



PAA INSIDER

THE OFFICIAL NEWSLETTER OF
THE POTATO ASSOCIATION OF AMERICA

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LETTER FROM THE PAA PRESIDENT

“Visibility and relevance.”
That is my daily mantra as I’ve settled in at the helm of the PAA. Of course, this is a year for transition, as AMR becomes our partner in attending to the nuts and bolts of managing our organization. That transition is happening smoothly, thanks in large part to our administrator, Angela Richardson and our treasurer, Larry Hiller. Angela takes on our challenges with a “can-do” spirit, a deep knowledge base, outstanding organizational skills, and the support of AMR team with a broad array of expertise. We are fortunate to have her as our administrator. In addition to handling the day-to-day financial affairs of PAA, Larry does an incredible amount of work behind the scenes, doing everything from adding his personal touch to communications with members to offering valuable advice to Angela and me based on his long history with and passion for the PAA.

DON'T MISS



102ND
ANNUAL
MEETING

The Potato
Association
of America

July 22-26,
2018

Boise, Idaho
USA

See page 6



Rich Novy, Curtis Frederick and Rick Peters discuss their posters in the Innovation Hub at the Potato Expo in Orlando, Florida.

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Without Angela and Larry, I would not be able to focus on the long view.

Which leads us back to visibility and relevance. My two main goals this year are to enhance the visibility of the PAA and try to find ways to make it more relevant to its membership. The two main faces of PAA are our annual meeting and our journal, *The American Journal of Potato Research*. We continue to have ambitious, well-connected local organizing committees for our annual meetings and we all look forward to those meetings with high expectations. However, most communications about our annual meeting are confined to our existing membership. It would be good to find new ways to reach out to the potato industry beyond our current member base. Toward that end, our President-Elect, Rich Novy, created and presented a PAA poster at the Potato Expo. The Expo organizers asked him to give a presentation on the main stage and he did an outstanding job telling the audience about the history, activities, and goals of the PAA. We had a poster session again at Expo, with 10 posters from PAA members. The posters focused on the translational research – applying science to solve industry problems. In addition to Rich, two other PAA scientists were asked to discuss their posters on the main stage. Rick Peters talked about the management of pink rot and Curtis Frederick explained how he has been able to visualize the distribution of dry matter content in tuber slices using a short-wave infrared camera. Rich and I visited the sustaining members at Expo and thanked them

for their support of PAA. The Expo provides us with an opportunity to connect with existing members and expand our membership base. In fact, Larry informed me this morning that we have two new PAA members who learned about us through Expo.

Research articles in *Spudman* offer another way to reach out to the potato industry beyond our current membership. We have the opportunity to publish one article under a PAA banner in each issue. I have been working with Scott Stuntz, the managing editor, to make sure we have a steady flow of articles. Each issue has a different theme, so I have been working to identify content relevant to each theme. I asked the winners of the outstanding research paper awards to write for the PAA column and they came through with articles that the readership will enjoy. Hielke de Jong's article "Fuel for growth: The impact of potato on society" is in the January 2018 issue and Dennis Johnson's article on "The canopy environment in sprinkler irrigated potato fields is an important factor for managing late blight in semiarid environments" will appear in the March 2018 issue. For the remaining issues, I contacted authors of AJPR articles that demonstrate the impact of research on production challenges and we have a terrific lineup into the summer. Be sure to look for the PAA article when you open your next issue of *Spudman*.

One additional way to increase our visibility is to expand our social media presence. We have active Facebook and Twitter accounts and I encourage you

to use them to educate your colleagues about PAA activities. When you go to potato industry meetings, be sure to connect to our social media accounts and let us know what you are doing. If you aren't active on social media, you can send photos to Angela to upload. Similarly, when an interesting article is published in AJPR, please tweet about it. If you haven't done so already, ask the media relations department at your institution to follow PAA on Twitter and Facebook. If you have other ideas for enhancing our social media presence, please contact PAA administrator Angela Richardson (arichardson@managedbyamr.com) or Andy Robinson (andrew.p.robinson@ndsu.edu), the chair of the PAA outreach committee.

Finally, we have printed updated PAA brochures and we have printed Rich's PAA poster on fabric so it can be easily mailed. As you go to local and regional meetings, please ask Angela to send you the poster and brochures so you can display them.

When we get others excited about our organization, we need to make sure that PAA membership provides them with value for their investment. Again, participation in our annual meetings and subscription to AJPR are important benefits. But, can we do more? Angela and I have had many discussions about the PAA website and Angela has been busy updating it, bit by bit. I would like to turn the website into the first place you visit for potato-related information. We are encouraging members to post job openings on the website, free of charge.

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In addition, we have added two new tabs to the main page. One is entitled “Research” I would like to begin to populate this page with research updates for SCRI and AFRI projects. We could also use this page to link to PAA members’ web pages, perhaps organized by section designations. The second tab is entitled “Resources.” Folders in this section include NASS potato summaries, NPC statistical yearbooks, certified seed acreage by variety, and photos. I have added photos I have taken and hope that others will do the same so we can have a collective resource for copyright-free images as we are preparing presentations. In addition, we will add links to relevant photo collections, such as that from the Pacific Northwest Vegetable Extension Group. I welcome your ideas for benefits that PAA can provide to members, and am especially interested in hearing how we can better serve sustaining members.

I encourage you to reach out to me or other members of the PAA Executive Committee with ideas about helping PAA to flourish. You can contact us by sending an email to the PAA office at paaoffice@potatoassociation.org. As I said in the last Insider, PAA is unique as a professional organization that feels like family. If you are like most PAA members, you are passionate about your work and about potatoes. Let’s work together to make sure the PAA remains visible and relevant.

*Shelley Jansky, President
2017-2018*

STATISTICS:

PAA MEMBERSHIP:

	12/17	12/17	01/18	01/18	02/18	02/18
	Active	Pending	Active	Pending	Active	Pending
Emeritus	13	1	9	4	6	1
HLM	69	-	67	-	67	-
Individual	204	163	272	98	303	83
Student	13	41	26	30	36	25
Sustaining	15	13	20	8	24	5

PAA WEB PAGE:

	11/17-12/17	12/17-01/18	01/18-02/18
Unique views	610	605	829
Users	388	436	546
Page views	3817	738	1067
Bounce rate	54.42%	56.10%	59.97%
Organic search	182	178	212
Pages/session	1.40	1.38	1.42
Time on page	00:02:26	00:02:22	00:02:03

FACEBOOK (PAA):

	12/17	01/18	02/18
Likes	60	64	71
Follows	62	70	77

TWITTER (PAA):

	12/17	01/18	02/18
Tweets	5	6	9
Following	59	63	91
Followers	44	60	85

DEFINITIONS - WEB PAGE STATISTICS:

Unique views – number of times that the website was viewed

Users – the number of unique users who visit the site

Page views – total number of pages viewed. Includes repeated site viewers and repeated page views

Bounce rate – percent users who visit only one page and then leave without visiting other pages (typically 40-60%)

Organic search – number of visitors who conducted a keyword search, found the PAA site, and then visited it

Pages/session – average number of pages viewed in a session

Time on page – average time from loading a page to exiting it

OUTSTANDING EXTENSION PROJECT AWARD

PAA recognizes good potato work annually. This is an appeal to seek nomination(s) for the Outstanding Extension Project Award. Please forward your nomination(s) with a brief description of the project work by the individual or a group, and a note

as to why the nominee deserves to be recognized.

For more complete information and instructions for nominating, see Outstanding Extension Project Award on the PAA website.

The recognition will be given at the 2018 PAA annual meeting in Boise, Idaho July 22-26.

*Ken Frost, 2016-2017
EPM Section Chair*

FRANK L. HAYNES GRADUATE STUDENT RESEARCH AWARD COMPETITION

This is the final call for the Frank L. Haynes Graduate Student Research Award Competition (FLHGSRAC) of the Potato Association of America to be held at the 102nd annual meeting in Boise, Idaho.

The purpose of the FLHGSRAC 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 American Journal of Potato Research.

GENERAL INFORMATION

1. Author(s) must be a graduate student at the time the abstracts are due March 12, 2018.
2. 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://potatoassociation.org/membership>

3. First place winners from previous PAA meetings are not eligible to participate.
4. Research reported must have been done while a graduate student.
5. The paper must be orally presented. Poster papers and symposium presentations do not qualify for the FLHGSRAC.
6. Students are required to submit abstracts for papers they wish to present in the competition.
7. No new students may register after the deadline or at the meeting.
8. Winners will be announced and honored at the annual banquet. Students who participate in the competition will receive a free banquet ticket supplied by the LAC.

GENERAL CRITERIA FOR JUDGING:

Papers and presentations will be judged on the following basis:

- A. Abstract (16.6%)
- B. Organization (16.6%)
- C. Effective use of time (16.6%)
- D. Effective use of visuals (16.6%)
- E. Presentation style (16.6%)
- F. Impact of the research (16.6%)

Up to five awards may be made at the discretion of the committee in the amount of \$500 for 1st place; \$400 for 2nd place; \$300 for 3rd place; \$200 for 4th place; \$100 for 5th place. For more information, contact:

*Paul Bethke, Chair PAA, FLHGSRAC,
USDA/ARS Vegetable Crops Research Unit,
1575 Linden Drive, Madison, WI 53706 USA*

*Phone: 608-890-1165 ~ Fax: 608-262-4743
~ E-mail: paul.bethke@ars.usda.gov*

CALL FOR PAPERS, POSTERS & AWARDS TO BE PRESENTED AT OUR 102ND ANNUAL MEETING

This is the second and final call for papers to be presented at the 102nd Annual Meeting of the Potato Association of America, to be held July 22-26, 2018 in Boise, ID, USA. PAA members are invited to present papers dealing with all facets of the potato industry. Authors are required to submit abstracts for papers they plan to present, whether orally or as a poster. At least one author must be a current member of the PAA. Graduate students who are PAA members are encouraged to present oral papers and enter the Frank L. Haynes Graduate Student Research Award Competition. Authors of invited papers for the Symposium are also requested to submit an abstract.

PAA ABSTRACT SUBMISSION

Abstracts for the Annual Meeting can be submitted online at <http://paa>.

apexabstracts.com This website requires you to login. If you have not already set up an account (note this account is separate from the one you setup for your PAA Membership), click "Setup New Account" and follow the instructions to create a login. If you have submitted abstracts through this website before but forgot your password, click "Reset Password". Once you are in the system, on the left side of the screen click "My Titles and Abstracts", and then click "Add New Title/Abstract". The abstract text can be written in the box provided or you can copy and paste your text from a word editing document. The maximum length of abstract text is 300 words. If you would like to save the abstract, without submitting, click on "Save Changes". To go back to a saved abstract, login and click on "My Titles and Abstracts" and select the abstract you want to edit. Abstracts can be edited until the deadline, which is March 12, 2018.

When you are ready to submit, click "Save and Submit".

PRESENTATION GUIDELINES

All oral paper presentations will be 15-minutes. Authors should plan a 12- to 14-minute presentation with the balance of time devoted to questions. This year all oral PowerPoint presentations will be uploaded before the meeting using this online abstract/presentation submission system. Presentations must be uploaded no later than July 22, 2018. Further instructions will be sent after the abstracts are received. Display boards will be provided for posters. Poster presenters will be notified about the allowed dimensions for posters via email several weeks prior to the meeting.

If you have questions, contact Carrie Wohleb, PAA Secretary, at cwohleb@wsu.edu.

NOMINATIONS FOR HONORARY LIFE MEMBERSHIP

One of the most significant ways to recognize outstanding contributions to the potato industry and to our organization 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, 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 2018 102nd annual

meeting in Boise, Idaho. 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 may be given to individuals outside of the PAA. Instructions for HLM nomination, selection procedures and desired candidate information can be found on the PAA website:

<http://potatoassociation.org/membership/committees/honorary-life-member>

Completed HLM nominations and all supporting documentation should be submitted electronically in MS Word or PDF format to Past President Mike Thornton, and are due by March 12, 2018. This is the first call for Honorary Life Membership nominations!

*Mike Thornton, 2016-2017
Past President
miket@uidaho.edu*

102ND ANNUAL MEETING – THE POTATO ASSOCIATION OF AMERICA JULY 22-26, 2018, BOISE, IDAHO USA

The Idaho Local Arrangements Committee is pleased to host the 102nd Annual Meeting of the Potato Association of America at the Boise Centre, Boise, Idaho, from July 22 to 26, 2018. Please join us in networking and exchanging the latest research, information and ideas to move potato science forward. Come interact with others from the potato industry, tour Idaho agriculture, and experience Idaho outdoor activities and urban downtown fun.

REGISTRATION IS NOW OPEN!

Early registration until June 1, 2018 is \$495 for a PAA/EAPR-member, \$595 for non-member, \$250 for graduate student, \$75 for industry day only, and \$250 for accompanying person. Prices increase after June 1st so don't wait to register. All details regarding registration can be found at www.uidaho.edu/paa2018

Bring your family/accompanying person - there are many great activities to experience in Boise and the surrounding area. You are less than 3 hours away from Sun Valley, 4 hours to Craters of the Moon National Monument, and 6 hours to Yellowstone National Park by car.

The meeting will be held at the Boise Centre located in downtown Boise at 850 W. Front St. The host hotel is the Grove Hotel which is a very short walking distance to the Boise Centre. A general schedule of events include:

- The President's reception on Sunday July 22nd will be held overlooking the Boise area from the top of Jack's Urban Meeting Place (JUMP). Sunday will also hold the Graduate Student Networking activity—teamwork to

navigate out of a locked room (no cost to Graduate Students!).

- Monday will begin with section meetings, followed by oral presentations including an industry-related session, international speaker, and an afternoon on "Impact of Quarantined Pests on Potato Production" sponsored by the Plant Protection and Certification Sections. Enjoy a Boise Hawks baseball game in the evening or pedal around Boise on a beer bike. Past-Presidents and Honorary Life Members will be treated to a Monday evening hosted dinner. Monday also provides accompanying persons the opportunity to enjoy a Payette Lake boat cruise.
- Oral sessions will continue on Tuesday, followed by a poster session. An outdoor Basque Block Party with food and traditional dance will allow us to experience Idaho culture on Tuesday evening. The live auction benefiting the PAA Endowment Fund will add fun and laughter to the event.
- Oral sessions will continue on Wednesday with the annual Business meeting in the afternoon and then back to JUMP for our evening festivities at the Annual Banquet.
- An agriculture Tour of "wine and hops" and whitewater rafting on the Payette River will be exciting options to explore Idaho on Thursday July 26th.

The PAA host hotel is the Grove Hotel (grovehotelboise.com) with complimentary WiFi, fitness club and spa, complimentary shuttle to and from the airport, and a restaurant and lounge.



Rooms are available at the discounted rate of \$169 plus tax if booked no later than June 29, 2018.

Reservations may be made at <https://reservations.travelclick.com/76224?groupID=2005480#/guestsandrooms> or by calling the hotel (direct at 208-489-2222 or toll free at 888-961-5000) to make reservations. Please be sure to mention our group code of "Potato Association of America" to receive our discounted rate. Additional PAA reserved rooms are available at the Hampton Inn and Suites Boise-Downtown and the Safari Inn. Check the PAA2018 website for additional information on lodging and federal per diem options.

The Boise Airport is served by six airlines and only minutes from downtown.

Please visit the website at www.uidaho.edu/paa2018 for additional information regarding the meeting, abstract submission, tour opportunities, and fun things to do in Boise. Check back often as we will continue to add details as they become finalized. We look forward to seeing you in Boise, ID.

*PAA LAC2018 Committee and
Co-Chairs Nora Olsen and Bret Nedrow*

2017-2018 EXECUTIVE COMMITTEE

President: Shelley Jansky
President-Elect: Rich Novy
Vice-President: Kent F. McCue

Secretary: Carrie H. Wohleb
Treasurer: Larry Hiller
Past-President: Mike Thornton

*Chair of the Finance/Endowment Fund
Committee:* Bret Nedrow
Editor-in-Chief: John Bamberg

DIRECTORS

Andre Gagnon
Mark Pavek

Paul Bethke
Helen Tai

Roy Navarre

SECTION CHAIRS

Breeding & Genetics: Vidyasagar
(Sagar) Sathuvalli
Certification: Eric Hitchcock

Plant Protection: Ken Frost
Physiology: Nora Olsen

Extension, Production, Management:
Robert Gareau
Utilization & Marketing: Rebecca Jones

EXECUTIVE COMMITTEE NOMINATIONS

This spring, the PAA membership will vote to elect a new Vice President and two Directors to serve on the Executive Committee. The Nominations Committee meets to

develop a slate of candidates for each of these positions, and you can help this process by volunteering to stand for election, or by providing the name of someone that you think

would make a good candidate. Please contact Mike Thornton at miket@uidaho.edu by March 12, 2018 if you would like to suggest a candidate for consideration by the committee.

MEETINGS AND EVENTS

MAY 2018

27-31: World Potato Congress, Cusco, Peru

JUNE 2018

13: 5th Annual Ag World Golf Classic, Spokane WA, benefitting the Ronald McDonald House Inland NW in Spokane, Washington

Join hosts JR Simplot, Lamb Weston, McCain Foods, Potato Growers of

Washington, and Ag World Support Systems, LLC. for this 5th annual fund-raising golf tournament on Wednesday, June 13, 2018 at the Canyon Lakes Country Club, located in Kennewick, Washington. Golfers can sign up as individuals or teams – this 18-hole scramble will include great food and fun with Bar-B-Ques along the course, a cart for ease of play, all followed by an ice cream bar social.

Registration begins at 11:00am with a shot gun start at 11:45am.

In addition to joining the Ag World Golf Classic as a golfer, you can also consider being a sponsor. There are several levels of sponsorships, all providing exposure to potential business partners at the same time supporting a great cause.

Sponsorships and online golf tournament registration are available at AgWorldGolf.com or by contacting Warren Henninger at 509-760-2662.

PAA INSIDER CONTACT INFORMATION

ADMINISTRATOR NOTE

PAA's new email address for all correspondence is paaoffice@potatoassociation.org

Please update your records and delete the umpotato@maine.edu address from your contact list.



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