

## 7<sup>th</sup> International IPM Symposium Planning Conference Call

January 13, 2011

**Next Call:** February 10, 11:30am EST / 10:30am CST / 9:30am MST / 8:30am PST

**Participants:** Margaret Appleby, Kaci Buhl, Marty Draper, Naresh Duggal, Monte Johnson, Norm Leppla, Todd Peterson, Jill Schroeder, Brenna Wanous, Elaine Wolff

### **Minutes:**

\*Please send additions, corrections and omissions to Brenna Wanous, [brwanous@gmail.com](mailto:brwanous@gmail.com).

### **Programs Committee update:**

1. Committee members created an invitation/guidance letter to plenary speakers, seeking written confirmation of their participation. Letters are very close to final and will be sent soon.
2. Elaine has created an online call for proposals and proposal submission form, which the committee is proofing and adding clarification information.
  - a. Naresh and Dawn Gouge are drafting a narrative to explain the four program themes (research, management, outreach, best practices) to help individuals submit their proposals in the correct category.
  - b. Committee has also decided to create three sub-categories to better sort submissions: agriculture IPM (including production horticulture), urban and community IPM, and natural resources IPM.
  - c. Once the narrative is finalized by the committee, Elaine will post it on the website and the call for proposals can go out; this should occur by the end of January.
3. Elaine is working on planning the Monday evening reception at the Rock' n' Soul Museum from 5:00-8:00pm.

### **Project Director Workshops discussion:**

1. Marty Draper and Monte Johnson of the National Institute for Food and Agriculture are working with the programs committee to create a Project Director (PD) Workshop in conjunction with the IPM Symposium.
2. *Reasoning:* Many grants and programs now require or encourage broader reporting out of projects and accomplishments. In terms of mission and audience, IPM Symposium is a great venue to support this mission.
3. *Logistics:*
  - a. Attendance is open to the public, but speakers are by invitation only. Workshop organizers will invite PD's from select grants to share examples of outcomes of their IPM work:
    - i. Risk Avoidance and Mitigation Program (ca. 7 projects),
    - ii. Pest Management Alternatives Program (ca. 7 projects),
    - iii. Crops at Risk (ca. 10 projects), and
    - iv. Extension IPM Coordination and Support Program (ca. 16 individuals).
  - b. Marty and Monte suggested holding oral and poster presentations:
    - i. Oral presentations may be held as topical concurrent sessions.

- ii. Poster presentations can possibly use poster boards already set up from the Symposium; Elaine is exploring this option.
  - c. Elaine recommended holding to workshop on Thursday afternoon and Friday after the Symposium so it won't compete with the IPM Coordinator meeting on Monday.
  - d. Advance promotion of the workshop will encourage Symposium attendees to consider the workshop in their travel plans.
  - e. There are no additional costs for meeting space to hold the workshop. The extra costs for A/V and food will be funded by NIFA or a different source, not the Symposium.
4. *Outcomes:* Organizers will collect proceedings and abstracts to:
- a. Share with workshop attendees, and
  - b. Use as broader outreach as examples of successful and valuable IPM work.

#### **Media/Outreach Committee update:**

1. Kaci met with a colleague/social media guru to discuss benefits and strategies of using Facebook and Twitter as outreach methods.
  - a. Facebook:
    - i. Kaci created a Facebook page, which Elaine and Brenna are reviewing and editing.
    - ii. The page is entitled "International Integrated Pest Management Symposium," using the long title so those searching for the full name and IPM will both find the page.
    - iii. **In order to become an official Facebook page and eligible for enhanced features, the committee needs at least 25 Facebook users to "Like" the page. Please help make this happen by clicking "Like" on the following page link:**  
<http://tinyurl.com/IPMSymposium-on-Facebook>.
    - iv. Please suggest the page to your colleagues by clicking on the "Suggest to Friends" hyperlink directly below the IPM Symposium banner in the upper left corner.
  - b. Kaci also set up a Twitter account (@IPMSymposium) for regular updates. Please follow and suggest others follow this account.
2. Committee is also reviewing the outreach list, consisting of commodity groups, scientific societies, agencies, non-profits and other interested parties to ensure accuracy and find gaps.
3. Committee members are expanding the list to include commodity groups, department heads, etc. in the Memphis area (within driving distance) to increase awareness and participation.

**Next conference call: Thursday, February 10, 2011.**