

## **Minutes: NAPB Executive Committee Conference Call September 20, 2016**

Klaus Koehler (KK)  
Wayne Smith (WS)  
Todd Campbell (TC)  
Jane Dever (JD)  
Alex Lipka (AL)  
Don Jones (DJ)  
Kate Evans (KE)  
Sarah Turner (ST)  
Arron Carter (AC)  
Jennifer Yates (JY)  
Virginia Sykes (VS)  
Sarah Potts (SP)  
David Francis (DF)  
David Bubeck (DB)  
Richard Pratt (RP)  
Sarah Turner (ST)  
Hannah Senior (HS)  
Anna Levina (AL)  
Emily Combs (EC)

### **Minutes**

The call began at 2pm EST.

- 1) Prior minutes (**Appendix 1**): KK asked for approval of the minutes. DF motion to approve and WS second. Minutes passed.
- 2) Tri-society visit discussed. KK sent a one-page report to all on the call prior to this meeting (**Appendix 2**). Overall KK said the meeting was very good and informative. NAPB was asked to participate in the Congressional Ag Research meeting in DC. EC approved participation that includes a contribution. DF questioned the cost associated with the membership renewal process/implementation. What happens to someone who is dropped from the membership list if they are not approved? Does not seem that the system is fully functional. KK-NAPB needs to monitor the renewal system; perhaps the membership committee can take a look at this. DF-agreed with this approach and suggested AL also be involved.
- 3) Time of meeting discussion. AL requested the time of the meeting be 1pm EST instead of 2pm EST. Passed unanimously.
- 4) Social Media proposal (**Appendix 3**) discussion. EC-need to determine who has access to the current NAPB Facebook page. Some discussion on who has ownership to the various social media outlets. New social media pages should be in addition to the current graduate student pages. KK- proposal that only Communications committee leadership have access to social media outlets. VS- perhaps each committee can have a person with access to post on social media

outlets. WS- maybe start the process with Communications Committee only and then branch out with other committees later. JD- Centralized system may not be the best approach for social media. Relying on one person might not be best. Designated one person for access for the committee. EC- she can be responsible for initiating this and communicating with other committees to determine their representative. Some discussion about approval process for social media posts. What are the guidelines? Need a set of guidelines for how we use social media...what is appropriate and what is not. NAPB must be very cautious concerning original posts as well as re-tweets. As a start, we may consider taking it slow into social media with a focus on non-sensitive issues such as newsletter information. And learn as we go. KK- how do we move forward? WS-motion to accept the current social media proposal as it is written. TC-second. Motion passes. Each committee can appoint a social media representative. We will revisit the social media policy in 6 months.

- 5) Committee Goals (**Appendix 4**) discussion. KK expressed thanks to all the committees for submitting 2016/17 goals as a pre-read with the exception of Advocacy.

\*\*RP provided Advocacy goals--participation of NAPB at the tri-societies Capitol Hill visit. Improving ability for NAPB to sign on to requests from educational initiatives to comments from media on scientific issues. Involve grad students more in committee function. Improve engagement with other organizations about plant breeding issues.

\*\*Education committee. (DB)- NAPB contribute to plant breeding position statements from ASTA and other organizations. One additional organization would be the National Council of Commercial Plant Breeders.

\*\*Membership committee. Need to reach out private sector through various outlets to grow membership.

\*\*Communications committee. KK- talk more about NAPB advocacy activities.

\*\*Grad. Student working group. Great to see the group trying to get more grad student participation in committees.

\*\*No other questions/comments on committee goals.

- 6) New meeting format discussion- 1-hour format is great.  
7) Early career proposal (**Appendix 5**) will be presented at the next EC teleconference. Also discussion on the next annual meeting.

### **Action Items**

- 1) NAPB Membership committee needs to study the tri-society function of maintaining membership and recruitment email lists. It also needs to study how membership renewal notices are sent out and how response/or lack of response impact membership and recruitment lists.
- 2) The monthly teleconferences will commence will now begin at 1pm EST.
- 3) Social media proposal was approved. Emily Combs will lead the effort to establish NAPB social media accounts. She will work with committees so that each committee appoints a single representative to form a NAPB Social Media working group. The working group is tasked to develop more detailed guidelines concerning appropriate/inappropriate use of social media for

- NAPB. The EC will re-evaluate NAPB social media activities in 6 months (March 2017).
- 4) On behalf of the Education committee, Dave Bubeck will provide information on NAPB linkages with other organizations such as the American Seed Trade Association and the National Council of Commercial Plant Breeders.
  - 5) Early Career Working group proposal will be discussed at the next EC teleconference in October.

Meeting adjourned at 3pm EST.

## Appendix 1:

### Minutes Executive Board Meeting NAPB 15 August 2016

#### Attending:

David Francis	Charles Stuber
Berry Tillman	Don Jones
Todd Campbell	Richard Pratt
B. Lawrence	Sara Potts
Sara Turner	Alex Lipka
Klaus Koehler	Jim McFerson
Wayne Smith	Alan Van Deynze

1. D. Francis noted that as outgoing president of NAPB that he felt that it was time for NAPB to consider a part time staff person to help the volunteers with the organization and allow the EC more time to consider the vision and mission of the organization. He noted that we have about 200,000 in the bank and expect a carry over of about 80,000 plus once the 2016 meeting expenses are met.
2. This was our first year of paid membership and we have 418 paid members (143 are graduate students). We have a recruitment list serv of over 2500 potential members.
3. A new “committee” that is composed of post docs was suggested. Another suggestion was to make the graduate student working group a “graduate student and young professional committee.” Klaus suggested that this might fit well into his goal as president to attract more company breeders into the organization.
4. The EC was urged to pay attention to diversity of the leadership. D. Francis suggested that the past presidents should be utilized as a resource charged with recruiting new leadership volunteers representing the diversity of the organization and profession.
5. Election of volunteers to serve in the leadership of the committees should be flexible, i.e., the use of formal elections or simply appointments by the existing committee leadership with approval from the EC. One need noted was that all committees should be encouraged to appoint graduate students to their committees for both the ideas that they bring and for the training of our future leaders.
6. DF asked for a one page, bullet format annual report from each committee chair.
7. Alan Van Deynze noted that UC-Davis would be the site of the 2017 NAPB meeting. Other confirmed sites are University of Georgia in 2019. Suggestions for 2018 were Colorado State (Pat Byrne later confirmed that he would visit with CSU leadership but though that CSU would host the 2018 meeting). Another suggestion was Texas A&M at Lubbock in partnership with

companies and possibly Texas Tech. W. Smith agreed to follow up on the Lubbock suggestion for either 2018 or later.

8. Klaus hopes to set up a meeting with ACSESS CEO Ellen Bergfeld in mid September to discuss our issues with the list serv and to solidify our relationship both with ACSESS and the Trisocieties.

Post meeting items of interest:

1. K. Koehler and W. Smith visited with Tabare Abadie, Pioneer manager of the Pioneer Graduate Student Plant Breeding Symposia, about NAPB being listed as a “professional support” of the meeting with our logo on the advertisement.
2. Sara Turner will visit with the student leaders of all of the Pioneer Grad Student PB Symposium to insure that our NAPB recruiting poster is part of the poster sessions.
3. Alex Lipka will add the links to all of the Pioneer Grad Student PB Symposia to the NAPB web site.

### **Minutes: NAPB Executive Committee Conference Call August 25, 2016**

Klaus Koehler (KK)  
Wayne Smith (WS)  
Todd Campbell (TC)  
Jane Dever (JD)  
Don Jones (DJ)  
Thomas Lubberstedt (TL)  
Kate Evans (KE)  
Sarah Turner (ST)  
Arron Carter (AC)

KK began meeting at 2pm EST. Began a discussion about proposed changes to monthly meeting format. WS-monthly meeting from 1.5 hours to 1.0 hours? KK-yes. WS-endorse the idea of committees sending bullet reports for review prior to the monthly call. Will speed up and make for a more accurate report for the record. KK-made the invitation for September to include everyone, but make it ‘mandatory’ for the 6 members of the EC. Others, which include committee leaders, are invited to attend at their discretion. WS-NAPB Board? KK, President; WS, Vice-president; TC, Secretary; DJ, Treasurer; AL, Webmaster.

KE-just one rep from PBCC might be included in the monthly call. What is the impact on quorum votes? KK-this is something we should consider. We need to study the bylaws on what is considered quorum. It seems that in the past we only needed the 6 members of the EC to vote and make a decision. KE-could always conduct an email vote if needed. DJ, TC, WS-support the meeting modification. WS- consider aiming for a 1-hour meeting but allocate 1.5 hours. We should also think about EC meeting monthly and Board meeting quarterly (open up to all committee officers). Not a

discussion item but something to think about as the organization moves forward. DJ-recommend keeping the calls to a small number of people and focus on using reports from committees. KK- need to make sure committee members are always invited to join and participate in the calls at their discretion. JD- support the modification of the meeting as KK proposed. Like the idea of the written reports and quarterly calls that include EC and committee reps. TL- support the written report and the idea of alternating EC only and full meeting attendance. KK- need to make sure each committee knows what their task is so that they can set goals for the next year. Probably need to include in the first call next month. AC- Committee chairs probably only need to attend calls, but it might be helpful to engage other committee members to promote future leadership.

KK- move forward with the new meeting structure, will have discussion with past presidents about the meeting structure, will look into NAPB bylaws. Will plan to present a summary at the beginning of the next EC call in September.

KK closed meeting at 2:30pm EST

## Appendix 2:

### Trip report from Klaus Koehler visit with Tri-Societies 9-14-2016

Present:

Ellen Bergfeld, Chief Executive Officer

Wes Meixelsperger, Chief Financial Officer

Susan Chapman, Director of Member Services

Ian Popkewitz, Director of IT and Operations

Lynne Navis, Accounting Manager

We discussed the following subjects:

1. Automatic renewal notices

Currently two notices are going out automatically typically one before membership expiration and the other at membership expiration time. We can request to get a third notice at additional cost. Ian Popkewitz will submit a proposal.

2. Collaboration NAPB-Tri-Societies.

How can NAPB collaborate further with the Tri-Societies? Proposal to organize a joint session around the subject of breeding at the ASA meeting in 2017 (2016 is too soon to implement). Klaus will approach Mark Brick. Klaus will attend this year's ASA meetings to meet with CSSA leadership to start the discussion on this collaboration. Target is inclusion of Horticulture society into this effort. Envision also a joint ASA meeting with Horticulture in Baltimore 2018 as Soil Science will not participate in the 2018 meeting.

There is also the possibility of a collaboration on a smaller meeting in the year. ASA started organizing smaller meetings on specific topics (i.e. Novel Phenotyping)

We should also continue to collaborate on the student, grad student level. NAPB by nature is more active with graduate students. Continue participation in "Storm the hill" next year. Ellen Bergfeld will propose other possibilities for collaboration in the promotion of STEM education ect.

3. Revision of fee structure

Klaus proposed to review the fee structure and proposed a sliding scale membership fee structure, based on total numbers of NAPB members, more members = lower fee per member. This should apply as NAPB memberships are increasing. Ellen Bergfeld committed to look into current cost to ACCESS and to come forward with a proposal soon.

4. New services

ACCESS has a meeting planner. We could use the person for our meeting as well. Fee will depend on at what level we would use.

### **Appendix 3:**

Social media is a valuable tool to help NAPB communicate both internally and externally. However, we want to use it in a way that correctly communicates the views of all NAPB members. The Communication and Membership Committees have held discussions on this topic and jointly propose NAPB take advantage of three social networking platforms:

- Twitter
- LinkedIn
- Facebook

A key issue is the use of social media to present a unified message sanctioned by NAPB leadership. In other words, we do not want individuals posting messages to these accounts that do not align with our mission. An obvious way around this would be to have the Executive Committee approve each posting, but this would be burdensome to the EC and surely slow down the frequency of messaging. We propose to create a list of post types that NAPB designated social media users can feel free to post. Posts related to the following topics could be done by any authorized person:

- Announcements about NAPB events and other events that meet criteria to be included in a newsletter such as plant breeding symposiums, USDA grant deadlines etc (Communications Committee)
- Announcements about NAPB award recipients (Awards Committee, Communications, Education)
- Announcements about internally produced content like our You Tube Channel (Education)
- Quarterly student/post doc profile (Communication)
- Anything included in the newsletter
- Anything presented at the annual meeting

Items not covered by this list would need to be approved by at least member of the EC. Examples would include: links to news stories about plant breeding, links to white papers from USDA, ASTA or other groups, congratulations to world food prize winners.

Another important issue is the management of the accounts so they are effectively used and contribute to NAPB's reputation as a vibrant organization. We propose that the vice chairs of the Communication, Membership, Education, and Advocacy Committees form a social media working group and delegate social media responsibilities within the working group.



## **Appendix 4:**

### **Education Committee 2016-2017 Goals**

We have yet to have a formalized meeting since the NAPB annual meeting, but have this scheduled for October. Based on conversations at the NAPB meeting, the following points will be emphasized this coming year:

Continue with the formalized webinar series in the Spring of 2017

Transfer maintenance of the YouTube channel (developed by SolCAP) and rebranding to the Education Committee with coordination through Alex Lipka

Development of a Blog or Q&A space (continued discussions with the PBTN)

Finalize Best Practices document (in coordination with what was put out by PBCC or already available)

Arrange educational information (mainly videos on YouTube channel) that is useful for different learning situations (general public, middle school, high school, etc)

### **Membership Committee 2016-2017 Goals**

- Add 10% to the Membership List (from 415 à 457 members)
- Work on and refine the recruitment list – the gap analysis will help reveal areas of focus (see attached charts for end of August 2016 results).
- Incentivise existing members to get new members, i.e. the idea of Sara Potts to recruit using current members to sign up new members, and perhaps offer a reward or bounty? Narinder did this at KSU this past summer, and was very successful (see university chart in attachment).

Focus on the California region prior to 2017 meeting - with the 2017 Davis meeting this seems to be the low hanging fruit.

### **Goals for 2016: - Communications Committee**

Prepare quarterly newsletters focusing on NAPB activities including the 2016 meeting, 2016 presenters and awards winners, plant breeding success stories, funding and workshop opportunities, and upcoming meeting information

Distribute press releases focusing on the past meeting, awards winners, and upcoming meetings

Work with the executive committee on communication issues which affect NAPB

Encourage more graduate student participation in committee activities

### **Future Goals for Graduate Student Working Group**

Future goals:

1. Assign at least two graduate student reps to each committee
2. Facilitate planning efforts for the 2017 meeting
3. Continue promoting NAPB at DuPont symposia
4. Add detailed information about GSWG to the website

### **Goals of Advocacy Committee**

Quick broad-bush statement of goals will be to 1) facilitate participation of two NAPB graduate students at tri-societies congressional visits day in March 2) improve NAPB ability to respond to requests for “sign-ons” re policy initiatives, requests for expert opinion from the media etc., 3) improve linkages and engagement with other organizations that share common interest in issues affecting germplasm, plant breeding, genetic technology etc.

## **Appendix 5:**

# **PROPOSAL FOR CREATION OF NAPB EARLY CAREER WORKING GROUP SEPTEMBER 20, 2016**

## **OVERVIEW**

### **1. Rationale**

The National Association of Plant Breeders (NAPB) has a long history of student participation. However, upon graduation, these young members sometime struggle finding their place within the organization, or lose touch entirely. In order to strengthen the membership, and increase the diversity brought to the NAPB by this demographic, we propose the creation of the Early Career Working Group (ECWG). By facilitating a forum for this group to come together, we can strengthen the membership of the organization and enhance its ability to fulfill its Mission Statement goals of promoting food security, quality of life, and a sustainable future.

### **2. Leadership structure**

It is proposed that the leadership structure of the ECWG consists of two Co-Chairs who work together to guide meetings, achieve consensus among group members, and delegate duties pertaining to objectives and goals as set by the group. It is preferable that one of the Co-Chairs be an industry representative and the other be a public sector representative to provide balance to the group. A small pool of interested members will be identified within the group to be “on deck” for Co-Chair positions the following year, and will be lined up in advance of the annual meeting for approval by the ECWG membership at the annual meeting. Sarah Potts has successfully volunteered as one of the two Co-Chairs for 2016/17. Four additional members are potentially interested and the second Co-Chair position will be decided within the first three meetings of the ECWG. It is requested that one of the Co-Chairs be included in the attendance of the NAPB Executive Committee meetings.

### **3. Group Membership**

The general membership of the ECWG shall be open to anyone who self-identifies as an Early Career member of NAPB. General members of the ECWG are welcome to conference calls, as having a representative group of opinions from different career tracks will be of utmost importance.

### **4. Goals and Objectives**

The first goal of the ECWG will be to formulate a Mission Statement for the newly formed ECWG. A brainstorming session has already occurred and it is estimated that a Mission Statement will be in place by late 2016.

Secondly, the ECWG will work to identify a second Co-Chair within the first three meetings of the ECWG and to gather a small pool of interested members as potential Co-Chairs for 2017/18 within one month of the annual meeting.

A third goal for the ECWG will be to organize a session or event for the ECWG membership for the 2017 NAPB Annual Conference.

### **5. Requirements**

The ECWG is not currently requesting any funds from the NAPB Executive Committee aside from the formal establishment of the group and guidance in the formation of the ECWG.

### **6. Implementation Plan**

To establish a broader membership, it is requested that upon formation the ECWG be allowed to send one mailing to inform the general membership of the creation of the group and invite potential members to an ECWG specific mailing list. This will allow the ECWG to distribute relevant materials to interested members and to solicit participation in monthly meetings and other ECWG events, such as mentoring opportunities or career development webinars. Following this mailing, the group will meet monthly to plan opportunities and events as set forth in the Mission Statement. The ECWG also requests to be able to promote the group and group events through the NAPB newsletter.