

NAPB Exec Meeting 12.6.2016

In attendance: Jane Dever, Todd Campbell, Wayne Smith, Alex Lipka, Dave Bubeck, Klaus Koehler, Ksenjia Gasic, Sara Turner, Arron Carter, David Francis

Review of November Minutes

Wayne Smith motioned approving the minutes. Jane Dever seconded. Minutes approved.

Review of committee reports

Committee reports December 2016:

Membership committee:

We received the recruitment list from the Tri-Societies and are working on getting it sorted by organization. Once we have that, we will go to the major groups and ask for edits/adds/deletes.

Communications Committee:

1. Still waiting on appointed designee for twitter access from each committee.
2. Send any items of interest, meetings and announcements for the Dec/Jan newsletter to Jane Dever by December 9.

Graduate Student Working Group:

Ongoing activities and updates for the GSWG (many will be addressed in our upcoming meeting on Dec 14):

- Currently brainstorming ideas to write a small piece/public interest story, possibly for the January newsletter
- Writing a mission statement for GSWG, ideally to post on the website along with contact information
- Discussing speaker ideas for the webinar and ideas for short courses preceding the 2017 meeting
- Looking for input to improve webinar attendance
- Reviewing the SOP for the poster competition from the Education Committee

Education Committee

- Update on 2016-2017 NAPB Goals: subcommittee action items
 1. **Webinar Subcommittee:** Chris Smallwood & Randy Knutson
 - Alice Formiga was contacted and confirmed PBGWorks could provide a platform option for the webinar series. Working to finalize the platform.
 - Potential speakers have been contacted, with 4 internal presenters (Jim Meyers, Russ Jessup, Brett Carver, Simon Phillip) and 1 external presenter (Kevin Price) confirming interest. Tentative dates between April/May 2017 were suggested.
 - Graduate students will introduce speakers.

2. Best Practices Document Subcommittee: Arron Carter

- PBCC was contacted and confirmed no pre-existing document exists.
- Stephanie agreed to discuss desired content with the graduate student group so a draft could be worked up.

3. Blog or Q&A Board Subcommittee: Arron Carter

- Arron contacted the Plant Breeding Training Network (UNL), who confirmed they already maintain Q&A forums. Consensus among the committee was to refer inquiries to the PBTN and not duplicate the effort within the NAPB.

4. YouTube Channel Subcommittee: Sarah Potts

- They are working on getting access to the YouTube channel and will begin rebranding once that happens.

5. Videos & Education Subcommittee: Randy Knutson & Russ Jessup

- Randy has contacted and received positive feedback from FFA & Ag. Ed. Programs with interest and need for more appropriate level curricula.
- Existing UNL, UIUC, and Cornell U. online resources (graduate school, professional certificate, and ‘hobby’ plant breeding) were suggested as starting points.
- Arron mentioned discussion with a MSU contact—would forward information.

6. 2017 Conference & Short Courses Subcommittee: Chris Smallwood

- Stephanie agreed to request a short list of potential, desired topics from the graduate students—in addition to their previous top request for a ‘Soft Skills’ course to begin discussion.

7. Poster Competition Subcommittee: Heather Merk, Sarah Potts, & Stephanie Verhoff

- A draft SOP based on feedback from previous competitions was developed and distributed for feedback.

Discussion of full-time NAPB staff

Klaus opened the discussion with several questions. What kind of person are we looking for? Part time? Full time? What tasks? When? Others? Financials are stable but not growing.

Wayne Smith- not a full time job so part time. A retiree with interest might be ideal. Or an admin looking for additional income. How does consolidation impact? Need to look into raising membership fees as the long term source of salary.

Klaus- Where can NAPB draw funds for a position?

Dave Bubeck- Trend previously (in late 1990s consolidation) was a decline in dollars available for meeting support. Could be less resources available after current consolidations.

Wayne Smith- Registration for current NAPB meetings is currently high. Should consider decreasing the number of meals provided with registration. Have to be prepared to pay for employee with consistent source of funds. Need to focus on growing membership..this is a priority.

Klaus- this person could primarily focus on organizing the meeting. Person could be more of an organizer. Could also work on outreach and advocacy. Replace the tri-society function with this approach.

Wayne- how do we reach private plant breeders? What about the surveys recently done by Bill Tracy and Fred Bliss?

Klaus- how can graduate student group help membership committee.

Arron- don't forget about the non field crop breeders and companies..a good place to increase membership.

Klaus- Trying to contact a ASHS representative. Michael Neff- Exec Director (Might be able to contact via Ellen Bergfeld)

Dave- might be able to get info on breeders via ASTA for flowers/hort division

Sara- 'Kickstarter' approach to raise money and engage general public. Public fund raising effort to raise funds.

ASTA collaboration discussion—Email string b/t Klaus and Andy L. below (discussion comments in bold):

Ok, Andy,

Here are my thoughts on this:

1. Storm the Hill: We will definitely participate here again like last year and are preparing to fund two graduate students to participate, just as last year. **Klaus-how we sponsor students. Wayne-we sent a call via the Advocacy. Dave-ASTA and tri-societies overlapped one evening in this event last year. Andy L. may be open to expanding this collaboration/interaction.**
2. Plant breeding messaging: I have been trying to work on this with the tri-societies but the response was not very concise. I did remember your own request. I am wondering if the best approach could be to develop our own NAPB list for this purpose? I assume this is a fairly short list of public plant breeders that would cover the various crop types. We could then compare with the list from the Tri-Societies. **Need a short list of plant breeders able to communicate plant breeding to a general audience.**
3. Regarding the video for 2017/18 it would be good to see an example what you are looking at. We could then engage our communication committee to participate in such a project. This could also be a good experience for graduate students. **Education committee/communications committee/grad student group activities?**
4. We can definitely be a sponsor for your plant breeding/plant science video contest. I will post this up at our next meeting and will wait for you to let us know when our assistance regarding getting the word out and judging is required. **Land grant univ could distribute the call to help? PBCC involvement helpful? Call for volunteers via the newsletter would be good. Klaus will go back to Andy to confirm what he needs.**

5. We just started our own social media efforts. I will post this up at our next meeting as well so we can assist you in areas that are aligned with NAPB's mission. There should be a lot of overlap.

Best wishes.

regards Klaus

Klaus Koehler

From: Andy LaVigne [mailto:alavigne@betterseed.org]

Sent: Thursday, November 17, 2016 9:33 PM

To: Koehler, Klaus (KL)

Subject: RE: Collaboration

Klaus,

Thanks for reaching out – I am coming to the end of a 6-week stint of being on the road and will fortunately be home over the Thanksgiving holiday!

I think there are a number of areas that ASTA and NAFB can collaborate. As we discussed in August, we continue to have conversations with the Tri-Societies about plant breeding and plant science issues, whether it's about plant breeding funding the federal budget (Seeds & Breeds is at it again trying to target funding) or promoting information about the plant breeding industry. As we discussed here are a couple of areas we can collaborate:

- Storm the Hill & Tri-Soc's Hill event – we've discussed collaborating with them on this event and even if they are don't coincide, we can look at a possible sponsorship from ASTA and bring in NAPB as a participant. This will show legislators and administration officials that we are collaborating for the betterment of the industry.
- Plant breeding messaging – we continue to look for breeders – public & private – to promote plant breeding through deskside/lab/greenhouse/field interviews highlighting why they do what they do and maybe showing products/disease/pest issues they are working on. Also, people who are comfortable talking to media about plant breeding and evolving techniques.
- We are bringing out our first "Mom, Plant Breeder, Gardener" video in Chicago and Orlando (Veg & Flower meeting in Jan.). We are looking to do another on in 2017 and 2018. We could use help here from NAPB.
- We are moving forward with a plant breeding/plant science video contest and would like to have NAPB and Tri-Society as "sponsors". ASTA will put up \$10k for 4 - \$2,500 prizes. What we'll ask from NAPB and Tri-Societies is that they identify people from your organization that can help with judging and to get the message out.
- Lastly, as we step up our social media efforts, we'd love to have NAPB play a role in getting various information pieces out that can distributed through a social network that is public facing.

Those are the key opportunities I see going forward. I am sure I am missing a few, but this would be a great start. If you are attending the CSS, we can find some time to get together and discuss this going forward. Great news about Dave B joining NAPB as the ASTA liaison – that's a great fit!

Best regards,

Andy

From: Koehler, Klaus (KL) [<mailto:KKoehler@dow.com>]

Sent: Sunday, November 6, 2016 1:39 PM

To: Andy LaVigne

Subject: Collaboration

Andy, I just wanted to touch base with you about NAPB/ASTA collaboration.

We did not connect after our meeting in August.

We now have David Bubeck as our ASTA representative. He has been quite active about informing us on ASTA activities. We floated the idea of having ASTA representation in our advocacy committee. Did you have any additional thought on that?

Do you see any other opportunities for collaboration beside the "Storm the Hill" in March. I will meet Ellen Bergfeld this week to discuss the list of plant breeding experts. It seems after some misunderstanding from their side we might be able to work together on this.

Let me know.

regards Klaus

Special Recognition for Anne Marie Thro

Proposal to recognize her for her contribution to plant breeding. Could delegate this to Awards committee. Klaus proposed that NAPB establish a special award to recognize individuals for contributions to plant breeding that is awarded on an as needed basis (not necessarily annually). Wayne Smith seconded. Passed unanimously.

Klaus Koehler adjoins meeting at 2:00PM.

Action Items

1) Key folks in private companies can help recruit

Dave and Klaus will get together in Jan to begin thinking about key contacts in private sector. Work towards identifying an NAPB champion at each company. Someone willing to lead a recruitment effort in their respective company. Focus on plant breeding and the good of the field moving forward.

2) Klaus will contact Advocacy committee and Rich Pratt about leadership due to R. Pratt's current health problems.

3) Klaus will contact Andy L to clarify what is needed for the video competition. He will also ask Andy L about how he envisions collaboration with ASTA via social media.

4) Klaus will contact Awards Committee about a the establishment of a new award-- a special award to recognize individuals for contributions to plant breeding that is awarded on an as needed basis (not necessarily annually).