

**WSSA Sustaining Membership Committee (SMC)  
2010 Annual Meeting  
February 8, 2010**

Agenda Items

- Introductions
- Review of Responsibilities
- Old Business from 2009
- New Business

July 16, 2010 Update from WSSA Sustaining Members Committee

Jamie Breuninger has created a list of 39 companies that are not Sustaining Members of WSSA that sell herbicides in the US. The companies were selected from the 2010 Crop Protection Handbook. A letter will be sent the 3<sup>rd</sup> quarter of this year to these companies outlining the activities of WSSA and asking for them to join WSSA as a Sustaining Member. Breuninger will call a committee meeting to review the letter in August and we will assign SMC committee members to follow-up with a phone call to the contact person in each company. Our goal is to boost the support of sustaining members to \$50,000 in 2011.

***Notes from February 8, 2010 meeting follow in bold.***

***SMC Committee Members Present: Jamie Breuninger, Dale Shaner, Greg Dahl, Joyce Lancaster (ex-off), Anita Dille (ex-off)***

***SMC Members absent: T. Armstrong, John Armstrong, Steve Gylling, D. King and Jason Norsworthy (Board Liaison)***

**Responsibilities of the Sustaining Membership Committee**

The sustaining membership committee shall:

1. Consist of a Chair appointed for a three-year term and five other members. One member will be appointed each year to a five-year term. The Chair shall be an ex-officio member of the Membership and Finance Committees. The Treasurer and the Executive Secretary shall serve as ex-officio members.
2. Solicit for the Society the membership of commercial firms interested in the advancement of weed science.
3. Help maintain liaison between industry and the Society

**Old Business from 2009 Meeting**

Solicitation of new Sustaining Members-Incomplete

No new activity. Needs to be addressed going forward.

Committee needs to become more proactive in attracting new sustaining members.

***There was a very good discussion on how to solicit new members. We are pleased that BASF, Bayer and DuPont have all stepped up to Presidential membership in 2010 and Growmark and Heartland Technologies that have increased their membership to the level of Contributing Members. It was mentioned that one of the reasons for increases in level of support from sustaining members is the recognition of WSSA EPA liaison effort. Our committee discussed our success and it was suggested that we create a letter and follow-up with a phone call to non-member companies. Letter should list the benefits of WSSA membership. Right now it was estimated that the level of support from sustaining members is \$42,000 and that have a goal of \$50,000 by January of 2011. This was agreed to with a 5 year goal of \$75,000. We know this is a stretch goal but we would like to increase membership every year.***

**Action Items:**

- **Identify new potential member companies**
  - **Breuninger to get a list of trade booth participants from Gary Frazier of SRM**
  - **Breuninger to use 2010 Crop Protection Handbook as a reference of non-member companies**
- **Create a solicitation letter for membership that describes the benefits of WSSA and sustaining membership**
  - **Breuninger to ask Jill Shroeder WSSA EPA liaison to develop a short paragraph and then work with SMC members on a creating a letter**
- **Letter to be sent to top tier non-member companies and then SMC to follow-up with phone calls, emails etc to ask for companies to join.**
  - **Breuninger to divide list among SMC members so that we can follow-up after letter has been sent.**

**New Business and Follow-Up to Incomplete Items**

Review of Sustaining Members Importance to WSSA Finances: Anita Dille

***This was discussed, Anita and Joyce said overall the society is in good shape but any effort to increase sustaining members either in level of support or new members would help as we look into the future. It was also discussed how many of the presidential members also contribute in many other ways to such as sponsoring receptions, luncheons, awards and direct gifts all of which improves the financial status of WSSA.***

Unpaid Dues for 2009/2010: List from Joyce Lancaster

***To date only unpaid dues are Adjuvants Plus and Herbiseed for 2010.***

A note regarding when these memberships need to be paid to be noted in publications WSSA memberships expire at the end of the calendar year but we generally "grace" the first issues of the journals so in effect, the actual expiration is shortly after the first issues of both Weed Science and Weed Technology have mailed. Most sustaining members have an interest in having their names printed on the covers of the journals. Although we periodically update these journal covers, at this point, the four on your list will not show up in the next issues of the journals. They can be added in for the following issues if they have paid. Another key time is in August when we put together the information for the meeting program. If they haven't paid by then they won't appear in the meeting program.

Solicitation of new Sustaining Members: J Breuninger

Need to develop a list of potential new members that may have an interest in joining at one of the levels, contact and actively pursue their membership. New potential members may be in areas of new technology, etc., in additional to traditional areas.

See above

**New Business**

Feedback on Trade Show Experiences in Denver: All

***Breuninger will work with SMC to draft a simple questionnaire to Trade Booth participants to ask for feedback or suggestions for 2011***

2010 Goals for WSSA Sustaining Members Committee: All

***See above in italic bold***

Endowment Committee Proposal: J. Breuninger:

The Endowment committee is asking Sustaining Members Committee their thoughts and participation on the society start a matching program, whereby every dollar donated by a society member would be matched at least \$0.50 to \$1.00 by the society. Approximately \$8000 is donated annually. This matching program would help decrease the time it will take to reach their goals.

***Rather than support this effort at this time it was felt the best benefit for WSSA was for our SMC was to grow the sustaining membership contributions through increases in level of membership and soliciting new members***

Weed Olympics Funding J. Breuninger:

Thoughts requested from Sustaining Members on helping to fund The WSSA National Weed Contest. The cost to fund this contest is estimated at \$50,000. This is a joint activity between the Northeastern, North Central, Southern, and Western Weed Science Societies. The purpose of this national contest is to provide an educational experience from which students from universities across the country can broaden their applied skills in Weed Science. The contest provides an opportunity for Weed Science students to meet and talk with each other, be exposed to researchers from other universities and industry, and apply what they have learned using a contest to measure their capabilities. It is also hoped that the contest will increase the visibility of Weed Science and intensify the interest level of those participating in the discipline of Weed Science.

1<sup>st</sup> WSSA National Weed Contest  
Hosted by: University of Tennessee  
Location: Knoxville, TN  
Date: 25-29 July 2011

***This was tabled because it was felt it was outside the scope of this committee and the WSSA board needs to endorse the contest as a WSSA contest. It was felt that this would be better done on a company basis for now rather that is accomplished by our committee.***

**Carryover Action Items**

1. Each year during the local arrangements planning period, the committee should remind local arrangements of the need for the exhibit hall to be in a high traffic area.
2. Confirm with Joyce the status of unpaid sustaining memberships. Follow-up as needed.
3. Solicitation of new memberships. List to be developed from committee.

## Appendix 1:

	<b>Company</b>	<b>Contact</b>	<b>Title</b>	<b>Address1</b>	<b>City</b>	<b>ST</b>	<b>Zip</b>
1	Agrisel USA Inc.	Art Assad	President	4485 Tench Rd., Ste 1121/1111	Suwanee	GA	30024
2	Albaugh, Inc.	Spencer Vance	President	1525 NE 36th Street	Ankeny	IA	50021
3	AMVAC Chemical Corp.	Kyle Coleman	Commercial Product Manager	4100 E. Washington Blvd.	Los Angeles	CA	90023
4	Arch Chemicals, Inc.	Michael E. Campbell	President & CEO	501 Merritt Street	Norwalk	CT	06856- 5204
5	ARBICO Organics	Rick Frey		PO Box 8910	Tucson	AZ	85738- 0910
6	Arysta LifeScience North America Corp.	Bill Lewis	President & CEO	15401 Weston Pkwy, Ste. 150	Cary	NC	27513
7	Baker Hughes	Chad Deaton	President & CEO	2929 Allen Pkwy, Ste. 2100	Houston	TX	77019- 2118
8	Becker Underwood	Dr. Peter Innes	President	801 Dayton Ave	Ames	IA	50010
9	Belco Resources	James Wendling	President	PO Box 8164	Rocky Mount	NC	27804
10	Biofix Holding, Inc.	Martin Blair		212 South Elm	Denton	TX	76201
11	Brandt Consolidated, Inc.	Rick Brandt	President & CEO	2935 S. Koke Mill Road	Springfield	IL	62711
12	Certis USA, L.L.C.	Tim Damico	Executive VP	9145 Guilford Road, Ste 175	Columbia	MD	21227
13	Chem One Ltd.	Melanie Koch		14140 Westfair East drive	Houston	TX	77041
14	Chemtura AgroSolutions	Greg McDaniel	President	199 Benson Road	Middlebury	CT	06749
15	Coastal AgroBusiness	Richard Carver	Manager	3702 Evans Street Extention	Greenville	NC	27835
16	Drexel Chemical Co.	Nolan Johnson	CEO	1700 Channel Ave	Memphis	TN	38113- 0327

17	Gowan Company	Steve Peterson	President	PO Box 5569	Yumz	AZ	85366-5569
18	Isagro USA	Adam Burnhams	Vice President of Marketing & Sales	430 Davis Drive, Ste. 240	Morrisville	NC	27560
19	JH Biotech, Inc.	Donald Lester	Product Manager	4951 Olivas park Drive	Ventura	CA	93003
20	Kalo, Inc.	David W. Pritchard	President & CEO	13200 Metcalf Ave., Ste. 250	Overland Park	KS	66213
21	Loveland Products, Inc.	Joseph Middione	Vice President	PO Box 1286	Greeley	CO	80632
22	Marrone Organic Innovations	Pam Marrone	CEO	2121 Second St., Ste. 107B	Davis	CA	95618
23	Martin Resources Inc.	Ruben S. Martin	President & CEO	4200 Stone Road	Kilgore	TX	75662
24	Monterey AgResources	Rick Brandt	President & CEO	PO Box 35000	Fresno	CA	93745-5000
25	Natural Industries Inc.	Matt Kowalski	President	6223Theall Road	Houston	TX	77066
26	NovaSource	Dave Cassidy	Vice President	3418 Williams Glen Drive	Sugar Land	TX	77479
27	Novozymes Biologicals, Inc.	Patrick G. Patterson	Vice President	5400 Corporate Circle	Salem	VA	24153
28	Nufarm Americas, Inc.	Edward Baker	President	150 Harvester Dr., Ste 200	Burr Ridge	IL	60527
29	Pace International LLC			1201 Third Ave., Ste. 5450	Seattle	WA	98101
30	Pro-Serve, Inc.	Bill Sander	President	3390 Winbrook Drive	Memphis	TN	38116
31	RiceCo LLC	Jim Hines	CEO	5100 Poplar Ave., Ste. 2428	Memphis	TN	38137
32	SePRO Corp.	William Culpepper	President	11550 N. Meridian St., Ste. 607	Carmel	IN	46032
33	Siovation	Bernie Cobb	President	PO Box 768	Lawrencville	GA	30046

34	SipcamAdvan	Andy Lee	CEO	2520 Meridian Pkwy. Ste 525	Durham	NC	27713
35	Soil Technologies Corp.	Carl Ranno	President	2103 185th Street	Fairfield	IA	52556-9232
36	Taminco	Sabine Ketsman	Market Manager	3350 Riverwood Pkwy., Ste 1900	Atlanta	GA	30339
37	Tenkoz	Jeff Cole	Vice President	100 North Point Center E., Ste. 330	Alpharetta	GA	30022-8242
38	United Phosphorus, Inc. (UPI)	Don Guy	Director of Marketing	630 Freedom Business Ctr., Ste. 402	King of Prussia	PA	19406
39	Wilbur-Ellis Co.	Steven Dietze	Vice President & CFO	1801 Oakland Blvd., Ste 210	Walnut creek	CA	94596