

ENTOMOLOGICAL SOCIETY OF AMERICA
98th ANNUAL PACIFIC BRANCH MEETING

Marriott University Park Hotel

Tucson, Arizona

April 6th-9th, 2014

EXECUTIVE COMMITTEE MEETING MINUTES

April 6, 2014, 6:30 - 8:30 p.m., Ventana Room

President: Steven Naranjo

Secretary-Treasurer: Jesse Richardson

Executive Committee Members:

James Bethke (2011-2014)

Vaughn Walton (2011-2014)

Betsy Beers (2012-2015)

Silvia Rondon (2012-2015)

Surendra Dara (2013-2016)

Vonny Barlow (2013-2016)

Past President: Brian Bret

President-elect: Lisa Neven

Governing Board Representative: Douglas Walsh

CALL TO ORDER: Steven Naranjo

Meeting called to order by President Naranjo at 6:30 pm, April 6th, 2014 in the Ventana Room of the Marriott University Park Hotel in Tucson. Introductions were made by all including their role at the meeting. Steve welcomed and thanked all committees and officers for attending the Executive Committee Meeting and for their work preparing for the 2014 annual Pacific Branch ESA meeting. A reception will follow the Executive Committee meeting in the Sabino Room. All attendees are invited.

Attendees

Steve Naranjo (PBESA President), Lisa Neven (President Elect), Frank Zalom (ESA President), Patricia Stock (Chair, Local Arrangements), David Gammel (ESA Executive Director), Doug Walsh (ESA Governing Board), Larry Godfrey (Chair, Awards Canvassing), Eric Natwick (Chair, Awards Selection), Jimmy Klick and Alix Whitener (Co-chairs, Student Employment Fair), Jamie Strange (Co-chair, Student Paper/Poster Competition), Rebecca Schmidt and Garrett Hughes (Co-chairs, Student Symposium), Jesse Richardson (Secretary-Treasurer), David Haviland (Chair, Registration), Ricardo Ramirez and David Crowder (Co-chairs, Program Committee), Ayman Mostafa (Chair, Operations)

Approval of minutes

Minutes from the 2013 Executive Committee meeting were distributed prior to this meeting by e-mail. A motion to approve the minutes was made by Jim Bethke, seconded by Surendra Dara that the minutes from the 2013 meeting be approved as presented. This motion carried and the minutes were accepted.

National ESA President's Report: Frank Zalom, ESA President

President Zalom thanked the Pacific Branch ESA for the invitation to attend and participate at our meeting. ESA membership is strong. Focus of the national meeting will be to address some of the challenges that face humanity and what can we do to meet those challenges. The theme will be "Grand Challenges Beyond our Horizons." We plan to have five science policy fellows for 2014.

Executive Directors Report: David Gammel

ESA is in strong financial shape. The Society has \$4.5 million in invested reserves. The Austin meeting had approximately 3500 in attendance, which is a new record. The society is finalizing publication partnership to publish our journals. A major effort is being made to ramp up the science policy program. Activities on Capitol Hill include an emphasis on invasive insects.

COMMITTEE REPORTS (Chairs may leave after their report):

Awards Canvassing: Larry Godfrey, Chair

The deadlines that have been established seem appropriate.

Awards Selection: Eric Natwick, Chair

No submissions were made for Teamwork. No submissions were made for Physiology, Biochemistry and Toxicology. Twenty-five entries were submitted for 10 awards.

Awards that received only one entry were still judged to assure that the criteria for the awards were met; only excellence was awarded.

There were 11 judges; not including the committee chair. All of the judges completed their assignments in a timely manner. The process of selecting judges, distributing packets to judges in a timely manner, and receiving the results back from judges worked very well.

The award winners and their affiliations are listed below:

Award Category	Winner	Affiliation
John Henry Comstock Graduate Student Award	Kelly Hamby	University of California, Davis, CA
Distinguished Achievement Award in Extension	John Palumbo	University of AZ Yuma Agricultural Center, Yuma, AZ
Award for Excellence in Integrated Pest Management	Peter Ellsworth	University of AZ Maricopa Agricultural Center, Maricopa, AZ
PB ESA Student Leadership Award	Rebecca A. Schmidt	Washington State University, Pullman, WA
Medical, Urban, and	Michael A. Riehle	University of Arizona, Tucson, AZ

Veterinary Entomology		
Plant-Insect Ecosystems Award	Matthew Daugherty	University of California-Riverside, Riverside, CA
Distinction in Student Mentoring Award	Martha S. (Molly) Hunter	University of Arizona, Tucson, AZ
Distinguished Achievement Award in Teaching	Diane E. Ullman	University of California Davis, Davis, CA
C. W. Woodworth Award	James R. Carey	University of California Davis, Davis, CA
Systematics, Evolution, and Biodiversity Award	Lynn Kimsey	University of California Davis, Davis, CA
Entomology Team Work Award	No candidates	
Physiology, Biochemistry, and Toxicology Award	No candidates	

Continuing Education: Pedro Hernandez, Chair

This year we requested Continuing Education Credits (CECs) for the: What's new in Industry Session on Monday and General Paper Session III on Wednesday.

In order to apply for CECs to any state, the presentations must deal with pesticide use or pest control strategies. These two sessions were the only ones that fit most states requirements.

Continuing Education Credits were requested for: CA, AZ, OR, WA, ID and NV. All states except OR granted 1 hr credit for the, What's new in industry session and 3.5 hr credits for the General paper session III.

Oregon will not grant CECs unless all presentations are addressing their pest problems and products being discussed are registered in the state.

Texting Competition: Rebecca Schmidt and Amber Vinchesi

The texting competition was scheduled for the 30 minutes before the Linnean Games, on Monday evening. Similar to last year, there were three categories, with five questions per category. The categories were: Latin Names, Branch Trivia, and Entomology in the News.

This year, donations of framed specimens from Bioquip Products & BioquipBugs served as the awards for first and second place.

Prior to the competition, eight people registered to compete, six of whom actually competed. Several people indicated that the auditorium was difficult to find. Despite the low number of individuals participating, we still feel that this is a worthwhile event as a prelude to the Linnean Games. Additionally, if more than 15-20 people competed, moderating the competition would become very difficult.

Last year, there was some difficulty in getting the event started due to lack of wireless internet in the room where the competition was held. This year, we made certain that room had internet access, allowing us to start the event on time. However, we suggest that for future events, the competition start one hour before Linnean Games, allowing for a smoother transition between the two events.

The winners of the competition were Jordie Ocenar, University of Hawaii (1st place) and Alix Whitener, Washington State University (2nd place).

Rebecca Schmidt will happily serve as the chair of this committee for the 2015 meeting, if the incoming president would like her to serve in this capacity.

Membership: Helen Spafford

The ESA Membership committee met several times during the last year via teleconference and in-person at the National meeting and discussed a number of important issues related to increasing and retaining members in the ESA.

ESA membership has grown to the highest numbers in the last 10 years.

Specifically we discussed:

Review of the membership categories: expanding the categories to include hobbyist, amateur entomologists, pest management professionals, extension agents and teachers etc. who may like to be associated with the ESA but not be full members. A market analysis for membership categories was conducted in August 2013. This analysis recommended that ESA should not develop a new category of membership for amateur entomologists, that resources continue to be provided on the ESA webpage. Likewise, pest control operators could be best recruited through the certification program rather than creation of a new membership category. Surveys should be conducted to see if membership would be valuable to Extension agents and crop consultants. Existing networks with teaching organizations should be maintained and strengthened to communicate with and provide resources to school teachers.

Increasing international membership and engagement: International membership trials were initiated with the student members of the Korean Society for Applied Entomology and the Entomological Society of Japan. There is a need to develop mechanisms for increased collaboration and networking with the growing number of international members.

Retaining members: A number of students and early professionals fail to renew membership. A survey was conducted to find out why. Some just forgot to renew. Lack of finances or changes in major/career direction were the primary reasons why these people chose not to renew but others stated that they only renew when they are going to attend a meeting or when their employer pays dues.

Increasing student involvement at the Branch level: Each branch has been asked to provide information about how they engage students through competitions, joint meetings, EXPO's etc. Also we have been asked to find out how we can increase ESA student membership through some of the graduate and undergraduate entomology clubs. As a start to this, the branch could develop a list of student entomological

organizations within the Branch area with contact information and provide that list to the membership committee. In addition, Pacific Branch ought to find out what students might value that ESA could provide.

Outreach activities in association with the National meeting for Austin and the upcoming Portland meeting.

Each one reach one campaign has resulted in 184 new members with the bulk of these being students. North central branch recruited the most through this campaign. The campaign is being continued with additional incentives as the Each One Reach One ...or two campaigns.

Student Employment Fair: Jimmy Klick, Alix Whitener

The Pacific Branch ESA Career Fair was held on Tuesday April 8th, from 6:30-8:30pm in Sabino/Pima. The setting was very casual. Experienced entomologists in academia, industry and government from multiple different companies, federal agencies and institutions attended the event to answer questions, advertise available positions and give students advice. Each representative sat at a dining table and discussed current employment opportunities, careers in entomology and career paths with students. Representatives were available to share their education, professional experience, and provide advice on interviewing techniques. A bulletin board was available for current job openings and student CVs. An estimated 50 students attended the event and discussion with the representatives was abundant and lasted until approximately 8:00pm. Originally, we planned to give students who collected the greatest number of business cards a gift card to Gentle Bens Bar and Restaurant. The crowd began to move on around 8:00pm, so almost all students left in attendance received a gift card. We deemed the event a great success. We e-mailed student attendees to let them know about the event the week before and also handed out fliers at the meeting. Steve Naranjo's (PB ESA president) support during the planning phase and throughout the conference, the appetizers and gift cards also improved attendance. Having an email list of all attendees facilitates invitation of representatives to future events.

The representatives at the 2014 PB ESA Career Fair were:

Representative	Company or Institution
Larry Godfrey	UC Davis and Journal of IPM
Danny Klittich (Student)	UC Davis
Lisa Neven and Steve Naranjo	USDA-ARS
Silvia Rondon	Oregon State University
Ute Chambers and Alix Whitener	Washington State University
Fred Marmor	Valent
Rick Frey	ARBICO Organics
David Haviland	UC Statewide IPM Program
Matt Daugherty	UC Riverside
Molly Hunter	University of Arizona
Jesse Richardson	Dow
Greg Simmons	APHIS
Mark Wright	University of Hawaii
Tracy Hueppelsheuser	British Columbia Ministry of Ag

To increase attendance of both students and representatives, the following changes are proposed: 1) The title 'Career Fair' could translate to students that this event is exclusively for the career-bound. The event name 'Career and Networking Fair' may be more appropriate and could encourage more students to attend. 2) Attendance began to dwindle 1.5 hours into the event. An adjustment to the schedule may encourage students to stay longer and take full advantage of what the representatives have to offer. Instead of making business card collection a contest, we think having drawings for the gift card vouchers periodically throughout the event will also encourage students to remain at the fair longer. 3) The room arrangement was welcoming and provided students with an environment to comfortably approach representatives. However, some representatives felt that a setup combining the dining arrangement with a row of tables would allow representatives to choose the way they would like to represent their company/institution. These propositions were made based on requests and feedback from students and representatives, and we hope these improvements will make the event even more of a success.

Student Paper/Poster Competition: Laura Lavine, James Strange

2014 Submissions (68 total, 58 in 2013)

Undergraduate Poster Competition – **13** entries (4 entries in 2012)

MS Poster Competition – **5** entries (3 entries in 2012)

PhD Poster Competition – **15** entries (11 entries in 2012)

Undergraduate Oral Paper Competition – **3** entries (3 entries in 2012)

MS Oral Paper Competition – **8** entries (9 entries in 2012)

PhD Oral Paper Competition – **24** entries (28 entries in 2012)

Suggested Revisions and Notes for PBESA 2015:

1. Some judges have suggestions for changes to the rubrics for clarification, so a word file of the rubrics will be sent out. Jamie and Laura will coordinate these changes and update the rubric for 2015.
2. At the judges/moderators meeting, please let the judges know that the rubrics will be handed back to the student. Have the judges that are judging the same students get together to meet and discuss their scoring methods.
3. Chairs or Co-Chairs of the Student Competition should NOT assign themselves a moderating or judging duty so that they can take over any unexpected calamities, like missing judges.
4. Ask the registration desk to keep extra copies of the rubrics for judges and send this information in the email that goes to everyone with assignments.
5. Print the award certificates on card stock paper if possible. It was awesome that Steve printed the certificates and the names himself!
6. Make sure the student affiliations are included in the slideshow (WSU, UCR, USDA, etc.)
7. Having the students stand next to posters was great!
8. Thanks to Steve Naranjo for being flexible on the award winners and allowing different combinations and honorable mentions.
9. We have recruited J. Joe Hull, USDA-ARS, Maricopa, to be co-chair next year.

PBESA 2014 Student Competition WINNERS

Notes: Judges wanted the students to know that the competition was really great this year and that choosing winners was especially tough. Judges want to thank the students for their enthusiasm and hard work. Rubrics will be handed back, please see either Laura Lavine or Jamie Strange to pick up your rubrics.

UG Posters

- 1st Place Jessica Fletcher, University of Arizona (P5)
- 1st Place Collette Yee, University of California-Berkely (11)
- 2nd Place Czarina Calayan, Fresno Pacific University (P3)

UG Oral

- 1st Place Monica Marcus, Oregon State University (26)
- 2nd Place Michael Rivera, University of Arizona (25)

MS Poster

- 1st Place Megan Blain, University of Arizona (P15)
- 2nd Place Jacob Cecala, Cal. State Polytechnic Pomona (P14)
- Honorable Mention John McMullen II, Univ. of Arizona (P18)

MS Oral

- 1st Place Robert Orpert, University of Arizona (28)
- 2nd Place Kara Welch, University of Arizona (29)

PhD Poster

- 1st Place Emily Sadler, Utah State University (P24)
- 2nd Place Rachna Nath, Arizona State University (P26)

PhD Oral 1

- 1st Place Benjamin Goldman-Huertas, University of Arizona (46)
- 2nd place Matan Shalomi, UC Davis (45)
- Honorable Mentions: Amelia Lindsey UC Riverside (47), M. Andrew Johnston, ASU (44), Genevieve Tauxe, UC Riverside (38)

PhD Oral 2

- 1st Place Rebecca Schmidt, Washington State University (54)
- 2nd Place Houston Wilson, UC Berkeley (52)

PBESA 2014 Student Competition Volunteers

UG Poster Judges

Judge #1: Ana Castagnola P1-P5
Judge #2: Colin Brent P6-P10
Judge #3: Anna Howell P1-P2, P11-P13
Judge #4: Rob Mitchell P3-P8
Judge #20: Laura Lavine P9-P13

MS Poster Judges

Judge #5: Claudia Kuniyoshi P14-P18
Judge #6: Joe Hull P14-P18

PhD Poster Judges

Judge #7: Sangmi Lee P19-P24
Judge #8: Angela Gadino P25-P30
Judge #9: Lisa Neven P31-P33, P19-P21
Judge #10: Joy Newton-Paterson P22-P27
Judge #21: Brad White P28-P33

NOTE for Oral Session Judges – please judge all the talks in your session. If you plan to miss a talk, please coordinate with the other judges so that every student has at least two reviews!

UG/MS Oral Session : Moderators Chris Looney & James Strange

Judge #11: Ute Chambers
Judge #12: Diane Alston
Judge #13: Molly Hunter

PhD Oral Session 1: Moderators Loys Hawkins & Christeen Abbott

Judge #14: Alistair McKay

Judge #15: ~~Heidi Dobson~~ canceled on April 7

Judge #16: Jeremy McNeil

PhD Oral Session 2:

Moderators: Silvia Rondon & Surendra Dara

Judge #17: Sanford Eigenbrode

Judge #18: Mark Wright

Judge #19: Steven Highland

Student Symposium: Rebecca Schmidt, Garrett Hughes

In organizing this year's Student Symposium, our primary goal was to increase student involvement. Last year, the majority of the presenters were not students, despite significant efforts by the committee. We selected the title "Changing Landscapes, New Faces in the Pacific: Taxonomy, Biodiversity, and Invasive Species" with the goal of attracting a large number of students from different disciplines, while reinforcing the theme of this year's branch meeting. We also conducted an intensive recruitment campaign, contacting a large number of individual students as well as lab and department heads in order to ensure sufficient student involvement. We were successful in achieving our goal; the symposium consists of 10 speakers, eight of which are students. This year's symposium was be an excellent showcase of the talented individuals in the Pacific Branch.

We suggest that this committee follow the pattern established by other committees, where at least one of the co-chairs has previously organized this or another symposium, allowing for one co-chair to mentor the other on how to organize a symposium. This would establish a rotating position for chairing the student symposium.

Student Travel Awards: Peter Follett

14 awards, \$3,200 total. We received a total of 20 applications for student travel awards, an increase from 18 in 2013. All the applications were top notch, so we had to make some tough choices on who to fund. Awards were given to 14 students—6 were

PhD students, 3 were MS students, and 5 were undergraduate students. The awards were for either \$200 or \$300 depending on expected travel expenses and institutional support. Preference was given to students presenting at a Pacific Branch meeting for the first time and students who had not received a travel award previously. Other criteria including clarity and completeness of the application and geographic diversity were also considered in the funding decision. Total funding for student travel was \$3,200, an increase from \$1,800 in 2013.

Reimbursable expenses include airfare, hotel, registration, and mileage. Meals, phone calls, and internet service are considered non-reimbursable. Students receiving awards have signed up with David Haviland to help at the registration desk or assist in other ways. The only comment we had was that the on-line application form was not “fillable”, which would have made the process more efficient.

Student Affairs PBESA Rep: Rebecca Schmidt

The Student Affairs Committee (SAC) has been planning for the 2014 national meeting for the past several months. Our primary responsibilities are organizing the student debates and the student symposium. We are planning both of the events around the meeting theme “Grand Challenges Beyond our Horizons”. We have not yet selected the topics for debate, but debate teams are now invited to sign up to participate in the competition. Our symposium, “Grand Challenge: Effective Science Education with Communication” will follow the new “hybrid format” that is now allowed by the ESA. This allows us to invite guest speakers and to use the break during the symposium for poster presenters. The committee is in the process of narrowing the list of speakers we would like to invite, which include entomologists recognized for their work in extension and teaching, and also public figures like Neil DeGrasse Tyson and Alan Alda. The poster presentations will be from entomology graduate student organizations from a variety of universities, showcasing public outreach events that their organizations hold.

Many members of the ESA SAC are also members of the 2016 ICE SAC. I am serving as the co-chair representing the United States. We are the beginning stages of

coordinating with the ESA staff to determine how we will divide responsibilities for the student travel grants, student debates, international Linnean Games, and career fair, to name a few key events.

At the SAC meeting at ESA this November, I will be stepping down as the Pacific Branch representative to assume my role as chair of the SAC. I will be happy to help will the selection and orientation of a new Pacific Branch representative.

Secretary-Treasurer: Jesse Richardson

Total registration for the 2014 PBESA meeting in Tucson was 365. Based on attendance, the 2012 PBESA in Tucson was the second largest in the past 15 years, following Hawaii in 2011. The table below breaks down registration by category:

	PBESA - 2014
Tucson Attendance:	
Members	177
Students	102
Emeritus	9
Non-Members	60
Complimentary	5
Guests	12
Total	365

1. Recognition of Deceased Members – the following entomologist will be recognized during the 2014 General Session Monday morning: James T. Brice
2. Recognition of Sponsors and Exhibitors – Ten companies provided \$6000 in financial support for this year’s meeting. This is \$1,000 less than sponsorship obtained for the 2013 meeting. Sponsors were recognized in the printed program,

during the General Session Monday morning and during the Awards Luncheon on Tuesday. Our gratitude was extended to the following companies:

☼ **Gold - \$1,000**

- ☼ BASF Corporation
- ☼ Dow AgroSciences
- ☼ FMC Agricultural Products
- ☼ Syngenta

☼ **Silver - \$500**

- ☼ Bayer CropScience
- ☼ Marrone Bio Innovations
- ☼ Trece, Inc.

☼ **Bronze - \$250**

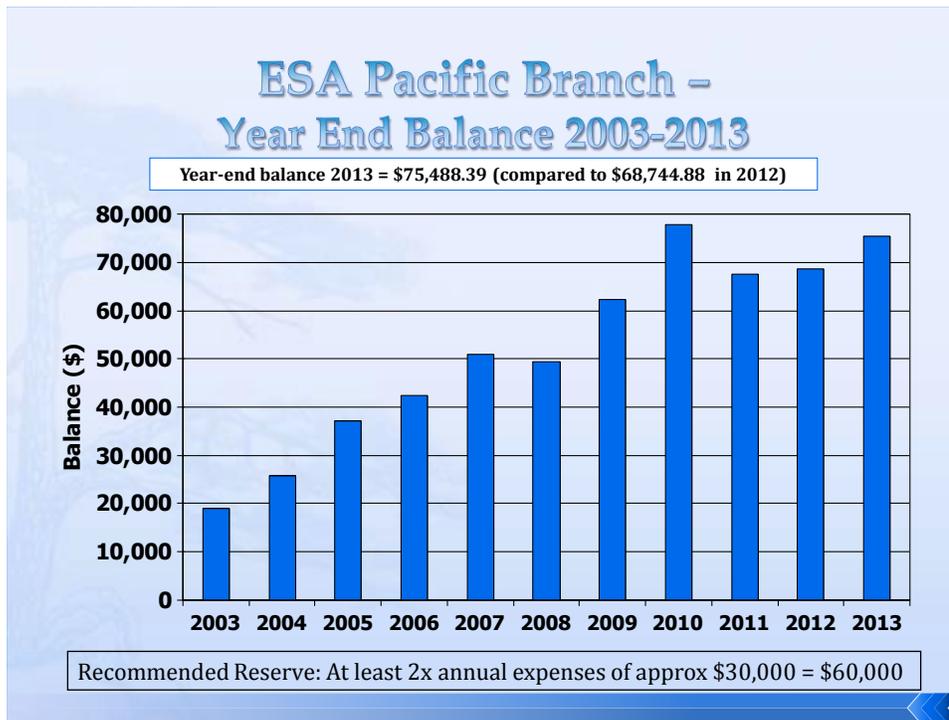
- ☼ ISK Biosciences
- ☼ Nichino America

3. Financial Update

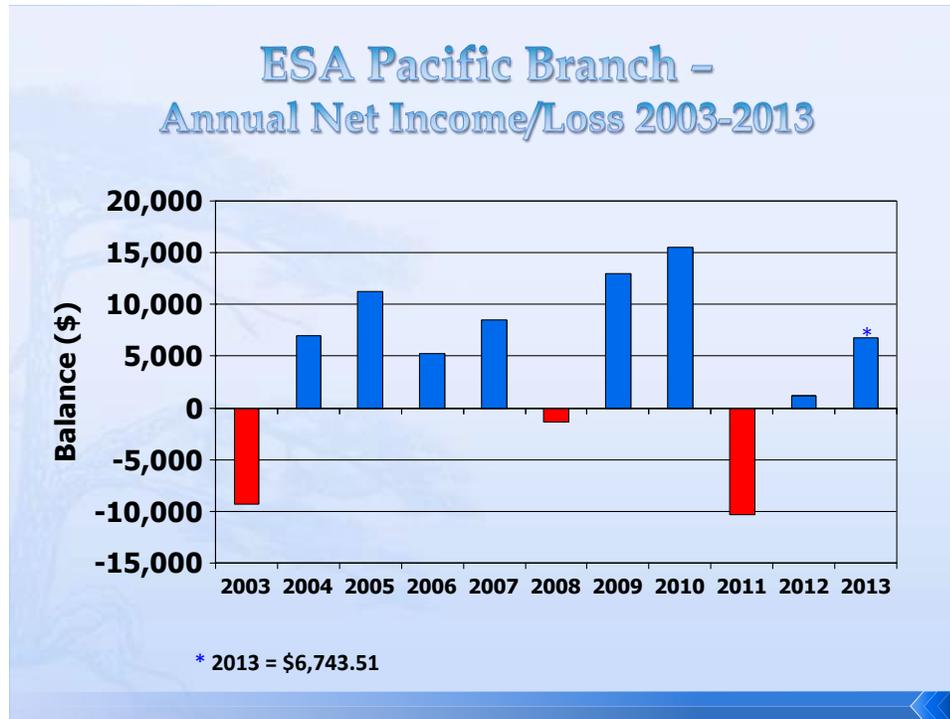
Balance as of 12/31/2013 for ESA Pacific Branch was \$75,488.39. This is a net increase of \$6743.51 over year end 2012.

2013 INCOME SUMMARY	
Registration Fees	30,205.00
ESA Program Enhancement Fund	4,255.00
Sponsors/Exhibitors	7,000.00
Woodworth Fund	1,000.00
Interest - checking	2.48
Interest - savings	45.04
Misc.	0.00
Total Income	\$42,507.52
2013 EXPENSE SUMMARY	
Meeting - Expenses	(29,280.48)
Awards - cash prizes	(2,700.00)
Awards - plaques, certificates	(1,363.22)
Travel Reimbursement	(1,498.60)
Emergency travel Aid	(601.71)
Registration	
refunds	(170.00)
2012 award + bank fee	(150.00)
Total Expenses	(\$35,764.01)
2013 NET: INCOME - EXPENSES	\$6,743.51

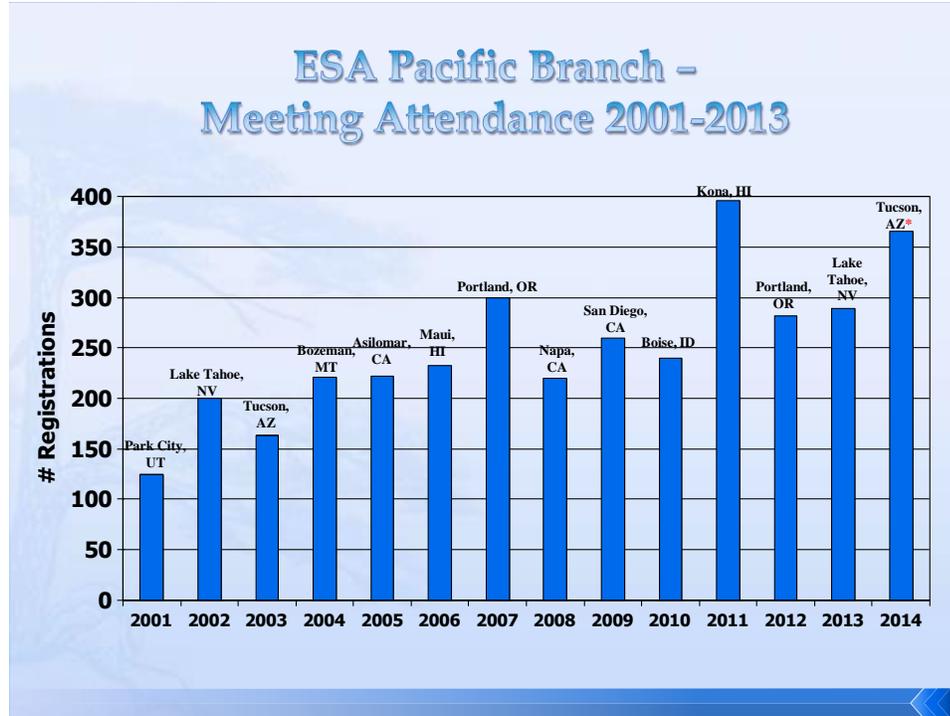
A balance overview for the past 10 years is provided. The Pacific Branch ESA balance sheet has increased since 2001 with slight dips in 2003 and 2011.



An overview of annual gain /loss for the past 11 years is provided below. Pacific Branch ESA meetings showed a slight dip in 2008, and relatively large drop in 2011. Every other year has shown a gain.



Attendance at meetings has grown since 2001 up to 2011 (Hawaii). This year's (Tucson) meeting with approximately 365 attendees was the second largest in the last 14 years.



4. Program Enhancement Funds

Program Enhancement Funds are provided by ESA central office to encourage development of a strong program at the branch meetings. The 2013 Program Enhancement Fund contribution to the branch was \$4,633. This was based on number of registrations at the 2013 meeting in Lake Tahoe.

Registration: David Haviland

David recommended that we phase out this position. It is obsolete, in his opinion. This will be taken up by the Executive Committee.

Program: David Crowder, Ricardo Ramirez

The 2014 PB-ESA had a total of 33 student competition talks; 23 PhD, 8 MS, and 2 undergraduate presentations. There were 14 symposia totaling 134 talks and 3 general sessions with 16 presentations each (48 total). For the student poster competition there were a total of 32 posters; 14 PhD, 5 MS, and 13 undergraduate presentations. With a large number of undergraduate presentations it is important to

note that about two third of the undergraduate presentations were from universities outside of Arizona. In the general session there were a total of 35 posters. Overall the program was nearly full.

The Confex system made it easy for scheduling submitted presentations and organizing events for the program. Tori Daigle at ESA was extremely helpful throughout the process and very accommodating. Tori provided a final schedule and index from the Confex system to create the final program. A final program was created using Microsoft Word and then converted to pdf for printing. Although a Microsoft Publisher template was provided from the 2013 PBESA meeting it is important to note that not every printing company is able to use this format for printing.

Future notes:

(1) The program book can be easily printed at Kinkos (or similar) from a Microsoft Word Template. One note is that the margins may need to be a bit narrower than 1" x 1" from side to side otherwise it gets slightly compressed.

(2) We restricted all symposia to 20 minute talks (although one did not comply). This worked well in allowing for breaks at a common time throughout the meeting. While student sessions did not overlap perfectly due to 12 minute talks we were able to schedule breaks in those sessions to largely coincide with breaks in the symposia.

(3) Many symposia organizers did not add welcoming marks or breaks to their symposia, and these were added by the program chairs. Not a big deal, but suggest future program chairs be explicit in asking symposia organizers to add breaks for their sessions.

Operations: Ayman Mostafa

He received equipment from various government organizations for audio/visual needs of the society. He will have 2 assistants helping him during the conference.

New Business

Michael Parrella has requested that PBESA endorse his candidacy for ESA President. Lisa Neven and Brian Bret are very supportive of this. The group, in general, was supportive.