



Fellow Members of IPPS,

April 15, 2014

The International board of IPPS has convened twice within the last six months first in Portland, Oregon, Western Region and then in Pretoria, Southern Africa Region. This is unusual but comes about due to the different timings of conferences in the Northern and Southern hemispheres. At the meeting in Oregon, the board took the decision to form a Strategic Advisory Committee consisting of Mike Norris of the European Region as chair, Hans Sittig from Southern Africa region and Philip Smith from New Zealand region. This initiative was taken on the advice of the board in an endeavor to revitalize the Society, in particular to embrace new technology and to ensure that we appeal to a younger group of people that are involved in the global Horticultural community.

In the business plan summary report, you will see that the committee has gone to great lengths to engage the membership and seek their views and ideas on how we can best move the Society forward. The report, while it may seem long, contains a lot of detail in regard to how the committee arrived at its findings, we think it is important that members are made fully aware of the opinions of the broader membership.

Contained in the report are a number of, I believe, ground breaking ideas for the Society that have been formulated by a group of younger members of the board. These board members all share a passion for the advancement of the Society and advocate the use of both traditional and more modern and technical means of communication.

We must not lose the momentum that I believe this report creates and I urge all of you that are able to take the time to read it, to make some comment either in support or with alternative ideas. Please read through the report and tell as many Society members that you know to do likewise.

You can contribute by making comments via the two email addresses provided ([ideas@ipps.org](mailto:ideas@ipps.org) or [feedback@ipps.org](mailto:feedback@ipps.org)) or if you wish, by contacting any of the International board whose email addresses are available on the International web site.

We look forward to hearing from as many of you as possible.

David Cliffe  
International chairman