

2007 Final Committee Report and Termination Report

Committee Code and Name: Weed ID CD ROM Special Committee S60

Committee Chair: Alex Ogg

Board Coordinator: Jill Schroeder

BUDGET REQUESTS FOR 2008: \$0

RECOMMENDATIONS TO THE BOARD:

1. Have the ad for Joe DiTomaso new book set, Weeds of California and Other Western States, posted on the WSSA book sales link.
2. Maintain contact with the National FFA organization to provide leadership and assistance in establishing a weed identification contest in their program.
3. Follow-up on the Weed Biographies "Weedipedia" project to insure this valuable source of weed information continues to build and is readily available.
4. Correct and reorganized the Weed Gallery on the WSSA web site to include new weed images collected and all the weed images in the 1000 Weeds of North America CD.
5. Because of low sales and continuing problems with processing orders, terminate contract with Flora ID Northwest.
6. Before any new projects are established in WSSA that require a substantial input by members of the society, be sure the project has the backing and commitment of the members. I strongly urge the Board to consider hiring a company with a proven marketing record to promote and market WSSA products. WSSA produces excellent products, but has a long history of poor marketing. Effective marketing is too much work for volunteers that usually lack marketing experience.

Summary Report:

At the summer 2007 meeting the WSSA Board of Directors made a decision to terminate the contract with XID Services, Inc. effective December 31, 2007. The inability of WSSA membership to collect the needed weed images to complete Phase II was one of main factors driving this decision. During the 4-year life of this project, WSSA sold 1871 copies of the CD and 5 site licenses. During this period, WSSA spent \$26,236 promoting the XID CD, the Flora ID Northwest CDs and Joe DiTomaso's book, Aquatic and Riparian Weeds of the West. Revenues from all three products totaled \$24,411.

In February of 2007, we negotiated a contract with Joe DiTomaso to market his new 2-volume book, "Weeds of California and Other Western States". WSSA will receive 25% of the revenues from each \$100 set of books sold through its marketing efforts. Despite repeated requests, the ad for this book set has not been posted on the WSSA web page. There have been no sales of this book set.

Alex Ogg will resign as Chair of the Weed ID Committee effective February 1, 2008.

Marketing Summary:

Sales of CD:		<u>WSSA Share of Revenues</u>
4 th quarter of 2003	304 CDs + 1 site license of 1 copy	\$3,573
2004	855 CDs + 3 site licenses	\$9,656
2005	432 CDs	\$4,571
2006	124 CDs	\$1,417
<u>2007</u>	<u>156 CDs + 1 site license for 10 copies</u>	<u>\$1,870</u>
-	1871 CDs	SubTotal \$21,087
Sales of Joe DiTomaso's book--2004	101 copies-----	\$1,010
(Aquatic and Riparian Weeds) 2005	23 copies-----	230
2006	35 copies-----	350
2007	19 copies-----	<u>190</u>
	178	Subtotal \$1,780
Sales of Joe's DiTomaso's book 2007	0 copies-----	0
(Weeds of California)		
Sales of Flora ID NW CDs-----2004	21 orders-----	625
----2005	10 orders-----	400
----2006	6 orders-----	282
----2007	7 orders-----	<u>237</u>
		SubTotal \$1,544
		<u>As of 12-31-07 Grand Total \$24,411</u>

Total cost for the Weed ID CD project to WSSA through 12-31-07----- **\$26,236.**

Marketing Subcommittee:

Sales of the CDs have continued slow throughout 2007. Our current marketing efforts are not reaching new customers

We have been advertising the weed identification products in the NAAE Newsletter. Our current membership in NAAE expired December 31, 2007. The Board needs to decide if they wish to continue WSSA's membership in NAAE. There are no plans to continue advertising products in the NAAE newsletter.

The National Future Farmers of America are still considering making weed identification a part of the curriculum for their state and national contests. Although National FFA officials have expressed interest in the idea of a weed identification contest and in using the 1000 Weeds of North America CD as their reference, to date they have not made a decision to do so. We are hopeful that this summer they will decide to proceed with a weed identification contest and use the 1000 Weeds of North America as their reference. WSSA needs to stay in contact with the National FFA organization and to provide leadership and assistance in establishing a weed identification contest with this organization. Such a contest will provide WSSA with a unique opportunity to make their presence known to tens of thousands high school students each year. Dr. Horace Skipper has contact information for the National FFA.

Advertisements for Joe DiTomaso new 2-volume book, Weeds of California and Other Western States, were placed in the April and July issues of the WSSA Newsletter, however, this book is still listed as unavailable on the WSSA web site and there have been no sales to date.

Wynn John remains the Chair of the Marketing Subcommittee.

Weed Biographies: As of December 31, 2007, 68 weed biographies were received. The subcommittee has proceeded with an experimental “publishing” of the weed biographies on a web site called “Weedipedia”. This will give students “immediate” credit for the weed biographies. Once students graduate and move on with their careers it is very difficult to get any rewriting of the biographies completed. To view this site go to <http://weedipedia.net>. All common weed species are listed. Most do not have a biography at this time. Look for those species listed in blue. These are the ones for which biographies have been prepared (i.e. Agrostis capillaries). This subcommittee would like feedback from the Board on the acceptability and ways to improve this method of publishing the weed biographies.

WSSA needs to follow-up on the weed biographies and be sure there is a link to Weedipedia on the home page. The weed biographies are an important resource for weed scientists and other seeking information on specific weeds. The Board is encouraged to consider continuing the weed biography project. The list of weed species needs to be reviewed to eliminate those species that are considered rare and less common, and to add new invasive weeds. Also, a person needs to be appointed to take the leadership on this project. It has been suggested that a retired weed scientist with an interest in weed biology would be a good leader for this project.

Image Collection for Phase II: As stated previously, response from the WSSA membership to collect the needed images for Phase II has been low. As of December 31, 2007, we still need images for 235 species of which about 150 species are critical because we have no images for them. The subcommittee members made an all out effort in 2007 to contact weed scientists and encourage them to collect images of all 235 species, but especially the 150 species for which we have no images. Response from the WSSA membership in 2007 was very poor. Images of only 7 or 8 species were submitted in 2007.

Image Verification Subcommittee: About 2000 images of about 300 species have been submitted. All of these images need to be verified for accuracy of species identification and acceptability of images. One suggestion is to post these images on the Weed Gallery on the WSSA web page. There are numerous errors in the identification and names of the weeds in the current Weed Gallery. These should be corrected as soon as possible. Images of all of the weeds in the current XID services CD could also be posted in the WSSA Weed Gallery.