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# *The County Agent*

A PUBLICATION OF THE NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS

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JANUARY 2007



## **2007**

### **PROFESSIONAL IMPROVEMENT AND AWARDS PROGRAMS AND COMMITTEE DIRECTORY**

***ANNUAL MEETING & PROFESSIONAL IMPROVEMENT CONFERENCE  
Grand Rapids, Michigan - JULY 15-19, 2007***

***OFFICIAL PUBLICATION OF  
NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS***

## Here's Your Chance

The word scholarship means a lot of different things to many people. In Extension we have started to hear about scholarship and we are going to be hearing a lot more about scholarship. In a nutshell, scholarship is exactly what we all do on a regular basis. We develop a program, a project or a team effort, we implement that effort and then we evaluate, revise and refine the effort. But there's another part of scholarship that we all too often overlook. That missing piece is sharing what you have learned in a peer-review process. Scholarship is more than just doing a good job in your programmatic efforts, it's more than just publishing or presenting. It also involves that give and take with colleagues where we can all engage in the discussion and grow together.



*Chuck Otte*  
NACAA President

NACAA provides a great opportunity for you to take that all too often missing step. Through the many Search for Excellence opportunities, through poster's and through the communication awards program, you have a chance to engage with your colleagues across the country and share what you have been doing so well. Even the mere process of applying engages you in the scholarship of Extension.

It's a trite saying, but if you don't apply you can't win. But it is so very true. I think I've heard, and probably used, every excuse in the book for not applying for awards. But every time I have taken the time and effort to do so, I've learned from it. The hardest thing for most of us to do, is brag about the work we do. But the most important thing that we all need to do, is brag about the good programs we are engaged in. So put the excuses aside and get to work. Take the time now to get to work on the various awards you are going to apply for. Don't wait until three days before the deadline, get it done NOW!

We've all been far too quiet for far too long. It's time we get engaged and start shouting about the progress and successes of our Extension programs!

### January, 2007

**The County Agent** is a publication of the National Association of County Agricultural Agents

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**All program entries must be in possession of respective committee state chair by March 15, 2007, except where noted. Applying earlier is encouraged.**

Current members of the NACAA Board may **not** enter the professional improvement programs with the exceptions of DSA and AA. State chairs, regional vice chairs, and national chairs may participate in the programs which their committees are administering according to criteria determined by the NACAA Board of Directors. Contact NACAA Vice President Richard Gibson for further details.

### **Attendance Requirement**

NACAA policy states that all Achievement Award (AA), Distinguished Service Award (DSA), National Finalists, and National Winners must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the designated ceremony to receive their award. Decisions on requests for non-attendance and excused absences will be made on a case by case basis by consultation among the respective National Committee Chair, in concert with the National Committee Vice Chairs and the NACAA Vice President. Excuses may be granted to AA, DSA, National Finalists, and National Winners for extreme personal or

family illness; circumstances which would seriously jeopardize their job; or similar extreme situations. The intent of this requirement is that awards are inclusive of cash, plaques, and certificates.

In the event a national winner does not receive an excused absence from attending the AM/PIC, the national winner's award will be presented to the next ranking National Finalist who attends the AM/PIC. If none of the National Finalists attend the AM/PIC, a national winner award will not be presented.

In the event a national finalist does not receive an excused absence from attending the AM/PIC, the national finalist award will be forfeited. If a national finalist award is forfeited, there will be no replacement from lower ranking entries.

Note: The National Winner who is asked to make a program presentation at the AM/PIC is eligible for a reimbursement of the AM/PIC registration fee. In case of a team presentation, the value will equal one registration.

# GENERAL APPLICATION FORM

## 2007 NACAA AWARDS PROGRAM

*Note: 1) NACAA policy states that all first place national winners and all national finalists must register and attend the AM/PIC to receive their award. (See inside front cover under "Attendance Requirement"). 2) This form available on the NACAA web site if submitting application electronically).*

(Please Print) \_\_\_\_\_ State \_\_\_\_\_ Region \_\_\_\_\_  
 Name \_\_\_\_\_ Office Address \_\_\_\_\_  
 (Phoenetic spelling) \_\_\_\_\_ City \_\_\_\_\_ County \_\_\_\_\_  
 Position \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone: Office ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_  
 Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

Note: Please attach additional sheet to list team member names if application represents a team effort, and/or to list additional media.

Media: Name \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Media: Name \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Would you want releases made directly to media?  Yes  No

**Awards programs applicants must be a member at the time they submit an application.**

• **Applicant's signature:** My signature verifies that I am a paid-up member of my state association and NACAA, have read and understand the rules, and certifies that my entry meet these requirements. For "Poster Session" entry — my signature also certifies that my poster or abstract has not been presented at any previous NACAA AM/PIC. (If electronic submission, type name on line and place X in box to confirm).

Signature \_\_\_\_\_ Date \_\_\_\_\_

• **Committee Chair signature:** My signature verifies that I am the committee chair of the award applicant. This application accurately represents the efforts of this individual. (If electronic submission, type name on line and place X in box to confirm).

Signature \_\_\_\_\_ Title \_\_\_\_\_

**Please check the program for which you are applying. Use a separate form for each program you enter. This form may be photocopied. All entries must be in the possession of the state chair by March 15, 2007. Earlier application is encouraged**

**Professional Improvement Council**

- Animal Science Pre AM/PIC Seminar & Tour
- Horticulture Pre AM/PIC Workshop & Tour
- On-Target Geospatial Technologies Seminar
- SARE Seminar - USDA/SARE/NACAA Fellows Program

**Program Recognition Council**

- Search for Excellence in Sustainable Agriculture/SARE (new)
- Search for Excellence in Remote Sensing & Precision Agriculture
- Search for Excellence in Crop Production
- Search for Excellence in Landscape Horticulture
- Search for Excellence in 4-H/Youth
- Search for Excellence in Farm and Ranch Financial Management
- Search for Excellence in Livestock Production
- Search for Young, Beginning, or Small Farmers/Ranchers
- Poster Session - check category \_\_\_\_\_ Applied Research \_\_\_\_\_ Extension Education Prog.
- PRIDE Program
- Scholarship

**Communications Award Program - check category:**

- \_\_\_ 1. Radio
- \_\_\_ 2. Published Photo or Feature Story
- \_\_\_ 3. Slide, transparencies, or computer graphics
- \_\_\_ 4. Direct Mail Piece
- \_\_\_ 5. Personal Column
- \_\_\_ 6. Feature Story
- \_\_\_ 7. Newsletter, Individual
- \_\_\_ 8. Newsletter, Team
- \_\_\_ 9. Video Tape/Television
- \_\_\_ 10. Fact Sheet
- \_\_\_ 11. Publication
- \_\_\_ 12. Home Page on WWW
- \_\_\_ 13. Learning Module/Notebook
- \_\_\_ 14. Bound Book

**Incentive program to members who bring in new sponsors. The program is as follows:**

Sponsor Level	Incentive
\$2,000 - \$4,999	AM/PIC registration fee reimbursed
\$5,000 - \$9,999	AM/PIC registration fee reimbursed and \$500 travel voucher to attend the AM/PIC
\$10,000 - up	AM/PIC registration fee reimbursed and \$1,000 travel voucher to attend the AM/PIC

**Note: Where abstracts are required, see page 12 for example and format that must be followed.**

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# CALL FOR ANIMAL SCIENCE SPEAKERS

Extension educators are invited to present successful and/or unique programs at the Animal Science workshops to be held during the 2007 NACAA Annual Meeting and Professional Improvement Conference in Grand Rapids, MI. Each successful applicant will have 15 minutes to share their program followed by a five-minute discussion period. These workshops are intended to provide an opportunity for professional development as well as allowing presenters the opportunity to share successful animal science extension programs with their peers.

To submit your presentation for review, send the application form (page 1) and an abstract (page 12) or from the NACAA web site to Gene Schurman, Animal Science Committee Vice-Chair, 827 Water Street, Indiana, PA 15701-1755 by March 15. For additional information contact Gene at [exs10@psu.edu](mailto:exs10@psu.edu) or (724) 465-3880.

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## ANIMAL SCIENCE COMMITTEE PRE-AM/PIC SEMINAR & TOUR

### PURPOSE

This program is designed to provide the opportunity for NACAA members to study and analyze livestock systems in Michigan. Participants will also have a chance for one on one exchange of ideas with local producers, faculty, and industry personnel.

### ELIGIBILITY

NACAA members in good standing with responsibilities in livestock and/or alternative markets are eligible to participate in this Pre-AM/PIC tour. The event will take place on Friday-Saturday, July 13-14, 2007 and will depart from the Grand Rapids area on Friday morning July 13, 2007.

### ENTRY & JUDGING CRITERIA

**Complete the "General Application Form" found on page 1 or on the NACAA web site.** Also, applicant must prepare a written plan, not to exceed one single spaced typewritten page on:

1. Why you wish to attend the tour.
2. How you intend to use the tour information in your educational programs.
3. Describe your major animal science program emphasis.

### AWARDS

We are again offering the tour to extension educators on a scholarship basis, with the only cost to participant being transportation to Grand Rapids (Donor Support Pending).

Each successful applicant is responsible for their transportation to Grand Rapids and should arrive on Thursday, July 12. Two nights of double occupancy lodging (Thursday & Friday) will be included in the tour scholarship as well as tour transportation and most meals. A maximum of 20 participants will be selected for the tour. **Submit entries by April 28, 2007** to Mark Stewart, Animal Science Committee Chair, 5803 County Road 302, Fulton, MO 65251.

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## NACAA PRE-AM/PIC HORTICULTURE WORKSHOP & TOUR

### PURPOSE

This program is designed to provide the opportunity for selected NACAA members to study and analyze urban horticulture in Michigan. Sponsorship of this tour is currently being sought and will be necessary for this study tour to take place.

### ELIGIBILITY

NACAA members in good standing in their state association and with horticulture as a major responsibilities are eligible to participate in this seminar and tour. The NACAA Pre-AM/PIC seminar and tour will be held on Saturday, July 14 and Sunday, July 15, 2007.

### ENTRY AND JUDGING CRITERIA

Complete the general application form in this booklet and prepare a written plan not to exceed one double spaced typewritten page on: 1) Why you wish to attend; 2) How you intend to use this information in your educational programs; 3) What your present ornamental horticulture education thrusts are.

### AWARDS

Each selected participant is responsible for their own transportation to Grand Rapids, MI on Friday, July 13, 2007. Selected members will be provided a stipend for one night

lodging. All meals on July 14 and breakfast on the 15th will be provided to participants.

Approximately seven members will be selected from each NACAA Region with a maximum of 30 participants eligible for the seminar and tour. Members should submit their applications to their State Horticulture Committee Chair. If the State Horticulture Chair is one of the applicants, a judge should be appointed to rank all of the applications. The State Horticulture Chairs will submit the ranked application to the Regional Horticulture Committee Chairs. Regional Chairs will then recommend seven candidates and seven alternates to the National Horticulture and Turfgrass Committee Chair. If insufficient candidates apply from a region, the National Chair will select the most qualified applicants from the pool of candidates.

### DEADLINE

Entry must be in possession of your State Horticulture Committee Chair by March 15, 2007.

**Support Pending**

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# SEARCH FOR EXCELLENCE IN 4-H & YOUTH

## PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension youth development program(s) for 4-H and other youth.

## ELIGIBILITY

All members of NACAA with 4-H and youth development programs who are in good standing with their state association may be considered for this program. Previous state and regional winners and national finalists are encouraged to participate again. State 4-H and Youth Chairs are eligible but must follow established guidelines. Team entries are permitted. All team members need not be current members of NACAA. Application must be submitted and signed by a current NACAA member.

Entries will not be considered unless all required signatures are complete on the application form.

## ENTRY

Submitting entries electronically is encouraged (see NACAA web site). The entry should consist of 1) the general application form; 2) a narrative not to exceed 1000 words; 3) support material not to exceed 5 pages (one side of page); and 4) a letter from the entrant's immediate supervisor verifying the program accomplishments. Judging of the entry will be based on: problem identification - 10 points; specific target audience identified - 10 points; goals established - 10 points; teaching methods and activities - 25 points; measurable results, target audience reached, changes noted - 25 points; organization, clearness, readability - 20 points. An abstract of 150-250 words is *required* with application based on the above criteria. If team entry, team member names on the abstract must be the same as on the application form. If submitting by regular mail, both a written

and electronic copy of the abstract are required. See page 12 for abstract example and format that must be followed.

## AWARDS

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC, and will provide a poster display for the exhibit area. Poster must be no larger than 44" x 44". Length of presentation should be 15 minutes maximum, with time allowed for questions. Consult AM/PIC Program for time and location.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque to each NACAA member of the team.

All entries will be judged with the National award winner and National Finalists' abstracts being selected for publication in the AM/PIC Proceedings.

## DEADLINE

Entry must be in possession of your 4-H and Youth Committee State Chair by March 15, 2007.

State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2007. The Region Vice-chair should review the state winning entries for completeness and send one winning entry for each state submitting entries to the National Chair for judging by April 15.

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[www.nacaa.com](http://www.nacaa.com)

## ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

*2007*

Grand Rapids, MI . . . July 15-19

*2008*

Greensboro, North Carolina...July 13 – 17

*2009*

Portland, Oregon.....September 20-24

*2010*

Tulsa, Oklahoma.....July 11-15

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# SEARCH FOR EXCELLENCE IN SUSTAINABLE AGRICULTURE USDA SARE/NACAA RECOGNITION PROGRAM

NEW

NEW

## PURPOSE

To recognize members who develop and implement outstanding educational programs in sustainable agriculture. Sustainable agriculture is defined as an integrated system of plant and animal production practices having a site-specific application that will, over the long term: satisfy human food and fiber needs, enhance environmental quality and the natural resources base upon which the agricultural economy depends, make the most efficient use of non-renewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls, sustain the economic viability of farm operations, enhance the quality of life for farmers and society as a whole.

## ELIGIBILITY

All NACAA members in good standing with their state associations are eligible. Team entries are permitted. All team members need not be a current member of NACAA. State Extension Programs Chairs are eligible but must follow established guidelines. Application must be signed by a current NACAA member.

## ENTRY

Submitting entries electronically is encouraged (see NACAA web site). Complete general application form and submit with entry that does not exceed 1200 words and reflects program activities and accomplishments within the past three years.

Entries should be organized according to, and will be evaluated according to, the following criteria: Educational Objectives, Program Activities, Teaching Methods, Results, Impact Statement, and Evaluation. All entries should clearly relate how the activities and accomplishments related to the definition of sustainable agriculture listed above. National and regional SARE staff will assist with judging of these entries.

The score sheet for all Extension Programs Committee recognition programs is located on page 8 of the January edition of The County Agent. Attach no more than three (3) supporting documents.

Abstract is required with application. If team entry, team member names on the abstract must be the same as on the application form. Both a written and electronic copy of the abstract must be submitted. See page 12 for abstract example and format that must be followed.

## AWARDS

The SARE Regional Offices will provide each regional winner up to a \$500 honorarium. These awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

Each Regional Winner must present his/her program during the 2007 NACAA AM/PIC to be eligible for the honorarium. Consult AM/PIC Program for time and location.

In the event of a team winning entry, one honorarium will be given in the amount indicated above, along with an appropriate certificate/plaque for each team member who is a NACAA member.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

## DEADLINE

Entries must be in the possession of your Extension Programs Committee State Chair by March 15, 2007. State Chairs should send all state entries, with the winning entry designated, to their Regional Vice Chair by April 1, 2007.

**Support provided by: Sustainable Agriculture Research and Education (SARE)**



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## Guidelines for the following six Search for Excellence Programs

### ELIGIBILITY

All NACAA members in good standing with their state associations are eligible. Team entries are permitted. All team members need not be current members of NACAA. However, only NACAA members will receive award recognition. State Extension Programs Chairs are eligible but must follow established guidelines. Application must be signed by a current NACAA member.

Entries will not be considered unless all required signatures are complete on the application form.

### ENTRY

Submitting entry electronically is encouraged (see NACAA web site). Complete general application form and submit with entry that should not exceed 1200 words. Entry should reflect program activities and accomplishments **within the past three years**.

Entry should be organized and will be evaluated on the following criteria: Educational Objectives, Program Activities, Teaching

Methods, Results, Impact Statement, and Evaluation. The score sheet for all Extension Programs is located on page 8.

Send **no more than three (3)** supporting documents.

Abstract is required with application. If team entry, team member names on the abstract must be the same as on the application form. See page 12 for abstract example and format that must be followed. If submitting by regular mail, both a written and electronic copy of the abstract are required.

#### AWARDS

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 10 minutes maximum. Consult AM/PIC Program for time and location. Tickets will be required for Brown Bag Luncheon (if offered). Inquire for tickets at registration.

In the event of a team winning entry, one cash prize in the amount indicated along with an appropriate certificate/plaque will be given only to NACAA members of the team.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

#### DEADLINE

Entry must be in possession of your Extension Programs Committee State Chair by March 15, 2007.

State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2007.

## SEARCH FOR EXCELLENCE IN REMOTE SENSING AND PRECISION AGRICULTURE

#### PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in utilizing remote sensing and/or precision agricultural techniques.

*Support provided by :*

**UtahState**  
UNIVERSITY

## SEARCH FOR EXCELLENCE IN CROP PRODUCTION

#### PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in crop production.

*Support Pending*

**DU PONT**<sup>®</sup>

## SEARCH FOR EXCELLENCE IN LANDSCAPE HORTICULTURE

#### PURPOSE

To recognize a NACAA member who has developed and carried out an outstanding extension educational program in horticulture.

*Support Provided by:*

**TRUGREEN ChemLawn**

## SEARCH FOR EXCELLENCE IN FARM AND RANCH FINANCIAL MANAGEMENT

#### PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in farm and ranch financial management.

MONSANTO 

## SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

#### PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in livestock production.

*Support Pending*

## SEARCH FOR EXCELLENCE YOUNG, BEGINNING, OR SMALL FARMERS/RANCHERS

#### PURPOSE

To recognize NACAA members who have developed and carried out outstanding Extension educational programs for Young (<35 years of age), Beginning (< 10 years management experience), Small Farmer/Ranchers (<\$250,000 annual agricultural sales).

*Support provided by:* FARM CREDIT SYSTEM FOUNDATION, INC. [www.fcsfoundation.org](http://www.fcsfoundation.org)

 **THE FARM  
CREDIT SYSTEM  
FOUNDATION, INC.**

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# SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION (SARE) SEMINAR USDA SARE/NACAA FELLOWS PROGRAM

NEW

NEW

## PURPOSE

This program is designed to provide hands-on experience and materials for selected NACAA members to study and become familiar with the basics of sustainable agriculture and alternative farm systems as currently practiced within the four regions of the US Department of Agriculture. An understanding of current trends, practices, and underlying strategies within the sustainable agriculture movement will help Cooperative Extension agents or farm advisors, and agricultural professionals with whom they work, build effective outreach programs to provide assistance to those who have made the transition or to help guide producers desiring to begin the transition toward sustainable production systems on their own farms and ranches.

Specific sustainable farming systems will be studied as selected fellows visit two of the USDA regions each year as part of the two year program. The fellows will hear discussions on sustainable agriculture as pertaining to each region and visit selected farms and ranches to view firsthand the application of sustainable agriculture principles studied in the classroom. For more details, see the November 2006 issue of "The County Agent" or go to <http://www.nacaa.com> and click on the SARE Fellows button.

## ELIGIBILITY

Members of NACAA in good standing with their state associations with responsibility in agricultural production systems are eligible to apply for the Fellows Program.

## ENTRY & JUDGING CRITERIA

Complete the general application form in this booklet and provide information on the following, not to exceed two typewritten pages using a font size 12:

1. Why you wish to attend.
2. Details of your experience and past activities that would demonstrate the understanding of and interest in sustainable agriculture and alternative farming strategies.
3. A plan on how you intend to use the Fellows program information in your local Extension programs and the evaluation methods you will implement.
4. The potential impacts and expected results that your participation could have on your local Extension sustainable agriculture program.
5. The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (extension agents, other professionals and clientele) upon completion of the program.

Successful applicants will be selected on the basis of:

1. Geographic and other diversity considerations. The preference of the sponsor would be to have one individual selected each year from each of the NACAA regions.
2. Experience and past Extension activities in this area of emphasis (10 pts)
3. Plan of Extension work following training (60 pts)
4. Local Extension program expected impacts, expected results and program evaluation methods (30 pts)

It is expected that all applicants will have worked through the **Sustainable Agriculture: Basic Principles and Concept Overview** on-line course designed by USDA SARE. A thorough understanding of the basic principles and philosophies of sustainable agriculture are prerequisite to entry into the Fellows Program.

## AWARDS

- Four individuals, one from each NACAA region, will annually be selected for this two year program on a competitive basis (after the initial year there will be 8 individuals in the program in any given year).
- The seminars will occur in the spring and fall of each year with the specific date determined by the host state and SARE region, with input from the participants.
- Economy air travel will be provided to successful applicants to attend each training seminar in the selected region.
- Meals and lodging expenses will also be paid by the program sponsors, but incidental and additional expenses will be the responsibility of the participants.
- Successful participants will also receive a complete USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC and a \$1,500 stipend to be used for program support, materials or hardware, including the purchase of equipment, such as computers, if desired.

## DEADLINE

Entry must be in possession of Professional Improvement Council Chair, Tom Benton, PO Box 1247, Stinnett, TX 79083 by March 15, 2007.

**Support provided by:** USDA National SARE Program and SAN. The availability of this program will be dependent upon the consent of USDA SARE and the availability of funds.





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# ON-TARGET GEOSPATIAL TECHNOLOGIES SEMINAR

## PURPOSE

This program is designed to provide hands-on experience and materials for selected NACAA members to study and have access to manipulation of remotely-sensed imagery (RS), coupled with GPS (global positioning systems) and GIS (geographic information systems). Elements of a RS/GPS/GIS decision support system could improve many ongoing Extension programs and enhance the sustainability of agriculture. Specific applications in precision agriculture and land-use planning will allow participants to have hands-on experience with small, portable systems. Successful participants will receive a small hand-held computer, a GPS unit, and GPS/image management software. NASA imagery will also be made available to participants.

## ELIGIBILITY

Members of NACAA in good standing with their state association with responsibility in agricultural production systems are eligible (could include horticulture/livestock/crops/ other). State Agronomy and Pest Management Committee Chairs are ineligible to participate in this program.

## ENTRY & JUDGING CRITERIA

Complete the general application form in this booklet and prepare a written plan, not to exceed one typewritten page on:

1. Why you wish to attend.
2. How you intend to use this workshop information in your local extension programs.
3. What your past RS/GPS/GIS experience has been.
4. The potential impacts of your improved RS/GPS/GIS program.

Successful applicants will be selected on the basis of:

1. The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (both agents and clientele) upon completion of the program.
2. Geographic and other diversity considerations. Since this is a prototypical program, it is desirable to have representatives from all four NACAA regions.
3. Experience & past activities of the applicant that would form a synergy with this training program.
  - A) Plan of Extension work following this training (65 pts)
  - B) Local Extension program expected impacts, expected results, and program evaluation methods (30 pts)
  - C) Experience and past Extension activities with this technology (5 pts)

## AWARDS

Plans for this program are for approximately 4 participants, nationally, will be selected on a competitive basis. Economy air travel will be provided to successful applicants (October 2007 – at the NASA Space Dynamics facility in Logan, UT. Specific date to be determined by participants). Meals & lodging expenses also will be paid by the program sponsors. However, incidental and additional expenses will be the responsibility of the participants. A limited number of additional participants may be accommodated if they provide all of their travel and others expenses. Successful participants will also receive a small hand-held computer, a GPS unit, and GPS/image management software.

## DEADLINE

Entry must be in possession of your Agronomy and Pest Management State Committee Chair by March 15, 2007. State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2007.

Support provided by:

**UtahState**  
**UNIVERSITY**

# MARKETING EXTENSION PROGRAMS TO DECISION MAKERS AND ELECTED OFFICIALS A Call For Presentations

## PURPOSE

To recognize an NACAA member or team of members who have developed and carried out an outstanding educational Extension Program for elected officials and other decision makers.

## ELIGIBILITY

All NACAA members in good standing with their state association are eligible. Team entries will be accepted. All team members must be a current member of NACAA. State Public Relations & Ag Issues Committee Chairs are eligible, but must follow established guidelines.

## ENTRY

Complete the general application form and submit with entry that should not exceed 500 words and should reflect program activities and accomplishments.

Entries will be evaluated on the following criteria: Originality, Simplicity, Objectives, Programs Activities, Teaching Methods, Impact, Results and Evaluation.

## PRESENTATION

The top four entries will be selected and these members will make presentations during the Public Relations and Agricultural Issues Committee portion of the program on Tuesday of the 2006 NACAA AM/PIC. Up to 50% of entries not to exceed twenty will be included in the Proceedings of the NACAA AM/PIC.

## DEADLINE

Entry must be in possession of Edmund Gomez, Chair, Public Relations and Agricultural Issues Committee by March 15, 2007. Entries will then be judged by a panel of Life Members and a representative of the Public Relations and Agricultural Issues Committee.

# NACAA EXTENSION PROGRAMS SCORE SHEET

- \_\_\_\_\_ Crop Production
- \_\_\_\_\_ Livestock Production
- \_\_\_\_\_ Farm and Ranch Financial Management
- \_\_\_\_\_ Landscape Horticulture
- \_\_\_\_\_ Remote Sensing and Precision Agriculture
- \_\_\_\_\_ Young, Beginning or Small Farmers/Ranchers
- \_\_\_\_\_ Sustainable Agriculture Research and Education (SARE)

Area:	Points
Educational Objectives	20
Program Activities	10
Teaching Methods	10
Results	20
Impact Statement	20
Evaluation	20



# CALL FOR PRESENTERS FOR THE PROFESSIONAL IMPROVEMENT SESSIONS 2007 NACAA AM/PIC

**PURPOSE:**

To provide NACAA members an opportunity to make an oral presentation at a recognized national professional improvement meeting.

To provide NACAA members an opportunity to share successful Cooperative Extension educational programs.

To provide to the NACAA membership professional improvement presentations that will enable them to be a more knowledgeable Cooperative Extension professional.

**ELIGIBILITY:**

NACAA members in good standing must submit an abstract of their proposed presentation to the National Chair of the Professional Improvement Council Committee or Extension Development Council Committee that administers the professional improvement session in which the proposed presentation would be made. Professional Improvement Council committees include: Agronomy and Pest Management; Agriculture Economics and Community Development; Animal Science; Natural Resources; Aquaculture/Sea Grant; or Horticulture. Extension Development Council committees include: Public Relations & Ag Issues; Early Career Development; Administrative Skills Development; or Teaching and Educational Technologies, Communications.

The Professional Improvement Council/Extension Development Council Committees will determine the number of accepted presentations.

The Regional Vice Chairs of the Professional Improvement Committees will have full authority to accept or reject a proposed presentation upon evaluation of the title and submitted abstract. Rejection of a proposed presentation by the Regional Vice Chairs will be final. Presentations will be made on Tuesday of the 2007 AM/PIC.

**RECOGNITION:**

Peer reviewed papers will be selected for presentation and authors will receive a certificate and will have paper published in the NACAA Annual Meeting and Professional Improvement Proceedings.

**ENTRY:**

"Presentation Application Form" below and an abstract must be in the possession of the appropriate Professional Improvement/Extension Development Committee National Chair by March 15, 2007. See page 12 for abstract example and format that must be followed.



## PRESENTATION APPLICATION FORM

*To make an oral presentation at the 2007 NACAA AM/PIC Professional Improvement and Extension Development Sessions*

(Please Print) State \_\_\_\_\_ Region \_\_\_\_\_

Name \_\_\_\_\_ Office Address \_\_\_\_\_

Position \_\_\_\_\_ City \_\_\_\_\_ County \_\_\_\_\_

Telephone: Office (\_\_\_\_) \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

(\_\_\_\_) \_\_\_\_\_

**Applicants must be a member at the time they submit an application.**

My signature verifies that I am a paid-up member of my state association and NACAA, have read and understand the rules, and certifies that my entry meets these requirements. (If electronic submission, type name on line and place X in box to confirm).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please check the program for which you are applying. Use a separate form for each program abstract you enter. This form may be photocopied. All entries must be in possession of the appropriate Extension Development Council or Professional Improvement Council National Committee Chair by March 15. National Committee Chairs are listed on pages 23-27.

Agronomy and Pest Management   
  Animal Science   
  Agricultural Economics   
  Natural Resources  
 Horticulture & Turfgrass   
  Aquaculture/Sea Grant   
  Teaching and Educational Technologies  
 Administrative Skills Development   
  Early Career Development

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# CALL FOR PAPERS FOR THE POSTER SESSION

## PURPOSE

To showcase NACAA members work by giving them the opportunity to present posters at the Annual Meeting/Professional Improvement Conference. This award program has two categories to recognize NACAA members:

- 1) Applied Research – to give individuals an opportunity to present a poster on applied research they have conducted.
- 2) Extension Education – this category is designed to give members an opportunity to present a poster on new or different educational methods or technologies he or she has used.

The program also provides an opportunity to discuss how an identified educational need in the community was addressed and what the observed results were.

## ELIGIBILITY

An NACAA member in good standing must submit contributed papers, originated by one or more investigators. A member can only be the senior author (the first name appearing on the poster) on one poster in each category each year.

## GUIDELINES

- Poster size must be no larger than 44" x 44". This allows all posters to fit nicely on the frames used at AM/PIC.
- There is no limit to the number of posters on which a member can be listed as a junior author.
- **Any member who does not follow these guidelines and submits more than one poster on which he/she is the lead author in the same category, will have all posters disqualified.**
- *No poster or abstract will be presented at the 2007 AM/PIC that has been presented at any previous NACAA AM/PIC.*
- The Poster Session Committee will have full authority to accept or reject a poster abstract upon evaluation of the title and submitted abstract. Rejection of poster abstract by the Poster Session Committee will be final.

## RECOGNITION

Peer reviewed papers will be selected for presentation and authors will receive a certificate and will have paper published in the NACAA Annual Meeting and Professional Improvement Proceedings.

## JUDGING

Poster judging will be based on the following criteria:

- |  |     |
|--|-----|
| 1. Scientific/Educational Merit                  | 60% |
| 2. Poster Presentation                           | 30% |
| 3. Follow instructions for presentation/mounting | 10% |

## ENTRY

Complete the "General Application Form" on page 1 and write an abstract. Both must be sent and in the possession of your Professional Excellence Committee State Chair by March 15, 2007. See page 12 for abstract example and format that must be followed.

## AWARDS

Awards for the best poster papers in each category at the annual meeting are as follows:

Best Contributed Poster	\$500 and a certificate w/holder
Second Place	\$250 and a certificate w/holder
Third Place	\$150 and a certificate w/holder
Region Winners	Certificate

CASH AWARDS WILL BE DISTRIBUTED IF ADEQUATE FUNDING IS SECURED FROM A NATIONAL DONOR/SPONSOR.



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## GUIDELINES FOR APPLIED RESEARCH AND EXTENSION EDUCATION POSTER SESSION

### **Mounting of the Poster:**

Foam core display boards will be provided for you. Posters should not exceed the 44" x 44" size limitation. Pushpins must be used to mount the poster and you must provide your own.

### **Program Title, Author, Institution and Address:**

Poster title, author names, and affiliations *should appear on the top* of the poster. A simple sans-serif typeface (i.e., Arial or Helvetica) should be used. Lettering for the title should be at least one half (1/2) inch.

### **Abstract:**

The abstract that was submitted with the poster session application has to appear on the poster. The abstract title, author(s) and affiliations can be omitted in the abstract affixed to the poster. However, the word "abstract" should appear at the top of the abstract text. Minimum size for abstract typeface is 16 points.

**Extension Education abstracts should show program impact. Applied Research abstracts should include research data.**

### **Supporting Materials:**

Material that supports the poster (i.e., workshop workbooks, handouts, etc.) may be placed below the poster on the floor. Room for supporting material is limited to space directly below your poster. A pocket will be attached below each poster to allow people who are interested in learning more about your program to drop their business card into it.

### **Content:**

Do not prepare a poster as if it were a manuscript. Primarily use tables and figures and limit verbiage. Details of the work can be discussed during the "Meet the Author Sessions" with interested parties. Make sure that the selected typeface is easy to read. No more than two different typefaces should be used on the poster. Lettering for text and illustrations should range in size between 24 and 48 point type.

24 point      48 point

### **"Quality Matters When Preparing a Poster"**

Adapted from Communicaid article by Evie Liss and Bernadine Strik, 1991

- 1. How well is the message conveyed (simplicity and clarity of the message)?** Most people spend less than ten minutes at a poster. Each poster will be reviewed for one to three main points or themes the presenter wants people to retain. Also, each poster will be evaluated for a center of interest to identify and introduce the message.
- 2. How easy is the poster to read at three feet?** The judges will look for posters with text tables and figures in letter (type) sizes that are easy to read at three feet. Readability of lettering style is also important.
- 3. Is the poster visually balanced and organized?** Successful posters do not crowd the information. Details can be shared on a handout. Attractive posters have a logical order with figures, photos, and text throughout.
- 4. Does the poster use colors and contrast to visually attract the readers?** Contrasting colors are used to lead the viewer's eye throughout the poster, and imaginative ways to add color might include photographs, illustrations. Charts graphs, and colored poster board.

# INSTRUCTIONS FOR SUBMITTING ALL ABSTRACTS WHERE REQUIRED

## I. Abstract Format

1. The text should be roughly 150-250 words, in font size of 12. An original copy of the abstract has to be submitted. Electronic copies of the abstract are also required. They should be sent on a DOS compatible diskette in Wordperfect or Microsoft Word.
2. **TITLES SHOULD BE COMPLETELY CAPITALIZED**, and typed from the left margin on the first line. It should not be underlined. The body of the abstract should be fully justified (both margins even).
3. Name(s) of author(s), institutional affiliation(s), and address(es) should be entered two lines below the title line. Name(s) of author(s) should be underlined and written in the order of family name and the initials of the given and middle name. The last name of the presenter should be marked with an asterisk (\*) at right.
4. Insert an empty line before beginning to type text. Text should be preceded with a space of three letters.
5. Scientific names (i.e., botanical names) should be written in italic type or underline.

## II. General Instructions for Applications that require an abstract.

1. **Written and electronic copies** of the abstract are to be submitted with the application to the appropriate State Committee Chair. Be sure to send them in an envelope supported with cardboard so that they will not be bent.
2. Abstracts will not be accepted if they do not conform to the instructions contained herein, both in content and/or format.
3. The following is an example of the abstract format that must be followed for all abstracts. The abstract selected is the 2006 National Winner of the Poster Session Applied Research category.

### Sample FORMAT FOR ALL NACAA ABSTRACTS

When published, the entire abstract (including the title and by-line), will be printed by phototype process exactly as you submit it. Author(s) underlined and written in order of family name, given and middle initials, with an asterisk (\*) to the right of the presenting author; followed by the address; and that the text starts on the next two lines, indented three spaces.)

The Committee responsible for the award category **may choose not to publish an abstract if it does not meet the required rules and format layout.**

Abstracts must be in the hands of the respective committee state chair by March 15, 2007. Additional information (the schedule of presentation, details on presentation methods, and so on) will be provided after the abstract has been approved.

## EVALUATION OF THE EFFECTIVENESS OF BIO-FUNGICIDES IN THE PRODUCTION OF FRESH MARKET ORGANIC TOMATOES

Blevins, \* P.K.<sup>1</sup>, Straw, R.A.<sup>2</sup>

- <sup>1</sup> Extension Agent, Virginia Cooperative Extension, Washington County, Abingdon, Virginia 24210
- <sup>2</sup> Extension Specialist, Virginia Cooperative Extension-Southwest Virginia AREC, Glade Spring, Virginia 24340

Disease control in fresh market tomatoes is a major factor limiting the adoption of organic production methods by growers in Southwest, Virginia. Six bio-fungicides were compared to a conventional standard [Bravo (3 pts/acre) alternated with Manzate (2 lbs/acre) plus Tanos (8 oz/acre) plus BCS Copper (64 oz/acre) for the first four weekly sprays, and Bravo alone thereafter] and an untreated check (UTC) for relative effectiveness in controlling diseases such as early blight. The biological materials and rates applied were, StoroX (1% solution), Biophos (2% solution), Prophyte (4 pts/acre), Serenade Max (3 lbs/acre), BCS Copper (2qts/acre), and Serenade Max (3lbs/acre) plus BCS Copper (2qts/acre). All treatments were made on a weekly basis. The tomato variety 'Mountain Fresh Plus' was used in a drip irrigated, trellised, plasti-culture system. Fruit was harvested and graded and placed into one of the following grades: Jumbo, Extra Large, Large, Medium, Small, No. 2, or Cull. Yield data and disease ratings were analyzed using ANOVA techniques and means were separated using Duncan's Multiple Range Test. There were no statistical differences in yield of total marketable fruit. The UTC plot produced the greatest number of Jumbo fruit, while the Serenade/BCS Copper produced the lowest. StoroX has been a material that local organic growers have relied on for disease control. In terms of disease control, all treatments including the UTC were better statistically than StoroX, which had leaf area damage ratings in excess of 40%. This study suggests that there are differences in the relative effectiveness of these bio-fungicides for disease control. However, in this case it did not significantly impact total marketable yield. If harvest had continued, yield differences would have been expected due to defoliation by early blight.

# PRIDE Program

## PURPOSE

To recognize NACAA members or team of members for outstanding use of Public Relations in Daily Efforts that improve the understanding of agriculture in their communities.

## ELIGIBILITY

All entrants must be members of both their State and National Associations of County Agricultural Agents. Regarding Team entries, only the lead applicant of the team must be a member of the State and National Association. Public Relations efforts submitted for judging must have been conducted between January 1, 2006 and March 15, 2007. Previous regional winners are ineligible for a period of one year. State Public Relations Committee Chairs are eligible but must follow established guidelines.

## ENTRY

Each entry should follow the outline listed under the entry criteria section. The report should be typewritten and of sufficient length to cover each section of the entry criteria as outlined. Please title each section of your report according to the entry criteria. There is not a separate category for team entries. Please submit your entries in an assembled notebook, portfolio or similar type cover. Along with each entry, submit an abstract of 150-250 words based on the above criteria and on the abstract example and format as outlined on page 12. National winners will be asked to prepare additional materials in support of their entries for display at the NACAA Public Relations exhibit at the next annual meeting.

## ENTRY CRITERIA

Complete the general application form and send it with the following support materials.

**County Situation (10 points possible).** Describe your county situation; total acreage, farmed acreage, agricultural income, major crops and livestock, total population and farm vs. non-farm shares of total population; economic importance of agriculture, agribusiness and other industries, and community attitudes toward agriculture and public relations opportunities.

**Public Relations Objective (30 points possible).** Explain how and by whom objectives were established. List Public Relations objectives. They should be pertinent, realistic, specific, measurable and aimed directly at achieving a better

understanding of agriculture in your community. Explain the relationship of your objectives to the situation in your county.

**Program Execution (30 points).** Describe your Public Relations activities; what was done; your role and contributions; actions and responsibilities of others. Explain how activities related to objectives.

**Results and Evaluation (30 points possible).** Explain your results and how they relate to objectives. List number of persons reached personally through media, etc. Describe effects on attitudes toward agriculture.

## RECOGNITION AND AWARDS

If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 10 minutes maximum. Consult AM/PIC Program for time and location.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque to each team member.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

## DEADLINE

Entry must be in possession of your Public Relations Committee State Chair by March 15, 2007.

State Chairs should send all state entries with the state winning entry designated to their region Vice Chair by April 1, 2007.

Support Provided by:



National Rural Electric  
Cooperative Association  
A Touchstone Energy Partner

Nasco

## 2007 Service to American/World Agriculture Nomination Form

**DEADLINE:** March 15, 2007

**ATTENTION:** North Central NACAA Members. You or your state has the opportunity to nominate an individual to receive from NACAA for their contribution to agriculture.

## PURPOSE:

To recognize a U.S. citizen who has made a major contribution to American/World Agriculture and is so recognized by peers and the general public. Recipient is expected to attend the 2007 Annual Meeting and Professional Improvement Conference in Grand Rapids, MI to accept the award, and will receive appropriate expenses to attend the annual meeting.

## GUIDELINES:

1. Nominations are encouraged by any member of NACAA in the eligible region. Nominees must be residents of the region hosting the annual meeting and must have the approval of the State Extension Director and the President of your State County Agent Association. The recipient of this award will be from the North Central in 2007.

2. The nominee may be a public official, lay leader or other professional individual who has made a significant contribution to American and/or World agriculture, but not limited to, Cooperative Extension and/or research.

3. Entries must be received by March 15. Send to Rick Gibson, Vice-President-NACAA, 820 E Cottonwood Ln, Bldg. C, Casa Grande, AZ 85222.

4. Attach credentials in 1,000 words or less for nomination.

Nominee _____
Title or Position _____
Address _____
City _____ State _____ Zip _____
Primary reason for recognition (in 10 words or less) _____ _____
Private Citizen _____
Public Official _____
Other (specify) _____
Name of person making nomination _____
Approval Signature of State Association President _____
Approval Signature of State Extension Director _____

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# NACAA HALL OF FAME AWARD

## PURPOSE:

The purpose of the NACAA Hall of Fame Award is to recognize NACAA individuals for demonstrated commitment, dedication and effective leadership in job performance as an outstanding educator, consideration for association involvement at both the state and national level, and outstanding humanitarian service. This award recognizes NACAA members with sustained and distinguished careers.

This award will be presented annually to one person from each of the four NACAA regions. The Vice Chairs of Recognition and Awards from each region will be responsible for collection of applicants from the states. The Program Recognition & Awards Committee reserves the right to reject any applicant if minimum standards are not met.

## ELIGIBILITY:

All current and life members of the National Association of County Agricultural Agents are eligible, except previous winners. The candidate must have previously been awarded the Distinguished Service Award (DSA).

## NOMINATION:

Each state association has the opportunity to nominate one applicant from their state association to be forwarded to the Regional Vice Chair of Recognition & Awards. The nomination process at the state level will be determined by each state but the award deadlines will align with the Achievement Awards (AA) and Distinguished Service Awards (DSA). The state may choose a candidate or an applicant may apply to the State Chair of Recognition & Awards. **However, all applications will be submitted to State Chairs of Recognition & Awards by March 15, 2007. State Chairs will submit State Winners' applications to Recognition & Awards Regional Vice Chairs by April 1, 2007.**

Nominations are to be double spaced, typed essays of not more than 500 words describing the activities listed in the criteria section. Nominations are to be accompanied by a letter from the state president (or vice president if the president is the nominee) verifying the state association's support of the nominee and that the nominee is a member in good standing of both the state and national associations. The nomination packet should contain 2

testimonial letters from clientele who have knowledge of the educational programming efforts. Nomination materials may be submitted electronically, in all or part, to the State Recognition and Awards Chair. A one-page bio-summary must also be completed (see sample on web).

## CRITERIA:

- **40% Demonstrated commitment, dedication and effective leadership in job performance as an outstanding educator.** Quality of Extension Programs includes the scope, innovation and appropriateness of the nominee's program to the identified needs of the people and community within his or her assigned area or state.
- **30% Association involvement at the State and National level.** Involvement includes length of membership, committee assignments, offices held, AM/PIC attendance, and special assignments.
- **30% Humanitarian activities and leadership outside of normal Extension programming.** Humanitarian activities may span any length of time and involve any type of service to one's community beyond the normal call of duty. Examples: Volunteerism (Red Cross, civic organizations, hospital, EMT, church, youth organizations, crisis teams, etc.); Leadership (Civic organizations, community action groups, church, schools, crisis teams, boards, etc.); Personal (Acts of heroism, care of foster children or elderly, philanthropy, etc.)

A cash award of up to is \$1000. The winners must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the Awards Banquet and Donor Reception to receive their award.

- One winner from each region will be recognized at the Annual Banquet.
- Winners are expected to attend the Donor Reception.
- All state winner applications received by the established deadline will be reviewed and judged by the NACAA Recognition & Awards Committee.



Support provided by:

**JOHN DEERE**

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## COMMUNICATIONS AWARDS PROGRAM

### PURPOSE

To recognize NACAA members who excel in communicating programs and ideas to their clientele.

### ELIGIBILITY AND JUDGING CRITERIA

Members of NACAA in good standing with their state association are eligible to enter, including team entry members. Extension editors and/or other paraprofessional Extension Communication specialists are not eligible. Only one entry per class per individual. All classes are open to entries from one or more NACAA members with the exception of Class 2 - published photo, Class 5 - personal column and Class 7 - individual newsletter, which are open to individual entries only. Entries must have been used by member between March 15, 2006 and March 15, 2007.

Entry materials that have already been state, regional, or national winners are not eligible again. First place national winners may not repeat in consecutive years in the same category. Communications Committee State, Regional, and National Chairs are not eligible to participate in this program **unless they are one member of a team entry with another person as the primary entrant.**

Judging criteria for each category follows on pages 16-17.

### ENTRY

Submit materials in a file folder (with folder tab removed). Attach copy of application form on outside. Application form may be photocopied or retrieved from the NACAA Home Page as needed. Do not submit entries in note covers or binders (exception - category 13). **Electronic submission** can be made for the Direct Mail, Personal Column, Feature Story, Individual Newsletter, Team Newsletter, Fact Sheet, Publication categories only. All materials must be submitted to the State Chair at the same time.

**Note:** NACAA will do everything possible to safeguard entry materials. However, it is recommended that members duplicate valuable entry materials in case materials are lost.

### ABSTRACT

**Each entry must have an abstract.** Include members' name, state, and county (team entries should list all NACAA members who contributed to the entry); a short summary that includes objective, purpose (why, when, how, audience, and audience number, and results); and how the entry was prepared (i.e. recorded, edited,



printed, or duplicated professionally or by field staff on field office equipment), how distributed and how many were distributed. The abstract should include the member's contribution to the final product. Abstracts for all regional and national winners will be published. See page 13 for abstract example and format that must be followed.

**Please include CD disc in a pocket or envelope attached inside the folder. Abstracts must be on a CD disc. Zip discs will not be accepted. Submit both hard copy and CD disc with entry material.**

#### CATEGORIES

1. **Radio** - 1 to 15 minute presentation. Can be a complete program or only a segment of radio programs to be judged, however the segment of a longer tape must be dubbed off onto a blank cassette tape or CD for judging. Member(s) must have been a major contributor to the presentation or conducted the interview(s). Cassette must be recorded at the standard 1 7/8 inches per second, cd must be formatted to play in standard cd player. Indicate date and time(s) used, station(s) where program aired, and where taped (agent's office or station).

2. **Published Photo & Caption** - One or more black and white or colored photos taken by member which tell a story. Include clipping containing the photo (2); outline and story (if used). Pictures should be 5x7 inches. Provide explanation if original photos are not available. Original copy must be included for outline and/or story. Only photo and caption will be judged. If digital photos were used and transmitted directly to the newspaper, please indicate the digital photo in a JPEG format on a diskette as well as a printed copy.

3. **Slide Set, or Computer Generated Graphics Presentation** - Maximum of 80 slides up to 15 minutes in length or if longer, entrant must designate portion of set to be judged by indicating the portion to be judged on the script. Computer generated graphics presentations (i.e. Powerpoint, Presentation, Harvard Graphics) may be submitted on disk in the "pack and go format" when Windows 95 compatible, or printed out in hard copy for other operating systems. If a tape is used, the tape must be only the portion to be judged indicating the slide to start on. Submit 35mm slides in clear plastic slide sheets. A written script must be included.

4. **Program Promotional Piece** - One short, promotional item used to advertise a program or event and/or alert the reader to an important current issue. It should create awareness and call for action. Indicate audience to whom the item was sent and the number distributed as well as results of number registered.

5. **Personal Column** - Clippings and original copy for two columns for two different dates. Photocopies of the final published article will be accepted if original clipping is not available.

6. **Feature Story** - Clipping and original copy of one article. A straight news story will not qualify, although a news feature story will be accepted. Photocopies of the final published article will be accepted if original clipping is not available.

7. **Newsletter, Individual** - Two issues of a newsletter written by a member that is informal and personal. It may contain several unrelated topics. Indicate audience to whom letter was sent and the number distributed.

8. **Newsletter, Team** - Two *different* issues of a newsletter written by **one or more members**. Non-members may be a part of a team entry (i.e. NRCS). Entry may be a portion of a multi-county, area extension newsletter, or multi-agency newsletter.

9. **Video Tape/Television** - One presentation that **one or more members** contributed to or produced, not over 15 minutes long. It can be a segment of a longer tape, but the segment must be dubbed off onto a blank tape for judging. Entries must be on a 1/2 inch video cassette. Indicate audience, purpose and how the presentation was used. DVD format is acceptable.

10. **Fact Sheet** - An educational piece on a single subject produced on a single sheet of paper. (size and format unspecified). Indicate audience, purpose and number distributed.

11. **Publication** - An educational publication on one or more subjects that is more extensive than class 10 - Fact Sheet. Publication may be a fact sheet that is more than one page or a bulletin. Indicate intended audience, purpose and number distributed, agent/educator's role in the development, writing and production.

12. **Web Page** - Entry will consist of abstract and http address for the Home Page. Person submitting should be the person primarily responsible for content, design and maintenance of the Home Page.

13. **Learning Module/Notebook** (includes either a book form learning module or web-page based learning module) - Entry will consist of total materials written and compiled as learning/teaching aids for specific Extension Programs, (i.e...Master Gardener Notebook). Entry materials can be of several media (print, audio, video, etc.). Significant portions of the entry material should be the work of the entrants.

14. **Bound Book** - "new" category for 2007. The entry will consist of a bound book on one or more subjects that is more extensive than either class 10 or 11. The primary author must be a member in good standing. Indicate the intended audience, purpose, number printed and the agent/educator's roll in the development, writing and production of the book.

#### AWARDS

Awards in each of the fourteen (14) categories are as follows:  
\*National Category Winner – Plaque and cash if donor available.  
\*3 National Category Finalists - Plaque and cash if donor available.  
\*8 Regional Category Finalists – Certificate  
\*State Category Winners – Certificate

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; and three National Finalists up to \$250. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

**NOTE: First place National Winner and all National Finalists must register and attend AM/PIC to receive award.** National winners are expected to prepare a poster display of their award winning entry for the AM/PIC.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque to each NACAA member.

#### DEADLINE

Entry must be in possession of your Communications Committee State Chair by March 15, 2007.

State Chairs should send state winning entries to their region Vice Chair by April 1, 2007. Region Vice Chairs must send to National Committee Chair by April 15.

Support provided by:



**SCORECARD CLASS 1** Possible Points  
**RADIO PROGRAM**

1. **CONTENT** 30  
Does the program contain useful information? Is sufficient information given so listeners can use it? Was there good reason for discussing selected subject at the time the program was aired? Will it interest a majority of the audience? Was information localized as appropriate?
  2. **FORMAT** 20  
Do opening remarks attract attention and arouse audience interest? Do topics follow one another in logical sequence? Does information discussed flow smoothly and naturally? Is the closing friendly and direct? Will it prompt the listener to tune in again?
  3. **STYLE** 30  
Does the entire show have sparkle? Does a pleasing and friendly personality show through? Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?
  4. **TECHNICAL QUALITY** 20  
Does the technical quality of the tape meet broadcast standards?
- TOTAL POINTS** 100

**SCORECARD CLASS 2** Possible Points  
**NEWS OR FEATURE PHOTO CAPTION**

1. **STORYTELLING ABILITY** 20  
Does it contain all the elements necessary to tell the story? Are the elements in a logical relationship? Is it generally free of distracting or unnecessary elements?
  2. **APPROPRIATE CAPTIONS AND/OR TEXT** 20  
Do the caption and text provide orientation or cues as to how the picture are to be interpreted? Do they avoid repeating what is obvious from viewing the photos?
  3. **PHOTOGRAPHIC QUALITY** 40  
Are the photos clear and sharp and of a high technical quality? Do the photos have good composition?
  4. **IMPACT** 20  
Does the photo have the ability to capture the viewers' attention?
- TOTAL POINTS** 100

**SCORECARD CLASS 3** Possible Points  
**SLIDE SET  
TRANSPARENCIES,**

1. **ORGANIZATION AND CONTINUITY** 40  
Maximum of 80 slides or transparencies. Is the presentation clear and logical? Does each visual add to the message, and is there continuity from one visual to another?
2. **APPROPRIATE SCRIPT** 20  
Is the script succinct and clearly written? Does it complement the visuals rather than merely repeat their content?

3. **QUALITY OF VISUALS** 40  
Are the visuals clear and sharp and of a high technical quality? Do the visual aids have good composition? Does creativity heighten interest?
- TOTAL POINTS** 100

**SCORECARD CLASS 4** Possible Points  
**DIRECT MAIL PIECE**

1. **CONTENT** 40  
Does material open by interesting reader in topic or event? Is it made clear for whom the information is intended? Is information timely, vital, and helpful? Is the writing concise while including all essential information? Does piece ask clearly for reader action?
  2. **READABILITY** 20  
Is the piece clearly written using uncomplicated language, concise paragraphs, correct spelling and punctuation? Are headings or subtitles used to organize information? Is the tone appropriate for the message?
  3. **DESIGN AND APPEARANCE** 40  
Do the format and design attract and guide the reader to the intended action? Do the illustrations clarify the information and support the message? Is the design appropriate for the audience? Is the tone appropriate for the message?
- TOTAL POINTS** 100

**SCORECARD CLASS 5** Possible Points  
**PERSONAL COLUMN**

1. **CONTENT** 25  
Does the column contain useful, timely information? Does it provide enough details for the reader to be able to use the information or tell the reader where to learn more?
  2. **PERSONALIZED APPROACH** 20  
Is the column written in a conversational style? Does the writer make use of personal or local anecdotes to get his/her point across? Does the writer talk to the readers rather than down to them?
  3. **CREATIVITY** 25  
Does the writer show originality in choice of topics or presentation of material? Does the writer's personality come through in his/her writing? Does the lead paragraph hook the reader and make him/her want to continue reading? Is the column well-written?
  4. **READABILITY** 20  
Is the writing well-organized with good paragraph transitions, generally short sentences, short paragraphs and easily understood terms? Is the writing free of spelling, grammar and punctuation error?
  5. **APPEARANCE OF ORIGINAL COPY** 10  
Is the copy double-spaced with indented paragraphs and margins of at least one inch on all sides?
- TOTAL POINTS** 100

**SCORECARD CLASS 6** Possible Points  
**FEATURE STORY**

1. **CONTENT** 30  
Is the subject important, interesting, timely and appropriate for the audience? Is the central theme clearly and fully developed? If human interest elements are incorporated, are they used purposely?
  2. **ORGANIZATION** 30  
Are the facts and ideas presented logically, building on each other and guiding the reader through the story? Are extraneous, unrelated facts eliminated from the story?
  3. **READABILITY** 30  
Is the writing style direct, crisp and lively? Is there variety in sentence and paragraph length and structure? Is the writing free of spelling, grammar and punctuation errors? Are capitalization, identification and other style considerations consistent throughout the story?
  4. **ORIGINAL COPY APPEARANCE** 10  
Is the copy double-spaced and cleanly reproduced with indented paragraphs and margins of at least one inch?
- TOTAL POINTS** 100

**SCORECARD CLASS 7** Possible Points  
**NEWSLETTER, INDIVIDUAL**

1. **CONTENT** 35  
Two issues of a newsletter written and/or edited by a member. Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective?
  2. **READABILITY** 35  
Is the newsletter written clearly and directly in active style? Is style personal, informal and reader-oriented? Are grammar, punctuation, spelling and style correct and consistent? Are active voice, familiar words and brief paragraphs used? Do titles and headings identify topics and attract the reader?
  3. **APPEARANCE** 30  
Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for "eye time" is critical today.
- TOTAL POINTS** 100

**SCORECARD CLASS 8** Possible Points  
**NEWSLETTER, TEAM**

1. **CONTENT** 35  
Two issues of a newsletter written and/or edited by one or more members. Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective?
2. **READABILITY** 35  
Is the newsletter written clearly and directly in active style? Is style personal, informal and reader-oriented? Are grammar,

punctuation, spelling and style correct and consistent? Are active voice, familiar words and brief paragraphs used? Do titles and headings identify topics and attract the reader?

- 3. APPEARANCE 30**  
Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for "eye time" is critical today.

**TOTAL POINTS 100**

**SCORECARD CLASS 9 Possible Points**  
**VIDEO TAPE/TELEVISION PRESENTATION**

- 1. CONTENT 35**  
Does the subject matter reach the stated objectives? Is the subject matter practical and educational? Is the subject matter appropriate for the intended audience? Is it pertinent to the locality?
- 2. FORMAT 30**  
Do opening remarks attract audience attention and arouse interest? Does the presentation flow freely? Is the video and audio quality clear? Does the agent make good use of the visuals and props (location, special effect, models and animation)? Is the closing friendly and direct? Has the viewer gained a new knowledge or skill about the subject?
- 3. STYLE 35**  
Does the entire show capture the viewers' attention? Is the agent enthusiastic about his/her subject? Does the agent use clear and concise terms? Does the agent make the information easy to understand? Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?

**TOTAL POINTS 100**

**SCORECARD CLASS 10 Possible Points**  
**FACT SHEET**

- 1. CONTENT 30**  
Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?
- 2. READABILITY 30**  
Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?
- 3. DESIGN AND APPEARANCE 40**  
Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS 100**

**SCORECARD CLASS 11 Possible Points**  
**PUBLICATION**

- 1. CONTENT 30**  
Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?
- 2. READABILITY 30**  
Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?
- 3. DESIGN AND APPEARANCE 40**  
Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS 100**

**SCORECARD CLASS 12 Possible Points**  
**HOME PAGE ON THE WORLD WIDE WEB**

- 1. CONTENT 30**  
Is it immediately clear what the content of the site is? Is the subject matter appropriate to the audience? Is it in-depth, up to date relevant and factual (research-based)? Does the site offer links to more detailed information?
- 2. EASE OF USE 30**  
Is it obvious how to find information? Are the pages easy to understand? Is there a navigation tool to quickly get you to the desired location? Is there some redundancy to accommodate different used learning styles (e.g. is there more than one way to get to the same information)? Are there unnecessary layers between the home page and the information you seek? Does the use get to it fairly directly?
- 3. OVERALL APPEARANCE 20**  
Is there appropriate use of color and graphics? Is there a consistent look through the page? Is the page interesting? Does it have continuity?
- 4. TECHNICAL QUALITY 20**  
Does the homepage offer search capability? Do images load quickly? Does everything function as it should? Does it make good use of the medium (e.g. colors, links, sound, video, dynamic pages, databases, etc., which are not well suited in print or other media)? Is it interactive; does it let the user leave message or provide feedback? Is the code clear and well documented?

**TOTAL POINTS 100**

**SCORECARD CLASS 13 Possible Points**  
**LEARNING MODULE/NOTEBOOK**

- 1. CONTENT 30**  
Is the material useful, relevant, and appropriate in the teaching/learning of the topic to the intended audience? Are the instructional materials of high quality? Does the Learning Module contain different types of media useful and applicable to the intended audience?
- 2. ORGANIZATION 35**  
Is the Learning Module/Notebook organized in a way to facilitate the learning/teaching process and arranged logically to follow the course/unit curriculum? Could another Educator take the material and have the essentials to teach this subject?
- 3. MEMBER CONTRIBUTION 35**  
What is the contribution of the member in the overall teaching module? Does it go beyond the compilation of relevant material? Does it include some original work?

**TOTAL POINTS 100**

**SCORECARD CLASS 14 Possible Points**  
**Bound Book**

- 1. CONTENT 30**  
Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?
- 2. READABILITY 30**  
Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?
- 3. DESIGN AND APPEARANCE 40**  
Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS 100**

# INDIVIDUAL OR GROUP NACAA SCHOLARSHIP APPLICATION FORM

(Please type or print answer 1,2,3 on additional page)

Name \_\_\_\_\_ Email Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Phone: Home ( ) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Office ( ) \_\_\_\_\_  
Present position \_\_\_\_\_ Years in same \_\_\_\_\_ NACAA Member as of March 15  Yes  No  
Amount requested from NACAA Foundation \$ \_\_\_\_\_ Approximate starting date of course or tour \_\_\_\_\_

Has applicant (group members) contributed \$40 to NACAA Scholarship Fund by June 30, 2006 ?  Yes  No

Has applicant ever received an NACAA Scholarship?  Yes  No If yes, give total amount received: \$ \_\_\_\_\_

### Applications Must Include the Following (See NACAA Website for Example)

1. Description in detail your plan for this training or activity (sponsoring institution, location, courses dates and tour itinerary).
2. Describe in detail the training/activity justifications and application of knowledge gained for/from this activity, and detailed itinerary.
3. Finances: Using a detailed budget describe how the funds will be spent (i.e. tuition, fees, books supplies, travel, lodging, meals, etc.)
  - a) Estimated cost of training \$ \_\_\_\_\_ (attach details).
  - b) Amount received from other sources such as full or part salary, assistantship, expense account, other scholarships, etc. \$ \_\_\_\_\_

### Criteria for Awarding Scholarships (in 2007)

1. Application must carry signature or electronic submission of State Association President or his/her designee, State Scholarship Chair and Appropriate State Extension Administrator.
2. **Each participant must have contributed at least \$40 to the NACAA Scholarship Fund by June 30, 2006. (Check with your State Scholarship Committee Chair to confirm this prior to submitting an application. (If one person within the group has not contributed \$40 by June 30th, it disqualifies the entire group).**
3. Study or training (1) must start within 14 months of the 2007 AM/PIC (July 15-19, 2007) & cannot be initiated before application is approved by the Scholarship Selection Committee and the Trustees of the NACAA Educational Foundation (July 9, 2007).
4. Applications will be judged and funded based on completeness, plan for training, how it will be used/applied post training, and availability of funds.
5. Award is for individual or group professional improvement which may include advanced degrees, graduate credits, tours, seminars, research or other specialized training.
6. Maximum scholarship is \$1000 per year, & a total of \$2,000 during a member's Extension career. (This amount includes scholarships received as an individual or as part of a group.)
7. Scholarship funds will not be awarded until 60 days prior to study or training begins. It is the recipient's responsibility to advise the National Scholarship Chair if impending date of educational activity changes.
8. Report must be made to National Scholarship Chair within 30 days after the training is completed. That report must include a 75-word abstract of the approved educational activity and documentation that the expenses were spent according to the stated educational objectives of the application. The penalty for misuse of NACAA Scholarship Funds is repayment of the funds to NACAA & prohibition from future NACAA Scholarships.
9. Recipients will be selected by the Scholarship Selection Committee with final approval of the Trustees, NACAA Educational Foundation.
10. No scholarship will be awarded a person, if as a result of such grant, any member of the Scholarship Selection Committee, National Board of NACAA, or any Trustee of the Foundation shall derive a private benefit, either directly or indirectly.
11. Selection for Scholarships shall be made on an objective & nondiscriminatory basis, regardless of race, creed, color, gender, or religion of the applicant.

Send seven (7) copies of the application form to the Scholarship Committee State Chair by June 1. Six copies will then be sent onto the Regional Vice Chair prior to June 15. Applications must reach the National Chair by July 1. If applying electronically, send e-mail with attachments.

**FOR GROUP APPLICATIONS** - All tour members must meet criteria, including address and social security number, home and office phone, contribution of \$40 to the NACAA Scholarship Fund by June 30, 2006, whether they received a previous scholarship and if so, how much. List this on a separate sheet of paper and attach to the scholarship application.

My signature verifies that (I am) (we are) paid up members of the State Association and NACAA, have read the criteria and any other rules governing scholarship selection, and certifies that this entry meets all the requirements. I further certify that (I) (we) am/are not related to any member of the Scholarship Selection Committee, the NACAA Officers or Board of Directors, or any Trustee of the NACAA Educational Foundation, and that no member of above committee, Officers, Directors, or Trustees should derive a private benefit, either directly or indirectly. For electronic submission, type name on appropriate line and place an X in box on that line.

Signature of applicant (or group leader) \_\_\_\_\_ Date \_\_\_\_\_

Approved by State Scholarship Chair \_\_\_\_\_ Date \_\_\_\_\_

Approved by State President or his/her designee \_\_\_\_\_ Date \_\_\_\_\_

Approved by State Extension Administrator \_\_\_\_\_ Date \_\_\_\_\_

(Do not use older application form)

Revised 10/05

# 2007 NACAA COMMITTEES

## 2007 OFFICERS



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## 2007 VICE DIRECTORS

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## OPEN COMMITTEE CHAIR AND VICE CHAIR POSITIONS 2007 - 2009

When you read through the Special Edition of The County Agent, it is obvious that committee work and related activities is the essence of what it takes to achieve NACAA's mission. Historically NACAA has been fortunate to have committed, hard working members fill those leadership positions. This year as every year there is an opportunity for members to expand and share their leadership and professional improvement skills by applying for committee positions that are open. Becoming active in the NACAA committee structure will provide you with a wealth of both professional and personal growth. Give serious consideration to any of the state and national committee positions that are available.

Application/nominations will be available on the NACAA web site shortly after January 1, 2007 and will be due no later than March 1, 2007. Appointments will be made at the Spring Board Meeting.

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 Ag Economics & Comm. Dev. - Vice Chair  
 Animal Science - Vice Chair  
 Natural Resources - Vice Chair  
 Horticulture & Turf Grass - Vice Chair  
 Aquaculture/Sea Grant - Vice Chair

### Region Open To Application

Southern and Western 2 year term  
 Northeast and Western 2 year term  
 Southern and North Central 2 year term  
 Southern and Western 2 year term  
 Northeast and North Central 2 year term  
 Northeast and North Central 2 year term

### Extension Development Council

Public Relations & Ag Issues - Vice Chair  
 Early Career Development - Vice Chair  
 Administrative Skills Dev. - Vice Chair  
 Teaching & Communications - Vice Chair

### Region Open To Application

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### Program Recognition Council

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 Extension Programs - Vice Chair  
 4-H and Youth - Vice Chair  
 Professional Excellence - Vice Chair  
 Public Relations - Vice Chair  
 Recognition & Awards - Vice Chair  
 Scholarship - Vice Chair

### Region Open To Application

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### Program Recognition Council National Chair Council Committee Chair Openings

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 National Chair 2 year term  
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# Call of the Week



*We encourage County Agents to submit some of their humorous, strange or unusual calls you've had over the years. These are the ones that make you shake your head in amazement or just tickle your funny bone. We know you've had some. Take a minute and E-mail them to us at [nacaaemail@aol.com](mailto:nacaaemail@aol.com) or send them by snail mail to NACAA, Attn: Call of the Week, 252 N. Park St. Decatur, IL 62523.*

I was on a farm visit and when I got back to the office, I had a message from the secretary. The message said that Mr. Locklear has some questions about planting fescue and a phone number. Well, I couldn't get to his call til a few days later. When I called the number on the message sheet, the lady who answered the phone said, "Barbara's beauty shop." I asked for Mr. Locklear and she told me I had the wrong number. I asked her if she knew him and she had to think. She finally said, "Yes, I believe he comes in here to get a haircut sometimes." I looked up his number and called his house. When he answered, I told him that he had given me the wrong number, but I managed to track him down. He said, "Oh no, that's the right number, my wife was getting a haircut and I needed to know what date to plant my fescue, so I called you from there." I couldn't help but give him credit for multitasking. It wasn't but 2 weeks later and he called me again. He said, "I was wondering if you could take a walk-in?" I asked him if he was confusing me with the beauty shop. He said, "Oh no, I just forgot to sign up for the livestock association meeting and I was wondering if I could come anyway." I can't help but laugh every time I see this guy, because I think about him sitting in the beauty salon tying up their lines to find out about fescue.

*Tiffanee Conrad-Acuña  
Livestock Agent  
Robeson, Hoke, Scotland Counties, NC*

## **Laughter**

Many years ago, Norman Cousins was diagnosed as "terminally ill." He was given six months to live. His chance for recovery was one in 500.

He could see the worry, depression and anger in his life contributed to, and perhaps helped cause, his disease. He wondered, "If illness can be caused by negativity, can wellness be created by positivity?" He decided to make an experiment of himself.

Laughing was one of the most positive activities he knew. He rented all the funny movies he could find - Keaton, Chaplin, Fields, the Marx Brothers. (This was before VCRs, so he had to rent the actual films.) He read funny stories. He asked his friends to call him whenever they said, heard or did something funny.

His pain was so great he could not sleep. Laughing for 10 solid minutes, he found, relieved the pain for several hours so he could sleep. He fully recovered from his illness and lived another 20 happy, healthy and productive years. (His journey is detailed in his book, *Anatomy of an Illness*.) He credits visualization, the love of his family and friends, and laughing for his recovery.

Some people think laughing is a waste of time. It is a luxury, they say, a frivolity, something to indulge in only every so often. Nothing could be further from the truth. Laughing is essential to our equilibrium, to our well-being, to our aliveness. If we're not well, laughing helps us get well; if we are well, laughing helps us stay that way.

Since Cousins' ground-breaking subjective work, scientific studies have shown that laughter has a curative effect on the body, the mind and the emotions. So, if you like laughing, consider it sound medical advice to indulge in it as often as you can. If you don't like laughter, then take your medicine - laugh anyway.

Use whatever makes you laugh - movies, sitcoms, Monty Python, records, books, New Yorker cartoons, jokes, friends.

Give yourself permission to laugh - long and loud and out loud - whenever anything strikes you as funny. The people around you may think you're strange, but sooner or later they'll join in even if they don't know what you're laughing about.

Some diseases may be contagious, but none is as contagious as the cure. . . laughter.

# NACAA Commemorative Knives Available

The NACAA Educational Foundation and the Scholarship Committee have just under 150 limited edition NACAA Case Knives available for purchase.

The knife, a three bladed medium stockman, has a green Jade Bone handle. The three blades, a clip, spey and sheepfoot have the NACAA logo in color etched onto the largest blade. The medium stockman measures  $3\frac{5}{8}$  inches closed and weighs 2.5 oz. The knife is in a commemorative tin with the NACAA logo printed on the lid.

These fine knives can be purchased by contacting Scott Hawbaker at the NACAA office and he can send one to you. The price including shipping is \$50 per knife.

The money raised from the selling of these knives will go to the foundation to fund travel scholarships.

These knives will make great Birthday and Holiday presents as well as a good retirement gift for agents.



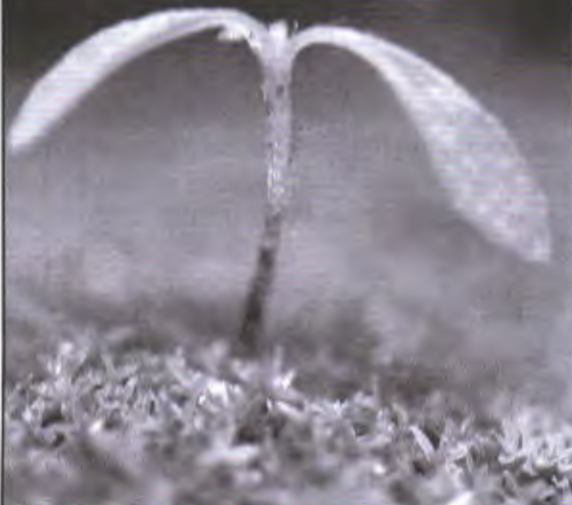
Don't miss this opportunity to own a collectible Case knife. If you have any questions about these knives call James (J.J.) Jones at 580-336-4621 or Scott Hawbaker at the NACAA headquarters at (217) 424-5144.



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# Top 10 reasons to come to Michigan, July 15-19, 2007



## Michigan

### 1. Great Lakes

Michigan, the Great Lake State, is bordered by four of the five Great Lakes, jutting out as two main peninsulas into the



largest fresh water reserve in the world. Over 11,000 inland lakes also grace Michigan and provide unique opportunities for recreation, industry and management.

### 2. Great agricultural diversity

Michigan has great diversity in agriculture, both in the range of crops and animals raised, as well as thriving industries and niche markets such as nursery and landscaping, orchards, greenhouses, Christmas trees, turfgrass, organic food, aquaculture and forestry. This diversity is derived from wide variations in soil types, topography, climate and economic conditions in the state.



### 3. Great agriculture

Not only is Michigan diverse in its production, but it leads the nation in production of many commodities



and specialties: 1st in cherries and 8th in milk makes for a great ice cream sundae; 4th in apples and peaches, 8th in strawberries and 6th in honey and spearmint makes a delicious fruit salad; 1st in dry beans, 3rd in asparagus, 5th in sugar beets, 7th in corn and 8th in alfalfa rounds out a great menu! Come and taste!

### 4. Great professional improvement

The 2007 conference will provide more hours, more opportunities, more training than ever before. You'll head home with new knowledge, ideas and opportunities.



### 5. Great vacation possibilities!

Bring your family and enjoy Michigan! The west coast of Michigan is only 35 miles from our meeting site and the entire area is blessed with beauty and activities.



## 6. Grand Rapids is great!

Located in downtown Grand Rapids, along the banks of the Grand River, the meeting site is within walking distance of fine dining, museums, shopping, and theater and entertainment venues. The Amway Grand Plaza Hotel, our headquarters is a four star beauty, rich in old elegance, and connected to the new glitz of the DeVos Place Convention Center. You'll enjoy this bustling city.



## 7. Great value

Plan your budget for 2007 and find out that this conference will



not break your budget. That's great! Lodging room costs are the lowest in years, meals are included and the benefits are great.

## 8. MSU, the great-granddaddy of land-grant institutions

Michigan Agriculture College, founded in 1855 was the first land-grant college in America and it continues to lead. Today the MAES and MSUE have gained a national and international reputation for excellence in research and outreach.

## 9. Great access

The Gerald R. Ford International Airport is a major hub for flights. You'll find it easy to schedule your travel by air. For those driving, you can come north along Lake Michigan, cross it by ferry or arrive via highway. Michigan is the state that built the auto industry makes your way easy and without tolls.

## 10. Great hosts

Michigan Extension Educators and all of MSU is looking forward to hosting you. You'll want to bring your colleagues, bring your administrators, and bring your family. Make your plans to come enjoy and learn!

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# The County Agent

POSTMASTER: SEND ADDRESS CHANGES TO:  
**The County Agent** - NACAA, 252 N. Park Street  
Decatur, IL 62523 - Attn: Scott Hawbaker



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