



INSIDER

The Official Newsletter of the Potato Association of America

Making the world a better place, one tuber at a time.

Letter From the President

Hello PAA members, hope you had a chance to enjoy family and friends during the holiday season. My wife Carol and I had a good time with my family in California for Christmas and a good visit with Carol's 97-year young mom in Montana for New Year's. Now we all enter 2011 with many goals and projects, some new and others carried forward. The first activity of the PAA for 2011 was participating in the 2011 Potato Expo in Las Vegas, Nevada, Jan 5-7. There were numerous concurrent committee meetings on Jan 5, including NPC, USPB, SFA and other industry groups. Both Thursday (Jan 6) and Friday (Jan 7) began with general sessions during breakfast and then followed with concurrent sessions which covered subjects such as the economic outlook for agriculture, sustainability, biotechnology, breeding, processing and many other topics. Phil Nolte developed a PAA display booth for the meeting and Lori Wing attended the booth and handed out materials about the PAA. As a result of the booth activity Lori was able to get 6 new members, plus several more indicated that they would consider joining. Phil Nolte and his poster committee also solicited 18 posters on potato research to be presented at the meeting and were very well received. In all 48 (that were spotted) PAA members attended the Potato Expo.

At the home-front the Executive Committee has been very active. We have frequent e-mail exchanges on various topics and hold an hour long conference call every second Tuesday of the month. The "new" Commercial Potato Production in North America handbook has been rewritten and is located on the front page of the PAA website [<http://potatoassociation.org>]. Thanks Bill Bohl

for taking this on – any questions can be sent his way at wbohl@uidaho. A new set of Symposium Guidelines has been crafted by Loretta Mikitzel and approved by the EC. Plant Management Network, a non-profit publisher managed by the American Society of Agronomy, Crop Science Society of America and American Phytopathological Society is developing a resource called "Focus on Potato". This program offers science-based webcasts related to potato crop protection and production and several PAA members have developed webcast topics. The EC felt this was an excellent opportunity for the PAA to join and be a sponsor as this will enhance our educational outreach mission. Visit the website at: <http://www.plantmanagementnetwork.org/infocenter/topic/focusonpotato/>

Topics to be considered in the future include: Have a PAA member attend the EAPR meeting July 24-29, 2011, in Oulu, Finland and represent the PAA. Treasurer to investigate CD alternatives for those CDs maturing this year as well as the mechanics of our endowments. Explore the possibility of using online voting for PAA officers. How to highlight and honor our 100th anniversary (2013) and/or the 100th annual meeting (2016)? Possibility of a PAA Endowment Mentor Award to honor those who have contributed to the progress, enhancement or leadership of the potato industry.

Send any comments or suggestions to anyone on the EC and we will be glad to incorporate your input in our discussions.

Respectfully submitted,
Don Halseth
PAA President 2010-2011

Vol. 15, No 1, January 2011

Dates

February

3: UK Potato Council Retail Conference.

London, U.K. Info: <http://www.potato.org.uk>

10: NB Potato Conf & TS 2011.

Grand Falls, NB, Canada.
Info: <http://www.potatoesnb.com/conference/overview.asp>

March

16-17: NE Potato Tech Forum.

Fredericton, NB, Canada.
Info: <http://www.epgrc2011.nl/>

24-Mar 03: Potato Industry Leadership Institute

Bakersfield, CA & Wash, DC.
Info: Hollee Alexander
hallee@nationalpotatocouncil.org

April

05-07: Euro Plant Gene, Resources Conf 2011.

Wageningen, The Netherlands. Info: <http://www.epgrc2011.nl/>

20-22: China Potato Expo.

Beijing, China. Info: <http://www.chinapotatoexpo.com/english/index.asp>

July

24-29: 18th Triennial Conf of the EAPR (EAPR2011).

Oulu, Finland. Info: <http://www.eapr2011.com/>

First Call for Papers

This is the Second and Final Call for Papers to be presented at the 95th Annual Meeting of The Potato Association of America. This meeting will be held August 14-18, 2011 at the Hilton Wilmington Riverside Hotel, Wilmington, North Carolina, USA.

PAA members are invited to present papers dealing with all facets of the potato industry. Graduate students who are PAA members are encouraged to enter the Frank L Haynes Graduate Student Research Competition.

Authors are required to submit abstracts for papers they wish to present, whether orally, as a poster or in the Frank L Haynes Graduate Student Research Competition. The abstracts for all papers (oral, poster and Graduate Student Research Competition) presented at the Annual Meeting will be published in a post-meeting issue of the *American Journal of Potato Research*. Abstracts of papers listed in the meeting program, but not presented, will not be published in the *AJPR*.

At the Annual Meeting, all oral paper presentations will be of a uniform 15-minute length. Authors should plan a 12- to 14-minute presentation with the balance of time devoted to questions. Computer projectors will be available for PowerPoint presentations. Please bring your PowerPoint presentation (2007 or earlier version) on a portable USB drive. Display boards will be provided for posters.

Abstracts will be accepted until Monday, March 21, 2011. Submit abstracts as an e-mail attachment to loretta.mikitzel@gnb.ca with "PAA Abstract" as the e-mail subject. You will receive an email acknowledging receipt of the abstract. Abstracts submitted after that date will be returned to the author.

Abstract submission checklist:

1. Title
2. Author(s) and their affiliations - Presenter's name underlined
3. Body of Abstract
Maximum length of 2,000 characters. This size limit includes spaces.
4. PAA Membership Number of one (1) author
5. Presentation Method (oral; oral graduate student; poster)
6. Section (breeding and genetics, plant protection, physiology, utilization and marketing, extension, production and management or certification)

Only the first 2,000 characters and spaces will be printed in the program--please keep your abstract, including title, authors and their affiliations, within the maximum allowable length.

Prior to submitting your abstract, please read and follow the formatting guidelines that are posted on the conference website (<http://paa2011.org>) and on The PAA website <http://www.potatoassociation.org>.

Abstracts will be accepted until March 21, 2011. Please direct questions to the undersigned.

Loretta J. Mikitzel
NB Dept of Agriculture, Aquaculture and Fisheries
39 Barker Lane
Wicklow, NB Canada E7L 3S4
Phone: (506) 392-5146
Email: loretta.mikitzel@gnb.ca

Nominations for Honorary Life Membership

One of the most significant ways to recognize outstanding contributions to the potato industry and to our organization, The Potato Association of America, is the awarding of Honorary Life Membership (HLM). This is the highest award bestowed upon an individual by The PAA. Each year at the Annual Meeting of The PAA this award is given to deserving individuals and is considered by many attendees the highlight of the banquet.

PAA members are encouraged to nominate candidates for HLM to be presented at the 2011 Annual Meeting in Wilmington, North Carolina. Nominated individuals should have made significant contributions to the potato industry and/or The PAA. Contributions may come from activities related to research, extension, education, production, processing, marketing, utilization or any of the other facets of the potato industry which may be appropriate. HLM awards can be given to individuals outside of the PAA.

Nominations must be submitted using the official HLM nomination form available on the PAA Website: <https://www.potatoassociation.org/member-only/Committees/Honorary%20Life%20Membership/nominations.html>. The selection procedure and desired candidate information is also available in the same area on the Website. Completed HLM nominations and all supporting documentation should be submitted electronically in MS Word or PDF format to Past President Phil Nolte and are due by March 21, 2011.

All members should take the time to think about their colleagues and their service to the industry to see if they might qualify for HLM in The PAA. This is a wonderful award and recognition, but it can not happen without going through the nomination process.

This is the Second & Final Call for Honorary Life Membership Nominations!

Phillip Nolte, Chair
Honorary Life Membership Committee
2009-2010 President

First Call for Papers (ALL)

....Continued from Page 2

Frank L Haynes Graduate Student Research Award Competition Papers

This is the Second & Final Call For Papers to be entered in the Frank L Haynes Graduate Student Research Competition Award (FLHGSRAC) to be held at the 94th Annual Meeting of The Potato Assn of America in Wilmington, North Carolina.

The purpose of the GSRCA is to promote graduate student participation in PAA through presentation of research papers at the Annual Meeting. Participants are also encouraged to submit manuscripts for publication in the *Ameri J of Potato Res.*

General Information

1. The author must be a current (or recent) graduate student at the time the abstracts are due March 21, 2011.

2. First place winners from previous PAA meetings are not eligible to participate.

3. Research reported must have been done while a graduate student.

4. The paper must be orally presented. Poster papers and symposium presentations do not qualify for the FLHGSRAC.

5. Students are required to submit abstracts for papers they wish to present in the Competition via e-mail. Abstracts will be accepted until March 21, 2011.

6. No new students may register after the deadline or at the meeting.

7. Winners will be announced and honored at the Annual Meeting Banquet. Participants will receive a free Banquet ticket for themselves supplied by the LAC.

8. Graduate students must be members of The PAA and may not use their advisor's ID. (**Membership information is found on The PAA website at: http://www.potatoassociation.org/members/membership_categories.html)

General Criteria for Judging: Papers and presentations will be judged on the following basis:

A. Quality of research and content: 60%

B. Effectiveness of presentation: 40%

Up to five awards may be made at the discretion of the committee in the amount of \$350 for 1st place, \$250 for 2nd place, \$150 for 3rd place, \$100 for 4th place, \$100 for 5th place.

For more information, contact:

Dr. Samuel Essah, Chair

PAA Grad Student Awards Competition

Colorado State University

San Luis Valley Research Center

0249 East Road 9 North

Center, CO 81125

Phone: 719-754-3594 Ext.13; Fax: 719-754-2619

E-mail: sessah@lamar.colostate.edu

Call For Nominations for Outstanding Extension Project Award

The Outstanding Extension Project Award was developed in 2010 by the Extension Section of The PAA to recognize outstanding Extension projects or programs, printed publications, websites, workshops, newsletters, etc., that have made significant contributions to education on potato. At this time the Selection Committee is seeking nominations due by March 21, 2011 for this award to be presented at the 95th Annual Meeting in Wilmington, North Carolina. Information pertaining to this award and the selection process is presented below:

A. Award Recipient Eligibility:

1. The nominated Recipient must be a member in good standing with The PAA. For team nominations, at least one person must be a member in good standing with the PAA.

2. Although the Recipient need not have an Extension appointment, the project or program must be related to Extension-type activities. The project or program must be either on-going at the time of the Annual Meeting the year of recognition or have been completed no more than 30 months (2.5 years) prior to the Annual Meeting in the year of recognition.

3. The Recipient must attend the Annual Meeting to receive the award, unless exempted by the selection committee because of extenuating circumstances.

4. Nominators do not have to be members of The PAA.

B. Selection Process

1. No more than one Outstanding Extension Project Award will be presented at any Annual Meeting of The PAA.

2. The Selection Committee consists of the current officers of the Extension Section plus the past Extension Section chair who shall serve as chair of the Outstanding Extension Project Award Selection Committee.

3. Nominator must complete the nomination form, that is available on the PAA website, along with submitting a written review, not to exceed 1000 words, of specific project or program being nominated for the Award.

4. At least two letters of support must also be sent to the selection committee chair.

5. Nomination form, written review, and letters of support must be submitted to the selection committee Chair no later than March 21, 2011. For further information, please see the website: <https://www.potatoassociation.org/member-only/OutstandingExtensionProjectAward.htm>

Robert H. Gareau
Chair, Outstanding Extension Project Award
110 Summerfield Road
Summerfield, NB E7K 2J3 CANADA
Phone: 506-278-3516
E-mail: rmgareau@gmail.com

The 95th Annual Meeting of the
Potato Association of America
August 14-18, 2011
Wilmington, North Carolina USA
(<http://paa2011.org>)

Greetings PAA Members!!

The theme for PAA2011 is Sustainable Potato Production for a Changing World. The 2011 LAC is working hard to ensure that you all have a great time in Wilmington, NC, and that we have a successful meeting and exchange of ideas that enables us to continue helping farmers and industry members produce potatoes sustainably and profitably in the future.

Venue - The 95th Annual Meeting of The Potato Association of America will be held August 14 – 18, 2011 at the Hilton Wilmington Riverside Hotel. Our conference hotel is located in historic downtown Wilmington, North Carolina along the banks of the Cape Fear River. Please visit our website at (<http://paa2011.org/>) for updates and registration information. There is already quite a bit of accommodation and tourist information on our website available under the various links. This site will be updated as the program is developed.

Program - The 2011 PAA meeting will follow the typical Sunday through Thursday traditional schedule. Registration will begin on Sunday afternoon, and we will kick off the meeting with the President's reception Sunday evening. The delegate program will begin on Monday morning with a symposium organized by the Physiology and Plant Breeding and Genetics Sections. Plans for the symposium entitled "Breeding for Sustainable Production in a Changing Climate – Understanding the Physiological Basis of Genetic and Environmental Interactions" are currently being finalized by Dr. Jiwan Palta, Department of Horticulture, Univ. of Wisconsin-Madison (jppalta@wisc.edu).

As usual, oral and poster presentations will be scheduled throughout the week, with Wednesday featuring all-day tours and an evening event. We will conclude the meeting on Thursday in the morning with more talks, including a workshop on sweetpotato breeding, production and storage organized by Dr. Jonathan Schultheis, Department of Horticultural Science, NC State University. Our Annual Business Meeting will be held on Thursday afternoon, followed by the Awards Banquet in the evening. The Second & Final Call for Papers for PAA2011 may be found in this issue of the Insider for instructions. Abstracts will be accepted until March 21, 2011.

Registration - On-line and phone registration will be opening in early February. The registration fees for PAA2011 will remain the same as in 2010 (see below). All prices include the President's Reception, 4 breakfasts, 3 lunches, poster session fees, and coffee and snacks for all the breaks. We are currently working out the costs of our BBQ event and tours (during and after the meeting). The registration form will be "ONLINE" only; however, if you need a copy, contact me and I will fax or e-mail a copy to you.

Registration Fees –	Before June 15	After June 15
Members (PAA and EARP)	\$350	\$450
Students	\$150	\$200
Non-members	\$450	\$550
Accompanying Person	\$125	\$175
Daily Registrants	\$150	\$150
BBQ	\$ 55	\$ 65
Banquet	\$ 55	\$ 65

Accommodations - For details on The Hilton Wilmington Riverside Hotel, see our website above or <http://www.wilmingtonhilton.com/>. Please make your reservations early. You can call the Hilton

Continued on Page 5...

Continued from Page 4...

Wilmington Riverside Hotel directly at +1 (910) 343-6175 and tell them that you are with The Potato Association of America OR register online by going to the special [Hilton Wilmington Riverside](#) registration web page for PAA set-up on the PAA2011 website. We have reserved rooms at the Hilton Wilmington Riverside in several price ranges:

- § Historic View Rooms - \$149 USD plus taxes per night
- § 1 King Bedroom Suite with Parlor - \$250 USD plus taxes per night
- § 2 Double Beds Riverview Rooms - \$149 USD plus taxes per night
- § 1 King Bed Riverview Rooms - \$149 USD plus taxes per night

Please note that this block of rooms cannot be held at these prices beyond July 12, 2011, so make your reservations early!! Additional accommodations within 4 or 5 blocks of the conference hotel are listed on our website.

Our conference hotel is located on the boardwalk of the Cape Fear River and is surrounded by lots of historical features, including the historic Battleship North Carolina right across the river. There are plenty of attractions, and shopping and dining options within walking distance of the hotel to enjoy, as well as several great beaches just a short drive away. For more information on this part of North Carolina and what it has to offer please visit <http://www.capefearcoast.com/> and <http://www.wilmington.net/>.

Travel - The conference hotel is only 5 miles from Wilmington International Airport (ILM) and it has a free shuttle service to the hotel. As the conference nears we will make sure that shuttle is capable of handling all of our guest's schedules. Wilmington International is serviced daily by Delta and US Airways and has daily flights to/from Atlanta, Charlotte, New York and Philadelphia.

For those seeking a larger airport with more connections and airlines you may want to consider flying into Raleigh Durham International Airport (RDU), which is roughly 2.5 hrs (146 miles) north of Wilmington and an easy drive down I-40 east to Wilmington. RDU is serviced daily by AirTran, Continental, Jet Blue, Southwest, US Airways, Air

Canada, American Airlines, Delta, Frontier, and United.

Events - Planning for the PAA2011 golf scramble is underway. It will be held on Sunday morning prior to the beginning of the conference at a local course yet to be determined. John Nordgaard of Black Gold Farms (John.Nordgaard@blackgoldpotato.com) will be coordinating this event with help from a few of his potato friends. NC has some excellent golf courses and Wilmington is no exception.

We have had such fun over the years with the Silent and Live Auctions to raise money for the PAA Endowment Fund that we have decided to keep this tradition in place. This year we plan to make a few changes, but it is still guaranteed to be a crowd pleaser during our BBQ. An announcement for this event will be in the next newsletter. Remember, all donations are tax deductible and 100% of these donations go to the PAA Endowment Fund. For more information please contact Carol Halseth at carolhalseth@yahoo.com. We will conclude on Thursday evening with a banquet in the Hilton's ballroom.

The LAC is currently working on our tour programs (during and after the meeting). But, they will certainly include a visit to the beach, deep sea fishing as well as an agricultural tour with a visit to one or two agricultural research stations operated by NC State University and the North Carolina Department of Agriculture and Consumer Services.

Again. Please visit our website at <http://paa2011.org/> for updates and registration information. Information will be continually updated there, but also stay tuned for more information regarding the PAA 2010 meeting in future editions of the PAA Insider and through e-mails.

See y'all in Wilmington!

Craig Yencho, Chair
PAA2011 LAC

2010-2011

PAA Background

EXECUTIVE COMMITTEE

President:

Don Halseth

President-Elect:

Bill Campbell

Vice-President:

Leigh Morrow

Secretary:

Loretta Mikitzel

Treasurer:

Larry Hiller

Financial Officer

Alexander Pavlista

Past-President:

Phil Nolte

Directors:

Robert Gareau

Bret Nedrow

Nora Olsen

Craig Yencho

Helen Tai

Editor-in-Chief:

John Bamberg

SECTION CHAIRS

Breeding & Genetics

Dennis Halterman

Certification

Alain Boucher

Extension

Chris Long

Physiology

Barbara Daniels-Lake

Plant Protection

Andy Jensen

Production & Mgmt

A.J. Bussan

Utilization & Mktg

Jeff Bragg

95th ANNUAL MEETING:

August 14-18, 2011

Wilmington, NC USA

<http://2011.org>

PAA Insider is published quarterly starting in Jan. Lori Wing, Admin./Editor, The Potato Assn of America, 5719 Crossland Hall, Rm 220, Univ of Maine, Orono, ME 04469. Ph: 207-581-3042; Fax: 207-581-3015; E-mail: umpotato@maine.edu; Web: <http://potatoassociation.org>

Member / Potato News

In the November 2 general election, Dr. Alexander Pavlista at the University of Nebraska won election to the Board of Governors of the Western Community Colleges. He was sworn in and took office on January 19, 2011 and will serve a four-year term. The Board of Governors is similar to the Board of Regents of state universities.

Dr. Pavlista was President of The Potato Assn of America from 2007 to 2008. He has been on the Exec Com since 2003. Currently, he serves as the Chair of the Finance Com advising on financial matters and projecting PAA budgets. Pavlista has been an active PAA member since 1989 having also served The PAA as an AJPR Editor, Chair of the Graduate Student Award Com and in many other functions.

The presentations and abstracts from the Maine Potato Conference are posted. The presentations from the Maine Potato Pest Management program are also posted.

Click on the link: <http://www.umaine.edu/umext/potatoprogram/> scroll down to: "Recent Programs" and click on the link: "Steve Johnson"

Steven B. Johnson, Ph.D.
Crops Specialist & Ext Prof
Univ of Maine Coop Ext
stevenj@maine.edu

PAA Honorary Life Member Joe Sowokinos won the prestigious 2011 NPC Meritorious Service Award marking the second straight year the East Grand Forks, Minnesota USDA Potato Research Lab has produced a winner for this award! Joe retired in the spring of 2009 as a professor in the Horticultural Science Dept at the Univ of Minn after a long career serving the potato industry where he is best known for cloning the anti-sweetening gene (designated UgpA) from the potato cultivar 'Snowden.'

Address updates for PAA Executive Committee:

1. Director: Robert H. Gareau- (new address): 110 Summerfield Road, Summerfield, NB E7K 2S3, CANADA. Ph: 506-278-3516; Email: rmgareau@gmail.com

2. Treasurer, Larry Hiller - (new phone): 509-332-3763

3. Vice President, Leigh Morrow- (new address): 319 Richardson Road, Easton, ME 04740

Please remember that you may find all EC addresses/phone/fax numbers & e-mail addresses on the website at: <http://potatoassociation.org/About%20the%20PAA/officers.html>

You do not need to login to view them. They are also listed on the page 2 of every AJPR, along with the Section Chairs and Standing Committee Chairs.

Also on the first page the AJPR are the Senior Editors and Editorial Board, Archivist and the Administrator office information.

Please remember to take advantage of these shortcuts so when you need the information, it's right there at your fingertips and you won't have to wait for me to get back to you.

Don't forget, you've got your Membership Directory on the website as well under the Members Only section for all other PAA members.

Paul van Eijck from Food Innovation Online Corp, has just created a "LinkedIn" group for PotatoPro: <http://linkd.in/eLZdaH> and has invited PAA members to join and participate. I will also be able to post any announcements on conferences like PAA/EAPR, jobs, or whatever announcement we feel is suitable for a general potato audience. This could prove to give us another outlet for finding 'non'-members who don't know about PAA and change that status to 'new' members.

