

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

December 9, 2010

**Next Call:** January 13, 11:30am EST / 10:30am CST / 9:30am MST / 8:30am PST

**Participants:** Don Baumgartner, Kaci Buhl, Norm Leppla, Jill Schroeder, Brenna Wanous, Bob Wright

## Minutes:

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

### 1. Programs Committee Update:

- a. Upon reviewing the plenary speaker list, the committee found that Sue Ratcliffe and Mark James hadn't been contacted/invited to speak at the Symposium. Sue has been formally invited, and David Rosenberger (plant pathologist) was invited in lieu of James to better represent non-entomology IPM. Rosenberger has accepted the invitation.
  - i. *Appended information provided by Dawn Gouge after the call: Sue Ratcliffe has accepted the invitation. All opening/closing plenary speakers are confirmed.*
- b. A draft letter of formal invitation has been drafted and is ready to disseminate.
- c. The plenary speaker expectations document is being drafted. As the opening/closing plenary sessions is a new format, a set of guidelines and objectives will be useful for speakers.
- d. Nomenclature for "Non-Agriculture IPM" has been changed to "Structural/Community IPM."
- e. Committee reviewed and updated the call for proposals from the 6<sup>th</sup> IPM Symposium for use in January. Additions/modification to the call include:
  - i. Added "Program or Group URL" to contact information section;
  - ii. Added "Emphasis Area" selection options, including Research, Outreach, Best Practices, and Management;
  - iii. Added "Session Emphasis Field" designation, including Agricultural or Structural/Community IPM, or both.
  - iv. Type of session changed to Mini-Symposia or Interactive Brainstorming Session;
  - v. Removed requested date for presentation to allow the programs committee more flexibility in scheduling;
  - vi. Added "Session Objectives/Expected Outcomes" field.
- f. Elaine will redraft the document and circulate among the committee for approval.

### 2. Media/Outreach Committee Update:

- a. Committee spent a bit of time reviewing last Symposium's call for proposals, but will forgo the task since the programs committee is seeing to it.
- b. Committee will use a similar approach and timeline as the 6<sup>th</sup> IPM Symposium's media/outreach committee, including modifying and updating the press release.
- c. Press releases will be disseminated through the internet (webpage), email, and one-page flyers to pass out.
- d. Also trying a Facebook page and Twitter account to provide regular updates and increase momentum leading up to the event.
- e. Committee brainstormed ways to identify interested parties, including commodity groups, associations, government, academic, advocacy groups, etc. who were under-

represented at the last Symposium, and/or located within four hours of driving distance to Memphis. *Kaci is compiling a list of these groups; please contact her with suggestions.*

- f. Norm recommended spending time considering how to pique the interest of the local media/press so they attend the meeting and engage in the conversations.

**3. No other committee updates.**

**4. Miscellaneous tasks:**

- a. Brenna to contact Elaine Wolff about posting all committee notes to the website.
  - i. *Appended information from after the call: Elaine is working on posting the notes to the website in the next week or two.*
- b. Brenna to contact Elaine about a proposal submission form for the website so the press release and call for proposals can reference this page.
  - i. *Appended information from after the call: Elaine has a link for a proposal submission form ready to post to the website when the call for proposals is ready and released.*

**5. Next Conference Call:**

- a. Thursday, January 13<sup>th</sup>, 2011, same time.