BOARD OF DIRECTORS CONFERENCE CALL
APRIL 21, 2010 MINUTES

Participants on Call: Dave Galvin, Scott Klag, Jack Price, Resa Dimino, Becky Jayne, Tom Metzner, Scott Mouw, Karin North
Absent: Theresa Stiner, Ann Pistell, Jen Holliday
PSI Staff: Scott Cassel, Lisa Gould

AGENDA
1. Approve Board Conference Call Minutes from March 17, 2010
2. Financial Update
3. Staff Update
4. PSI Communications Plan
5. PSI relationship with US EPA
6. Adoption of the NAHMA Policy Statement on Chemical and Product Policy Reform

1. Approve Board Conference Call Minutes from March 17, 2010
DECISION: The minutes from March 17, 2010 were approved.

2. Financial Update
Scott and Jack reported that the income projections look much better than previous months.

3. Staff Update
• Jennifer Nash’s last day at PSI will be in June. Jennifer Sweat will be starting with PSI as the new Business Manager on May 3.

4. PSI Communications Plan
• Board members discussed strategies for raising the level of awareness about PSI activities. Methods for clarifying and projecting the message about PSI’s work and product stewardship include: a monthly legislative bulletin, a monthly update bulletin about PSI’s work, and press releases on major initiatives, such as the passage of major legislation, or new Corporate Sustaining Partners. Funding opportunities may come as a result of this strategic communication.
• Dave Galvin reminded the Board of other methods including sharing information with government decision makers about the latest in product stewardship news, along with the ways in which PSI has played an active role. Forwarding PSI’s emails to state HHW list serves would help to extend PSI’s reach, and Board Members should take opportunities to pitch PSI’s work when speaking at national conferences. Continuing to develop the use of networks of national groups such as the National Council of Environmental Legislators and the National League of Cities will be helpful in communicating PSI’s work to a broader base.
4. PSI Communications Plan (continued)
   - Board members have been asked to speak about product stewardship issues, for example Theresa Stiner was asked to speak at a Capitol Hill hearing about federal lamps legislation at PSI’s invitation and will provide PSI member input on the proposed bill. Scott C. will speak at the Oct. Resources Recycling Conference, following up to his recent article on 10 years of Product stewardship for the Resource Recycling magazine.
   - Given additional staff resources, the Communications Plan will include social marketing to virally spread the word about PSI’s activities through Facebook, etc.
   - Scott Mouw asked, given limited resources, which the highest priorities may be for a PSI Communications Plan. Scott C. responded that the first would be Legislative Briefs including any of the EPR laws that pass, during the legislative seasons, and next press releases with some of the project ideas.
   - Scott C. said that PSI’s tri-fold is available and can be shipped to any conference along with PSI literature.

5. PSI Relationship with US EPA
   To strengthen PSI’s relationship with EPA, PSI is offering free networking conference calls and is meeting with key US EPA staff. Board members suggested inviting key EPA staff on networking calls and on PSI monthly member/partner update calls to discuss TSCA reform, pharmaceuticals, and other work. US EPA funding to PSI has been reduced this year, and there are fewer P.S. projects at EPA. However, PSI Board members have relationships at the regional level and can use them to build connections with PSI.

6. Adoption of the NAHMMA Policy Statement on Chemical and Product Policy Reform
   - Adoption of NAHMMA’s Policy Statement on Chemical and Product Policy Reform was discussed and Board members compared it to the Safer State’s initiative. Both NAHMMA’s and the Safer States’ policy initiative include principles for TSCA Reform. However Safer State’s endorsement of chemicals policy reform includes protecting the most vulnerable populations as well as emerging contaminants, while NAHMMA’s policy is more product focused.
   - The Board decided to review the Safer States principles for the next Board meeting. It was suggested that PSI partner and maintain connections with state officials, support legislation, and develop contacts with the 13 states including NY, IL, ME, OR, VT, WA, MA, AK, MN, MI, MD, CT, CA that have signed on to Safer States. PSI’s role could include education through a series of PSI/NAHMMA chemicals policy calls and conceivably a lobby role for legislation. The Board agreed to consider the adoption of the chemical policy principles endorsed by Safer States at the next Board call.

DECISION: A motion was made to adopt the NAHMMA Policy Statement on Chemical and Product Policy Reform and the Motion carried.

Next Conference Call:
   Date:      Wednesday, June 16, 2010
   Time:      3:30 – 5:00 PM (EST) / 12:30 – 2:00 (PST)
   Dial in:   517-417-5000; Participant Access: 507696#

DRAFT Agenda
   1. Approve Board Conference Call Minutes from May 26, 2010
   2. Financial Update
   3. PSI 2010 Forum
   4. Annual Meeting
   5. Chemical policy principles endorsed by Safer States
   6. Other topics