

IABE Board Meeting Minutes – Friday July 28th, 2006

In attendance: Mark Deering (President), Enzo Moretto (Vice President), Joris Brinckerhoff (Treasurer), Hazel Davies (Secretary), Andrea Schepmann, M. Gerlinde Blaese and Mary Babcock (Executive Director).

Unable to attend: Martin Feather

Location: Rio Rico, Arizona (IICC Conference)

Mark called the meeting to order at 12:40pm Mountain Time.

Agenda for members meeting Friday evening – Mary confirms the financial report is ready to be discussed, copies will be available for members and Joris will report. Hazel confirms there are a few copies of the minutes from the February board meeting and the meeting at Sayn available if anyone needs them. Mark – who will present each committee report to the members? Mary will update on the activities of the membership committee and the newsletter. Mary and Hazel will report on the marketing committee, the brochure and the poster. Joris will report on the conference committee. Mark will update on the government committee. Enzo will update on the ideas of the guidelines committee. Mark will present the ideas for the newly formed conservation committee.

The Newsletter - Mary – in the interest of saving money on printing and mailing costs, do we think the newsletter can become electronic? Could it be emailed to members as a pdf file or could a link be emailed? General agreement the newsletter would work electronically, we should push this as a money saving option to the members. Ask their opinion at tonight's meeting, if a favorable response from those present we will discontinue printing the newsletter, except to print copies for the 3 members who do not have email. This will be done on a personal printer. Mary – has difficulty sending out bulk emails from her account, this will be problem with the newsletter. Gerlinde – we could split the members into geographical groups and mail in several batches, she could do Europe. Hazel offers to help with a target area, but we need to be clear on who is in which group to make sure no one is missed. Andrea – can we use a program called Exact Target? Andrea will look into this. Generally decided people may have trouble receiving a pdf file and we should email the link to the IABE website so they can print their own newsletter from there. Mark suggests the body of the email with the link should include the contents or a list of topics to generate interest.

Marketing Committee - Mary outlines the possibility of working with the producers of a new IMAX movie, The Amazing Butterfly Quest. The producers, Thunder House Pictures in conjunction with MacGillivray Freeman Films, approached IABE to see if their film might fit with our mission statement and if we might form some kind of educational and/or promotional collaboration. It is in the very early stages of production and they are happy to discuss the background ideas and the script. They are very interested in our links with professionals in the field. They have asked about attending ECBES to meet with people and learn more, Mark suggests they contact Colinda in

regard to attending ECBES. The film will be shot in Peru and they should have rough footage available at the time of ICBES in Ecuador. There is general agreement that this could be a great opportunity. Mary will get scripts to Mark and Joris.

Mary – Nathan Brockman has been working on a looped promotional video for IABE that can be used at conference booths, etc. Unfortunately Nathan is not able to attend IICC this weekend. The video is almost finished and it gives recognition to flagship members. Mary will distribute it to board members when ready and hopes to have it approved for use and ready to go in time to show at ECBES in October.

Enzo – would like to discuss using IABE logo in conjunction with his documentary, The Silk Moth Road. Can he show a 6 min proposal of his current documentary, Where Butterflies Come From, at tonight's meeting? Mark – not decided yet if IABE is involved, so Enzo will show the 6 min video after the end of the open session, members invited to stay to watch.

Mary – the poster is still being worked on and not yet ready for printing. Do we want to cut out the poster to save on expenses? Maybe just produce it every other year? Could an online poster be produced, with a link to a pdf file and members could download a copy themselves? This would incur no cost to IABE and could be continually updated with new members. Or could a CD with the pdf be sent to members? Gerlinde – But do members join for the poster? Will cutting out the poster eliminate members? Could the poster be produced every 2 years? Decision made by all board members present, to ask the members at the evening meeting. Decision to ask for a vote by the members as to how many like and use the poster. Gerlinde – can we develop a worldwide map and enlarged Europe and USA maps so you can see the location of member exhibits better? Gerlinde – knows a graphic designer in Germany that may be able to produce the map more cheaply or produce one for the website in a downloadable format. Mary/Andrea – can the graphic designer produce it in a format that can be constantly updated and which Lyle can use on the website or will we have to continually work with the designer? Gerlinde will talk to him about the map for future reference. Mary – The current print file of the poster is locked. Andrea - If the file is kept in original format it can be worked on in Adobe, if a locked pdf it cannot be changed. How will we manage the poster in this form? Members will give opinions on the poster at the evening meeting and a decision on how to proceed with the poster will be based on that.

Sponsorships – Mark raised the point that sponsors can vote at the \$100 level, whereas regulars members get voting rights at \$125, should this be standardized? There is general agreement across the board that it should be standardized. Mark brings up the previous suggestion of establishing 3 levels of sponsorship, bronze, silver and gold, at levels of \$125, \$250 and \$500. Possible benefits to sponsors at higher levels could include; quarter page advertisement in Flutterings for silver and half page advertisement for gold sponsors. Also would it be possible for gold sponsors to have their own updateable webpage on the IABE website? Discussion as to whether changing to the electronic newsletter will mean the sponsors and advertisers get less exposure? Decision is made that the benefits of sponsorship and membership need to be clearly defined and

standardized and a brochure written up for new members/sponsors to show what they would get at each level of membership. Mark – need to vote now if we want to establish the 3 levels of sponsorship.

VOTE: To establish bronze, silver, gold sponsorship levels - carried by all 6 board members present. Martin still has to vote. Mary – The new levels and benefits will be implemented next year.

Andrea volunteers to write up a preliminary draft of the benefits package and organize it into a brochure. Hazel offers to help and suggests it should include all levels/aspects of membership including exhibits, regular members, flagship members, individuals and sponsors at the 3 levels. Also provision for those who want to give more than \$500. Gerlinde – can we have this available for ECBES, October 7th? Mary – we should ask members at tonight's meeting if they have suggestions on what they think should be included as benefits.

Conference Committee - Joris – two proposals for ICBES 2007 were received, one from David Goh for Malaysia and one from Jacob Olander for Ecuador. The conference committee have looked at both proposals and although thank David Goh for offering to host in Malaysia again, suggest it would be good to hold the conference in South America. Board needs to vote on the conference location.

VOTE: To hold ICBES 2007 in Ecuador – unanimously carried by all board members (Martin voted by proxy through Mark).

Joris – we will announce Ecuador as the location of ICBES 2007 to the members and invite Jacob Olander to give a brief overview.

Joris – ICBES is now established as meeting every 2 years on the odd years, regional meetings will take place during even years. The IABE meetings should meet at ICBES on odd years and at the regional meetings during even years, in the USA that will be at IICC in Arizona. Enzo – should the IABE board approve topics for papers or program organization at ICBES? Joris/Mark – people can offer proposals for talks and the conference committee can help Jacob to organize the program. IABE can give support with topics, program, organization, but it is Jacob's conference and the content does not require board approval. IABE has never filtered topics in the past.

Government Committee - Mark – I will report tonight on the red/white labels issues in the USA. Outlining the permit conditions put in place by the USDA, not having the address on the outside of the shipment. This will show members from other regions how the government committee of IABE makes life possible for exhibitors in the US. Report on how IABE implemented a change in the in the regulations used by IATA (International Air Transport Association), regarding shipping to Europe where by boxes need certain size holes for ventilation. IABE negotiated an exemption to the rules to allow correct shipping of pupae through Miami that met with USDA and DHL requirements.

Guidelines Committee – Enzo and Joris will present a paper and a survey to members. The presentation will report to members what has been done so far, it will show how the committee arrived at the suggested guidelines, the distinction between most members of the industry and zoos and will find out if the committee is moving in the right direction. The presentation is probably a bit long now, so will need to be shortened to just concentrate on the topics, copies will be made of the paper, including the survey, and given to the members to take away. It should be further discussed at ECBES and the committee aims to have the guidelines ready for ICBES next year.

Conservation Committee - Mark will report on this newly formed committee. In Sayn last year there was discussion that individual members cannot really do enough towards conservation. Just buying pupae from an area trying to conserve habitat is not making much of an impact. Can the conservation committee develop a project to collectively impact conservation? Individual facilities make more of an impact on education. There are currently 4 people on this committee, Enzo, Doug Taron, Ko Veltman and Casper Bijleveld van Lexmond. Casper is working on this to see if an endowment can be set up by individuals /IABE to fund specific projects, he will have developed more for ECBES in October.

Any other business?

Mary has displays to present to Mike and Dan to thank them for founding IABE and their work on getting it started. When should they be presented? Decided to do the presentation right at the beginning of the meeting.

Mary – I have to leave IICC early, who will dismantle the IABE booth? Hazel will be there at 12 noon to organize the dismantling and get newsletters, rack cards, poster and banner to Gerlinde, Joris and Enzo for delivery to ECBES.

Gerlinde – can we set aside a budget to help a board member travel to IABE meetings? This would be for international travel, for either the president or director to travel to Europe or for at least one European to travel to the USA for a board meeting. Andrea – we need to check on the past history of a travel stipend being offered. Mark – it can only be done if it does not put IABE in the red and the board has to be able to justify spending the money to the members. We could look at this for next year to see if it is feasible.

Mary – Enzo and Mark's terms are expiring at the end of the year. Enzo can be elected to a second term, but Mark will be leaving, what do we do about electing a new president? Mark – the board that is in place at the beginning of next year should elect the president. They will address the question of president at the first board meeting in January.

Joris – Does the salary for the executive director match the amount of time and work involved? Mary's current contract is for 3 years, this year at a salary of \$900 per month, then \$950 per month for 2007, and \$1000 per month for 2008. However there is an option to negotiate with any changes being written up. Mary – the job really is 7 days per week,

usually about 40 hours, but can be 50-60 hours depending on the time of year. It is a full time position. Joris – what salary would be appropriate given the work involved? We will have to address this in the future, since it will be an ongoing position and we will have to hire someone after Mary. It may become even more time consuming as IABE becomes more involved with conservation, education, etc. Mary – it needs to be balanced, salary to sustain management with what members are willing to pay to join. Mark – in the future we will open the position to applicants and the board will make the decision on hiring the new executive director, this time we had Mary, the ideal candidate in place. It would be a board decision on which applicant to hire, the board is elected by the members to make decisions. Andrea – with the website expanding so much and needing maintenance, the web management may need to be a paid position. Both matters for future consideration.

Mark closes meeting at 3:10pm.