

IPM Voice

Board of Directors Conference Call

August 18, 2011

Participants: Tom Green, Norm Leppla, Carrie Koplinka-Loehr, Leigh Presley, Michael Rozyne, Jim Van Kirk

Minutes:

- I. IPM Center factsheet update
 - A. Jim Cubie working on a final draft of the IPM Center factsheet including comments from IPM Center Directors.
 - B. Steps in utilizing the factsheet.
 1. Jim Cubie willing to help with distribution of factsheets to congressional contacts, follow up and arranging meetings.
 2. Will try to set up a meeting with Kathleen Merrigan, Deputy Secretary of USDA.
 3. Need to identify additional contacts that can be a voice for IPM during their meetings in Washington.
 4. Should get moving on this before October 1st, when Farm Bill decisions start being made.
- II. IPM Voice membership update
 - A. Ideas for increasing memberships/funds
 1. Potential grants/foundation support
 - i. Michael will attempt to contact Gene Kahn at the Gates Foundation.
 - ii. Need to develop a one page case for presenting IPM Voice to foundations and colleagues.
 - iii. Access to an online directory of foundation funding sources.
 - a. Carrie currently working on a job description for a person to research foundation funding sources available for NEIPM, could incorporate search for potential IPM Voice funding.
 2. Find an independent benefactor who cares for IPM.
- III. Ideas for low cost/high impact activity re broad advocacy/ appreciation for IPM
 - A. Attach IPM to popular issues: organic, health, nutrition, the environment.
 - B. Put together a short list of talking points to distribute to people to mention in interviews.
 - C. Place IPM articles in widely read media, professional journals.
 - D. Need to employ the help of someone who can write in a way that makes IPM relevant to the general public.
- IV. Mini-symposium (rough draft template attached)
 - A. Need to think about what we'd like to gain from our presence at the Symposium.
 1. Increased awareness of IPM Voice and IPM funding issues.
 2. X number of new IPM Voice members.
 - B. Should make our session entertaining and controversial.