



**Virtual Member Meeting
September 2, 2026**



Welcome & Review Meeting Objectives

Jacob Blauer
President





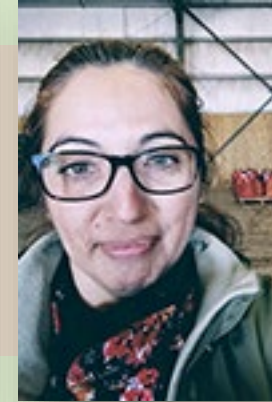
Board of Directors 2026-2027



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Director

Financial State of PAA and Planning for 2027

Jeff Miller, Treasurer and Annual Meeting Committee Chair

PAA Staff: Amy Hope, Laura McGrady, Tressa Patrias

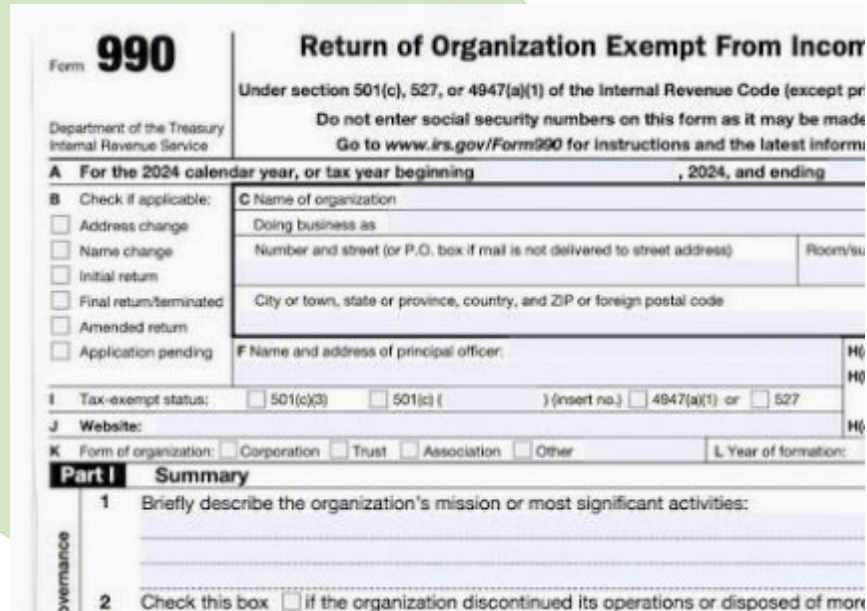
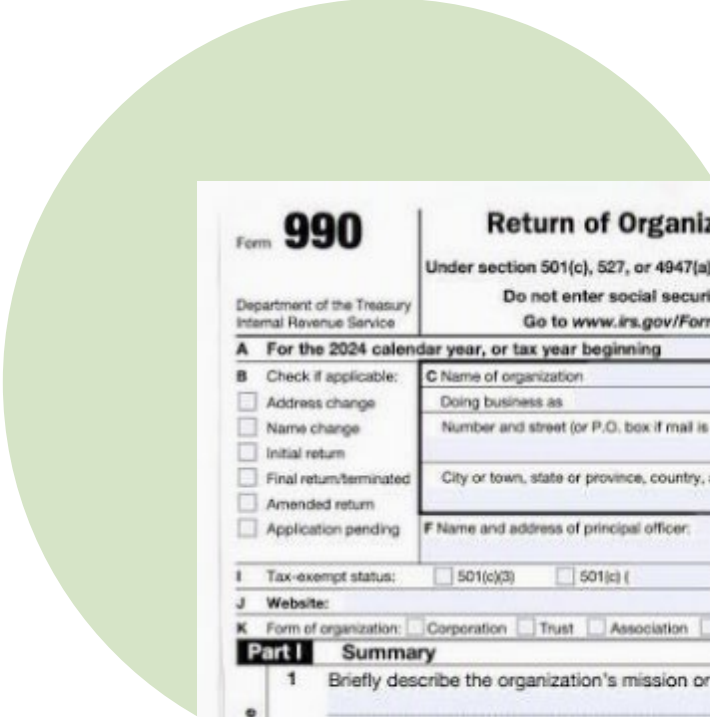


Financial Assets



- Chase Bank, Operating Account balance as of 8/25/2026: **\$58,000**
- University of Maine Credit Union balance as of 7/31/2026: **\$187,822**
- Distribution due from the University of Maine Foundation for FY2027: **\$21,900**

2021-2025 Financial Results



Form 990 Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except for private nonexempt trusts)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

A For the 2024 calendar year, or tax year beginning , 2024, and ending

B Check if applicable:
☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organization
Doing business as
Number and street (or P.O. box if mail is not delivered to street address) Room/suite
City or town, state or province, country, and ZIP or foreign postal code

F Name and address of principal officer:

I Tax-exempt status: ☐ 501(c)(3) ☐ 501(c) () (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website:

K Form of organization: ☐ Corporation ☐ Trust ☐ Association ☐ Other **L** Year of formation:

Part I Summary

1 Briefly describe the organization's mission or most significant activities:

2 Check this box ☐ if the organization discontinued its operations or disposed of more

- 2021 net loss: **\$57,170**
- 2022 net gain: \$5,735
- 2023 net loss: **\$66,377**
- 2024 net loss: **\$99,867**
- 2025 net gain: \$2,204

Financial results obtained from the Form 990 filings



Post COVID Meeting Expenses Escalation



Food & Beverage



Audio Visual



Wi-Fi/Internet



Meeting Space



Hotel Rooms



Travel (airfare and ground transportation)

2025 Annual Meeting Financial Results



- Net gain: **\$63,700**
- Actual Registration Revenue was **\$8,600** less than budget
- Meeting Location: **Madison, WI**
- Sponsorships: **\$92,000**
- Attendance: **303**
- 2025 Registration Rates:
 - Member \$549
 - Non-Member \$649
 - Student \$69

2026 Annual Meeting Financial Results



- Net loss: **\$60,000** estimate (*Management fees capped at budget*)
- Actual Registration Revenue was **\$70,212** less than budgeted
- Meeting Location: **New Orleans, LA**
- Sponsorships: **\$98,800**
- Attrition Charge: **\$33,700** (*contracted hotel rooms not utilized*)
- Attendance: **177**
- 2026 Registration Rates:
 - Member \$649
 - Non-Member \$749
 - Student \$189

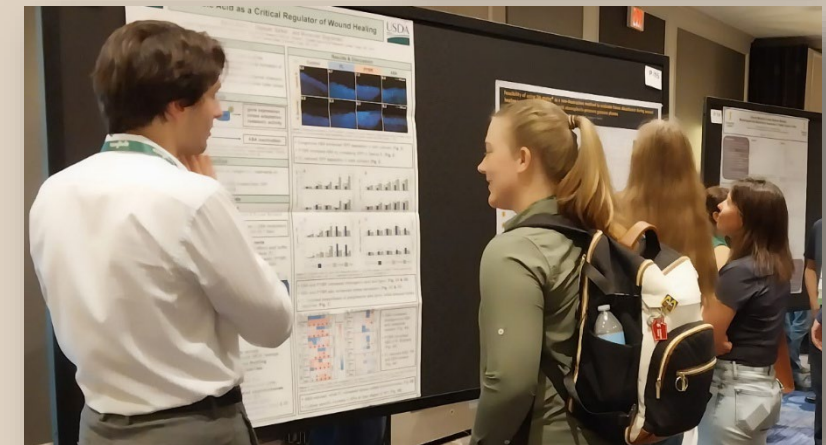
Why Were the 2026 Results Different?

- Location of the meeting
 - Outside potato growing region
 - Ancillary costs at the venue (New Orleans is expensive outside of the room rate)
- Federal restrictions on attendance & travel
- Attendance was 126 people less than 2025
- Attrition charges due to low attendance

Why Your Annual Meeting Is Important

2026 Survey Results Show:

- **4.23/5.0** Overall satisfaction with the meeting
- **Networking opportunities** is the #1 reason for attending
- **End of July** is the preferred timing for future meetings
- **Community Value**
 - *"Close knit family feel"*
 - *"Fostering relationship building relevant to research"*
 - *"A great scientific conference with a friendly environment and inviting atmosphere"*



What We are Doing Different for 2027

- Location of the meeting
 - Back in the potato growing region
 - University setting with lower overall cost
- Budgeting for 200 attendees with capacity for up to 350
- Significantly lower hotel room block than 2026
- Proximity to the APS Plant Health 2027 meeting in Mpls (July 31st start)

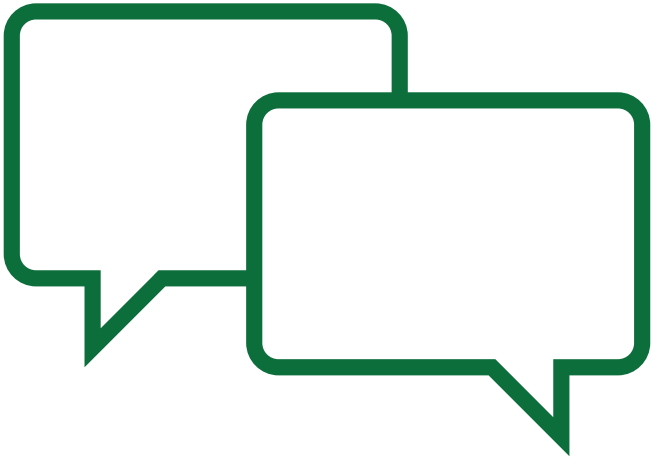


PAA 2027 Annual Meeting

July 25-28, 2027
Minneapolis, Minnesota



Discussion: Future Meeting Locations



1. What factors most influence your decision to attend the Annual Meeting?

2. What factors would make participation easier for you, your colleagues, or your students?

Growing & Strengthening PAA

Jacob Blauer



Growing & Strengthening PAA

Key goals and ideas that emerged from the July 2026
Member Business Meeting to work towards:

- Broadening our appeal beyond academia and government
- Expanding educational offerings beyond webinars (*e.g., courses, certification offerings*)
- Building the PAA website as a knowledge repository
- Encouraging *American Journal of Potato Research (AJPR)* submissions
- Growing mentoring and volunteer opportunities



ACTION

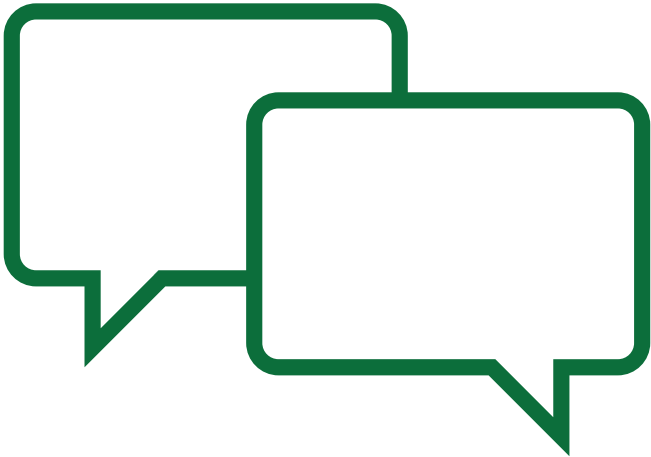
Invite a colleague, student, or industry partner to join PAA!

Membership Brainstorming

Jacob Blauer



Discussion: Increasing Member Engagement and Value



1. How do we broaden our appeal and increase membership?
2. What resources or programs would encourage greater participation?
3. How can PAA better serve students, early-career professionals, industry members, extension specialists, and researchers?

Outcome:

Ideas generated during this discussion will be shared with the Board of Directors for consideration.

Program & Volunteer Highlights

Jacob Blauer



Webinar Program

- Six webinars produced since December 2024
- Providing educational content year-round
- Sections charged by Board to develop webinar content
 - March – May 2026: 3 webinars
 - Oct. – Dec. 2026: 4 webinars scheduled
- Potential joint webinar with EAPR



**Live & On-Demand Access
FREE for Members!**

potatoassociation.org/Events/Webinars



**Submit Webinar
Proposal**



2026 Mentoring Event: **Feedback & Outcome**



BE Someone Who Matters
TO Someone Who Matters



- Inaugural event
- Connections made between students & seasoned members
- Created learning opportunities for their future success
- Program to continue for 2027
 - Mentor Volunteer Opportunity



Looking Ahead to PAA 2027

Jake Blauer and Jeff Miller



2027 Annual Meeting Symposium

- Organized by the **Physiology Section**
- Members encouraged to help develop or contribute ideas

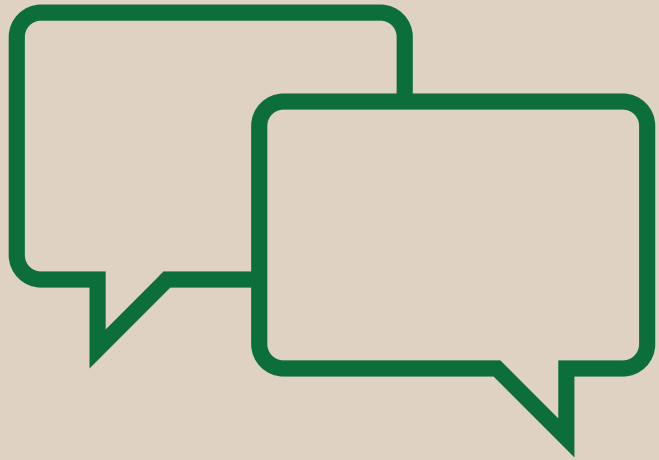
Submit Your Ideas!

Physiology Section Chair:

Aymeric Goyer

aymeric.goyer@oregonstate.edu





Final Comments & Closing Remarks

Jacob Blauer

Members: Call to Action



Attend the 2027 PAA Annual Meeting in Minneapolis, MN



Submit an abstract to either present oral or poster papers



Submit at least one manuscript to the *American Journal of Potato Research (AJPR)*



Volunteer for committees, mentoring, or other activities



Support PAA with sponsorship opportunities



THANK YOU!

Contact PAA:
paahq@potatoassociation.org

