

Membership Committee

Members Present: Brigitte Cadieux, Anna Colavecchio, Lawrence Goodridge, William Huntley, Jeff Lejeune, and Susan Linn.

Board/Staff Present: Lisa Hovey, Kali Kniel, and Mickey Parish.

Number of Attendees: 9

Meeting Called to Order: 3:05 p.m., Saturday, July 30, 2016.

Welcome and Introductions. One member suggested we contact members who are not present, especially those who have been absent for the last few years, to determine if they are still interested in sitting on the committee, and if not, could they recommend someone else. Susan Linn volunteered to contact them.

Review of Minutes from 2015 Meeting. Motion to approve was passed unanimously.

Report from IAFP Executive Board – Mickey Parish.

- The organization is doing very well. The number of membership, attendees and exhibitors is increasing. The organization continues to grow despite other organizations not doing so well. The greater demand for food safety might be the driving force for this increase. Questions raised were: Do we understand why we are growing? Do we need to understand why we are growing? What can we do to continue growing? How big does the association want to become? The goal is to continue meeting the needs of the members and not become an advocacy group or take a position on any issue. IAFP is a place for discussion.
- Membership in Canada and Mexico is decreasing slightly.
- Slight decrease in sustaining membership, which could be due to consolidations.
- Discussion: What are the needs from Canadians and Mexicans that are not met? IAFP primarily focuses on American issues (e.g., FSMA but not Safe Food for Canadians Act). Might want to develop a symposium related to Canada and/or Mexico specific issues.

Old Business:

- Short one-minute video testimonials from IAFP members to help retain members and/or attract new members. Videos should be posted on IAFP website and/or YouTube channel

for IAFP. The YouTube channel would need to be tagged with Food Safety, Food Protection and any other relevant tag. Only add top 10 videos to prevent overloading the channel. Highlights from the Annual Meeting (e.g., slide show with pictures) could also be added on the YouTube channel. Need to propose this idea to the President of IAFP.

New Business:

Increasing membership numbers.

- Need to increase membership and attendance of inspectors/auditors/sanitarians. Possibly start a PDG for inspectors/auditors/sanitarians. Another possibility could be a pre-meeting workshop on inspection which could be of interest for inspectors/auditors/sanitarians but also industry employees. Travel awards could incite these people to participate at the meeting. We might need better advertisement to attract this group of people.
- Metrics could be used to determine how to retain and/or attract members. Conducting a survey of: 1) current members to help determine why they are members and what their needs are, and 2) past members to determine why they left and what can be done to get them back. There may be some costs involved or a free survey platform (e.g., Survey Monkey) could be used to generate a simple survey. Care should be taken when preparing the survey to ensure the questions are asked correctly and will provide the proper information. The format should remain close-ended questions. Input from survey experts might be required.
- Set up a Food Safety Consultant service within IAFP. The service would be interactive and could either be available as part of the Annual Meeting app or through the IAFP Web site. Alternatively, it could be a computer set up at the IAFP meeting or experts available throughout the meeting for face-to-face discussions. A list of experts who agree to help would be developed. Need to consider liability. Also need to consider competitive issue with consultant firms who are members of the IAFP. Logistics remain to be discussed and decided.
- Get IAFP Affiliates to help attract new members. A prize/award could be given to the Affiliate which recruits the most members per year. There are concerns regarding the difficulties in tracing members that register through Affiliates. It was suggested to have the Affiliates record the names of the new members and send these names to someone at IAFP for confirmation.

- Consider working with a membership consultant. There will be a cost involved. Alternatively, consider reaching out to other organizations (e.g., Women's Food Service Forum) to see how they've managed to increase their membership numbers.
- Currently, there is an explosion of genomics which is leading to a clash between science and law. A symposium, roundtable or workshop could be organized to expand on the current knowledge and practices, and attract new, non-traditional members (i.e., food lawyers).
- Another important topic is the amount of food being wasted because of best before dates.
- A workshop was suggested to help new members (e.g., new graduates) of the food safety community learn how to establish themselves in the food industry. The rationale being that new members will continue renewing their membership and grow with the association. Also, new members could potentially convince their supervisors to send more people for training at the IAFP.

Recommendations to the Executive Board:

1. Increased symposia related to Canadian and/or Mexican issues.
2. IAFP should get a YouTube channel to add content and help advertise.
3. Development of a new PDG for inspectors/auditors/sanitarians (though there is concern that there are too many PDGs already).
4. A survey should be developed to capture metrics on why members are staying with IAFP and why past members have left.
5. A Food Safety "Ask an Expert" service should be established at the IAFP meeting.
6. IAFP Affiliates should be encouraged and rewarded to help recruit new members.
7. Recommend approval of Zeb Blanton as Vice Chair.

Next Meeting Date: July 8, 2017, Tampa, Florida.

Meeting Adjourned: 4:30 p.m.

Chairperson: Lawrence Goodridge.