

WSWS Summer Board Meeting Minutes
Prepared by Andy Hulting, WSWS Secretary
Wednesday, August 22 and Thursday, August 23, 2012
Catamaran Resort Hotel and Spa
San Diego, CA

Board Members Present:

Phil Banks, Pat Clay, Andy Hulting, Kai Umeda, Andrew Kniss, Roger Gast, Monte Anderson, Corey Ransom, Craig Beil, Bob Stougaard, Cameron Douglass, Joel Felix, Brad Hanson, Tony White

- Call to Order at ~12:38 PM: Kai Umeda
- Kai Umeda thanked and acknowledged outgoing board members and welcomed the new board members to the meeting.
- A motion was made by Tony White and seconded by Roger Gast to accept the March 15th Board of Director meeting minutes as written. Motion passed unanimously.
- Business Manager and Treasurer Report: Phil Banks gave a business manager report and fiscal year report. He indicated we needed to pay taxes on some investment income. For the year we posted a loss due to losses related to noxious weed short course and reprinting costs, but we did well at the Reno meeting financially (excellent contract with Peppermill hotel). However, member attendance at the Reno meeting was relatively poor, except for student attendance. In addition, the special symposium was poorly attended. Phil reported the WSWS net worth and accounting changes on Weeds of the West values. Recommendations from Phil included: Keep the WSWS operating guide updated and posted online and develop a marketing plan for Weeds of the West which is now being sold through the WSWS business office. Phil will resend a notice on advertising for Weeds of the West for those interested in promoting the book.
- President-elect/Program Committee Chair: Roger Gast indicated one official request for a symposium from Sarah Ward related to toadflax had been received and he recommended the proposal as it was in-line with texpected costs, etc. There was discussion on the program and how much time should be given to the speakers. There was also discussion on an additional turf/ornamental/nursury symposium given the CA meeting location or whether to just keep these topics part of the normal meeting structure.

Kai questioned how attractive the proposed symposium was to a local CA audience and whether or not it was better suited for delivery at the upcoming Colorado Springs meeting. He also indicated that the organizers would have an extra year to develop the symposium if delayed. He felt that it could be a stronger proposal. Tony White suggested that we send back to organizers and ask them to reconsider... basically needed to strengthen the proposal. Travel expenses were reasonable but we should encourage speakers to become WSWS members to cut down on costs. Therefore, there will be no special symposium

for the upcoming meeting, but we should put effort into developing and strengthening the different sections, especially the turf and ornamental sections for local participants.

There was discussion regarding selection for speakers for the general session for the upcoming meeting. The comment was made by several board members that all that is needed for the general session is 1-2 good speakers. There was general support for Rob Hedberg (USDA-SARE Director). Given the CA location and local GMO food labeling issues this topic was discussed as something that might be of interest to put forth as part of the general session. Scientists that could address this topic that were discussed included Alan McHughen (UC Riverside), Peggy Lemaux (UC Berkley) or Pamela Ronald (UC Davis). Region specific topics have also been well received in the past and the idea of a local invasive species/urban wildland interface/marine refuge type presentation for the general session was discussed.

- Past President Report: Vanelle Peterson gave an update on her work thinking about how Weeds of the West could be developed in a digital format, but commented on how overwhelming this task is and questioned how to proceed with that work (see Old Business section of these meeting notes).
- Research Section Report: Tony White indicated that chair and chair-elects are listed and have been contacted regarding discussion section topic ideas. We had continued discussion on the process of uploading meeting abstracts/presentations and how best to get session chairs/presenters on board so that all presentations are accounted for. Process seems to be working fine with the adoption rate improving.
- Education and Regulatory Report: Brad Hanson provided discussion on a symposium idea related to regulatory aspects of biofuel crop production and related ideas including “freeways to fuel-growing biofuels on non-agricultural land”.
- Member-at-Large Public Report: Bob Stougaard provided discussion on old business related to changing the name of Basic Biology and Ecology Project and results of survey on membership (see Old Business section of these meeting notes)
- Member-at-Large Private Report: Monte Anderson provided a report on the Herbicide Resistant Weeds Committee. Monte indicated that the committee chair (Sarah Ward) suggested discussion on the need for having this committee due to lack of participation/activities.
- WSSA Representative Report: Pat Clay provided an update on WSSA matters including discussion on society journal impact factors, membership rate increases, a publication regarding research methods in weed science, progress on the updated version of the Herbicide Handbook (print version), the process for reducing the number of Member at Large positions on the WSSA Board of Directors from 4 down to 2, WSSA annual meeting site selection, and the continued relationship with Allen Press.

- **CAST Representative Report:** Phil Westra indicated that Phil Stahlman is current president of CAST and involved in searching for a replacement for John Bonner (Executive Director of CAST). There was discussion about ways to increase membership in CAST including potentially linking CAST website to WSWS membership site and related ideas. Ideas for publications and issue papers need to go to Phil Westra prior to September 18. Kai encouraged board members to become members of CAST.

- **Student Liaison Report:** Cameron Douglas provided discussion that there has been confusion over student night out including that the date needs to be better clarified along with other details and that we should strive to make sure that student activities are separated over the duration of the meeting (final program should include a student information page). Progress is being made to utilize the student site on the WSWS site to include guidelines to student paper/poster presentations and to make sure that scholarship deadlines are coordinated with title submission deadlines, etc. With respect to the student paper contest, we should continue to make sure questions are asked of each student following their presentations if they are participating in the student paper contest. There was discussion on developing an informal student activity perhaps related to professional development (could be part of other activities) or maybe students could work with various committees including the Education and Regulatory Committee, for example. Student members will continue trying to further develop the silent auction idea and will try to get a solicitation letter put together for both the CA and CO meetings. Another idea related to the silent auction was to consider running the auction throughout the meeting to increase participation. Work on developing a WSWS student Facebook page is ongoing.

- **Constitution and Operating Guide Representative Report:** Corey Ransom indicated he will continue work on the operating guide to get it set up on web. We need to review the Symposium Committee guidelines and makeup and decide what we want to do with that committee (see Old Business section of these meeting notes) and also review appendices that include form letters, etc. so that Corey can continue to make improvements in the document.

- **Committee reports:**
 - **Publications Committee:** There was tremendous improvement over last year with compiling the meeting proceedings and research progress reports. That should continue in the future. Carl Libby will transition into the WSWS Newsletter Editor role. If you have feedback on the WSWS website provide that to Tony White who continues to improve site including the member account pages. Weeds of the West has been reprinted. A marketing effort to meet sales goal is needed as well as a plan for the Biological Control of Invasive Plants in the US publication.
 - **Finance Committee:** Arrange for Stan Cooper to join us for the board meeting.
 - **Public Relations Committee:** There was discussion on the need to continue arranging for annual meeting CEU's and advertisement, but new chairperson and new structure for the committee is needed.

- Nominating Committee: There was a need to have some additional nominations made. A motion was made by Pat Clay and seconded by Tony White to work with Dan Ball to secure those nominations. The motion to approve the slate of nominations passed by unanimous vote. Three additional people were discussed as possible nominations for positions: Sbatella, Greg and Helm.
- Fellows and Honorary Members Committee: This committee is in need of names of individuals for these awards. James Parochetti was mentioned as a possible recipient.
- Site Selection Committee: In 2016 the annual meeting will be in the southwest U.S. with 2017 falling in the central part of the WSW region. There was discussion to survey membership for potential sites and continued discussion on the fiscal realities concerning reduced travel budgets that many members face. Also some discussion on the pros/cons of signing longer term contracts with specific hotel chains.
- Awards Committee: Scholarship awards will be 3 X \$1000.00.
- Student Paper/Poster Judging Committee:
- Necrology Committee: Andy Hulting provided discussion on plans for collection of memorial funds in memory of Elena Sanchez, an Oregon State University graduate student, who passed away while attending the IWSS meeting in China. A motion was made by Brad Hanson to contribute \$250.00 to that fund and was seconded by Bob Stougaard. Motion passed unanimously. Andy will provide specific information to Kai and Phil on how to make the donation on behalf of WSW.
- Sustaining Member Committee: Share names and contact person with Pat Clay and committee if there are ideas on adding sustaining members.
- Herbicide Resistant Plants Committee: There was discussion about whether or not there could be a specific project taken on by this committee or whether or not to bring a project back to our society from the national level. There was also discussion on whether or not this committee should be an ad hoc committee and if it could be rolled into the Education Committee as a subcommittee.
- Poster Committee: Discussion on the purchase of the new easels and that Andrew Kniss' group will provide a cost estimate and build transport boxes. A motion to purchase materials was made by Brad Hanson and seconded by Monte Anderson. Motion passed unanimously.
- Legislative Committee: This committee will continue to work with Lee Van Wychen on legislative issues.
- Education Committee: There was discussion on the function of the education committee and future directions (see Old Business section of these meeting notes).
- Ad hoc Ethics Committee (see Old Business section of these meeting notes).
- Local Arrangements: Jesse Richardson indicated that the Catamaran Hotel and staff have been good to work with, but that meeting space will be tight. It is a unique meeting location, an older hotel (60 years old) in a residential area. Member reception will be on a docked sternwheeler.

- Old business

- There was discussion on Symposium Committee Operating Guide and Operating Guide in general. Is this committee an ad hoc committee or standing committee, should it be under the direction of the Education and Regulatory chairperson? Developing various symposia is a very important task and audience, venue location, etc., need to be considered. Symposia need to be planned at least 18-24 months in advance. Having a point person(s), chair and chair elect, could provide continuity working with different organizing groups and could help the long term planning process with contract negotiations with hotel and also coordinate with site selection. We need to develop a definition/ description of the symposium vs. special session, guidelines for symposia need to be developed in a separate document and we need to continue to work on details in the Operating Guide. Corey Ransom, Brad Hanson, Joel Felix, and Andrew Kniss will work on developing such a document.
- Pat Clay brought up the idea of potentially forming an additional committee to work on committee structure. There is potential to develop big changes in committee structure. Kai thinks we need to work on structure on a committee by committee basis.
- Bob Stougaard gave a report on the member survey conducted in Reno. Networking was the primary reason for people to attend WSWS meeting. Another survey will be developed and slight modifications were suggested related to the networking survey. Andrew Kniss suggested we should work on more difficult questions with respect to why people attend meetings such as costs (networking seems built in to the annual meeting process). Brad Hanson asked how we network with others outside WSWS. Kai suggested we describe ourselves better in WSWS renewal process (similar to WSSA) as a way to network, but how do we reach people who are not coming to the meeting anymore? Can we target other societies in the western region? Can we use tools such as Survey Monkey as a method to reach out to those who intermittently come to the meeting? Conflicts will always arise but maybe also send revised survey to broader WSWS list serve (not just those who attend a meeting). Bob will work with Tony and Phil to set up Survey Monkey with the ORIGINAL survey. Networking questions could also be added in. Andrew and Brad will help with Survey Monkey to develop a “weighted survey”, which will also include demographic data and we will save the networking survey as a follow up.
- Future of Noxious Weed Short Course. The WSWS terminated the contract with Sandra McDonald. Losses were minimized to around \$3000.00 in the final year. Sandra will conduct a short course on her own in the future, but has asked the WSWS to support/help with marketing. There was discussion about how WSWS can function as a promoting society, how marketing schemes could be developed based on the quality of various short courses, how ratings/evaluations could be developed, how general endorsements or announcements can be made, and how WSWS can help with promotion/press releases at this time, but will not further risk financial assets.
- Weeds of the West electronic version. General thoughts from the board were to possibly partner with SWSS on a DVD, but if not possible work on an E reader /Kindle format.

Joel Felix brought up the fact that we could probably get new weed images, and other apps could be potentially developed in this format?

- Education and Regulatory Section-Professional Development Session. There was discussion on providing an ARM session/presentation, coordinated with Kelly Young. This session is to remain in the structure of the overall meeting. Other ideas included the R software environment for data analysis, data collection all the way through analysis, field collection of data, SAS Mixed Models. Brad Hanson will explore an ARM session for this year.
- Basic Biology and Ecology Project-Name Change. There is no objection for a name change for this project, but yet no support or agreement on what the section should be called. The idea is again to try to increase membership. We need to read and revise description of each of the Projects (provide a definition). A symposium on the Basic Biology and Ecology topic to help bring in new scientists to the society was suggested. A motion to rename Biology and Ecology and Physiology was made by Bob Stougaard and was seconded by Andy Hulting. The motion was tabled and further suggestions for names were discussed. Andrew Kniss suggests removing Weeds from title. Put the idea of new name into newsletter.
- Ethics statement Discussion. Kai agrees with the first part of the current draft of the statement of ethics for the WSWS, but more detail needed in the 2nd part. Andrew Kniss was uncomfortable with first part and indicated that the statement needs to be more related to WSWS. General feelings were that it is good protection for the society, but a more specific draft is needed. We should lay out expectations rather than enforcements. Utilize the SWSS and NCWSS ethics statements to improve on ours over coming year. This is a work in progress.
- Public relations committee and marketing of WSWS. There was discussion on whether this is member services or if this is a continuing education charge. General board feeling is that we should keep the CEU group intact. But we also need marketing group and effort. How do we get that marketing info out short of hiring a PR firm? Can industry people work with in house people to help? What does it take to get WSWS out there? Who would do it and how would you do it? Could we incentive a position by paying some funds? A session at the annual meeting?...social media could be the way, need to publicize the fact that we get CEU's, hire a promotion and branding person but what is the job description, what is it we need, hire a consultant for a day, solicit input from the rest of the society. These are all ideas/questions that need to be explored. Strong feeling that committee must include a student member in the future. Kai will send out some email ideas on how we begin this marketing campaign.
- Monte Anderson moved to adjourn the meeting. Pat Clay seconded the motion. Motion passed unanimously and meeting was adjourned at ~1PM. Kai thanked all those in attendance once more.

- A tour of the Catamaran facilities led by Jesse Richardson and hotel staff was completed following the board meeting.

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