

7th International IPM Symposium Planning Conference Call

August 11, 2011

Next Call: September 8, 2011 11:30am EDT / 10:30am CDT / 9:30am MDT / 8:30am PDT

Participants: Margaret Appleby, Tom Brennan, Kaci Buhl, Dawn Gouge, Tom Green, Janet Hurley, Monte Johnson, Norm Leppla, Brenna Wanous

Minutes:

*Please send additions, corrections and omissions to Brenna Wanous, brwanous@gmail.com.

1. Programs Committee Update:

- a. Tom Brennan is the newest member of the Programs committee, filling in Todd Peterson's role on this and other committees.
- b. Dawn wrote and distributed 120 letters to proposal submitters, and has received overall positive responses. The original deadline for submitters to respond to the letter is August 15.
 - i. Two groups have indicated combining sessions with another group isn't feasible or ideal.
 - ii. Two submitters, which were recommended to resubmit as poster presentations, declined and withdrew their proposals.
 - iii. Many submitters requested a deadline extension; the committee established September 1 as the extended deadline to submit session information.
 - iv. A significant number of submitters indicated their participation is contingent upon significant enhancement funds, some requesting for full financial support. These requests are not feasible with the Symposium's limited budget, particularly when the groups are overseas. The committee expects declines for this reason.
 - v. If enough submitters withdraw their proposals (lack of funding, scheduling conflicts, combining session conflicts, etc.), the committee will assess adding time on to other presenters' sessions.

2. Finances/Exhibits Committee Update:

- a. Committee has been making phone calls to funder contacts over the past two months and has experienced a good response rate. The committed funds total is now \$43,500 with a number of contacts still left to work with.

3. Awards Committee Update:

- a. The committee has created an awards application form, which Elaine and Pete are working on putting online.
- b. The awards announcement will be ready for dispersal by next conference call with a December nomination deadline.

4. Media/Outreach Committee Update:

- a. Tom Brennan has joined the Media/Outreach committee to replace Todd P.
- b. Joy Landis and Ted Snyder have also joined the committee to work on the social media sub-committee.
- c. The committee plans to send out press releases on October 1, which coincides with award nominations, poster submission and open registration.

- i. There are two versions of the press release: one focuses on organic farmers using IPM, the other on Memphis parks using IPM in hopes of creating a more relatable, engaging piece and increase chances of publication.
- d. Kaci has compiled three main groups of contacts:
 - i. Individuals (those who have participated in past Symposia or have signed up on the IPM Symposium website to receive information),
 - ii. Groups (local media, university media, national and international science desks [still need one volunteer to help compile a list of contacts for this group]),
 - iii. Local (companies, agencies, organizations within 250 miles of Memphis).
- e. Kaci worked with Elaine to put the plenary speakers' photos and bios on the Symposium website.
- f. Kaci presented Brenna's suggestion of hiring a photographer for one of the days to create a larger database of photos available for outreach.
 - i. Tom indicated a number of attendees will have cameras and will take photographs. Brenna suggested putting a request in the information packet for those individuals to submit photos to a certain person or location.
 - ii. Norm suggested asking someone at the IPM Centers (for example, Rosemary at the Southern IPM Center) to take photos – this person would be at the Symposium and may be cheaper or provide an in-kind donation.
- g. Kaci also presented Brenna's suggestion to invite students in upper division classes (20-30 student max) at local post-secondary schools to attend the Symposium at a very reduced rate for one day (just pay for food, or just pay to break even, for example). This would be by invitation only, and would target classes relating to public health, agriculture, entomology, etc.
 - i. The break-even point is approximately \$65/person. The finances/exhibits committee will meet with Elaine to determine how this might impact the event and what the reduced rate might be.
- h. Kaci will send the media contact list to the steering committee to solicit additional ideas for outreach avenues.

5. Committee Members Update

- a. All committee chairs are asked to submit an updated list of committee members to Brenna Wanous by next conference call so the listing on the website can be updated and volunteers credited.

6. Next Conference Call:

- a. Thursday, September 8, 2011 at the same time.