the Proceedings will no longer be done by the International Office.
- ☐ Terri will be stepping down from the secretarial position at the end of 2019, which offers IPPS the opportunity to define what type of individual and duties we want for this position. Alan sent out a job description. There will be a further discussion on position duties/responsibilities later.
- ☐ This was the last year Proceedings books were sent out.
- ☐ The website was hacked, as was the Western Region NA. A \$1500 check was paid from a non-existing account, which has been contested.
 - Audits are not routinely done. One was done when Breon Consulting started, but not since. The check issue was identified quickly by the bookkeeper during the monthly reconciliation.
 - Several directors' email accounts were hijacked, as well, both their IPPS address and private ones.
 - Can an identification of funds transfers and check payments be set up to alert that a transaction has taken place?
- ☐ Clive noted he has tried to get cost information from regions that have hosted the international tour, but has received the info from only one. Alan said there are guidelines in the Operation Manual regarding the International Tour.
 - Costs incurred should be provided for future information.
- ☐ Regional secretaries' conference call meetings have not occurred, due in large part to time differences and agreeing upon a suitable date for all to participate.

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

- ☐ A financial report was not provided.
- ☐ Several items were provided in the back of the packet. April's numbers were just received a few days ago.
- ☐ A budget was approved. The budgets have run in the negative for the past 10 years.
 - The International Editor fund has not been tapped this year yet. Bob Geneve has a little time he has accrued, but he has not submitted a request for payment.

- We have received \$2500 in sponsorship money. \$4500 is budgeted.
- Clive requested a review of how the regions pay International, particularly, given that exchange rates impact the value of multiple transactions. He suggested International get paid once a year minus any money owed to the region by International, so only one transactional fee is incurred.
- Investments have kept IPPS solvent for the last few years.
- Curran's Associates may provide a small royalty to IPPS for each copy of the Proceedings they sell.
- Dues are normally paid in May-June.
- Funds have been consolidated into fewer categories.
- Several other observations:
 - Editors' fees were paid by those members who purchased books. That is no longer the case and those costs are now spread across all members.
 - International now covers the website costs, whereas each region had to pay its own website costs. There will be a much longer discussion on the website during the Communications and Marketing Committee's report.

6. International Editors Report...Alan Jones

- ☐ There was a conference call with regional editors in March
 - Southern hemisphere regions thought the papers were not due until September. The directions are to get them into the editor within 2 months of the conference.
- ☐ There was discussion regarding annotated PowerPoint presentations and copyright issues. A couple of editors are dead set against publishing them.
 - It was recommended to have each presenter sign a disclaimer to hold IPPS harmless in case of copyright infringement claims.
 - Bob Geneve is looking for guidance on the paper format and PowerPoints without requiring significant editors' redo work.

MOTION: Tom Saunders moved that The Board supports the inclusion of PowerPoint presentations into the Proceedings. Seconded by Dharam Sharma. Discussion point: Clive Larkman argued that PowerPoint presentations without notes are worth nothing. Need to find some way to have notes added to the slides so the presentations are useful, whether by the author or by a student taking notes during the presentation or some other method. Vote on motion as originally presented was approved.

- ☐ Abstracts – should they be published? Traditionally, IPPS has not. They are a part of the presentation paper or at the front of the individual's presentation.

Board CONSENSUS was to include as a separate searchable file with the regional editor responsible to pull out the abstract.

- ☐ Papers – old format vs new format: a double column format is easier to read on a cell phone.

Board CONSENSUS: Have Bob Geneve select a format best seen on a cell phone.

- ☐ India conference papers: should we put on the IPPS website?

Board CONSENSUS was to place on the website.

- ☐ Introductory page rewrite:

Board agreed to have Bob move ahead with this.

- ☐ Curran's Associates provided Alan with a mockup of the proceedings cover. The books will be printed with soft covers. They intend to sell individual books to libraries for \$125. Copies to regions, if no royalty were charged, would be at a 65% discount. Shipping to purchasers would have to be done by the region.

MOTION: Clive Larkman moved to move forward with the agreement with Curran's Associates to print to libraries and possibly regions. Bill Barnes (?) seconded. Discussion before the vote included requiring a review of the agreement after two years. The proposed agreement includes a clause that the agreement can be cancelled 6 months after notice is given. No change to the original motion. Motion approved.

7. Committee Reports

Finance and Investment Committee...Alan Jones

- ☐ Report was sent out by mail. Parts of the report were discussed earlier.
- ☐ An additional member is desired.

Sponsorship Committee...Tom Saunders

- ☐ A major goal was to generate more money for IPPS. Tom compiled all the sponsorship information for the 3 North American regions to develop continuity on perks.
 - There will be 5 level of sponsorship in North America. \$8000 was the platinum sponsorship level, dropping down from there to \$5000, \$2500, \$1000 and \$500. Level of exposure and number of registrations would be based on the sponsorship level. To be a North American sponsor, they would have to give \$7500, \$2500 to each of the 3 regions. They want to retain the current sponsors and encourage them to provide additional, which would be made available to International. The committee has also identified 15 companies that have a global exposure and invite them to consider an international sponsorship.
 - The Board will have to decide what will happen with any funds given to International, like, where it will be deposited, how it will be spent, and the like.
 - One goal will have to be to reduce the number of contacts being made by individual regions to the same company to ask for sponsorship funds.

MOTION: Clive Larkman moved to allow each region to put their top sponsor's logo on the international website for a one year period. Seconded by ??

Discussion: should the Sponsorship Committee be deciding these issues and bringing their recommendations to the Board? No change to the original motion. Motion passed.

- Alan recommended the committee also consider how the logos will be displayed (i.e., running banner, logos page?)
- The committee's action list appears to be complete.

Membership and Education Committee...Tim Lawrance-Owen

- Tim sent out an email request to each region to report on the demographic makeup of their membership. It's not known what the actual breakdown of members by various categories (past-student members, production, horticulture, academic institutions, etc.). At the moment, we don't really know our international membership. The regions seem to have a wide variation of membership profiles. It would be useful to a region to be able to tap other regions that have a different membership profile to learn what they are doing differently. What is happening when a region's membership numbers suddenly decline because of retirements and they are left wondering where the next block of members are coming from? Tim wants to be able to analyze membership data. Whatever we do happens through personal contacts. Having a mentor to lead new members to become stronger members is important.
 - Additional information about the member should be gathered on the website application.
- The exchange program has been rather secretive. \$2000 is made available each year. Regions can qualify after a 2-year period from when they last received funding.
 - Concern was raised that all the funds could be expended early in the year, not allowing funds for any other region.
 - Alan suggested the operation manual be reviewed and clarified to eliminate ambiguities in directions, etc.
- From the action items list, the issues on students still need addressed. One in particular: a FaceBook page for students to communicate among each other.

Communications and Marketing Committee...Bill Barnes

- It's been 5 years since the website was developed. The committee reviewed the website and came up with some changes they wanted to implement, which Hans Sittig has done.
 - Certain actions cannot be intuitively determined. Instructions on the website for those items would make the experience for the user better.
 - The Board must review the website on a constant basis to learn of issues and problems and have them addressed.
- Website security update. A security expert has said IPPS does not have to comply with the new European data security regulations. South Africa does want to comply with that regulation, regardless. The committee will be investigating several issues. These are:
 - Review exchange rates of various countries to determine whether IPPS is getting the best value being in South Africa.
 - Annual fee is \$12,500 each year. Is there a better venue for the site? To comply with the European regulations (currently on hold), an additional \$12,500 would be required to update the site. Apparently, this update will require a virtual rewrite of the website. Additional concerns were raised about the eventual adoption of similar regulations by other nations and what the cost implementations might be.
 - Website servicing needs based on conditions.
 - A 6% increase is requested to host the website. Alan noted there has not been an increase since the website was developed 5 years ago.

- Hans had reported to Alan that IPPS has eight separate websites, not just one.
 - Alan explained that the website development was done in South Africa because the cost was so much less than other quotes they received. Alan also noted that IPPS owns the coding for the site. The current web hosting service is GoDaddy.
 - The committee's next step is to consider a consultant to investigate these issues. It may cost something to have this done. Alan will request Hans call into the Saturday meeting, as he was the leader in its development and can likely answer some of the questions the committee has raised.
- ☐ Regional secretaries have had some problems with having to do double entries.
 - ☐ Regions have not been keeping their websites up to date. The committee will be the oversight body to inform the regional secretaries about needed updates.
 - ☐ The 2 main things the committee wants to address are: 1) the cost of hosting, 2) the necessity of the security update.
 - ☐ The committee needs to review their action items and identify which are complete.

Alan Jones adjourned the meeting at 1:15 PM.

END OF SESSION ONE

SESSION TWO – MAY 24

Discussion resumed on committee reports. Alan asked if there was anything outstanding from the committee meetings.

1. Sponsorship Committee...Tom Saunders

- ☐ Consensus on the committee was for the committee to decide what additional amount to charge for the highest sponsoring companies of each region. The committee expects companies who want to be a North American sponsor and give additional money will ask questions how International spends the money.

Membership and Education Committee...Tim Lawrance-Owens

- ☐ Exchange grant issue: \$2000 is available each year. How many times can a region apply for the grant? The available funds can be split among several regions. The original purpose was to encourage exchange between regions and provide start-up money to get it going, after which, it was assumed the process would be self-sustaining. Review the parameters for region eligibility.
 - Board CONSENSUS was that the Membership & Education Committee should develop a revised policy on the rules for the grant eligibility.
- ☐ A website security issue was brought up, which Alan reported was fixed a while ago.
- ☐ Presentations without papers: consider use of speech recognition software to create the paper from the voice recording. Several directors noted these programs do not effectively translate different voices. Consider having a translator/narrator on-site to perform a redub of the presentation during the presentation. This would allow speech recognition software to only have to translate the same voice, rather than multiple ones. Continue this discussion when Bob Geneve joins via phone.

- Alan noted that a speaker's presentation format has been created, outlining the requirements for speakers to follow. This will be sent to regional editors in the near future.

Communications & Marketing Committee...Bill Turk

- Backend coding is out of date and needs updated.
- Cost related, IPPS has a dedicated server, rather than sharing a server with other hosted websites. This was done primarily to accelerate downloads. Re-review download speed of documents by having each regional secretary download a selected paper and report the time required for the download to complete. Other factors that can affect download speeds are the end users ISP provider speed and the individual's computer. Jill had a website programmer review the current site. He had the following observations:
 - The website format is a bit old fashioned.
 - Not effectively designed to be displayed on mobile devices.
 - The site has confusing menu options: a) contents are hard to follow, b) need to review like-minded websites, c) design for the audience
 - Annual costs appear to include more than just hosting. If not, the cost is too high. A 6% increase is to take effect in July (first increase in five years).
 - Site needs to use SSL certificate (secure sockets layer). This is a small cost to add.
- Bill reported the several regional secretaries are compiling a list of comments regarding the website for consideration/correction. In the past, Hans has noted that some problems occur due to the way the site is being used by the secretary. Some directors noted that their secretaries are not computer savvy and have a hard time discussing and understanding the directions provided by Hans. Processes are not intuitive or user-friendly.
 - Is a process needed to address issues of the website, i.e., all issues sent to Bill who would send to Hans?
 - Tom has heard complaints that the website is poor.
 - Do a full review of the website.

Strategic Planning Committee...Alan Jones, Jill Reader

- Constitution amendments were passed.
- Start on the Operations Manual
- Develop the next 5-year Strategic Plan
- Discuss the Executive Secretary/Director position in light of Terri Breon's retirement.
 - There has been discussion on combining the regional secretary positions of the Western and Eastern North American Regions into one, with the Southern eventually being included. Can these then become the International Secretary position, as well? The annual salary would be in line with what those four positions now cost. A concern was raised on continuity of secretarial duties if that person would cease to be the secretary of such a large portion of the Society. Also, running three conferences in a short timeframe would be difficult. Much discussion needs to take place.
- Jill passed out the policy manual. It will not be reviewed page by page. The International Secretary position will need be updated and what will be required of the position.

- Terri Breon has been providing secretarial duties, whereas Pat Heuser was also doing executive director functions. Margo is retiring in 2 years and she created a massive list of the activities she performs for the Southern Region. Bill Turk will provide that list to the directors for their consideration in compiling the duties for a new secretary. The International Secretary position was last updated in 2012. A decision must be made on the type of person desired for this position, a driver/leader or a follower.
 - The SOP should be a part of the director's binder. Directors need to be responsible to update their physical manual. As procedures are amended, the originals should be retained for historic record/research. Place on DropBox. There was significant discussion on how much information is needed for each SOP policy so new directors is not overwhelmed by the volume or ill-informed by the lack of information. Balance. Summary vs detail. Jill would like to have the SOP together by the end of the year. Discussion on how to amass edits and comments from individual directors was explored, with using DropBox (allows edits to documents by individual commentators within it), or Word (also allows edits by commentator), or via email.
 - Jill will request comments from each appropriate committee on changes. It will be a messy process. She will send an email to the committee chairs. Committees should strive to complete their reviews by the August call.
 - 5 years of Board meeting minutes needed on the web?
 - Change the logo? Should 'Globally' be added back in? Should 'Production' be emphasized more? Should 'Propagators' be removed? 'Propagators' has a specific meaning and doesn't really include production in most people's eyes. This could be a negative selling point when trying to recruit sponsors. Allow each region flexibility on how they use the logo and the words to reflect a certain theme or need they have. There was considerable discussion on the words in the name, in the banner, in the mission statement. "Seeking and Sharing the Knowledge of Plant Production Globally". The discussion should be continued in the Strategic Planning Committee.
- Executive Director position advertisement:
- Do not include references to "secretary"
 - Remove newsletter duty
 - Rearrange order of duties to reflect their importance
 - Change the duty "approve board reimbursements" to "facilitate travel reimbursement expenses". Look at having a reconciliation method for regions to pay their IPPS obligations (i.e., regions would pay the expenses of directors' travel, board meeting, etc., and subtract from the international dues owed to IPPS). This will need to be done in a manner that meets accounting requirements.
 - Investigate allowing regions to pay in advance (or at fortuitous times) based on exchange rates.
 - How transparent do we want to be in advertising this position? There have already been several names forwarded of individuals interested in the position. The Executive Committee performed interviews prior and made a recommendation to the full Board. Make a decision as soon as practicable but

no later than December 31. Alan will send the ad to the North American regions for advertising. Set up a deadline to receive applications. The individual will be an independent contractor and provide their own equipment. Items in Breon Consulting's storage may be transferred to Alan for the interim.

- Succession Planning: several positions are opening: International Secretary, Treasurer (Jim Johnson would like to resign at end of the year), and Chairman. [individuals next to the recorder were having a side discussion which masked Alan's discussion]. Treasurer needs to be a US resident. Chairman position has been offered to Tim Lawrance-Owen and he has agreed to it provided IPPS International pays for his costs to attend the International Tour.

MOTION: Bill Turk moved to nominate Tim for the next chairman starting January 1, 2020. Seconded by Bill Barnes. No other nominations were put forward. The Board approved the motion by voice vote with no dissention.

MOTION: Clive Larkman moved to approve the chairman be reimbursed for out-of-pocket expenses to attend the annual international conference and tour. Jim (?) seconded. Motion approved.

MOTION: Clive Larkman moved to approve that the chairman be reimbursed for other out of pocket expenses on a case-by-case basis as approved by the Executive Committee. Seconded by Bill ?? Motion approved.

New Regions Committee...Clive Larkman

- China: progress is moving slowly. They have appointed a president, vice-president, secretary and treasurer. Seven members at present. The Chinese have a different way of working. They tend to work in silos, rather than together. Clive anticipates it will take another 2 years for them to reach regional status.
 - Clive thinks the new region guidelines need to be re-reviewed as they are too cumbersome in practice.
 - Julianne is planning an event for September.
- Should International dues be reduced for a period of time for new regions?
- India: Dharam reported that developing membership has been hampered a bit because it seems the executives of companies are not interested in becoming members. He is attempting to reach into the organizations to middle management levels as they would likely have an interest and be able to afford membership. There are academics that have joined. International dues seem to be an issue in India as in China.
 - A website presence would be important. It can be in English.
 - Government employees can join and should be tapped.
 - India requires an organization be established before banking services can be obtained. This also requires an SOP be available.
 - Dharam will investigate the actual requirements for establishing a corporate organization.
- Japan continues as a region. They will host the International Tour September 16-24, 2022.

- Alan noted the Japanese focus on IPPS once a year, not continually. They don't have student members and never thought of them being members. They also don't seem to encourage growers to become members. Growers in Japan are smaller in size. Japan has shown an interest in being a part of an Asian region. The Board seemed to think the only pairing would be with Korea.

Investment Committee...Alan Jones

- ☐ done

Marketing and Communication Committee...Bill Turk

- ☐ Hans submitted a report but was not on call.

2. 2020 International Tour...Dharam Sharma

- ☐ Concentrating on Vancouver and Washington State areas for tours.
- ☐ Tour runs from June 13-22, 2020, with the conference starting June 22 or 23 thru 27.
- ☐ A flyer was provided in electronic format.
- ☐ Future International Tours:
 - 2020: Western Region of NA
 - 2021: Japan
 - 2022: Southern Africa (early March too early?) in Cape Town, South Africa

3. 2020 Award of Merit

- ☐ Nothing to report. Selection needs to be made by the December meeting.

4. Other Business

- ☐ Sign the Conflict of Interest and Whistleblower forms prior to leaving today.
- ☐ Dues for 2021 year: increase?
 - Discussion on an appropriate increase

MOTION: Clive Larkman moved to increase dues by US\$2 for 2021. ?? seconded. Discussion included last year's resolution language; charging students \$10. The original motion was voted on and was approved. Dues will be increased US\$2 starting in 2021.

- ☐ Name change consideration
 - This agenda item was added following a request from a few people to have the board discuss the options. This topic has come up a couple of times in the past ten years.
 - Change one of the P's to Production to make the organization more encompassing to the entire nursery industry.
 - Can we sub brand the IPPS name to be more relevant to our needs for increased membership and the industry needs?
 - There is a need for consistency, we can't have different regions having different names.
 - The current name possibly turns off sponsors, potential students and members who are not propagators.
 - To increase sponsorship interest and value need to explain how IPPS includes all aspects of the industry.

- The current logo - IPPS with the tag line Sharing Plant Production Knowledge Globally - was created about 10 years ago to help remove the limited view that "Propagators only need apply for membership or attend meetings".
- For over twenty years many conference presentations have included production, production efficiency, business, marketing and a lot of non-propagation topics.
- There may be legal issues to changing the name. Would the logo stay the same?
- It may be a hard sell to get people to make the mental switch from IPPS being a propagators group to now being a production group. It may be easier to leave the name alone and have all the marketing material strongly emphasize production.
- The current mission/purpose statement and vision statement does not reference propagators or propagation.
 - Purpose of IPPS:
*"Striving to improve the knowledge, skills and professionalism of our members through the activities and services we offer.
Promoting the integration of horticultural research, education and plant production.
Coordinating a global plant production knowledge network."*
 - Vision of IPPS:
"To Seek and Share plant production knowledge globally."
- During the discussion there was agreement that promoting production was important and there needs to be additional discussion about the value of a name change. It needs to be clear what the overall value of a name change would provide. There was not total agreement about the need to change the name.

5. Website...Hans Sittig (joined via phone)

- Bill Turk discussed issues brought up this meeting. Security data: is the security charge required? Can security be improved without the current setup? Hans: Europe requires special security protocols. Legal requirements. Implementing the security software on top of the current site is projected to be expensive. Like a renovation project, the desire to just do simple modifications may lead into other more expensive changes being warranted or desired. Other desired features and modifications cannot be accommodated easily with the current website. The coder works in php formatting and would change to that for the entire website. The \$12,500 covers most of the upgrades except for member login, which would be another +\$1500. There are 11 websites: IPPS and each region.
 - Hans reviewed the list of future improvements covered:
 - Easier to service the website: the current site is actually 11 sites, one for IPPS and the other 10 for the regions. Each site has full independent functionality and can be independently modified by the administrator. Making changes to the home page will affect the others, as well
 - **Locks?** to be updated to check what different admins do

- Prosperity software for Instagram cannot be added
- Be able to download membership data from the admin position in a .pdf format
- Student membership
- Membership application DOB
- Multiple phone numbers
- Modify the membership application to require selection of appropriate region
- Downloads: current formats include html, which can be hacked
- Improve documents handling: photos must be resized off the website and then loaded onto the site
- Sponsors can apply and pay for sponsorships on-line
- Uploading PowerPoint presentations is not addressed in the above improvements. They can be uploaded in batch or individually once they have been formatted, just as presently possible.
- Costs of the website were discussed. Hans mentioned that 3 firms were interviewed with full quotes and features reviewed. The selected one was half the cost of the other two.
- Need for a dedicated server. 1600 members, huge documents library. Hans would have to request a report on server use. Peak downloads occur directly after conferences. Nigerians have hacked into the website and have downloaded a large amount of information.
- If there were only one website, costs would be significantly less. One website only is counter to the original direction of the Board to accommodate the individual regions. There will be functional losses for the regions. For instance, they will have to share one events page, rather than having their own. These will need identified for decision-making. Hans will investigate comparative costs for a single site versus the multiple sites.
- Should look at automatic renewal of domain names, so they are not recycled.
- Investigate the security requirement further.
- Obtain quotes from other South Africa firms for a more equivalent comparison.

6. New Business

Multiple memberships

- ☐ Student memberships are free in the Eastern Region. Problems with following the student after graduation due to email address change. Europe charges \$10.
- ☐ Classify memberships by profession. Add to membership form?
- ☐ New memberships go to the regional secretary.
- ☐ Multiple memberships: companies can opt to have several employees be members with one being a full member and others being lesser members with lesser privileges. The membership fee for the other members is reduced by a percentage, but still covers International dues. Do a comparison of what multiple membership privileges/costs are in the regions which offer such.
- ☐ Consider adding a couples membership; retired membership. Membership Committee should discuss.

Future conference call meeting dates

- ☐ August 27 and December 3, 2019. 4 PM Eastern time.
- ☐ Investigate using Business Skype
- ☐ Send dates in for next year's meetings to regional secretaries and vice versa.

Bob Geneve

- ☐ Bob joined the meeting via phone and had a few items he wanted to follow up on
 - Needs a format for the proceedings. The Board decision was to have Bob choose the format suited to mobile devices like phones.
 - India abstracts: Board wants to go with the 75 abstracts.
 - Format needed for Curran's Publishing. Alan noted Curran's was not concerned about the formatting. They will accept whatever IPPS provides.
 - Front material: have this info as a separate file on the proceedings page. Info includes Past Presidents, current Board members.
 - Bill Turk sent the front page to Bob and the Board has approved it.
 - Bill Turk noted the Board passed a motion regarding PowerPoint presentations concept. Bob will set up a conference call with the regional editors to review.

Meeting Adjournment

- ☐ Alan Jones adjourned the regular meeting at 4:55 PM.

Next meeting is a conference call on August 6, 2019, 4:00 PM, Eastern time.

tgb 7/6/2019