

**DRAFT**

**MINUTES OF APS FAC/EXECUTIVE COMMITTEE**

**Conference Call  
July 10, 2003**

TABLE OF CONTENTS

Attendance..... 1

Call to Order..... 2

    1. Workshop on National Center for Crop Biosecurity update ..... 2

    2. Annual meeting..... 2

        a. General program issues ..... 2

        b. SLP Forum: Topics and background papers..... 2

        c. Council meetings ..... 3

        d. Breakfast business meeting ..... 3

        e. Plenary session - confirming letter to speakers..... 3

        f. Other?..... 3

    3. Report and recommendation from ad hoc Public Identifier Committee (Lipps and Beadle, Chairs)..... 3

    4. FAC appointment..... 4

    5. Meeting on scientific misconduct and journals..... 4

    6. Other? ..... 4

        a. USDA-PMN contract ..... 4

        b. Update on PMN demonstration..... 5

        c. Appointment of Secretary-Elect ..... 5

        d. Theme for 2004 Annual Meeting ..... 5

Adjourn ..... 5

Next conference call..... 5

Attachments..... 5

**Attendance**

Present: J. Fletcher, C. Ishimaru, J. MacDonald, E. Stromberg, J. Andrews, G. Bergstrom

Staff: S. Nelson, M. Smith

Absent: M. Matheron, S. Slack, A. Biggs, R. Ploetz, J. Sherwood

## **Call to Order**

President J. Fletcher called the meeting to order at 9:00 a.m. Central.

Agenda was distributed electronically July 8, 2003 (attachment 1). Agenda items presented in order discussed.

### **1. Workshop on National Center for Crop Biosecurity update**

Pres. Fletcher updated Exec/FAC that a facilitator (Ellen Kandell, Alternative Resolutions) will be working with the organizer committee on the specific objectives and anticipated outcomes for the workshop. One of the expected outcomes would be an APS proposal on the specifics of the National Center for Crop Biosecurity. Pres. Fletcher learned that government agencies represented at the workshop are not authorized to author the proposal, as any federal recommendation would have to go through the Office of Management and Budget.

APS membership input is going to be very valuable in development of the proposal. Earlier this week, Pres. Fletcher distributed an electronic notice to APS members requesting comments on the workshop and related issues. To date, Staff has received 11 comments.

The organizers are collecting background statements from the various agencies involved in the workshop. These items will be available for viewing soon at APSnet.

Attendance at the workshop is by invitation only.

### **2. Annual meeting**

#### **a. General program issues**

President-Elect Bergstrom reported 1140 people are registered for the meeting. This is on target for the projected meeting attendance. There are no red flags from Staff or SPG on the program. APHIS PPQ is hosting a session at the meeting. He will talk with K. Aro about advertising this and other hot topic sessions, i.e. through colored handouts.

#### **b. SLP Forum: Topics and background papers**

- Breakouts - leaders and group assignments

Bergstrom, MacDonald, Nelson and Fletcher have been working on the structure and agenda for the SLP Forum. Pres. Fletcher has developed a draft agenda. There will be three breakouts this year, instead of two like last year. Governance and international issues will be two of the breakouts, as agreed upon during the last Exec/FAC call. The third breakout will be on strategic planning. Feedback on the breakout sessions last year was very favorable, so it is anticipated that an additional breakout session will be well received.

Bergstrom will take the lead on the governance session. He has developed a sheet for directing that session. He also developed rosters for group memberships, and identified a recorder and leader for each group. There are six groups, each with 5-6 people. Exec/FAC discussed reducing the number of groups to 5 like last year, but decided to stay with six groups and extend the time allotted for the discussion sessions following the breakouts.

Pres. Fletcher announced short presentations will be given on selected topics including Young Professionals, Community Software, Plant Management Network, National Center Proposal, PPB (i.e., what is an appropriate and sustainable level of activity), and Priority Issues in Plant Pathology. Presentations will be short (5 minutes) and will be followed by very brief discussions.

The regular Council will meet on Saturday and again on Wednesday. The New Council will meet on Wednesday following the 2003 Council meeting.

- Annual reports from offices and boards

Pres. Fletcher asked about the status of the reports. Ishimaru indicated the reports are due by July 14. S. Nelson indicated that an editor has been assigned the task of compiling the reports and preparing an updated version of the Strategic Plan activities report, which will include bullets on activities reported by the offices and boards. Pres. Fletcher will send a message to the SLP Forum participants and ask them to review the updated Strategic Plan report prior to the Forum.

### **c. Council meetings**

Discussed under 2b.

### **d. Breakfast business meeting**

Issues for the meeting were discussed on last call. The meeting is being developed around the general theme of "how APS is conducting business". It was suggested that the meeting should include a topic on Staff-Member cooperation. This would allow Staff to present topics at the business meeting and for introductions of Staff to membership. Exec was supportive of this idea and agreed it would be an opportunity to acknowledge the many contributions of Staff. Pres. Fletcher will contact individuals soon to present topics at the business meeting.

### **e. Plenary session - confirming letter to speakers**

Pres. Fletcher indicated that arrangements for the Plenary are finalize. The plenary speakers will be invited to attend some of the socials. She will send these invitations out soon. She encouraged Exec/FAC to participate in the social on Saturday.

### **f. Other?**

D. Keen will attend the Charlotte meeting. She was invited to the presidential reception and has accepted the invitation. She will also be a participant in the Awards Ceremony.

## **3. Report and recommendation from ad hoc Public Identifier Committee (Lipps and Beadle, Chairs).**

See attachment 2 and note below from P. Lipps.

### *Report from ad hoc Public Image Committee (#3)*

*Attached is a final proposal from the Ad Hoc Public Image Committee for you and APS Council to consider. Danise Beadle and I have collated the reviews of our committee members into the present document concerning the use of a public identifier by the society. The proposal has gone through two rounds of review within the committee. Unfortunately, we never received any comments from committee members Shyi-Dong Yen or Kellye Eversole after attempts to contact them by email and FAX. All other committee member made comments on the proposal. We also took the liberty to ask John Sherwood and Margery Daughtery to review the proposal. Several committee members expressed concerns about choosing an identifier that would be acceptable by everyone. Additionally we have proposed an identifier that some may feel is too broad, encompassing areas common to other branches of plant sciences (entomology, agronomy and horticulture). However, we have found it impossible to finding something specific and entirely appropriate for all APS members that does not include other fields of study. It is highly likely that APS Council will create a list of possible public identifiers, if and when this idea will be presented to the membership for consideration. We certainly hope our 'proposal' fits with the intent of your original request of the ad hoc committee, or at least it will be something interesting to read.*

On the last call, Exec/FAC agreed they would review the report from the ad hoc Public Identifier Committee and then decide how to present the report to Council. It was agreed to have this as an agenda item in the Council meeting.

S. Nelson indicated that Staff would like to provide input on the identifier before it goes to Council. Exec/FAC agreed that Staff input would be appropriate and valuable.

There was some concern about how best to present the ad hoc committee's recommendation to Council for input. One idea proposed was to present only one identifier to Council, much like one logo was presented to members for their input.

Overall, Exec/FAC gave favorable responses to the ad hoc committee's report, noting that it provided input from various groups and would provide time-sensitive identifiers for the Society.

Exec/FAC did not discuss specific identifiers mentioned in the report. The identifier the ad hoc committee recommended was "APS- Plant Health Professionals". Before Exec/FAC discusses the merits of any identifier, it was agreed to give Staff an opportunity to provide input. Exec/FAC will aim to discuss the next step during their evening meeting on Thursday, August 7. S. Nelson will develop a Staff proposal and send it to Exec/FAC as soon as possible.

#### **4. FAC appointment**

Ray Martyn has agreed to represent Councilors' Forum.

#### **5. Meeting on scientific misconduct and journals**

Pres. Fletcher sent a message in the agenda as follows:

*Miles had learned about this and sent request. Alan Biggs is willing to go if we would like someone to be there. See Alan's comments immediately below, and the link to a brief description of the conference.*

##### Alan's comments:

*Miles Wimer called this conference to my attention. I was wondering if we have any expertise in the leadership tier of our society on this issue. I would offer to attend but my term on the Pub Board expires at the end of this year. However, it is convenient for me, as Leesburg is only 45 minutes from home. Does this issue ever arise? I have had some suspicious instances from time to time but never really pursued it because it is so hard to prove and the consequences of it in our journals, at least from my perspective as EIC of PD, is not life threatening. Certainly knowing more about the issue couldn't hurt and the fee is only \$750 for registration and meals. Conference info: <http://www.councilscienceeditors.org/events/eduretreat/index.cfm>*

Pres. Fletcher asked Exec/FAC for input. Comments indicated the meeting has merit and is relevant to recent activities and issues relating to APS publications. There was some concern about exceeding officer travel expenses budgeted for the year, but the cost for A. Biggs's travel would be relatively low. In general, the feeling of Exec/FAC was supportive. Pres. Fletcher will respond to A. Biggs and ask him to attend the conference.

#### **6. Other?**

##### **a. USDA-PMN contract**

S. Nelson reported on discussions M. Wimer and others have had with USDA officials about a contract for PMN. There is some indication that a proposed cost of \$250,000 per year is being considered appropriate. There has not been a formal cost or proposal sent yet. Exec/FAC discussed some of the issues that need to be resolved. Who would have access to PMN through the government contract? Would there be restricted access? Will \$250,000 per year be enough to cover the staffing and infrastructure costs of PMN and to ensure a high quality sustainable product? M. Wimer has been discussing some of these issues with Staff and USDA. R. Bennett, from USDA, has encouraged S. Nelson and M. Wimer to send a formal proposal with a specific cost so that the request can be considered for the USDA annual budget. Current plans would have PMN distributed by "DIGITOP", which would make PMN available to USDA agencies only. An additional comment noted the need for funds to continually update PMN and to index articles from the member institutes, i.e. bulletins from enrolled land grants universities.

Discussion returned to the proposed \$250,000 as a starting figure for the USDA contract. This has been the only number discussed. Some anticipate the actual costs to PMN could be much higher. Exec/FAC were not aware of any formal business plan for the contract. Some liked the idea of a draft business plan presenting costs to the USDA, number of people with access, and the PMN's cost for providing the product.

There was some discussion of how a recently established contract between USDA and CABI works. The agreement with USDA and PMN was suggested to be quite different.

Exec was supportive of Staff developing a plan to go forward on a USDA contract negotiation. Other societies involved in PMN have not been part of the discussion with USDA. They have not, and are not generally, involved in the financial management of PMN, so their input at this time was not considered a requirement for going forward.

**b. Update on PMN demonstration**

J. MacDonald reported that he has not been able to make contact with R. Brown regarding a demonstration of PMN in Washington D.C. He will continue to try to make contact, but anticipates that a demonstration will not be made before next week's workshop on the National Center for Crop Biosecurity.

**c. Appointment of Secretary-Elect.**

The Secretary suggested that appointment of Secretary-Elect be added to the Council Meeting agenda in Charlotte. The appointment should be completed before the 2004 Midyear meeting, so that the Secretary-Elect can attend the Midyear meeting. Pres. Fletcher will add this item to the agenda.

**d. Theme for 2004 Annual Meeting.**

President-Elect Bergstrom proposed "Networks for Plant Health" as the theme for the 2004 meeting in Anaheim. He proposed to feature the theme in the plenary, but did not envision it to be a restriction for other sessions. Exec/FAC was very supportive of the theme.

**Adjourn**

Call was adjourned at 10: 11 a.m. Central.

**Next conference call**

The next call is scheduled for Aug 14, 9:00 a.m. Central

Respectfully submitted,

Carol A. Ishimaru  
Secretary, APS

**Attachments**

1. Agenda
2. Report and recommendation from ad hoc Public Identifier Committee

## **Improving Awareness and Communication with an APS Public Identifier**

Throughout the history of the American Phytopathological Society (APS), generations of plant pathologists have addressed the problem of the complexity of our society's name and the barrier it may present when communicating to the public the nature of our work. Each time the issue is brought before APS Council and the membership, strong feelings are expressed on both sides of the issue. It should be recognized that regardless of the time period or immediacy of the issue, the original name has endured. This speaks for the name's appropriateness, its worldwide recognition among plant health professionals and the loyalty of the membership to our original name. The issue currently before us is not about a name change for the society. The American Phytopathological Society is a name entirely appropriate to represent us. The issue before us is getting our message to the public and to policy makers.

In 2001, APS took steps to enhance its public image by adopting a branded logo. This logo was adopted to help represent us as "a progressive and service-oriented community of plant pathology professionals dedicated to ensuring the welfare of people and the environment". The 'organic' nature of the logo, which is now underscored by our new motto, "Healthy Plants, Healthy World", is indeed an understandable representation of our mission to address the health issues of plants throughout the world. These new additions to our communication 'tool box' have made a very positive impact on APS's public image. APS should consider both the logo and motto as tools to communicate to the public and these tools should be designed to change with the fashion of the times and the needs of the membership. The name 'American Phytopathological Society' and our historic 'seal' as placed on the table of contents page of every issue of PHYTOPATHOLOGY, need not change for they represent the foundation of the society and its membership.

APS is not the only scientific society attempting to communicate more effectively. It is well recognized that the general public has problems with scientific epithets. Latin and Greek have all but disappeared from public knowledge. The public receives its daily news from journalists who write at an elementary grade level. When names are long and cumbersome, most of us resort to using acronyms (e. g. APS). It is doubtful that the use of acronyms has improved communication with the public. Acronyms have probably caused even more confusion because they appear similar (e. g. APS, CPS, APPS, ASPB and etc...). If our goal is to communicate effectively, we need to have a public identifier that is understandable, recognizable, easy to articulate and portrays a positive image. It also needs to be compatible with our new logo and motto and it should retain the historical significance so important to our membership.

We believe the members of APS want to communicate more effectively with the public and are interested in new approaches to this challenging problem. We are not alone in having a communication problem. Many scientific and professional societies have names that are daunting to the common citizen. An approach that has received wide acceptance is to maintain the acronym of the original name and add a tag line or descriptor to it for the general public. We would best be served by a descriptor that used well recognized terms to avoid ambiguity and we need to keep the entire epithet short. For example, APS could be known as 'APS - The Plant Health Professional's Society' or simply 'APS - Plant Health Professionals' to emphasize our universal commitment to plant health. The acronym 'APS' would be retained, but a layman's description would be attached. There are obvious other descriptive phrases that could be suggested as well. Perhaps a title that emphasizes our foundation in science would be appropriate, like 'APS - The Science of Plant Health' or wording that shows more action, like 'APS - Advancing Plant Health Through Science'. It is important to develop wording options acceptable to APS membership. Additionally, Council could review the descriptor occasionally to determine if it remained appropriate as times and the society changed in the future. Using such a byline with articles and information from APS would introduce the non-scientific reader to the world of Plant Pathology without having to stumble through the word 'Phytopathological'. Once the public is exposed to our research-based information and its value, then we can explain the etymology of the name our founding fathers decided to use to represent our collective branch of plant sciences.

A public identifier for APS is about improving communication with the public and creating awareness of our scientific contribution, not about changing names or losing our heritage. For simplicity's sake and to be congruent with the APS logo, we propose "APS - Plant Health Professionals" for consideration.

### **Ad Hoc Public Image Committee:**

Danise Beadle, co-chair

Pat Lipps, co-chair

Michelle Bjerkness, Larry Dunkle, Kellye Eversole, Zahi Kanaan-Atallah, Gary Munkvold, Albert Paulus, Anne Vidaver, Shyi-Dong Yeh,

**Reviewers:** John Sherwood, Chair of APS Public Policy Board, Margery Daughtrey, OPAE Communications Coordinator