



INSIDER

The Official Newsletter of the Potato Association of America

Vol. 9, No. 2 April 2005

Letter From the President

Call to work on behalf of the PAA

Spring is here. Time for another great season dealing with potatoes and all of their many facets. It is also the time to think about the summer meetings. Calgary, Alberta; home of the Calgary Stampede, Banff/Jasper National Parks, a progressive, successful potato industry...all of the essential ingredients to make a wonderful site for The Potato Association of America 2005 Annual Meeting. Pre-registration for the event is currently taking place. Do yourself and Your Association a favor by taking the time to attend this important event. As I have indicated in previous letters, the strength of The Association is in its members. This is one of the few times during the entire year that you have the chance to get together with your fellow members, all of whom share the same passion; a passion for potatoes. It is also a time to take a break from the busy summer season. This meeting is a time to learn, discuss your's and other's research, and to re-acquaint yourself with individuals seen only once a year. Get to know your organization and decide which capacity you might best serve. Take this opportunity to make a difference in the PAA!

I would again like to focus on two subjects which will come up during the sessions in Calgary. They are building relationships with other potato related organizations and outreach. Many PAA members are planning to attend the EAPR meetings in Spain being held at the same time as the PAA meetings in Calgary. This is an ideal time to continue the bridge building which has taken place over the past few years. As you remember at last year's meeting, the PAA membership indicated a willingness to develop joint memberships and to hold a joint meeting in the U.S. at the next tri-annual meeting of the EAPR. It certainly makes no sense to hold meetings which conflict with each other. There are simply too few individuals associated with potato research to accommodate both of these venues. Also, it is too important for our respective world regions

to have as much information and research available as possible. To this end, I would encourage each member that will be attending the meetings in Europe to have dialogue with our counterparts regarding these efforts. There will be at least one member of the PAA Executive Committee representing The Association and developing strategies with the EAPR leadership to make this a reality.

The second subject regards outreach, in all of its forms. First, the website continues to improve. Each section chair should visit the site to verify that all of the section's information is correct and duly represents that particular section. Any changes should be submitted to Lori. Members should review the various parts of the site. If you have not looked at this recently, you will be surprised at all of the new information available and helpful links. Sam and Mike Thornton are making serious efforts to increase our membership in a meaningful way. Help them out by extending the invitation for membership to other interested individuals. I believe there is great benefit in belonging to the PAA and I think others will as well, given the proper communication.

Finally, I encourage each committee chair and member to review their charges for this past year. Please make the effort to move each committee ahead and have some meaningful information to discuss during the annual meeting. If you, as chair, cannot attend the meeting, designate someone to fill in for you. This is the time that much of the business of the Association is accomplished. The time is growing shorter until the meeting, but I do believe that we can accomplish our tasks if we put our minds and talents toward this end. Good luck with the upcoming season. May it be productive and successful and move research on the potato a little closer to that ideal goal of that "perfect spud". Take care and we'll visit in Calgary.

Rob Davidson
PAA President, 2004-2005

Dates

May

16: 77th NC Potato Assn Annual Meeting, Elizabeth City, NC. Info: 252-331-4773

June

8-17: ME Potato Blossom Festival, Ft Fairfield, ME. Info: 207-728-7000

19-21: Wash Potato & Onion Assn Ann Summer Mtg & Conv, Campbell's Resort, Chelan, WA. Info: 509-765-8845 or <http://www.potatoes.com>

These two meetings are being held in conjunction with each other:

21-24: 1st Intl Pot Storage Conv, Delta PEI Hotel, Charlottetown, PEI, CAN. Info: <http://www.potatoconvention.com/>

21-24: 6th Intl Pot Processing Conv, Delta PEI Hotel, Charlottetown, PEI, CAN. Info: <http://www.potatoconvention.com/pro/what.html>

July

13-16: NPC Summer Mtg, Twin Falls, ID. Info: HolleesStubble@nationalpotato.council.org, ph: 202-682-9456

17-22: 16th Triennial Conf of the EAPR, Bilboa, Spain. Info: <http://www.eapr2005-bilbao.com/>

2005 PAA Meeting Update

Plans for the 2005 Annual Meeting have been finalized and last minute details are being settled.

Your LAC has put together an exciting program to ensure your visit to Calgary and Alberta is memorable. Obviously you are looking forward to it because early registrations are coming in, as of April 8th, we had confirmed registrations from twenty-three delegates and six accompanying persons.

Events include the Calgary Exhibition & Stampede prior to the Meeting, Golf on Sunday at Heritage Pointe, the President's Reception, Barbeque at Heritage Park with special entertainment (remember to bring western wear if you have it), Awards Banquet, post conference agricultural tours and mountain excursions. For accompanying persons there is also a full program of activities and tours. The Little Spuds children's program is geared to youngsters aged 4-12 and will provide activities of special interest to this age group.

There is room available for all activities at this point but get your registrations in early so that the LAC can finalize attendance and transportation details. We will provide transportation to all major events.

Please bear in mind that this year's conference is one month earlier than last year's conference so it's important to watch timelines and deadlines. The **early registration cutoff is June 1st** and early registration ensures space in the tours and activities that you especially want to be a part of.

Information on registration, accommodation, tours and activities is available at: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/opp8616](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/opp8616). Please check it out. We will be posting updates on the site as they become available.

Remember: **PAA 2005, July 17- 21, Calgary Alberta, Canada, Westin Hotel.**

We'll see you there!

2005 LAC Committee

Silent Auction Update

Cathy James and Jan Mosley, co-chairs of the 2005 PAA Silent Auction, would be so grateful to anyone interested in donating a few hours on Sunday and Monday of the meeting toward gathering and registering auction items, arranging items for display,

answering questions during the day on Monday and assisting with the actual auction Monday night. If you'd like to help, please contact Cathy James: catrinap52@att.net and/or Jan Mosley: janet.mosley@oregonstate.edu. Thank you!!

Cathy & Jan

General Meeting Reminders

Because of 9-11, new regulations have been established in Canada. This will be the last newsletter before the meeting so I want to remind you of several things you must make sure you have done before heading for the 2005 PAA Annual Meeting in Calgary.

1. If you are sending a package for the Silent Auction to the LAC because you will not be attending, there are specific guidelines that must now be followed. Check with the post office or mailing vendor for details. Also see: http://cmi.meetingsnet.com/ar/meetings_grip_shipping/index.htm

2. For those coming to the meeting, remember to go apply for your VISA or passport now since it may

take up to 5 weeks to get it back. Go to: <http://www.cbsa-asfc.gc.ca/travel/visitors-e.html> for information.

3. Universal Currency Converter: <http://www.xe.com/ucc>

4. Remember to bring your credit card and checkbook with you so that you may bid often at the Silent Auction. Checks must be drawn on US banks to be accepted.

I hope to see a lot of you there. I will be sending out e-mail reminders as the time gets closer to the meeting. If you need any notices sent out, let me know..especially you Section Chairs.

Lori Wing
Administrative Asst./PAA Insider Editor

PAA 2004 Survey Results

From October to December, a survey of the Scottsbluff meeting was put on-line by Washington State Univ. By January, 2005, when the survey was closed, 50 attendees had responded. The following summarizes the results. Of those responded, 46% were from the University system, 28% from a government agency, 6% growers, 8% processors, 4% from the chemical industry and 8% wrote other. PAA membership was held by 90% of the respondents. For 18%, this was their first PAA meeting while 22% had attended one to three previous ones and 60% have attended at least four earlier meetings.

Respondents were asked to rate as poor, average, good or excellent a number of components of the meeting. The following percentages were those who rated the component as good or excellent (better than average):

Extension Symposium-92%
 Powdery Scab Symposium -97%;
 Oral Sessions-87%;
 Poster Session-56%
 Registration Process-90%
 Registration Packet-75%
 Welcoming Reception-91%
 Buffalo Picnic-89%
 Awards Banquet-89%
 Breaks-82%;
 Lunches-86%
 Tour Facility-48%
 (For average and above, it was 84%.)

The overall rating was:

8% outstanding,
 28% exceeded expectations,
 52% met expectations,
 12% below expectations, and

none felt that it was unsatisfactory. Therefore, 88% felt that the meeting at least met their expectations of a PAA meeting and for 36% this was exceeded. Respondents were also asked to indicate what they felt were the strongest and weakest parts of the meeting, and to make suggestions for future meetings. The top responses in each category were:

- A - Strongest** - Powdery Scab (14 comments) and Extension (11) Symposia, Oral Sessions (11), Host (6) and Hampton Inn staff (4), the Auction (3), and Banquet, Picnic and Reception (2) comments each).
- B - Weakest** - Two Locations/Lodgings (12) comments), Days Inn (11), Airport Accessibility (6), Agtour (too little on local potato industry) (3), and Oral Sessions (2).
- C - Suggestions for Future Meetings** - One Meeting Place (7 comments), Closer to Major Airport (3), and more sessions and symposia, and drop tours (2).

I want to send my thanks to all who responded and to everyone who attended. The meeting was felt to be an unexpected success. I heard from many of our citizens what a wonderful group of people the potato people are and I heard many nice compliments about our community here. Many of you, especially our colleagues from across the oceans, had a taste of the true American heartland. I hope to see everyone in CALGARY in July. "Be There or Be Square."

Alexander Pavlista
 LAC, PAA2004

The PAA Vision

The Vision for this century may quickly become a document that is filed, forgotten and has little effect on the future of the PAA. The Vision can be kept alive and valuable if those in management positions in the PAA recognize in their decisions the activities that have been identified that will give the PAA a leading role in potato development for the foreseeable future.

PAA leaders need to recognize that potato production internationally is increasing faster than any other major

food crop. Our Association has a leadership role to play in the global development of institutions to help science address the problems that will emerge as the potato expands to new areas.

At every annual meeting the activities of the PAA should be analyzed to make sure that the Vision is being recognized and decisions made accordingly.

Richard L. Sawyer
 DG Emeritus of CIP

PAA Background

PAA Executive President

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Larry Hiller

Vice President

Sam Thornton

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Steve James

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Al Bushway

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Chuck Brown

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Barbara Harrity

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Ron Knight

Annual Meeting:

July 17-21, 2005

Calgary, AB, Canada

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Members in the News

Gary Rawlings Retires from Potato Growers Magazine

As I follow all those researchers into retirement, I'm glad for my life—35 years in newspapers and magazines in Utah, Nevada and Idaho. I've enjoyed every minute of it as I've dragged my wife and five children on at least two moves from Nevada to Idaho and again from one place in Idaho to Idaho Falls. I've cherished all the great people in the two ag industries we work in: potatoes and sugar-beets. They are the greatest people in the world. I firmly believe they are the last stand for moral decency and the work-ethic this country has left today. I will actually semi-retire, as I plan on freelancing, and doing some creating writing, and some history writing.

I don't think I was ever able to bring my wife, Debbie, with me to the PAA meetings (I think I just attended two) but she's a retired social worker and we also plan some co-writing projects. I hope the article stirs up some new members for the PAA. Since I've been at the Potato Grower magazine I've seen grower numbers fall from nearly 2,000 to about 500 (including farm managers/supervisors today—and that's just in Idaho. I'm sure the same pattern is happening elsewhere, but, we'll always need potatoes.

If we get down to the last vegetable, it will be the potato...history shows that. Just hope the extension program will keep up.

Gary Rawlings

Potato Grower magazine

PS: My home address after Feb 28 is

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e-mail: rawlingsg2004@earthlink.net

1995 HL Member Larry Thibodeau passes away. Larry 'Tib' Thibodeau left this world on 12/29/2004 at the age of 89, leaving behind his wife, Audrey, and four children. He retired as President of the MFX after more than 30 years. He marketed more than 60 crops of Maine potatoes, been a public servant serving on numerous industry boards, civic organizations and university committees. He had served the PAA as a member of three local host committees, attended and supported the Potato Util Conf, held for many years in conjunction with the PAA annual meeting. Larry was an active supporter of the potato industry by any means he found would be beneficial to others in the industry. He was honored with numerous distinguished citizens awards from the Univ of Maine, BSA, FFA and others.

Membership Contest Reminder

Individual members are the backbone of The Potato Association of America. Over the past few years we have seen our membership numbers steadily decline. Now is your chance to do something about it and earn a nice reward at the same time! Syngenta is sponsoring a program to reward every current PAA member that signs up at least five (5) new members by 05/31/05 with a \$50 gift certificate. Any current PAA member who signs up 19 or more new individual or grad student members between 01/05/05 & 05/31/05 will receive a \$100 gift certificate and a framable certificate of recognition. Further, there is also a contest which will reward the person that signs up the most new members by May 31st will receive an additional \$100 gift certificate and a plaque.

So get out there and encourage your co-workers to become members of PAA!

Graduate students are also eligible to become PAA members for just \$15 per year and new graduate student memberships also count towards the contest.

To get credit for new memberships, fill out the line on the membership application that says "sponsor's name", and submit the application prior to the May 31st deadline. Lori Wing, Admin. Asst., is keeping track of the new memberships and we will announce the contest winner in a future issue of the PAA Insider newsletter and also at the Annual Meeting.

Mike Thornton

PAA Individual Membership Committee