

Weed Science Society of America

***Invasive Plant Science and Management* – 2008 Summary Report Janet Clark, Center for Invasive Plant Management (Contractor)**

Note: Also see reports from IPSM Editor J. DiTomaso, IPSM publisher Allen Press, and IPSM contractor J. Clark (“Marketing recommendations for IPSM”).

Contractor Objectives: 1) Increase subscriptions to the journal *Invasive Plant Science and Management*, particularly focusing on individual subscribers; and, as a result, 2) increase membership in WSSA.

Services performed

September 2008

- Checked out WSSA website for usability; corresponded with WSSA website manager and Allen Press about adjustments needed.
- Created IPSM news release
- Submitted news release to MT Weed Control Association newsletter
- Investigated other state weed control association newsletters
- Compiled six-month work plan
- Took IPSM promotional materials to North American Weed Management Association annual meeting in Billings, MT.
- Investigated advertising in *Wildland Weeds*
- Corresponded with Allen Press about creating IPSM ads and materials

October 2008

- Organized (with Joe DiTomaso and Allen Press) materials to be sent to the Natl Assoc of EPPCs conference in Nashville.
- Set up and manned the IPSM booth at the Natural Areas Association conference, Oct. 7-10. Tore down the booth and sent back to Allen Press. While there, consulted with Joe DiTomaso about IPSM.
- Mailed materials to Anchorage, AK, for the meeting of the Committee for Noxious and Invasive Plants Management. Attended the meeting (Oct. 14-16) and pitched IPSM.
- Corresponded with Allen Press about creating IPSM ads and materials
- Submitted news release to *Wildland Weeds*
- Reviewed draft of IPSM/WSSA membership postcard
- Reviewed IPSM third-quarter report from Allen Press

November/December 2008

- Finalized new marketing postcard with Allen Press. (Informed WSSA membership committee.)
- Coordinated with Lee VanWyche to set up IPSM roll-up display at NCWSS / MIPN meeting in Indianapolis; coordinated shipping to and from meeting.
- Coordinated with Allen Press to send IPSM samples to NCWSS / MIPN meeting.
- Attended NCWSS / MIPN meeting to promote the journal to MIPN Board of Directors, resource managers, conservationists, and weed scientists in the Midwest. Discussed marketing issues with Lee VanWyche.
- Distributed IPSM postcards and circulated journals at the Western Weed Coordinating Committee meeting in Las Vegas.
- Compiled and submitted list of events to be included on IPSM Calendar of Events.

- Compiled list of meetings and events at which IPSM could/should be marketed – either by sending postcards and other marketing materials for distribution or having a WSSA/Allen Press representative attend.
- Sent postcards to Joe DiTomaso to distribute.
- Reviewed Revised 3Q report from Allen Press.
- Compiled marketing report/recommendations to accompany Joe DiTomaso's report to the WSSA Board.

January 2009 (*as of 1/19*)

- Distributed IPSM postcards at MT Weed Control Assoc. meeting in Billings, Jan. 14-15.
- Distributed IPSM postcards at meeting of National Network of Invasive Plant Centers, Indianapolis, Jan. 21-22.

Subscriptions – projected in 2007 IPSM business plan

Based on experience, the WSSA survey, and best conservative guesses, Allen Press, Janet Clark, and Chain Bridge Group used the following subscription numbers for projections in 2007:

	Year 1 (2008)	Actual (2008)	Year 2 (2009)	Year 3 (2010)
WSSA Member, online only	1,235*	<i>See AP, Mbrship Cmte reports</i>	1,359*	1,494*
WSSA Member, print/online	250		238	226
WSSA Member, p/o ROW**	15		14	14
Individual, online only	30	<i>59 total^ (incl. 3 comp)</i>	35	40
Individual, print/online	20		19	18
Individual, p/o ROW	5		5	5
Institution – stand-alone		<i>See AP report</i>		
Online only	8		10	12
Print/online	5		5	5
P/O ROW	3		3	3
Institution – bundled with		<i>See AP report</i>		
WS/WT***	6		19	60
Online only	4		12	37
Print/online	2		7	23
P/O ROW				

* Assumes the journal will be a member benefit, i.e., included in the WSSA membership fee.

** P/O ROW = print/online for “the rest of the world,” i.e., outside North America

*** The bundling projection is CBG's worst-case scenario from its February 2007 report.

^ Individual subscriptions by month in 2008: Jan (1), Feb (1), Mar (10), Apr (19), May (3), Jun (9), Jul (1), Aug (4), Sep (2), Oct (3), Nov (0), Dec (3 comp).

Number of people who joined WSSA in 2008 as a result of *IPSM* is unknown by contractor.

Meetings and trainings where IPSM was marketed*

Date	Meeting / Location	Audience	Contact	WSSA-paid travel
Aug 2008	Ecological Society of America	Scientists	DiTomaso	X
Sept 15-18, 2008	N Amer Weed Mgmt Assoc / Billings, MT	Local-level land managers	Clark	
Oct 2-4	Cal-IPC / Chico, CA	Natural resource managers, scientists, NGOs, agencies	DiTomaso	
Oct 14-17	Natural Areas Conference / Nashville, TN	Natural resource managers, conservation groups, NGOs, EPPCs	Clark / DiTomaso / VanWychen	X
Oct 21-23	CNIPM / Anchorage, AK	Natural resource managers, scientists, agencies	Clark	X
Nov 18-19	Invasive Spp Advisory Council / Baltimore, MD	Washington-level federal agencies, cmte mbrs	DiTomaso / Clark	
Dec 2-4	Western Weed Coordinating Committee / Las Vegas, NV	Western state weed coordinators, agencies	Clark	
Dec 8-10	Wildfires and Invasive Plants Symposium / Reno, NV	Natural resource managers, scientists	Allen Press	
Dec 8-11	Northcentral WSS & MIPN / Indianapolis, IN	Natural resource managers, scientists	Clark	X
Jan 13-15, 2009	MT Weed Control Assoc / Billings, MT	Land managers, agencies	Clark	
Feb 8-12	Soc Range Mgmt annual mtg / Albuquerque, NM	Natural resource managers, agencies	Allen Press	
Feb 9-12	WSSA / Orlando, FL	Scientists	DiTomaso / Clark	X
Feb 18-19	Tamarisk Research Conf / Reno, NV	Scientists, natural resource managers	DiTomaso?	
Feb 22-27	Natl Invasive Weed Awareness Week / Washington, DC	Natural resource managers, policymakers, agencies	Clark / VanWychen	X (partial)
Feb 26-27	Utah Weed Control Assoc / Provo, UT	Natural resource managers, agencies	Clark	
Other potential meetings in 2009				
March 1-4	Midwest Aquatic Plant Mgmt Soc Conf / Chicago, IL			
March 9-12	WSWS / Albuquerque, NM			
March 17-20	N Amer Wildlife Conference / Arlington, VA			
March 24-26	Internat'l IPM Symp / Portland, OR			
April 14-17	FL Veg Mgmt Assoc mtg / Daytona, FL			
April 19-23	Internat'l Aquatic IS / Montreal, Quebec			
April 20-23	FL EPPC Symp / Palm Beach County, FL			
April 27-30	WSWS Short Course / Chico Hot Sprgs, MT			
May 4-7	UF/IFAS Aquatic Weed Control Short Course / Coral Spgs, FL			

* Ditomaso and Allen Press may have additions