

## **Membership Committee meeting Davis, CA 9 August 2017**

Present:

- Valerio Hoygos-Villegas - Agresearch
- Laura Maupin – Monsanto
- Nick Varsa – Rutgers University
- Elizabeth Lee – Guelph University
- Donn Cummings
- Jeff Posch – Dow Agrosiences
- Hannah Senior – PBS International
- Jennifer Yates – Monsanto (by phone)
- Wayne Smith – Texas A&M

### **Appointment of Secretary**

No volunteers stepped forward so Mark Newell (not present but volunteered) appointed secretary although the concentration of committee members from one company was noted. *(Subsequently Valerio Hoygos-Villegas volunteered and Mark agreed to step aside)*

### **Current view of priorities for the year:**

- Rectify membership situation
- Engage with Guelph meeting to drive membership
- Engage with industry to increase sector participation
- Explore re-running “refer a friend” scheme

### **Membership status as at 8.9.17**

Membership numbers have fallen from 416 members to 317 members due to a combination of:

- Failure of automated renewal emails to be sent
- Registration for 2017 meeting not cross-referencing with membership database
- Website out of action during key registration period

Wayne is aware of the issues with ACSESS and would like NAPB to have one point of contact with their organisation.

**Next Step** – reinstate renewal email process and address other issues with ACSESS in communication with rest of NAPB committee. Agree point person and communication path between ACSESS and NAPB

### **New forms of Membership**

Corporate membership and lifetime membership were discussed. Lifetime membership preferred, not least because of accelerated cashflows.

**Next Step** – Membership Committee to work up proposal for lifetime membership to share with Executive Committee for approval

### **2018 Meeting in Canada**

Connecting membership database with registration for 2018 meeting will need addressing – since the meeting will be held in Canada it may not be possible for ACSESS to handle meeting registration.

Someone from the Membership Committee will participate in calls with Meeting Committee to ensure coordinated recruitment activity focused on Canadian plant breeders in coming year.

**Next Step** – Efficient handling of cash for 2018 meeting needs further discussion between Meeting Committee and Exec Committee

### **Gap Analysis**

It was agreed that the NAPB is a community of all plant breeders, regardless of plant type, and membership must reflect this. There is a desire to increase industry members. There was a discussion about capturing plant type among membership database, and whether this can be done within the budget and time available to NAPB

**Next Step** – explore ability and cost for ACSESS to run survey-monkey / mail-chimp survey to automatically populate the database.