

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

