

## **ASPT Publicity Committee Annual Report (July 2008-July 2009)**

Chair: Khidir Hilu

Committee: Steffi Ickert-Bond and Lisa Wallace

The Publicity Committee is in charge of organizing the publicity booth at the annual meeting in Snowbird, Utah. We discussed the possibility of increasing the number of items in the ASPT booth to attract members. One of the possibilities discussed was designing a poster using top winning photos in a contest among ASPT members. This implies a photo contest that can be judged either by the committee members or during the ASPT banquet, as was done in Evolution 2008. This item needs to be discussed in the council meeting, particularly with regards to whether the poster will be given away free of charge or with some a minimal charge.

We discussed different options for the t-shirt illustration and decided to use an illustration of *Mentzelia multicaulis* from Holmgren article in the Oct-Dec. 2002 issue of Syst. Bot. (Pp. 747-762). We considered the idea of having an illustrator prepare the figure for the t-shirt, but due to time constraints on the side of the artist who did those illustrations, Steffi Ickert-Bond volunteered to prepare the illustration for the t-shirt. I 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@ajlvertising.com](mailto:stephen@ajlvertising.com)), and Steffi followed up on that while I was overseas. We have decided to sell the t-shirts for \$15 and the leftover ones from the Vancouver meeting for \$5. I suggested a \$10 discount for students for the 2009 t-shirts.

Lisa Wallace solicited volunteers for the booth at the Snowbird meeting, and we currently have more volunteers than we can use – quite an impressive spirit from the members! Lisa had a baby last week so she will not be able to attend the 2009 meeting. Steffi and I will be there to take care of business.

Tod Stuessy has asked Bruce Baldwin whether ASPT could sell copies of the new Compositae book at the booth this summer. We discussed the request and decided that to avoid financial problems associated with this request, that only order forms and a sample copy of the book would be placed at the booth.

Linda Brown and Linda Watson have been VERY helpful in our effort to prepare the t-shirts. Bruce Baldwin was involved throughout the process and has provided valuable comments.

We registered a booth with the meeting organizers in Spring 2009.

Submitted, July 20, 2009 by Khidir Hilu, Chair of the Publicity Committee.