

Exec/FAC Conference Call

October 26, 2004, 10 AM Eastern Time

Present: Jan L., Jim M., John A., Gary B., Erik S., Danise, Mike E., Ray M., Steve and Marci

Absent: Rose G.

There is no formal agenda.

TIA We have begun talking with them about dissolving our relationship by the end of November. We feel it is in the best interest of both groups to terminate our agreement. They initiated the termination and we will move as quickly as possible to get this done. We anticipate an agreeable dissolution.

Cash Flow The recent cash flow statement reflects a decline from last year. [Action: Steve will check the detail and send an analysis.](#)

PMN There was lengthy discussion at the recent retreat regarding the future of PMN. This included a proposal from Miles to move Joan G. to PMN fulltime in marketing. Staff copied the officers with a schedule of benchmarks and will follow up with quarterly reports. Staff will watch these through the end of our fiscal year and would like to end this FY with PMN pointing up.

-What can we do to attract agencies such as EPA, forest service, etc? We should continue a dialogue with the diagnostic networks and assess the level of contribution and content. What about the regional centers?

-We need to broaden our audience and support base without so much emphasis on the government agencies to move PMN forward.

-Can we offer something for re-certification to draw in crop consultants and those in pest management? F&N has increased submissions to twice annually which should improve the benefit to consultants.

-We need to encourage more frequent publications for F&N and B&C test data. [Action: Nelson send updates on current status.](#)

-We should consider joint marketing of our journals and PMN to libraries now that it is within their marketing plan. [Action: Steve will clarify what their current plan is for marketing to libraries.](#)

Communication Steve and Jim are working on a follow-up mailing to the leadership forum attendees in Anaheim

Awards [Action: Jim will contact the committee to see if their has been an impact on submissions with the earlier date imposed this year.](#)