

THE PESTICIDE STEWARDSHIP ALLIANCE
BOARD OF DIRECTORS
MEETING MINUTES
May 9, 2012

The board meeting held via conference call was called to order by Chairman Ed Cranson at 11:03 a.m. Eastern Time.

1. Board and Officer Roll Call (x in front of name indicates present for call.)

Officers:

Cary Hamilton – President
 VACANT – Vice President
 Jeffrey Rogers – Secretary
 Don Bradley – Treasurer
 Ed Cranson – Chairman of the Board

Board Members:

Kevin Neal Ples Spradley
 Scott Birchfield Bryan Gran
 Rodney Neal Nancy Fitz
 Ron Perkins

Guests present: Bonnie McCarvel, Roger Springman, Jay Mirsky, Jack Peterson, Joe Hoffman, and Derrick Bell.

Ed Cranson declared a quorum present for the meeting.

2. Approve minutes

March 14, 2012 Board Meeting minutes were presented. Nancy Fitz passed along a suggestion from Barry Friesen that the pesticide disposal, container recycling and agricultural plastics sessions be planned as a coordinated program, in lieu of the statements "Fitz has agreed to be the session coordinator for the mini-bulk containers, Barry Friesen will be the session coordinator for ag-plastics." Kevin Neal moved to approve the minutes as amended to include the change suggested by Nancy Fitz. Scott Birchfield seconded the motion. Motion carried.

Stewardship Awards – were moved up on the agenda by Cranson at the request of Springman.

Roger Springman reported on the process done for 2012 awards. Gail Amos and Carol Ramsey have agreed to be on the committee. Nominations are needed and would encourage that nominations be asked for this fall. Roger Springman suggested that it may be more appropriate for either Gail Amos or Carol Ramsey to serve as the committee chairman if they are sure they will be able to attend the meeting. He will assist in a secondary role.

3. Committee reports

a. Annual Conference Review

Ed Cranson reported on plans for 2013 conference. The conference facility has been selected and we are in contract with the Renaissance Riverview in Mobile, AL. Ed Cranson will be working with Bonnie McCarvel to get the conference facility and registration information on the website. Ed Cranson hopes to have the sessions planned by the next board meeting, but is looking for assistance with locating a keynote speaker, so please forward any suggestions. Off site event still to be determined.

b. Elections and Bylaws

1. Vice President Election

Sandra Keil was unable to be on the call. Ed Cranson reported that to date no nominations for the Vice President position and called for additional members for the Election and By-law committee. Currently, only Sandra Keil and Cary Hamilton serve on this committee. The board members were asked to identify potential candidates to fill the Vice President position and forward those names to Ed Cranson.

2. Policies

Nancy Fitz reported on the work of the committee on Policy 2.0 Logo Use, Website Link, and Sponsorship Recognition. Suggestions added: the statement to point 2: "...that governmental agencies, educational institutions and non-profit organizations are permitted to use the TPSA logo to promote stewardship efforts upon request and can be linked to the TPSA website" and the creation of point 3: regarding the use of the TPSA logo and website address to include Agriculture Media Companies "...when promoting stewardship efforts in local, national and international arenas, by contributing their reach to an expansive and diversified farming audiences." Discussion followed. It was decided that the website link language would be removed and a revised policy would be presented to the Board at the July meeting.

Nancy Fitz reported on the work of the committee on Policy 9.0 Sponsorship. This suggested revision of the sponsorship policy is a result of issues that were brought up at the Board meeting in February. The goal is to better recognize sponsors and better delineate between the types of sponsorship and also to recognize those who contribute beyond that of a financial contribution. Discussion followed. It was decided that a minimum financial threshold of \$500 would be set for the Bronze Sponsor Level with a maximum of \$999 and the TPSA Supporter Level will be deleted. Event sponsorship will continue to be available and the sponsors will be recognized at the time of the event. Bryan Gran moved to accept the policy with the changes described. Kevin Neal seconded the motion. Motion carried.

3. By-Law voting results

The voting results for the TPSA Bylaw changes needed to maintain TPSA's incorporation status is ongoing; however as of 3:30PM on 8 May 2012 there were 55 affirmative votes which is a majority vote of the 108 members. The new bylaw amendments are now in effect.

c. Membership

Derrick Bell said currently there are five committee members and he hopes to have a meeting soon. They will be following up with former members who have not renewed their membership and have other avenues to follow up with to help grow TPSA's membership.

d. International Stewardship

No Report.

e. Communications

Nancy Fitz reported on the work of the committee on the Public Service Campaign with Maria Mirsky Associates to get website optimization. For the website portion: In the process of preparing a note to members asking for photos and information to highlight the members on the website to maximize user experience; expand/enhance/highlight the contributing sponsors and members to maximize exposure; maximize exposure to the TPSA site by requesting the upload of our link to member companies, distributors/retailers and publishing companies. For the Public Service Announcement Campaign: Subcommittee working on a public service announcement for minibulk management. Currently updating the website to included minibulk management and other outreach information.

Nancy Fitz and Roger Springman reported on the work of the committee on Agricultural Plastics activities. Based on the discussions at annual conference, the committee is revising their activities to include a comprehensive list of companies that manage agricultural plastics, create a database of markets for agricultural plastics, and update the website to specifically address agricultural plastic management and TPSA's role. Roger Springman added that this is an important step to take if TPSA wants to be a viable leader in the agricultural plastic arena. Discussion followed. It was decided that the committee would contact TPSA's legal council to determine what information can be collected and shared in an information exchange format. A draft policy will be presented to the Board at the July meeting.

Cranson discussed using this arena to further membership and sponsorship growth in TPSA.

f. Pesticide Disposal

No Report.

4. Old Business

No Report.

5. New Business

a. Committee Chairs

Roger Springman suggested that it may be more appropriate for either Gail Amos or Carol Ramsey serve as the committee chairman for the Stewardship Awards and he would continue to assist in a secondary role. Ed Cranson asked for additional participation in the Election and By-Laws committee.

b. Planning for the 2013 Annual Conference

The location for the 2013 conference February 5, 6 and 7th is Mobile, Alabama and will be held at the Renaissance Mobile Riverview Plaza Hotel. Ed Cranson will be in contact with Kevin Neal to discuss session chairs and coordination. Suggestions are welcome and should be submitted to Ed Cranson.

Kevin Neal discussed the possibility that the President and Vice President serve as co-chairs of the Annual Conference. TPSA could then pay the costs of these positions attendance in the annual meeting. Cranson asked that a draft policy be presented at the July meeting for further discussion.

6. Treasurer's report

Ed Cranson provided an update as Treasurer Don Bradley was not able to be on the call. Discussion followed. Bryan Gran moved to accept the report as submitted. Nancy Fitz seconded the motion. Motion carried.

7. Next Meeting:

Travel in on July 31st with the meeting starting at noon at the Monsanto Research Facility with a tour of that facility. Start the next day at Monsanto headquarters on August 1.

Ed Cranson read the draft minutes of the February 8, 2012 meeting of the re-organization of the board for their review. Nancy Fitz moved to accept the minutes as presented. Scott Birchfield seconded the motion. Motion carried.

Next meeting will be held tentatively, July 31 – August 2, 2012 beginning at noon on the 31st.

8. Adjourn

Bryan Gran moved to adjourn the meeting. Ples Spradley seconded the motion. Motion carried. Meeting adjourned at 12:55 Eastern Standard time.

Minutes take by Jeffrey Rogers.

Attachments to Minutes

- Policy 9.0

Policy 9.0 Sponsorship

The Pesticide Stewardship Alliance (TPSA) is dedicated to increasing the effectiveness, efficiency and impact of pesticide stewardship policies and practices on the agricultural community, people and the environment. TPSA strives to facilitate dialog and cooperation among all interested individuals, organizations, agencies, and companies. TPSA continually promotes effectiveness, efficiency and longevity of various pesticide stewardship efforts in the local, national and international arenas. The Association serves as a clearing-house for technical information, data and expertise concerning pesticide stewardship programs and issues; and provides a mechanism to concentrate technical expertise in finding solutions to problems impacting pesticide stewardship programs.

As a largely volunteer organization, TPSA relies on contributions from members to organize and run the Annual Stewardship Conference, provide stewardship information, support day-to-day operations, provide input on policies, and conduct projects. All contributions – both financial support and the time and efforts of individuals – make a difference. The purpose of this policy is to recognize both types of contributions in a clear manner to encourage organizations to provide financial sponsorship and to encourage individuals to get involved with projects.

The benefits to TPSA of financial sponsorship and the efforts of individuals include:

- Financial support to TPSA as an organization;
- Support of critical day-to-day operations. The organization is run by volunteers with the exception of the paid operational manager;
- Support for TPSA marketing materials to be represented at key meetings and conferences around the country (AAPCO, SFIREG, NAHMMA, etc);
- Special projects that facilitate TPSA's stewardship goals can be initiated and completed; and
- Support of the Annual Stewardship Conference.

TPSA has four levels of sponsorship or support:

Gold Sponsor Level – financial contribution of \$5,000 or more a year

Benefits to Sponsor:

- Recognized on the TPSA home page, on the TPSA sponsor web page and on all conference materials, including the TPSA conference related web sites, conference poster, and program agenda
- Special recognition at the Annual Stewardship Conference and annual members meeting
- Free annual membership, for one year, for three members of the sponsoring organization
- Free booth space at the Annual Stewardship Conference

Silver Sponsor Level – financial contribution ranging from \$1,000 to \$4,999

Benefits to Sponsor:

- Recognized on the TPSA sponsor web page and on all conference materials, including the TPSA conference related web sites, conference poster, and program agenda
- Free annual membership, for one year, for one member of the sponsoring organization
- Free booth space at the Annual Stewardship Conference

Bronze Sponsor Level – financial contribution ranging from \$500 to \$999

Benefits to Sponsor:

- Recognized on the TPSA sponsor web page and on the conference program agenda and, if space is available, on other conference materials, such as the TPSA conference related web sites and conference poster

Organizations also have the option to provide financial sponsorship for specific conference events, such as invited dignitary travel expenses, breaks, the opening reception, lunches, the grand reception or other events. Organizations that sponsor a specific event will be recognized at that event and/or as appropriate in the case of sponsoring travel. A sponsor that has reached the Gold, Silver or Bronze Sponsor levels that makes an additional contribution to sponsor a specific event would receive the event recognition in addition to the benefits listed above.

For more information on becoming a sponsor, please contact:

The Pesticide Stewardship Alliance (TPSA)

11327 Gravois Road, #201

St. Louis, MO 63126

Phone: 314-849-9137

Fax: 314-849-0988

Email: info@tpsalliance.org

Notes:

Revised (and approved) by TPSA Board of Directors: May 9, 2012