

**The Pesticide Stewardship Alliance (TPSA)  
Board of Directors (BOD) Meeting Minutes  
December 15, 2006**

**CALL TO ORDER**

Meeting was called to order at approximately 11 AM EST.

**ROLL CALL**

A quorum of voting members was present (names underlined): Kathy Brooks, Don Bradley, Don Gilbert, Don Mullins, Lois Levitan, Gail Amos, Nancy Fitz, Roger Springman, Carol Ramsay, Liza Fleeson, Kelby Neal and Allan Hovis.

**APPROVALS**

Minutes from the November 27, 2006 Board of Director meeting have been drafted and will be distributed by Carol Ramsay for review. All comments should be sent to Liza Fleeson.

**TREASURER'S REPORT**

The balance as of November 22 is \$18,772.80. The payments totaling \$1331.52 were \$1,070.00 to Arrowchase, \$35.00 to Global Pay for the CC settlement, \$44.79 to NDPS for the CC machine, \$50.03 to AT&T and \$131.70 to George Brooks. The deposits in November total \$16,525.00 from numerous membership renewals and sponsorships.

**2007 TPSA CONFERENCE - RENO, NV**

**Press Release**

Conference press release has been drafted. Discussion included the need for both a "short" and "long" version of the press release. Carol Ramsay suggested a one page "short" version could be used for email correspondence and the press and the "longer" version for all other groups. A request was made to forward any list serves for interested parties to assist in the announcement of the upcoming conference. Don Bradley suggested that the media version needs to be edited further. Draft press releases will be distributed to Board for comment today.

**Displays**

Discussion focused on the Conference as a good venue for industry/vendor displays. Carol Ramsay indicated there was room in the plenary session location for displays and she could work with the Silver Legacy to ensure appropriate equipment for table top displays, easels, and posters. Kathy Brooks offered that in the past, there has been no cost associated with displays. Don Mullins

expressed the desire to offer display space to attendees. Currently, there are 3 posters expected to be displayed (a maximum of 8 should be anticipated). Lois Levitan suggested adding information to the website regarding the opportunity to have a display at the Conference in addition to the longer version of the press release.

### **Program**

Discussion included a brief review of stewardship topics. Lois Levitan requested that the Board review the session's topics, speakers and titles. Any revisions should be forwarded to Lois. It was determined there would be no cost attending the conference for Speakers who only attend the Conference the day of their presentation. If Speakers wish to attend more than one day, \$100 reduction in registration fees shall be applied. In addition, the Board was asked to contact Lois if there is interest in moderating a session(s) during the conference.

Discussion continued on other program details including sponsorship, menus and displays. Carol Ramsay and Kathy Brooks will work together on these items. Sponsorship monies shall be used as needed and will not be used necessarily in total on food but rather will be used to support other aspects of the program (i.e.: tour). The Opening and Grand Receptions were also discussed. It was determined that attendees will be given 2 drink coupons for the Opening Reception. The Grand Reception shall include an open bar.

### **Sponsorship**

Carol Ramsay opened with the need to "bang on more doors" in an attempt to secure additional sponsorships. This should include representatives from all parts of the industry (i.e.: chemical companies; end users; hazardous waste contractors, markets, etc). Carol indicated she would send out a sponsorship status report weekly. Sponsors shall be added to the website once confirmed. Other income generating ideas were discussed including the possibility of holding a silent auction. Roger Springman offered his experience with such events. States/industry would be asked to bring items for the auction. Items could be either quality or quantity items. Attendees could bid on the items and have them shipped to them after the conference. The need for a limit to the total number of items in the auction was discussed. Kelby Neal, Joe Hoffman and Roger Springman will work on securing items for the silent auction.

### **Second Conference Mailing**

The need for a second mailing of conference materials was discussed including the best method for distribution. It was decided that both a hard copy (postcard) and email should be sent. Don Bradley will draft the next mailing in short order.

### **MEMBERSHIP DRIVE**

Don Gilbert indicated that 250 mailings have been sent including AAPSE and AAPCO.

## **CONTRACT - MID AMERICA CROPLIFE ASSOCIATION (MACA)**

Carol Ramsay expressed concerns regarding the current contractor responsibilities in the draft contract between TPSA and MACA. Specifically, the responsibilities outlined in the current draft contract are limited to only financial operations and do not reflect the other business operations, for example, membership, as outlined in the business practices document previously distributed to the Board (October?). Carol will resend the document. Lois Levitan called into question the seemingly high cost for services, specifically, the hourly rate. Don Bradley summarized the current financial situation stating that too large of a percentage of revenue is being spent for business services. Until membership (revenue) increases, expenses need to decrease. It was determined that a review of past expenditures was needed. Carol, Don and Kelby Neal will review those costs. Carol offered an additional benefit of contracting for business services was increasing the credibility of TPSA.

## **LETTER TO MEMBERSHIP RE: CONFERENCE FEES**

Carol Ramsay asked the Board to consider approaching the membership and ask that members consider not exercising the option to reduce the conference registration if membership fees have been paid for 2007. This would provide members an opportunity to support the organization and could result in projected earnings of \$4,075.00. The registration form would be revised to make the reduced fee for members “optional”. Some groups are not able to make separate donations to an organization. Roger Springman and Gail Amos will draft a letter to membership and Carol and Liza Fleeson will provide comments prior to distribution. This will be completed as soon as practical.

## **OTHER**

The need to have a meeting dedicated to the future of TPSA was discussed. It was decided that two meetings shall be held in January: 1) Board of Directors Meeting and 2) Future of TPSA. Nancy Fitz shall schedule the meetings.

**NEXT MEETING:** Next meetings are scheduled as follows: 1) *Future of TPSA* - January 4, 2007 (2:00 – 3:00 PM EST), and 2) *Board of Directors Meeting* - January 5, 2007 (11:00 AM – 12:00 PM EST).

**ADJOURN:** Meeting was adjourned at approximately 12:45 PM EST.

[Draft submitted by Liza Fleeson December 21, 2006; Revised December 22, 2006; Approved January 5, 2007]