

Membership Committee

Members Present: Susan Linn (Chair), Zeb Blanton, John Bruhn, Michael Doyle and Lawrence Goodridge.

Board/Staff Members Present: Alejandro Mazzotta, Mickey Parish, Don Zink and Lisa Hovey.

New Members: Joe Higgs.

Visitors/Guests: None.

Meeting Called to Order: 3:05 p.m., Saturday, August 2, 2014.

Recording Secretary of Minutes: Susan Linn.

Old Business: None.

New Business: Membership statistics were distributed by Lisa Hovey and discussed. The general upward membership trend is continuing. Although membership in Canada/Mexico is slightly down. The reason for growth was discussed and attributed to increased visibility of the organization, international growth efforts and symposia offered. Mickey Parish reported that there are four new affiliates this year. Overall, membership is doing well. A discussion regarding changing the membership metrics was held. Currently "Membership by Region" is reported as Canada and Mexico; the US; and International. Lisa indicated that it was done this way based on postage. It would be easier to determine effectiveness of membership efforts if regions were reported by geographical area such as North America; Latin America, Europe and Asia.

The idea of targeting membership recruitment efforts on the following groups was discussed. Specific plans will be discussed at the next meeting.

- Small companies.
- Trade associations.
- Food toxicologists.
- Universities that have food science and food safety degree programs.
- Retail Council of Canada.

Discussed marketing to current members the value of membership locally and throughout the year (local affiliates, webinars, publications, & other resources). Lisa Hovey indicated that IAFP offered 30 webinars in the last year.

Recommendations to the Executive Board:

1. Approve Lawrence Goodridge as Vice Chair of the Membership Committee.
2. Currently "Membership by Region" is reported as Canada and Mexico; the US; and International. Consider tracking membership by North America (Canada & US); Latin America (Mexico, Central & South America); Asia; & Europe to provide improved reporting on marketing efforts.

Next Meeting Date: Friday, July 24, 2015, Oregon Convention Center, Portland, OR.

Meeting Adjourned: 4:17 p.m.

Chairperson: Susan Linn.