

ASPT Publicity Committee Annual Report (July 2007-July 2008)

Chair: Andrea Schwarzbach

Committee: Khidir Hilu and Steffi Ickert-Bond

The Publicity Committee is in charge of organizing the publicity booth at the annual meeting in Vancouver, Canada. We discussed the possibility of using different items for fundraising (e.g. totes, mugs etc.) and the possibility of an auction. We were in close contact with Sean Graham, the ASPT representative in Vancouver, discussing all options and researching customs regulation. It was very difficult to find out about rules and regulations concerning shipping and potential taxes for both auction and advertising items for this meeting. Unfortunately, the meeting organizers did not provide any information until a few days ago. Linda Brown, ASPT business office manager, has been very helpful in tirelessly researching some of those issues. A shipping company that was recommended by the meeting organizers for officially moving all exhibit items was unfortunately extremely expensive.

We decided to only use T-shirts for fundraising and ship them directly.

We registered a booth with the meeting organizers in Spring 2008.

In previous years the outgoing Chair of the publicity committee was responsible for the design of the T-shirt, but Yin-Long-Qiu was not able to commit to it. This year's chair, Andrea Schwarzbach, agreed to take over this task. In Spring 2008, she contacted Sean Graham and asked for options for the design of the annual T-shirt. We wanted to choose a showy species that grows around the Vancouver area. Sean Graham asked the staff of the Botanical Garden for suggestions and we chose *Lysichiton americanus*.

The current chair, Andrea Schwarzbach, prepared the drawing and contacted Stephen Boriskie at AJL Advertising Specialties (2101 Airport Blvd, Ste 100, Austin, Texas 78722, Phone: 512.320.0077, or 800.847.0808, Fax: 512.479.0470, stephen@ajladvertising.com) and had the T-shirts printed. The shirts are currently shipped to Sean Graham.

Steffi Ickert-Bond and Khidir Hilu are in the process of soliciting volunteers for the booth at the annual meeting in Vancouver.

Khidir Hilu is not able to attend the meeting this year due to other commitments. Steffi-Ickert Bond and Andrea Schwarzbach will be in charge of the booth in Vancouver and we hope to have many volunteers to help. All volunteers will get a free T-shirt.

Submitted, July 9, 2008 by Andrea Schwarzbach, Chair of the Publicity Committee