

APS Staff Directors

Steven Nelson, Executive Vice President

- Leadership and Strategic Planning
- Financial Strategy
- Governance
- Society Representative
- Administration

Amy Hope, VP of Operations

- Manages operations by directing and coordinating activities consistent with established goals, objectives, and policies
- Implements direction set by Executive Vice President and Board of Directors
- Implements programs to ensure attainment of business plan for growth and profit

Barb Mock, Vice President Finance

- Accounting and finance
- Human Resources
- Information Technology

Michelle Bjerkness, Director of Membership and Communications

- Direct strategic membership initiatives; monitor trends, administer department budgets, oversee marketing strategies, build brand identity, enhance outreach, meet prioritized objectives.
- Manage editing and production of member communications (*Phytopathology News* / *APS News Capsules*).
- Staff liaison to OPRO, PPB, OIP, OIR, Councilor's Forum, Committee on Committees, APS Foundation, APS Ad-Hoc Committees (Governance, Leadership Institute, International, Education, Visioning Forum, etc.).

Greg Grahek, Director of Publications Marketing: (APS PRESS/APS Journals/APS Digital Publications)

- Marketing
- Promotion and Sales
- Fulfillment and Customer Care

Betty Ford, Director of Meetings

- Oversight of Annual Meeting Program Planning and Marketing including site selection, contracting, and logistics
- Meeting Registration and Abstracts
- Liaison to SPB
- Auxiliary Meetings

Miles Wimer - Plant Management Network (PMN) Director

- Interface with other participating societies, particularly ASA and CSSA, working with their members and staff
- Oversee publication of PMN journals, including *Plant Health Progress*: editorial, production, policies
- Develop and oversee use of new technologies and areas of content: search engines, webcasts, proceedings
- Fiscal oversight: Increase revenues: subscriptions, partnerships, sponsorships, fees
- Work with APS leadership, committees, and editorial boards

Karen Cummings, Director of Publications, Editorial and Production

- Supervises the editing and production of the journals for AACC and APS and of the books for all the societies.
- Staff liaison to the editorial boards of Phytopathology, Plant Disease, and MPMI, APS PRESS, and the APS Publications Board.

Steve Kronmiller, Director of Media Development

- Primary responsibility for all society websites
- Workflow design for electronic products and publications
- Create and manage digital products/publications for CD and online delivery