



## **WSWS Officer and Committee Report Annual Board Meeting – March 11, 2013**

**Office or Committee Name:** Public Relations Committee

**Officer or Chairperson Name:** Chair position currently vacant

**Date of Preparation (include year):** March 6, 2013

### **Committee Activities during the Year:**

- Chairperson Deb Shatley resigned as chair in summer 2012 due to other commitments but will remain on the committee and secure California CEU.
- CEU's requests were made to California, Arizona, Certified Crop Advisor, New Mexico, Idaho, Washington, Society of Range Management, Montana, Utah, Wyoming, Kansas, Oklahoma, and Nevada.
  - o Committee member Rich Affeldt reports that Oregon Department of Agriculture requirements have become too onerous to be worthwhile. This has been an increasing trend in recent years due to ODA concerns about granting CEU credits for discussion of unregistered materials. They are now requiring abstracts ahead of time and an estimate of time spent on registered and unregistered herbicides. The decision was made to stop requesting Oregon CEU. Rich also noted that this is not specific to WSWS, all Oregon meetings are facing similar scrutiny.
  - o Hanson noted that a similar decision was made for Colorado in 2007 for similar reasons.
- Preliminary discussion via email was had on the future of the Public Relations Committee to refocus efforts from solely CEU request to public relations and outreach. Considerably more discussion is needed.

### **Recommendations for Board Action:**

- Board should discuss ways to refocus this committee back to promoting WSWS as an organization as well as its activities and products. Kai Umeda (WSWS president) suggested a discussion be held at the March 11, 2013 Board of Directors meeting.
  - o Kai will also organize a "Brainstorming Meeting" for the current PR committee members, Board members, and other interested parties to discuss the future direction of this committee.
- The securing of CEU may more appropriately fall under the Education Committee activities if Public Relations responsibilities are refocused.

**Budget Needs:** None

### **Suggestions for the Future:**

- Consider refocusing this committee to marketing and promotion of WSWS. This will take some effort and realignment of committee members and responsibilities.

### **Current Committee Members:**

Deb Shatley, Kelly Young, Brian Olson, Mark Ferrell, Bill Cobb, Rich Affeldt, Brent Buetler, Cheryl Fiore

### **Name of Person Preparing This Report:**

Brad Hanson, Education and Regulatory Section Chair