WSWS Officer and Committee Report
2018 Garden Grove, CA
March 12, 8am to 5pm

Office or Committee Name: Public Relations

Officer or Chairperson Name: Kai Umeda

Date of Preparation (include year): March 12, 2018

Committee Activities during the Year:

Committee of Clay, Sosnoskie, Bean, Zollnger, Armstrong, Campbell (volunteer carryover), Umeda made recommendations for board action in July 2017:

- Determine administrator(s) for social media outlets such Facebook, etc.
- Request that annual meeting program be available in January for further dissemination via press releases, etc. beyond WSWS.
- Determine who is responsible for photographing annual meeting activities – Appears that Carl Libby is now the editor.

An announcement was posted to FB and Twitter on Feb 19 by Umeda (personal) with only 1 share on FB and 1 retweet on Twitter (Kniss). Posted to FB on University of Arizona Cooperative Extension Invasive Weeds site.
Program was emailed to Western Farm Press.
Zollinger retired and relocated but will continue on committee when resettled in new job.

Recommendations for Board Action:

Determine social media outlets administrator.
Make available the annual meeting program in January.

Budget Needs: None

Suggestions for the Future:

Broader participation from more WSWS members can help promote annual meeting and other activities via social media outlets (Students already broadcast on FB)

Current Committee Members: Pat Clay, Lynn Sosnoskie, Travis Bean, Richard Zollinger, Joe Armstrong, (Joan Campbell – volunteer carryover)

Name of Person Preparing This Report: Kai Umeda