

## NEW for 2011! BIOENERGY at NACAA AM-PIC

As you perused the last edition of The County Agent magazine, we hope you noticed quite a number of bioenergy topics. They are all part of a bioenergy track made possible through a USDA AFRI Conference grant. The purpose for the NACAA AM/PIC bioenergy track is to increase Extension Educator competency and confidence in providing education and outreach programs on sustainable bioenergy crop production, feedstock handling and distribution, bioenergy and water issues, regional community-based planning and decision-making on energy production, and options for energy conservation and production. As you can see from the schedule on the following pages, this will be accomplished in many different ways. The tours are structured in a way to present new knowledge or enable you to generalize to your particular situation. Seminars with researchers will be designed to facilitate dialogue on research needs from Extension educators. Most importantly, if you attend Thursday's Super Seminar, you will leave with a curriculum you can use to aid your efforts in developing bioenergy projects in your county or area. We invite you to sign up for any or all of the bioenergy sessions when registering for AM/PIC. If you have any questions about any part of the bioenergy track, don't hesitate to contact Charles Gould at 616/994-4580 or [gouldm@msu.edu](mailto:gouldm@msu.edu).

We are looking forward to seeing you in Overland Park!

Sincerely,

The NACAA AM/PIC Bioenergy Program Workgroup

Don Day, University of Missouri Extension  
Dan Downing, University of Missouri Extension  
Tom Franti, University of Nebraska-Lincoln  
Charles Gould, Chair, Michigan State University Extension  
Cole Gustafson, North Dakota State University Extension  
Sue Hawkins, University of Vermont Extension/eXtension  
John Hay, University of Nebraska Extension  
Sharon Lezberg, University of Wisconsin-Madison  
Dennis Pennington, Michigan State University Extension  
Anne Silvis, University of Illinois Extension

### Preconference Tour Saturday August 6th

To register for this tour, email your name, address and phone number to Dan Downing, University of Missouri Extension, at [DowningD@missouri.edu](mailto:DowningD@missouri.edu) by Friday, July 22, 2011. If you have registration questions, Dan can be reached at 573/882-0085.

#### Tour title: *Bioenergy Tour 1*

This tour focuses on the biomass supply chain for energy generation. Tour stops include:

- **Flick Seed Company, Kingsville, MO**

The Flick Seed Company grows, harvests and markets many varieties of bioenergy crop seed, including switchgrass, Indian grass, miscanthus, and Big Bluestem. We will tour the seed cleaning and packaging facility and visit sites where these crops are grown.

- **Show Me Energy, Centerview, MO**

Show Me Energy Cooperative is a non-profit, farmer owned cooperative founded to support the development of renewable biomass energy sources in West Central Missouri. Its members grow biomass, which is



purchased by the cooperative and pelletized. Pelletized biomass is sold to dairy farms, power plants and heat use markets. You will learn about the cooperative and hear from a farmer/member who grows miscanthus and switchgrass for the cooperative.

- **University of Central Missouri, Center for Alternative Fuels and Energy, Warrensburg, MO**

At the UCM you will hear from three speakers. The first speaker, who operates a municipal power plant that uses biomass to generate electricity, will talk about the positives and negatives on using biomass to produce electricity. The next speaker, who is from the Missouri Farmer Association, will talk about the challenges in providing biomass for their planned cellulosic ethanol plant. The final speaker, who is from the UCM Center for Alternative Fuels and Energy, will talk about biomass utilization and provide an overview of the Center's bioenergy projects.

## Sunday Luncheon Seminars

### **Title: On-farm Energy Audits**

Presenter: Al Go, Michigan State University

An energy audit is an evaluation of a farm's energy consumption to determine ways in which energy can be conserved. This presentation:

1. Provides an overview of the MSU energy audit program and how it compares to other training programs.
2. Provides an industry perspective of energy audits.
3. Presents ideas on how Extension educators can increase the adoption of on-farm energy conservation practices.

### **Title: Farm Practices to Improve Energy Efficiency**

Presenter: Fred Luckey, Bunge North America

Agriculture is an energy-intensive industry. This presentation examines practices that can be implemented to reduce energy consumption and the impact these practices can have on a farm's profitability.

### **Additional Seminars:**

#### **Title: Analyzing the Economics of Bioenergy Crop Production**

Presenter: Cole Gustafson, North Dakota State University

This presentation examines the factors required both on the farm and from a policy perspective to make bioenergy crop production profitable for the American farmer with a special focus on costs of replenishing soil quality, collecting, storing, and transporting biomass/stovers when farmers have other enterprises to manage.

#### **Title: Bioenergy Crop Production: a crop-by-crop analysis**

Presenter: Rob Mitchell, ARS, University of Nebraska-Lincoln

Is growing switchgrass like growing alfalfa? This presentation looks at what it takes to successfully grow three bioenergy crops.

#### **Title: Bioenergy and Water Quality and Quantity Issues**

Presenter: Bob Broz, University of Missouri

This presentation examines the water quality issues in growing bioenergy crops and producing bioenergy, and the role Extension educators have in addressing these issues.

#### **Title: Community Economic Development Issues**

Presenter: Dan Kahl, Kansas State University

Communities across the Nation are struggling to replace lost jobs and reduce unemployment. Opportunities to put people back to work exist in the new bioeconomy. This presentation examines the many bioenergy options and how communities can use them to build their economy and put people back to work. Case studies will be used in this presentation.

### **Title: Digesters for small and medium sized dairy farms**

Presenter: Vance Haugen, University of Wisconsin-Madison

Dairy farmers with small herds want the benefits that come from anaerobic digesters without the steep price tag. This presentation examines the issues around putting a digester on a small dairy and how Extension educators might help resolve those issues.

### **Title: Community digester projects**

Presenter: Pending

Extension educators are often asked to participate in community digester projects. This presentation examines what a successful community digester project looks like and how Extension educators can affect the success of such a project.

## Monday Trade Talk Seminar

### **Title: The current state of cellulosic biofuels**

Presenter: Bruce Dale, Michigan State University

Producing biofuels from cellulose rather than corn is thought to be the savior of the biofuels industry. However, cellulosic biofuel plants have been slow to come on line. This presentation examines the reasons why and what must be done to replace corn with cellulose as the primary feedstock for biofuel production.

## Monday Educational Luncheon Seminars

### **Title: The Educator's Role as Facilitator: asking the right questions**

Presenter: Pending

Bioenergy can be a controversial topic. Extension educators are sometimes asked to help communities sort through bioenergy issues. This presentation focuses on asking the right questions that lead to resolving issues and community action.

### **Title: The triple bottom line: Bioenergy sustainability dimensions**

Presenter: Chris Peterson, Michigan State University

This presentation examines the social, economic and environmental factors that need to be in place to gain widespread acceptance of energy produced from biomass and manure.

## Wednesday Tour

### *Tour title: Bioenergy Tour 2*

This tour addresses biomass feedstock production, logistics and distribution issues, combined heat and power (CHP), recycling wood and paper products, and wind power. Tour stops include the following:



- **Northwest Missouri State University, Maryville, MO**  
Northwest uses wood chips, paper/cardboard pellets and manure pellets to heat and cool over 2 million square feet of floor space throughout the campus of 7,000 students. By burning alternative fuels instead of natural gas, the university was able to save over one million dollars last year. Participants will tour Northwest's steam generation plant and pelletizing facility. Participants will gain a better understanding of how renewable biomass can be used for large scale heating and cooling and the types of biomass that can be used.

- **Rock Port Wind Power, Rock Port, MO**  
Rock Port is the first town in the US to be powered completely by wind. Rock Port's 100% wind power status is due to four 2.1 Megawatt wind turbines located on agricultural lands within the city limits. The city of Rock Port uses approximately 13 million kilowatt hours of electricity each year. Participants will learn about the process a municipality and an energy provider must go through to achieve successful power generation. These lessons can be generalized to other sources of renewable power generation.

- **The University of Missouri Graves-Chapple Farm Agricultural Experiment Station, Rock Port, MO**  
The experiment station is located in the Missouri River valley and is overlooked by the loess hills. Researchers at the experiment station are growing poplars, cottonwoods, willows, miscanthus and switchgrass on Loess soils to better understand how stand management affects biomass yield per acre. Researchers will share what they have learned thus far and the potential and challenges of growing biomass energy crops in Northwest Missouri.

## Thursday Super Seminar

This superseminar will present educators with a bioenergy curriculum specifically developed for Extension educator professional development. The curriculum is made up of six sections. The six sections are listed below and each will be covered during the seminar. Participants are encouraged to bring their own computer to this seminar.

- Introduction to bioenergy sustainability considerations  
Presenter: Carol Williams, University of Wisconsin- Madison
- Feedstock production and logistics  
Presenter: Dennis Pennington, Michigan State University Extension
- Best management practices for soil and water conservation  
Presenter: Tom Franti, University of Nebraska-Lincoln
- Community economic development and bioenergy  
Presenter: Pending
- Anaerobic digester establishment and logistics  
Presenter: Charles Gould, Michigan State University Extension

### **Lunch Speaker topic:**

Title: Community Preparedness: Understanding the issues and opportunities associated with bioenergy development  
Presenter: Dan Downing, University of Missouri Extension



# Using Social Media at the AM/PIC

Anne Adrian and Steve Hadcock

Have you ever been to a conference and wondered what was going on in other sessions or what others are thinking when a keynote speaker makes a profound statement or quotes a new interesting trend.

Twitter, an increasingly popular social networking tool, is now being used to create a backchannel at conferences. Author Cliff Atkinson defines a backchannel as follows: "A backchannel is a line of communication created by people in an audience to connect with others inside or outside of the room, with or without the knowledge of the speaker at the front of the room. Usually facilitated by Internet technologies, it is spontaneous, self-directed, and limited in time to the duration of a live event."

By using a hashtag (pound sign # followed by key word), conference attendees and others can follow and get a glimpse at the discussions during a conference. Here is an example of a tweet using a hashtag.



**aafromaa** Anne Mims Adrian  
#NACAA11 attendees: Don't forget to bring your scholarship auction items. Some items will be listed here soon <http://bit.ly/jV6SUy>  
11 hours ago

For this year's NACAA AM/PIC, we will be using Twitter and hashtag #NACAA11. At anytime during the conference, search.twitter.com for #NACAA11 (case does not matter so #nacaa11 works too) and find what others are saying about the conference, what information they are sharing, and who is making new connections. Remember, tweets can only contain 140 characters.



**agagents** agagents  
Getting setup to use twitter at the 2011 AM/PIC #nacaa2011  
now

NACAA members (whether attending the meeting or not) who want to try and use Twitter during the annual meeting, here are a few steps:

**Before the conference:**

- Create an account on Twitter (Twitter.com and complete the profile so other agriculture colleagues can find you. For instance, state that you are an agricultural Extension agent from Alabama).
- Install a Twitter app (such as Tweetdeck, Hootsuite, Ubersocial, or Twitter for Android, iPhone, and Blackberry) for your phone. It seems that Twitter app, Tweetdeck and Hootsuite are the most popular.
- Set up a search on your mobile app for #NACAA11. Anytime before, during, and after the conference you can browse the searched term #NACAA11.

- Install a Twitter app for your desktop and your notebook computer. The Twitter.com page is cumbersome and Twitter app allow for easier use and better management of your Twitter friends and searches.

**During conference:**

- Tweet from your phone using the #NACAA11.
- Use the #NACAA11 (Type #NACAA11 in the tweet when referring to anything about the NACAA) on all of your tweets so we can archive.
- What to Tweet? Think about what others may find useful or how Twitter can help others find you. Here are some ideas:
  - Quote speakers, giving them credit, of course.
  - Comment on statements.
  - Compliment speakers.
  - Interact with attendees/speakers (using the @user prefix).
  - State which session/speakers/time/place you are in.
  - State where to join you for a discussion.
  - State when you met someone who is interesting and you want to continue your professional connection.

**Not at the conference:**

- Search for #NACAA11 in Twitter (<http://twitter.com/#!/search/nacaa11>).
- Watch for updates and comments from attendees.
- Create a Twitter account and interact with attendees and others.

This eXtension page Getting Started with Twitter <http://create.extension.org/node/3231> offers a nice set of resources for using Twitter .

Twitter is only one way that NACAA wants to encourage its members to participate in online media. This conference is a great way to try out the tool among friends. As you use other social media tools, like YouTube or Flickr, use the tag NACAA11 so we can find those resources through time.

Twitter is great way to share openly about what you are learning. Let the NACAA AM/PIC be the place to start learning this tool.

## Ag Economics Community Development Workshop to Feature Dr. Ron Hanson

Thursday, August 11 from 1:30 pm - 4:30 pm, Dr. Ron Hanson will be presenting *"Keeping the Farm within the Family for Another Generation"*.

Ron serves as the Neal E. Harlan Professor of Agribusiness in the Department of Agricultural Economics at the University of Nebraska-Lincoln.



Professor Hanson's college teaching and student advising career of 37 years has earned 26 university and national recognitions. He has received the John Deere Agribusiness Teaching Award of Excellence and the University Educator of the Year Award. Ron is the only Nebraska professor to have received the USDA Excellence in University Teaching Award from the U.S. Department of Agriculture which is the highest national teaching honor granted to a college professor in the area of agricultural and food sciences. His most distinguished career honor was being named the Nebraska Professor of the Year by the Carnegie Foundation.

Ron was raised on an Illinois family farm and earned his college degrees from Western Illinois University and the University of Illinois. He has counseled with Nebraska farm families for more than 30 years to help them resolve family conflicts in a more positive manner and to improve family relations through better communications. As a widely traveled national speaker, Ron's current efforts have been directed at resolving the family issues involved with the farm business ownership family succession and the transfer of management control between farming generations.

## Farm Health & Safety Session at AM/PIC

You are invited to attend the Search for Excellence session featuring farm health and safety at the 2011 AM/PIC in Overland Park, Kansas. The session is scheduled for Thursday morning, August 11 at 10:45 in Meeting Room 5 (Overland Park Convention Center), immediately after the general session. CHS Inc, based in Inver Grove Heights, MN is the sponsor for this new Search for Excellence category. CHS Inc is a diversified energy, grains and foods company committed to providing the essential resources that enrich lives around the world. A Fortune 200 company, CHS is owned by farmers, ranchers and cooperatives, along with thousands of preferred stockholders, across the United States.

The session will feature presentations by national winners, Alicia Whidden and Crystal Snodgrass of Florida, and the three national finalists; Rachel Boyle from Kansas, Jerrold Tesmer of Minnesota and Dee Jepsen of Ohio. Come, hear and see how farm health and safety could become a part of your local programming. Gifts and door prizes are planned for this special session.



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## The County Agent

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# Wondering if there are Professional Improvement Opportunities for YOU?

Take a look at the numerous presentations being offered at the upcoming NACAA AM/PIC.

## SUNDAY, AUGUST 7

### Bioenergy

Bioenergy Luncheon Seminar - On-farm Energy Audits  
Al Go, Michigan State University

Bioenergy Luncheon Seminar - Farm Practices to Improve Energy Efficiency  
Fred Luckey, Bunge North America

Analyzing the Economics of Bioenergy Crop Production  
Cole Gustafson, North Dakota State University

Bioenergy Crop Production: a crop-by-crop analysis  
Rob Mitchell, ARS, University of Nebraska-Lincoln

Bioenergy and Water Quality and Quantity Issues  
Bob Broz, University of Missouri

Digesters for small and medium sized dairy farms  
Vance Haugen, University of Wisconsin-Madison

Community Bioenergy Economic Development Issues  
Dan Kahl, Kansas State University

### Teaching and Educational Technologies Hands-on Teaching Sessions

Using Instant Polling to Determine Effectiveness of Teaching  
Pam Bennett

Utilizing Audience Response Technology to Evaluate Program and Capture Data  
Wm Bruce Clevenger

## MONDAY, AUGUST 8

**Agriculture Awareness & Appreciation Award Luncheon**  
Agriculture, Kids and Camp” – Teaching Agricultural Science Principles to Youth in Southwest and Indiana County, Pennsylvania  
Carol Schurman, PA

### Crop Production

Profitable Wireworm Management  
Aaron Esser, Washington

### Farm and Ranch Management

Wyoming Master Cattleman Program  
Bridger Fuez, Wyoming

### Landscape Horticulture

Estimating & Bidding for Profitability of Landscape Installation Companies  
Emelie Swackhammer, Pennsylvania

### Excellence in 4-H Programming Luncheon

4-H S.E.T Initiative: Preparing Youth for the Work Force  
Steve Munk, South Dakota

### Educational Luncheon Seminars

Sunflower Production Techniques & Extension Education Strategies  
Ron Meyer, Colorado State University

The Educator’s Role as Facilitator: asking the right questions  
Presenter: Pending

The triple bottom line: Bioenergy sustainability dimensions  
Chris Peterson, Michigan State University

## TUESDAY, AUGUST 9

### Excellence in 4-H Program Workshop

Mosaica: Making Outdoor Sciences Available in Classrooms  
Theresa Fridsay, Florida

From Farm to Table, A Virtual Farm  
Kent Stanford, Alabama

Creating a Leadership Academy for Teens  
Susan Alexander, Pennsylvania

Natural Resource Education for Youth  
Stephen Sagers, Utah

A Study of Physical & Genetic Indicators of Pork Quality in Asotin County Fair Pigs  
Mark Heitstuman, Washington

Increasing Civic Awareness in High School Students  
Dr. Chris Bruynis, Ohio

Attracting Youth in Crop Sciences- CSI  
Brandy Vandewalle, Nebraska

“KIDZONE” Provides Primary Focal Point of Fairgrounds  
Tracy Behnken, Nebraska

### Administrative Skills Workshop

Extension Awareness Through Media Relationships  
Gary Hall, Iowa State University Extension

Advocacy Makes A Powerful Difference  
Tom Melton and Mark Tucker, North Carolina Cooperative Extension

Communicating Success In Your Writing  
Sorrell Brown, Iowa State, University Extension

### Early Career Development Workshop

Powerpoint: How to Blow them Away Without Using Bullets  
Jim Ochterski, Agriculture Program Leader, CCE of Ontario County, Canadaigua, NY

Strategies for New Agricultural Agents to Increase Attendance of Agricultural Producers at Extension Events  
T. W. Wilde, Extension Agent, Utah State University Extension, Millard County, UT

Working Smarter not Harder as a New County Agent or Educator  
Jennifer Rees, Extension Educator, UNL-Extension, Clay Center, NE

### Teaching & Educational Technologies Workshop

Successful Use of Webinars for Cooperative Extension Programming  
Jenny Carleo

Evaluating Learning Experiences with Hybrid and Online Formats in Agricultural and Environmental Courses  
William Sciarappa

Utilizing Skype Technology to Increase Opportunities  
at Small Farm College Programs  
Mark Landefeld

Electronic Ag News for Farmers, Agribusiness and Community Leaders  
Rome Ethredge

Windows 7 for the Technologically Challenged!  
Janet L. Schmidt

Ready-Ag, Disaster and Defense Preparedness for Production  
Agriculture, a USDA/NIFA Funded Special Needs Project  
T. David Filson

So, You Want to Farm in Maine? Delivering a  
Short Course with Technology  
Kathryn Hopkins

Producing Horticulture Tips Public Service Announcements  
Tim Baker

#### **Ag Issues & Public Relations Workshop**

Extension Disaster Education Network (EDEN) Agrosecurity  
Resources for Use with Local Extension Programming  
Curt Emanuel

Utilizing Industry Partners in Public Relations Efforts  
Brad J. Burbaugh

Extension Programming Helping Growers with Food Safety  
Wythe C. Morris

Growing Farms: The Impacts of Oregon's Beginning Farmer Program  
Melissa Fery

From the Corral to the Kitchen  
Shannon Williams

#### **Search for Excellence in Livestock Production**

Beef 300/Lamb 300 Short Course  
Mark Heitstuman, Washington

#### **Search for Excellence in Remote Sensing and Precision Agriculture**

Nebraska Agricultural Technologies Association  
Dave Varner, Nebraska

#### **Search for Excellence in Young, Beginning or Small Farms/Rancher Program**

Start Farming, the Pennsylvania Beginning Farmer and Rancher Program  
Tianna Dupont, Pennsylvania

#### **EDUCATIONAL LUNCHEON SEMINARS**

Organic Agriculture Primer  
Rhonda Janke, Kansas State University

Specialty Fertilizer Products – Nitrogen Update

Educating the Public on Today's Modern Dairy Industry

Johnson County Extension Master Gardeners-Our Success Story

SARE Fellows Luncheon

#### **Ag Economics**

UVM Extension Farm Viability Program ©  
Rick Levitre, UVM Extension, University of Vermont

Agritourism: Resources for Extension Professionals to Assist Clientele  
Eric Barrett, Ohio State University Extension

Farm Transfer: Choosing the Best Tax Strategy  
Chris Bruynis, Ohio State University Extension

Team Teaching Farm Leasing Program From Multiple Locations  
Joseph Koenen, University of Missouri Extension

Top 10 Strategies for Farmers Market Vendors  
Eric Barrett, Ohio State University Extension

Amplifying Agricultural Profitability in Northwest Georgia: Beginners  
School for Small Farmers "Too Much to Mow, What do I Grow?"  
Keith Mickler, University of Georgia Cooperative Extension

Agri-Tourism Identifying a Need to Effect Change in  
Harris County Zoning Regulations  
Steven Morgan, University of Georgia Cooperative Extension

Creating a Local Agriculture Economic Development Strategy  
Jim Ochtetski, Cornell Cooperative Extension

Increased Utilization of Grass Improves Economics  
of Beef Production in Missouri  
Wayne Prewitt, University of Missouri Extension

Expanding Women in Agriculture Programs Through Creative Networking  
Jennifer Rhodes, University of Maryland Extension

On-Farm Tours Promote Agriculture to the General Public  
Paula Schafer, Cornell Cooperative Extension

#### **Agronomy and Pest Management**

Inland Pacific Northwest Direct Seeding Adoption Assessment:  
A Roadside Survey  
Paul Carter, Washington State University Extension

Evolution of Glyphosate Based Weed Management  
Systems in Minnesota  
Ryan Miller, University of Minnesota Extension

How Did Water Quality Education Programs Affect Soil  
Phosphorus Levels in the Beaver River Watershed?  
Mark Nelson, Utah State University Extension

Irrigation Extension Program Opportunities in Northern Indiana  
Eugene Matzat, Purdue University Extension

2011 Arkansas Corn Quick Facts  
Kevin Lawson, University of Arkansas Extension

2010 Utah Safflower Research Results  
Michael Pace, Utah State University Extension

Evaluation of Torque and Vitazyme as Corn Starter Fertilizer Additives  
Michael Retwisch, University of Nebraska Extension

Soybean Response to Special Inputs  
Gregory Endres, North Dakota State University Extension

Soil pH Adjustment with Top-Dressed Liming Materials  
Wayne Flanary, University of Missouri Extension

Using Controlled Drainage to Reduce Total Annual Loads of  
Nitrate-Nitrogen and Phosphate-Phosphorus from Subsurface  
Drainage Water from Cropland  
William Bruce Clevenger, Ohio State University Extension

Competing for the U.S. Edamame Market and Beyond Using U.S. Edamame Varieties and Production  
Craig Altermose, Penn State Extension

**Animal Science**

Utilizing Technology to Measure and Monitor Forages in Northern Missouri  
James Humphrey, University of Missouri Extension

Reduce Winter Hay Feeding & Expenses by Stockpiling Fescue  
Mark Keaton, University of Arkansas Extension

Converting a Pasture into a Management Intensive Grazing System  
Matt Palmer, Utah State University Extension

An Extension Team Approach to Forage Fertility Research and Education in Central Missouri - Forage Yield and Quality Results  
Gene Schmitz, University of Missouri Extension

Grassland Evaluation Contest  
Wayne Shannon, University of Missouri Extension

Three Year Comparison of Summer Annual Grasses for Forage Yield and Quality Planted After Winter Wheat  
Gary Wilson, Ohio State University Extension

Maryland Poultry Educational Program  
R. Nottingham, J. Rhodes & J. Timmons, University of Maryland Extension

Make Calves the Focus for Johne's Disease Control  
Phillip Durst, Michigan State University Extension

A Win-Win for Producers and Consumers - Demonstrating the Fabrication of Value Added Cuts From the Beef Chuck Roll  
Sara Ellicott & Jessica Jones, University of Nebraska Extension

Beef Excellence Education for You  
R. Colquitt, R. Ebert, J. Elmore, L. Kriese-Anderson & M. Stanford, Alabama Cooperative Extension

Western Juniper-Induced Late-Term Abortions in Beef  
Cory Parsons, Oregon State University Extension

The Year of the Open Cow?  
Shawn Deering, University of Missouri Extension

**Horticulture and Turf Grass**

Urban Pests in Landscapes? What's an Agent Going to do?  
Brian Clark, University of Maryland Extension

Developing a Respirator Fit Testing Program for Fumigation Law Compliance  
Dave Myers, University of Maryland Extension

County Extension Agents or Educators as Authors of Yard and Garden Fact Sheets  
Gary Gao, Ohio State University Extension

Produce Safety for Fruit & Vegetable Growers: The Ohio Model  
Eric Barrett, Ohio State University Extension

Replant Blueberry Sites in South Georgia and Discover of Possible Nematode Association with Replant Disorder  
Elvin Andrews, University of Georgia Extension

School Grant Program: Providing "Seed" Money for Classrooms  
Mark Mechling, Ohio State University Extension

Interactive Online Plant Health Advisor Course Teaches Master Gardeners Plant Diagnostics  
Barbara Larson, University of Wisconsin Extension

Corporate Community Gardens  
Pam Bennett, Ohio State University Extension

Whitefly Management in Arizona Ornamental Plants  
Stacey Bealmear, University of Arizona Extension

Cottony Grass Scale, a New Minnesota Turfgrass Insect Pest?  
Bob Mugaas, University of Minnesota Extension

Surveying Consumer Preferences for Specialty Greens and Herbs  
William Sciarappa, Rutgers Cooperative Extension

**Natural Resources/Aquaculture/Sea Grant**

Natural Resource Field Days: A Highly Successful Educational Event for Thousands of Youth  
Taun Beddes, Utah State University Extension

Education and Outreach About Water Chestnut (Trapa Natans) in NJ  
Pat Rector, Rutgers Cooperative Extension

Extension Collaboration Results in Natural Resource Improvement  
Cory Parsons, Oregon State University Extension

Building Community Capacity into the Ozark National Scenic Riverways  
Dan Downing, University of Missouri Extension

Reaching Absentee Woodland Owners Through a Forestry Letter Series  
Laurel Gailor, Cornell Cooperative Extension

North Dakota Discovery Farms: A Case Study on Grass Roots Support for On-Farm Runoff Monitoring  
Ron Wiederholt, North Dakota State University Extension

Estimating the Value of Natural Capital in a Model Watershed  
William Sciarappa, Rutgers Cooperative Extension

The Catskill Grass Bioenergy Project  
Paul Cerosaletti, Cornell Cooperative Extension

Bioenergy Crop Yields in Michigan  
M. Charles Gould, Michigan State University Extension

**Sustainable Agriculture**

A Background Study on Soils Being Converted to Rotational Grazing  
Brad Carlson, University of Minnesota Extension

Making Money with Cover Crops  
James Hoorman, Ohio State University Extension

The Effects of Cover Crops on Corn Production  
Alan Sundermeier, Ohio State University Extension

Nitrogen Production and Cycling with Cover Crop Blend  
Jim Schneider, University of Nebraska Extension

Reducing Commercial Nitrogen Fertilizer by Growing Legumes  
James Hoorman, Ohio State University Extension

Equine Bedding Materials Effect on Physical and Chemical Properties of Composted Stall Waste  
Stephen Komar, Rutgers Cooperative Extension



Search for Excellence, Farm Health and Safety  
Certified Food Safety Programs for Growers  
Alicia Whidden and CA Snodgrass, Florida

Progressive Agricultural Safety Day Camps  
Rachel Boyle, Kansas

Farm Safety Day Camp  
Jerrold Tesmer, Minnesota

Sun Safety, A Skin Cancer Prevention Program  
S. Dee Jepsen, Ohio

**SUPER SEMINARS**

Bio Energy Community Preparedness: Understanding the Issues and  
Opportunities Associated with Bioenergy Development  
Introduction to sustainability considerations  
Carol Williams, University of Wisconsin-Madison

Feedstock production and logistics  
Dennis Pennington, Michigan State University Extension

Community Preparedness: Understanding the issues and opportunities  
associated with bioenergy development  
Dan Downing, University of Missouri Extension

Best management practices for soil and water conservation  
Tom Franti, University of Nebraska-Lincoln

Community economic development and bioenergy

Anaerobic digester establishment and logistics  
Charles Gould, Michigan State University Extension

**Search for Excellence Luncheon- Sustainable  
Agriculture Research and Education (SARE)**  
Evaluation Market Channel Options for Small Scale  
Fruit and Vegetable Growers  
Matthew LeRoux, New York

On-Farm Mortality Composting  
Brian Pugh, Oklahoma

Cover Crops Program  
James Hoorman, Ohio

Growing Grains on a Small Farm  
Maud Powell, Oregon

**EDUCATIONAL LUNCHEON SEMINARS**

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# NACAA Report to the Membership – 2011

**President  
Stan Moore, Michigan**

As Jeff Davidson (Special Meals Chair from Kansas) sang in the Kansas invitation video, “We’re going to Kansas City, Kansas City here we come”. Well ... at least we will be close at our Overland Park, KS conference center location. I am excited to see registrations coming in, and all the excitement around coming together for our 96th Annual Meeting and Professional Improvement Conference (AM/PIC). Over 1000 agents, life members, family members, and others will travel to Kansas in August. If you haven’t signed up for this year’s AM/PIC you have missed the regular registration rate, but you can still sign up for the event at a rate that is lower than most association meetings of this quality and length. I would love to have you join us for what I am confident will be a conference that will impact you and your educational programming in your home state.



Those of you that have participated in hosting an AM/PIC, like I was fortunate to do in 2007, know the amount of work that goes into this meeting from the host state’s perspective. The Kansas Agricultural Agents have worked very hard to put together professional development tours, spouse and life member programs, and sons and daughters programs that are sure to please everyone. When you get to Kansas, make sure and thank every host agent you see for all of their hard work in hosting this year’s AM/PIC. Please be sure to give a special thank you to Richard Fechter, our 2011 AM/PIC Chair.

Our national committees have also worked hard to put together a combination of professional improvement sessions by your peers as well as awards and recognition programs that will highlight great programs across this nation, and are sure to give you some great ideas to take home. It is our committees at the state and national level

that allow NACAA to accomplish our mission and goals. They truly are the backbone of this great association. Each year committees work with the NACAA Board to bring new opportunities to our membership. This year the Early Career committee and the Animal Science Committee hosted and sponsored webinars for our members. In the Communications committee, all awards have now moved to an on-line submission. As we continue to look for ways to increase our association’s value to members, we need your involvement. We need your input to the state and national committees, and we also need individuals that are willing to step into committee leadership roles.

The NACAA board members also serve on internal committees. This year the Development and Planning Committee, in an effort to continually improve, is beginning a strategic planning process again. It has been five years since our last Futuring Committee survey, and we are beginning the process with a new survey of our membership. Please take a moment to fill out the survey if you have not already done so. The Publications Committee (chaired by Henry Dorough) has been working with John Dorner, our Electronic Communications Coordinator, to develop a new website for NACAA. We have contracted with an outside company to develop the page, but is has still required a great deal of effort from the committee and John to give input on design and to move all of our information over. Please be sure to thank Henry and John for all of their efforts. John will be moving out of the ECC role this year, and we all owe him a great debt of gratitude for his many years of service to NACAA. John has helped this association come a long way.

The NACAA Regional Directors work hard each year to develop the NACAA part of JCEP’s (Joint Council of Extension Professionals) Leadership Conference. The conference was held in San Antonio, TX in 2011. This year NACAA was able to provide some monetary help to states sending delegates to this meeting, and states reported that it did make a difference in their ability to attend. The NACAA Regional Directors did an excellent job of organizing our breakout sessions and attendees continue to recognize the association’s time as one of the most important parts of the program.

The Public Issues Leadership Development (PILD) conference is another great JCEP program that NACAA is involved in. Each year over 300 educators and volunteers attend the program. Mark Stewart, North Central Regional Director, served as Chair of PILD and Steve Hadcock and Jerry Clemons, NACAA Vice Directors, served on the planning committee. The conference moved to a competitive “Call for Presentations” format this year, with great success. I have had several individuals say that this was the best PILD conference that they have attended. Thank you Mark, Steve and Jerry.

The past year has been a challenging year for Extension in many states. Restructuring seems to be the new buzz word.

The restructuring looks a little different in each state, as it probably should, but the net effect is almost always fewer educators. It also means changes in the way that we do our work. I challenge you to remain engaged in the process as these restructuring's take place. Agricultural agents/educators are in a unique position to provide valuable input on the importance of engagement with our agricultural producers. We need to help decision makers recognize the importance of face to face contact, not only for the producers but also for the Extension system. In 1929 C. B. Smith, Chief – USDA Office of Cooperative Extension Work, addressed the NACAA AM/PIC in Chicago. His address was titled “The Future of the Extension Worker”, and included discussion on the impact of Extension. He spoke about a study that was conducted to determine what factors in Extension were the great influences that cause farmers to change their practices. At the time of the meeting, the study had data from one-third of the States and nearly thirty thousand farms. So what factor most influenced a decision to change a farm practice? It was determined that faith in the integrity and knowledge of the county agent was the biggest factor that led to change. Obviously we have seen a lot of change in Extension over the years, and many may dismiss this notion as a thing of the past, but I would propose that faith and trust in an individual still influences change. I would also propose that if we lose direct relationships with farmers and their families, we undoubtedly will see a loss of faith and trust in the Agricultural Extension Agent/Educator and in the Extension System.

Reductions in educator/agent numbers also affect NACAA in potential membership numbers. It is very important that we continue to encourage Extension Agents/Educators to become members of our association and that NACAA continues to represent all Agricultural Extension Agents across the nation. As we have seen membership numbers drop in recent years, NACAA has made the necessary adjustments to remain financially viable. The NACAA Board continues to look forward toward potential changes and how our association can adjust to these. We will continue to propose budgets that are fiscally sound and look for opportunities to grow our assets.

It has certainly been my pleasure to serve as your president this past year. It has been an experience that was beyond what I expected, and I treasured every moment of it. Through challenges and high points it was a great privilege to serve with my fellow NACAA Board Members and with our Executive Director, Scott Hawbaker. I would not trade a moment; I only wish there could be more. I have gained so much from the experience, and I hope that I have had some small positive impact on the future of NACAA and you, its members. I want to thank Michigan State University Extension and the Antrim County Board of Commissioners for their support. Thank you to my Antrim County co-workers for all of your support through this journey. A very special thank you to my wife Gayle and our children

for their unending support. And most of all thank you to God for His blessings and provisions.

I can't wait to see each of you in just a few short weeks. I look forward to joining you as we “Reach for the Stars” in Overland Park, Kansas.

## President Elect Paul Wigley, Georgia

First of all let me take this opportunity to thank you the members of NACAA for allowing me the opportunity to serve as your President Elect for the past year. It has been an experience that I will never forget and that I will treasure for the rest of my life. It has afforded me the opportunity to broaden my professional



horizons and represent you in many capacities. One of my primary functions as your President Elect has been fund raising for the AM/PIC. We set our goals high, made requests and contacts and asked for help from potential new partners. As you can imagine the tight economic times in which we live worked against us. We were turned down by several potential new donors. All of these did say please see us again when we have an economic turnaround. We did secure a new donor for the Precision Ag Search for Excellence. For that we are very proud. We also gained a new sponsor for the Horticulture Pre Conference Tour and Educational Luncheon. We were also able to maintain almost all of our previous donors for another year. As always, we ask you the members for help in securing donors. If you bring a new donor to NACAA there are financial incentives for you the member based upon the sponsorship level received. Don't hesitate to ask about this.

We face challenges as an organization. One of the biggest of these is declining membership. We all know that there have been many retirements, layoffs, and people leaving extension for other occupations. Because we are in an economic down cycle many Universities are not filling vacant positions. Many have done away with positions. Some have changed from county to regional based delivery systems. This has had an impact on membership. It is imperative that as we begin the economic recovery and new employees are hired that we explain the benefits of being a member of NACAA. The professional improvement opportunities, the networking, and the awards programs that are all vital to becoming a better professional can be found in NACAA activities. It is up to us to let the new people know of this opportunity. If we don't “blow our own horn” no one else will.

I was fortunate enough to be part of the leadership team that visited our contacts at NIFA in Washington. We strive to stay on top of issues that are important to our funding partners in Washington as well as our members. The highlight of this trip was a visit with Deputy Secretary of Agriculture, Kathy Wotecki who is responsible for research and education. We were granted a private audience with the Deputy Secretary of almost one hour. She was engaging and interested in our mission. She also asked us some very thought provoking questions about the next 150 years of Agriculture and how extension could remain relevant. She wanted to know what we thought were the biggest challenges we would face. These are the very same types of issues and questions that your board of directors has been discussing during recent times. If we fail to remain relevant and useful to our members, we will lose our relevance and usefulness as an organization.

NACAA has always taken pride in the fact that we are a member driven organization. We strive to do what the membership thinks is best and important. We as officers of your association welcome your comments and input.

Once again, thank you for the opportunity to serve you and our organization as President Elect for the past year. I ask for your continued support as I take on the biggest challenge both professionally and personally that I have ever taken on. I look forward to the time we can work together to accomplish good things for our association.

**NACAA Vice President  
Paul H. Craig, Pennsylvania**

“We are, we are, we are, we are the County Agent Bunch” is the first line in The County Agent song written in 1915 by county agents in PA. It is sung annually at state gatherings of the PA association with great pride and enthusiasm! The term “bunch” is truly what the National Association of County Agricultural Agents is all about. If not for the efforts of the bunch of committee chairs, vice chairs and council leaders your association would not be able to function and serve your needs. My sincere thanks to all of the men and women who have taken the opportunity to support your associates and to contribute to the multiple tasks that are required for this strong organization to serve its members.



The role of vice president revolves around the support of committees and their leaders. Coordination of committee functions is through the Executive Program Council made up of 3 council chairs: Karen Vines, PA, Mary Sobba, MO,

and JJ Jones, OK. These individuals provide the leadership that is necessary to conduct committee business. The EPC group meets monthly by telephone with the vice president to address topics that arise from committee meetings held throughout the year by the many NACAA committees. When questions or events require additional consultation the vice president then presents this information to the national board of directors for final decisions.

This past year has seen many committee actions for the benefit of our membership. The Extension Development Council has initiated a series of three webinars related to Ag Issues and Public Relations, Attending an AM/PIC for the first time and Teaching and Educational Technologies. If you were unable to participate in these sessions they were recorded and are available on the NACAA website.

The Scholarship Committee made a suggestion regarding the Scholarship Contribution Requirements that were approved and will be presented to voting delegates for adoption at 2011 AM/PIC. These changes include

- a. Scholarships to be awarded only to paid, active members of NACAA meeting eligibility guidelines
- b. Member vestment will be \$40.00 to qualify for up to \$1,000 scholarship and a vestment of \$100 (an additional \$60.00 contribution to scholarship fund) to qualify for additional scholarship funds from \$1,001 to \$2,000.
- c. Effective date for these changes will be the 2013 scholarship request
- d. Grandfathering will not be considered. All scholarships exceeding \$1,000 will require a vestment of \$100 or more effective in 2012.

The Public Relations Committee has requested and received approval to change name of the PRIDE program to “Agricultural Awareness and Appreciation Award”

In addition to these activities there are many behind the scenes that are required to conduct the many events at our annual meeting. Entry judging, poster evaluations, speaker contacts, notification of award winners, plaques, certificates, sponsorship and much more are important tasks your committee chairs and vice chairs and council chairs conduct throughout the year. A very special note of appreciation to you for your contribution to NACAA.

Each year recruitment of committee positions is needed. Look over the list of committees and consider nominating yourself next year. Applications are taken during the winter and your contributions will be welcomed.

Another function of the vice president is to maintain communication with our Life Members. Many of my most favorable Extension activities involve chatting with individuals who have walked the walk and talked the

talk ahead of me. I truly enjoy hearing about the many challenges and successes these men and women had in a previous time. I look forward to my time as a Life Member someday. However across our association the Life Members wish to remain a part of our association. A request from the group to state associations is that each state has 2 contacts for the Life Members. Typically the state president is a contact but an active Life Member assigned to the state will ensure open communication channels.

It has been a career highlight for me to have been elected to the position of vice president of NACAA in 2010. I look forward to working closely with the national leadership in the coming years but we cannot do it without your support. Thank you.

**NACAA Secretary  
Henry D. Dorrough, Alabama**

What an incredible year this has been. Serving the third and final year of my term as NACAA secretary has been full of many rewarding challenges and great moments. It's hard for me to believe three years could have passed by so quickly.



The past year has been busy, starting with the end of an excellent AM/PIC in Tulsa. As chair of the internal Publication Committee I was charged with taking the Journal of NACAA to the next level; a task made much easier than I imagined when Stephen Brown from Alaska accepted the position as chair of the Journal of NACAA Committee. With Stephen's leadership, the Journal is now publishing two volumes on June 1 and December 1 of each year. The Journal of NACAA now has an International Standard Serial Number (ISSN) with the Library of Congress making it more credible and visible around the world. Our Journal is a great place for members to publish peer reviewed articles and will be the perfect "training ground" for those without publishing experience. A credibility crowning moment happened recently when an Extension director publicly commended an agent for publishing in our Journal. Let's spread this moment like a virus and swamp the committee with article submissions.

The Publication Committee was also handed the task of over-seeing a complete overhaul of the NACAA website located at [www.nacaa.com](http://www.nacaa.com). This task proved more challenging than originally thought but through the hard work of Electronic Communications Coordinator John Dorner, and the professional services of Evolv, Inc.,

NACAA's new website is much easier to navigate and will open numerous opportunities for the association to dive deeper into the new age of information technology to incorporate more professional development and membership service opportunities for you.

Speaking of the ECC position, John Dorner is completing his third term and will not be seeking a fourth. My job as NACAA secretary would be much more difficult if it were not for the dedicated work of John Dorner. John created many new tools on the NACAA database and website that expedited the posting of all board meeting minutes and attachments so that members can be informed in a timely manner. Several other new features John created in the database allowed me to electronically communicate with state leaders and voting delegates in a well-timed manner. Thank you John for all of your service to NACAA and for making my job as secretary a lot easier.

Replacing John Dorner as ECC has proven to be a much harder task than anyone on the board thought it would be. Finding someone with John's talents and expertise and asking them to volunteer to manage the website and database has not been easy. The website has evolved light-years from the time when John began his duties as ECC. The database didn't even exist prior to John's service. Because of the complexities of our website and database and the skill set needed to take them to the next level, the board considered hiring an outside professional to take over the ECC duties. However, as we soon discovered, hiring a professional to do what John has been doing as a volunteer all this time would cost the association tens of thousands of dollars each year.

As a one-year, stop-gap measure, the board approved a small stipend to be paid to NACAA Executive Director Scott Hawbaker to oversee the website and database and if necessary to hire a part-time consultant for database programming needs. This move will buy a little time for the board to find a member to volunteer for the ECC position, but it is not the final solution. The board will soon be seeking applicants for this very critical position. If you have experience in website management and/or database programming, we have the perfect opportunity for you.

When I began this term as secretary, the permanent storage of NACAA historical records at the USDA National Agricultural Library was a growing issue. Record submission to the NAL is a duty of the secretary as prescribed in Policy but had not occurred since 1992. Following the efforts to resolve the issue by my predecessor, Leon Church, I set out to finish the job. Much like Cooperative Extension, the Library is facing funding issues and has been mandated to be self-supported. As a result of this fiscal directive by USDA, the NAL instituted a fee

schedule for archival storage. To save space and funds, the board carefully reviewed the historical significance of all stored documents as prearranged in Policy and cut the list in half. Collection and scanning of records dating back to 1992 has begun and a new memorandum of agreement and fee structure is being negotiated with the NAL. Hopefully this groundwork will enable my successor to complete the task and secure the history of NACAA.

Another task the Publication Committee has undertaken deals with NACAA memorabilia. Inventory acquired from an old vendor contract was disbursed at the 2010 AM/PIC and new efforts are being made to initiate a new vendor agreement. Rather than maintaining an inventory and operating a store at the AM/PIC, the board began efforts to set up an online store with Sheffield's Sports and Trophies in Jessup, GA, with no cost to NACAA. Through a link on the NACAA website, members will be able to order apparel with an embroidered NACAA logo and other types of merchandise with a laminated logo.

As secretary, my primary job is to maintain accurate records of board and association activities and to keep the membership informed. Board meeting minutes are now approved and posted on the NACAA website as soon as Policy review requirements are met; potentially in as little as a month after the meeting. New this year is the linking of all board meeting documents, with the exception of financial reports, as attachments to the minutes posted online. Financial security with the internet is of major concern so the board agreed to classify all financial documents and withhold them from the website. However, all members are entitled to a copy of association fiscal reports and may receive a copy by submitting a request to the NACAA Treasurer. These new features complete the open communication promise I made when I first ran as a candidate for NACAA secretary.

In closing, I would like to express my sincere appreciation to the members of NACAA for giving me this incredible opportunity to serve as NACAA Secretary. I am deeply grateful to all of my Alabama colleagues for their support and encouragement and for all of the lifelong friendships I have made along the way. A quote I ran across says "There is a difference between where a trail goes and where it takes you." When I began my Extension career almost 22 years ago I was very naïve and primarily focused on the next step rather than what was laying up the trail ahead of me. When I attended my first AM/PIC in Casper, Wyoming I never imagined I would one day serve on the NACAA Board of Directors. I am very thankful for the friends who taught me to glance up every once and a while and look forward to what's ahead on the trail. The past three years have been professionally rewarding and incredibly satisfying personally and will lead to new and exciting ventures ahead. I now stand at the end of

my current trail and I look forward to trekking along the next segment into new territory with many rewarding challenges.

**NACAA Treasurer  
Parman R. Green, Missouri**



The financial condition of the NACAA is very sound. The NACAA assets have increased substantially over the last several years and the organization has no liabilities on its balance sheet. The NACAA leadership (historically and currently) has been good stewards of the organization's resources. The board could be best described as "conservative and frugal" in its financial management.

One of the primary financial concerns the board is struggling with is the continuing decline in active memberships. The active membership dues have declined from \$178,300 in the 2007 membership year to \$154,300 in the 2011 membership year. Budgetary constraints have negatively impacted the number of extension educators across the country and many people do not believe we will return to the number of extension educators of the recent past.

The NACAA board is dedicated to the transparency and availability of the organization's financial information to its members. However, in an attempt to discourage unauthorized access to the organizational financial reports, the treasurer's financial reports are classified and are not included in the organization's minutes posted on our web site. However, any current NACAA member may make a written request for any financial statement presented to the board as part of the treasurer's report.

Electronic communication and transfer of documentation has greatly facilitated the timely payment of organizational expenditures. It is not uncommon for the president to receive, approve, and transfer an expense voucher - and I am able to issue and mail a check the same day the voucher was received by the president.

The NACAA board continues to provide exceptional financial oversight and is very engaged in the financial management of the organization's resources. We have moved our investments to a different manager within the Raymond James Financial organization and have been very satisfied with his investment philosophy and responsiveness to the NACAA board.

## NACAA Past President Phil Pratt, Oklahoma

My days in the sun are just about done. Like most, if not all, of those who have served in the NACAA presidential rotation, the four years go by in a flash. I knew my time on the NACAA Board would be full of wonderful experiences and would pass faster than I wanted. I am amazed at how quickly the time passed but grateful for the opportunity to experience so many educational, entertaining and once in a life time experiences. Most important are the friends I made as a result of my membership and participation in NACAA. Those friendships are priceless.



As NACAA Past President you are charged with four main duties...the first is to utilize your experience as a past leader to help guide NACAA. Second...chair the NACAA fiscal committee, monitoring and guiding the fiscal activities of the association, plus the development and presentation of a new annual budget. Third...serve as an NACAA's representative at the national meeting of the Outstanding Young Farmers. Fourth...represent NACAA on the JCEP board and serve in one of the elected positions of that organization. All four duties provide special opportunities.

Stephen Komar, NACAA chair of the Agriculture Issues and Public Relations Committee and I served as your representatives at the 2011 Outstanding Young Farmers annual meeting in Louisville, Kentucky. It is an understatement to say the Outstanding Young Farmers program is special. During the meeting in Louisville, I had the chance to meet, interview and visit with ten young farmers and their spouses. I was a part of a panel of judges who had the difficult task of help selecting the four national OYF finalists. The best part was meeting and getting acquainted with the outstanding young men and women representing farmers from across the U.S. If you haven't taken the opportunity to nominate a young farmer from your county and state for OYF, I encourage you to do so. The satisfaction and pride these farmers have in being selected to represent their profession is impossible to describe.

NACAA continues to nominate over 55% of the OYF nominees and often over 50% of the ten finalists have been nominated by Extension Agriculture Agents. NACAA members who nominate a national winner are eligible for reimbursement of registration fees for the next year's

NACAA AM/PIC. Every year the award application deadline is announced in the County Agent Magazine so keep an eye open for announcements concerning the OYF program.

During my final year on the NACAA Board I served as a JCEP (Joint Council of Extension Professionals) board member and JCEP treasurer. JCEP is comprised of the six Extension professional improvement associations – NACAA, NEAFCS, NEA4-HA, ANREP, NACDEP and ESP. If you are a member of NACAA you are a member of JCEP. The JCEP board is comprised of the Presidents, President-Elects and Past Presidents of each of the member associations. Also on the JCEP board as ex officio members are representatives from NIFA, ECOP, APLU and a past JCEP board member serving as JCEP Representative to the ECOP Budget and Legislative Committee. The current JCEP Representative to the ECOP Budget and Legislative Committee is Chuck Otte, a past NACAA president.

JCEP plans and facilitates the National Leadership Conference and Public Issues and Leadership Development Conference (PILD). This year we had an outstanding PILD. Evaluations of the meeting indicated this was one of the best PILD's to be facilitated by JCEP. Much of the success for the 2011 PILD has to be credited to Mark Stewart (Missouri), NACAA North Central Director who chaired the PILD planning committee.

JCEP also serves as the umbrella organization for Galaxy conferences. Galaxy IV is currently in the early planning phase. NACAA is represented very well on the Galaxy IV Planning Committee. Chuck Schwartau (Minnesota) is the co-chair of the Galaxy IV Planning Committee, Mark Tucker (North Carolina) and Andy Londo (Mississippi) serve as NACAA representatives on the Galaxy IV Planning Committee. These three NACAA members are making sacrifices in their professional and personal lives to represent our association on this committee and we all need to thank them for their efforts and their service to our association.

Finally I want to thank Oklahoma State University, Oklahoma Cooperative Extension Service and the members of the Oklahoma Association of Extension Agriculture Agents for the past four amazing years. I also want to thank my wife, Mary Carole, for being a wonderful representative of Oklahoma and serving as my first lady. I encourage each of you to seek opportunities to serve as committee chairs and officers in your state and in NACAA. The rewards are lifelong!

**NACAA North Central Region Director  
Mark Stewart, Missouri**

The past two years as a director have been a great experience and I have enjoyed the opportunity to get to know many of you better as you hosted me at your state conferences. Often you hear people say “I received more than I gave” and that was the case with this experience. Serving as the North Central Region Director provided me with many professional development experiences. Thanks for the opportunity to serve and learn!



In the last couple of years the North Central Region (NCR) experienced many of the same budget challenges as other regions faced, however it seemed we were somewhat buffered and not impacted to the same degree. This year we were not as fortunate. Several NCR extension programs proceeded to down size and re-organize. However, the “can do” attitude I noticed last year is still evident.

Budget constraints are continuing to cause states to cancel or shorten their state annual conference thus many state associations are finding it difficult to find the time at the annual conferences for association work. More state associations have moved to a spring and fall (or twice a year meeting format). Several states now hold separate state meetings for associations during which they provide professional improvement opportunities as well as conduct their necessary business. Comments indicate, engagement at the state meetings is increasing. Larry Howard (NC Region Vice-director, NE) and I have made twelve state association meetings this year. We observed that these events increase the camaraderie and teamwork in the state’s membership.

As you are aware, NCR will be hosting the 2011 AM/PIC in Overland Park, KS in early August. President Stan and I again attended the Kansas association state meeting this spring. Total commitment to a quality AM/PIC was obvious and their committees were beginning the finishing touches. The Kansas association expressed their appreciation of assistance offered by other states.

Commitment from leadership was evident at all levels of our association. Committee work went smoothly and I believe as I write this, all committee appointments for national chairs and vice-chairs have been approved. As Larry and I met with state associations, we both

encouraged all of you to consider applying for committee chairs as openings occur. These are great opportunities to serve and grow as a professional.

As I write this report, I feel we can all look back on another very successful year for our association – the Journal of NACAA continues to grow, a new web interface will be introduced at Overland Park and our members are successfully engaged in planning for Galaxy IV in 2013.

As we look forward to the AM/PIC in Overland Park, KS, South Dakota is preparing a bid for the 2015 AM/PIC. Bruce Clevenger will be representing the region on the nomination committee. North Dakota will be presenting Brad Brummond for the incoming vice-director for the region. At the conclusion of the AM/PIC, Larry Howard will be stepping up to serve as your director.

**Northeast Regional Director  
Betsy Greene, Vermont**

Some key topics that I will address in this Northeast Regional report include regional membership issues, national funding challenges and strategies to document extension impact to decision makers, the upcoming Galaxy IV meeting in 2013, and a new Futuring Survey that has been distributed to the active membership.



**Northeast Membership:** At our JCEP Leadership Conference in San Antonio, much discussion revolved around maintaining current members on a national level and encouraging all eligible members at the state level in light of work force reductions and retirements. The northeast region was represented at JCEP by 8 members from New Jersey, New York, Pennsylvania, and Vermont. We currently have no NACAA membership in the following states: CT, DE, MA, and RI. Northeast has 282 active members from 8 states. It is critical that we as an organization work to try to maintain and hopefully build membership from all eligible members throughout our region.

**Proactive in a reactive environment:** Extension Directors throughout the nation stepped out of their traditional methodology (and perhaps comfort zones) to promote the impact and value of extension when the announcements came out about the Smith Lever potential cuts. Doug Lantagne (VT Dean/Director of Extension and current President of ECOP) utilized the skills of the national eXtension team; they set up and conducted some webinars on strategies for informing clientele and legislators on the importance of extension. eXtension also coordinated and promoted a social media strategy to gather constituent



responses and reports on impacts of extension on their lives and livelihoods. I encourage folks to go to the Facebook page “Cooperative Extension System” and promote it to your own program successes and encourage your clientele to put their feedback on the page. These efforts have already done a better job of promoting and marketing extension impacts on a national level than we as an organization have done for ourselves.

Pennsylvania and the Northeast continue to move forward with plans for Galaxy IV, and we will continue to work as a region to be a full partner with our Galaxy member organizations. It is still a challenge to plan and move forward on NACAA time schedules with NACAA aspects of the conference while the meeting is on JCEP timelines, but committee members are being identified and we are working proactively to ensure that NACAA as an organization is well represented and that key characteristics of AM/PICs will be reflected at Galaxy IV.

Another exciting activity that I was involved in was updating and revising the Futuring Survey that was created by an excellent committee of NACAA members several years ago. The Development and Planning Committee has spent the last several years addressing the points and issues from survey results that were compiled by the original Futuring Committee. Successes resulting from the feedback and action include a searchable database on the website and the Journal of NACAA, to name a few. The results from the newly revised survey will be turned over to a committee consisting of active members to compile and summarize the more recent needs, desires, and suggestions for a stronger organization.

I have had the opportunity to see several of our states in action, when I was able to participate in NY, NJ, VT and Maryland state meetings this past fall/spring. It is great to see how individual states address their challenges head on, support and encourage their members, and engage their state leaders. It has been an honor to serve as the Northeast Director and I look forward to staying active in our great organization.

**Southern Region Director’s Report  
Charles W. Davis, Jr., South Carolina**

It seems like just yesterday that I was assuming my role as Southern Region Junior Vice Director of NACAA, but three AM-PICs later here I am about to end my role as Southern Region Senior Director. Where has the time gone? Well, there are a lot of miles, board meetings, and conference calls behind me and two state visits left ahead of me, and I can



honestly say I have loved every minute of my time serving you as your director. It is hard to explain why having this opportunity is such an honor. No other officer in NACAA gets the chance to be as close to the membership as the Director does. I have had the opportunity to have a lot of wonderful relaxed conversations at your state meetings. I have seen where YOU work, and met the people YOU work with during your tours. I have had the honor of meeting YOUR administrators and was able to tell them how important YOU are to NACAA, and hopefully how important NACAA was to YOU. A few months ago, my Extension Director gave me the opportunity to speak to the Southern Region Extension and Experiment Station Directors when they met in South Carolina. I told them just what I have told you, and encouraged them to support YOU and YOUR association with NACAA. I hope it made a difference. I know I had a lot of questions after the meeting, and a lot of Directors thanked me for my comments, as they understood more clearly what NACAA had to offer YOU as a member.

I have enjoyed eating YOUR food, and seeing YOUR historic places, and getting a feel for the lay of the land in YOUR neck of the woods. These are things that will stick with me for the rest of my life. I sincerely thank you for your hospitality and kindness shown to me during my tenure as Director. No one else in NACAA gets these opportunities. When it is time for your state to nominate a new Vice Director, I hope you will give consideration to taking on the job. It is one that pays benefits you can’t imagine.

I also want you to know how deeply your national board is interested in your welfare. The membership is the primary point of discussion at all board meetings. I cannot emphasize this strongly enough. I can’t tell you how many times the question of “how is this going to benefit the membership” has come up during board discussions. Your national officers and board members are committed to improving YOUR association, making it proactive, not reactive. They have worked hard to manage YOUR funds, give YOU excellent educational opportunities, and listen to YOUR concerns. It has been a pleasure to work with such a group of committed people.

As I come to the close of my service to you, I want to thank you for all the opportunities you gave me to get to know you better, and to represent you on your national board. It is a time in my life that I will always look back on with wonderful memories and a smile on my face. Just remember, NACAA is all about YOU!

**Southern Region Director's Report  
Tim Varnedore, Georgia**

“One never knows what each day is going to bring. The important thing is to be open and ready for it.” This quote by Henry Moore, the great sculptor never rang more true for me than on the day that I learned Billy Skaggs would be relinquishing his role as Southern Region Director and leaving Georgia’s Cooperative Extension. He had accepted the role as Chief Operating Officer for the Georgia Department of Agriculture under the leadership of newly elected Commissioner-Gary Black. At the time, I had no idea what the long term implications of Billy’s decision were going to mean to me. However, I did realize this was a great opportunity for me to take on this leadership role in NACAA and give back to the organization some of what had been given to me over the years. Therefore, I seized the opportunity. After my first NACAA Board meeting I realized I was facing a steep learning curve, but going back to the old saying in my opening line, I was open and ready for it.



As of this writing, I have just returned from my third state meeting visit in three weeks. Yes, the pace is fast and the miles are adding up but as the song goes, “I love my job.” I’m looking forward to visiting with the members of the other ten Southern Region states in the coming months. With this being my first appointment to the National Board of NACAA I was astonished to discover the tremendous amount of hours the officers and Directors devote on your behalf. I have been introduced to a truly amazing group of individuals who never seem to tire of working to make your organization not only grow but prosper. There are certain experiences that you should not let pass you by and I feel strongly that one of them is serving the NACAA organization in a leadership role. It is a truly rewarding experience and I encourage you to seek this opportunity. First, you can make a difference at your state level working within a committee, serving as a committee chair, officer or director. The main thing is have a presence in your state association; you never know where it could take you. I know it can be an enriching personal experience for you.

It is my desire as your Southern Region Director to seek out your thoughts concerning NACAA, ways you think we can make it better, things you believe should change and the things we should leave alone. I want to hear from you as I encourage leadership decisions that will positively

affect the future of our organization. The members of NACAA are a cohesive group of individuals working toward a common goal; however, I feel there are two critical groups in our organization in which we need to place great value. These two groups are our new agents and specialists as well as our lifetime members. If we utilize the knowledge possessed by these two groups great things are bound to happen. I challenge you to encourage and mentor new members, listen to what they have to say and honor the lifetime members for the roads they have paved for us.

We are experiencing budget crisis, weather related issues, and discouraging Agricultural news in every state, some worse than others. Many of us have not seen times like these in our careers and it has a tendency to drain us as extension agents, extension educators and specialists. A good way to recharge our batteries is by attending and participating in State and National AM/PIC’s. You cannot put a value on meeting and visiting with people that are in similar situations. As the commercial says, “It is Priceless”. We live in a great nation and are fortunate to have an organization such as NACAA that affords us the opportunity to learn what is unique about each state’s Agriculture industry while at the same time finding out how similar we all are.

I feel privileged to have been chosen by my counterparts in Georgia to serve as your NACAA Southern Region Director. Also I would be remiss if I did not express my appreciation to the Georgia Extension Administration, my office staff, and to the folks of Jeff Davis County for allowing me the opportunity to take the necessary time to fulfill this appointment.

**Western Region Director  
Mary Small, Colorado**

Recently, I gave a presentation to an alternative high school botany class. Consisting of at-risk youth, I was trying to give them a taste of what I love- plants, plant diseases and diagnosis. I brought along some samples, hand lenses and a microscope. Maybe these urban kids would become interested in career in the plant world...



It was a lot of work (and fun!) preparing and presenting. The students were very engaged and enthusiastic. The time flew by. I was asked to return again and eagerly agreed. Then it dawned on me: that’s what it’s really about isn’t it – finding your passion and going with it!

The Merriam-Webster Dictionary defines passion as “a strong liking or desire for or devotion to (something)”. As regional director this past year, I’ve seen a lot of passion for our work in travels to different states and at various meetings. Your board consists of very passionate NACAA members. This group of men and women is dedicated to our organization, working hard to offer members new and different educational opportunities, looking for funding in tight economic times, bringing new technologies to our organization and trying to make the best decisions for current and future operations.

Some really passionate discussions took place at state meetings as agents tried to figure out how to continue doing their work with increasingly limited funding, reorganization and large distances to cover. Then there’s learning and implementing new technology... and jumping in to assist with natural disasters and exotic pest issues...and.... whew!

The 9th annual Western Region mini PIC was sponsored by the Montana Ag Agents Association. Over 50 enthusiastic agents attended to learn and to teach. Twenty five agents representing 5 different states gave presentations the first day, followed by educational tours the second day. The Washington state association is preparing to host the meeting in Kennewick, WA from Oct 11-13th. Details can be found on the NACAA web site. I’m going and hope you are too!

San Antonio was home for the annual JCEP officers workshop in February. For the first time, all states met together in one location. I think one of the highlights of the workshop was the excellent NACAA section sharing session of activities, programs, and problem solving ideas.

Many thanks to the Western Regional membership for stepping up to become committee chairs and vice chairs, journal reviewers, proofreaders, discussion leaders and entrants in the many awards and recognition programs. Your passion shows in the work you do every day for your county citizens and state and national associations!

**Professional Improvement Council Chair  
Mary Sobba, Missouri**

The Professional Improvement Council is one of the three Councils that make up the committee structure of NACAA. Members wanted more opportunities to present and receive specific subject matter information, therefore several years ago this Council was created and designed to



better fulfill our mission: “...to further the professional improvement of our members...,” as written in the NACAA mission statement.

The Professional Improvement Council consists of six committees: Ag Economics & Community Development, Agronomy & Pest Management, Animal Science, Horticulture & Turfgrass, Natural Resources/Aquaculture and Sustainable Agriculture.

There will be excellent variety of presentations in Overland Park by NACAA members. Sixty presentations are being planned, so there will be something of interest for everyone.

Horticulture and Animal Science committees have planned educational and fun preconference tours. Sustainable Agriculture has chosen four new fellows and will have a special workshop on Tuesday for that program.

New this year a workshop on Thursday afternoon called “Keeping the Farm within the Family for Another Generation”. The Ag Economics committee worked hard to plan and offer this program for NACAA members. This is open to all NACAA members – let’s fill the room!

The NACAA committee structure is an excellent way that members can share their time and talents for the benefit of our organization. If you have never been involved with a committee, I encourage you to consider it. There are many opportunities and you will learn much about our organization.

Finally, a great big thank you to the committee chairs and vice chairs. Your hard work and dedication is greatly appreciated and it truly takes each of you to make our organization successful. I am looking forward to seeing the results of our committee work in Overland Park.

**Agronomy & Pest Management  
Johnny P. Whiddon, Georgia**

The Agronomy and Pest Management Committee has selected a good assortment of presentations for this year. I am sure they will be worth your time to join us on Tuesday. The Vice Chairs and I also want to invite you to join us this year for the committee meeting because we are planning on using Wikki more next year and we want your input. I asked



Joni Ross to lead this endeavor and now that she's had her baby (Congratulations Joni) we hope to get that going. The committee also plans to redo our poster with new information and pictures. If you have some good pictures that you would like to see on the poster we want to see them. We decided last year to set specific topics to Session I and leave Session II as general. We will continue to move forward with GMO's and Biofuels as Session I topics for 2012.

Nothing has been done on the training program for committee work so we will give that to a sub-committee to take charge. Each time we look at it it seems to grow on us. There is plenty to do for everyone and we welcome any and all ideas. See you in Kansas and if you cannot come just email your ideas and comments.

**Ag Economics & Community Development**  
**Lyle Holmgren, Utah**

The Agricultural Economics and Community Development committee met July, 2010 in Tulsa, OK. Several ideas and suggestions were discussed including promoting the presentation opportunities, potential educational seminar and general needs of extension educators working with ag economics and community development. NACAA



member, Timothy Lemmons suggested that we have Dr. Ronald Hanson, Agricultural Economist with the University of Nebraska talk to the membership about transfer farmland to the next generation. The committee felt good about this idea and pursued it. We invited Dr. Hanson as a special speaker on Thursday of the NACAA Annual Meeting. He has counseled with Nebraska farm families for more than 30 years to help them resolve family conflicts in a more positive manner and to improve family relations through better communications. NACAA Extension Educators will benefit from this training so they can better assist farm families in their own states dealing with transferring the farm to a new generation.

This year all abstracts were peer reviewed twice. They were reviewed at the regional level and again at the national level. Eleven abstracts were chosen for presentations in Overland Park, KS. The topics varied from farm succession to farm profitability through marketing, financial management and developing farm management skills.

Thank you to the National Vice Chairs for their leadership, assistance and ideas. I hope many of the ideas from this past year will be implemented in the future.

**Animal Science**  
**Ron Graber, Kansas**

Committee Members:



- North Central Region Vice-Chair and National Chair – Ron Graber, KS
- Southern Region Vice-Chair – Tammy Cheely, GA
- Northeast Region Vice-Chair - Richard Smith, PA
- Western Region Vice-Chair – Cory Parsons, OR

Each year the Animal Science Committee is responsible for planning and conducting the two-day Pre-AM/PIC Animal Science Seminar and Tour. This is a tremendous professional improvement opportunity for our members and a great way to network with colleagues from across the country having similar interests. This year Kansas agents Elly Sneath (Meade County), Clint Milliman (Thomas County) and Cade Rensink (Central Kansas District) organized the tour and will serve as our tour hosts.

The tour will begin in Wichita heading south to Arkansas City and then west through the scenic gyp hills before traveling north and east ending in Overland Park at the conference site. The trip will provide an opportunity to see parts of Kansas and its livestock industry not possible during the Wednesday professional improvement tours. Tour stops will highlight seedstock production, backgrounding operations, custom grazing, feedlots, feed formulation and beef processing. We will also see ranch horses, a dairy with their own bottling facility and a greyhound training facility. In addition, participants will hear about a recently developed smoke management plan that will allow ranchers to continue range burning while allowing nearby cities to meet EPA air emission regulations. Participants will also enjoy a bit of Kansas cowboy history and a delicious rib-eye steak Friday evening. And for the first time ever, we will have a former Kansas agriculture agent and current farm radio broadcaster, Duane Toews from KFRM 550, along for the tour. He will be doing live interviews with participants as we travel.

We have great interest in the tour this year with 31 NACAA members, three spouses and one sponsor from 16 states planning to participate. Each year the committee seeks sponsorship for the tour with participants funding the remainder. This year we want to express appreciation to our sponsors: Monsanto, Certified Angus Beef, KFRM Radio, Kansas Livestock Association, Pratt Feeders, Xtra Factors, Kansas Section of Society for Range Management, KS Grazing Lands Coalition, Kansas Center for Agricultural

Resources and the Environment, Kansas Dairy Association and Thomas County Extension Council.

Tammy Cheely, Animal Science Southern Region Vice-chair, took the lead on the professional improvement seminars. She has done this each year while on the committee and continues to do a great job! Twelve of our co-workers will be sharing the results of successful research and extension programs during the Tuesday afternoon seminars. One session will focus primarily on forages and forage utilization programs while the other session will highlight cattle health issues, a value added approach to meats, and a poultry education program.

The Animal Science committee has made arrangements with the American Registry of Professional Animal Scientists (ARPAS) to offer certification exams during the AM/PIC on Thursday afternoon. Contact any member of the animal science committee for more information. In addition, two continuing education unit's (CEU's) will be available for those who participate in the seminars.

The committee has worked hard to offer other professional improvement opportunities throughout the year. One method has been to develop electronic training via webinars in collaboration with other professional organizations, i.e. the DAIREXNET webinars.

Another goal of the animal science committee was to update the promotional poster utilized at AM/PIC. Former Animal Science Committee Chair and Vice-Chair, Randy Mills from Oregon, volunteered to complete this task. As a result of his hard work, the committee will have a new poster promoting participation and highlighting past committee activities. The committee offers a big thanks to Randy!

Thank you to each of the vice-chairs! Each of you contributed great suggestions and ideas and willingly provided leadership, time and lots of effort over this past year. Also a special thank you goes to outgoing Southern Region Vice-chair, Tammy Cheely, for her contributions over the past four years. In addition, the committee would like to welcome two new members: Brian Beer (SC), Southern Region Vice-chair and Eldon Cole (MO), North Central Region Vice-chair. See you in Kansas!

## Natural Resources and Aquaculture Bill Sciarappa, New Jersey

Committee members include :  
Dan Downing – North Central Region - Vice Chair – University of Missouri  
Matt Palmer – Western Region - Vice Chair – Utah State University  
Steven Patrick – Southern Region - Vice Chair – University of Georgia  
Bill Sciarappa – Northeast Region - Vice Chair – Rutgers University



Committee members communicated throughout the year with 3 teleconferences, several individual phone calls and numerous emails. We discussed directions and opportunities in Natural Resource topics and planned to create a new committee poster for promotion and outreach. In order to create more stability and ease transitions, we established our Committee leadership for the next 2 years. Current Chair Sciarappa will turn over the position to Steven Patrick in 2011-12 who will be conveniently located in the Southern Region for the 2012 Conference in Charleston, South Carolina to be followed by Dan Downing as Chair in 2013. We confirmed that Vice Chairs sit for two years and National Chairs for 1 year.

Two concurrent sessions were organized for the 2011 National NACAA Conference by peer reviewing 13 submissions and selecting 10 topics to have 5 speakers each per session. The moderator for the Education and Extension Outreach session is Dan Downing. Program titles and presenters are NATURAL RESOURCE FIELD DAYS: A HIGHLY SUCCESSFUL EDUCATIONAL EVENT FOR THOUSANDS OF YOUTH by Taun Beddes, EDUCATION AND OUTREACH ABOUT WATERCHESTNUT (TRAPANATANS) INNJ by Pat Rector, EXTENSION COLLABORATION RESULTS IN NATURAL RESOURCE IMPROVEMENT by Cory Parsons, BUILDING COMMUNITY CAPACITY INTO THE OZARK NATIONAL SCENIC RIVERWAYS by Dan Downing, and REACHING ABSENTEE WOODLAND OWNERS THROUGH A FORESTRY LETTER SERIES by Laurel Gailor.

The moderator for the Applied Research session is Steve Komar. Program titles and presenters are ESTIMATING THE VALUE OF NATURAL CAPITAL IN A MODEL WATERSHED by Bill Sciarappa, NORTH DAKOTA DISCOVERY FARMS: A CASE STUDY ON GRASS

ROOTS SUPPORT FOR ON-FARM RUNOFF MONITORING by Ron Wiederholt , EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE by Stephen John Komar, Jr. , BIOENERGY CROP YIELDS IN MICHIGAN by M. Charles Gould and THE CATSKILL GRASS BIOENERGY PROJECT by Paul Cerosaletti.

We all look forward to the tours planned by the Kansas crew that showcase the wide range of natural resources of the region.

### Horticulture and Turfgrass Nick Polanin, New Jersey

Participation in the Horticulture and Turfgrass committee activities of the NACAA provides members with excellent professional improvement opportunities in all areas of horticulture, from landscaping and turfgrass to commercial production and Master Gardeners, and so much more.



Whether your job responsibilities in horticulture are full or part time, we believe you'll find valuable education and networking opportunities at this and every NACAA AM/PIC. While many of us in horticulture have other opportunities for professional advancement and networking, we believe our AM/PIC can provide a more direct application and collegial atmosphere to meet your horticulture professional development needs.

This committee plans a pre-conference tour prior to each AM/PIC. This year the tour encompasses 2 full days, featuring selected sites of horticultural interests throughout the Overland Park area. This year, we are most fortunate to have sponsorship and funds from Scotts Miracle-Gro, who will also host a Monday morning breakfast seminar at the AM/PIC on "The New Face of Scotts Miracle Gro," which is open to the general membership. Please make sure you click on the breakfast selection when you register online for this year's AM/PIC, and say thanks to Scotts Miracle Gro wherever you see their representatives at the conference.

A special thanks to our men on the ground, co-chairs Larry Crouse, Butler County Horticulture Agent and Dennis Patton, Johnson County Horticulture Agent, for planning, organizing, and facilitating our 2011 tour. Headquartered out of the Sheraton Hotel in Overland Park, tour stops highlight local horticultural industries and to learn new concepts that can be applied back in your home programming.

Highlights of the tour include:

- Kat Nurseries, a wholesale supplier of nursery stock and a complete line of perennials, grasses, shrubs, evergreen, shade and ornamental trees.
- Bird's Botanicals, known around the country as one of the premier orchid growers, has 10,000 orchids being grown in underground caves in the Kansas City area.
- Suburban Lawn and Garden, a full service independent retail garden center, will highlight their yard waste recycling center in which they process a million pounds of organic material every year into mulch and soil amendments.
- Ryan Lawn and Tree, one of the premier full service grounds maintenance firms in the region, is on the cutting edge of industry trends and is known as a leader in the region with their attention to detail, marketing and keen insight into issues facing the industry.
- Made in the Shade Gardens, a home based business owned by Rob Mortko (aka "The Hosta Guy") and his wife Sheri, have opened their gardens to the public while retailing over 400 of the most popular varieties of hosta.
- Johnson County Kansas State Research and Extension office housed in a Gold LEED building.
- Kansas State University Horticulture Research Center in Olathe
- Loma Vista Nursery produces high quality products and experienced industry professionals dedicated to customer satisfaction. The nursery operation encompasses a 300 acre container production farm and maintains two tree farms totaling more than 650 acres of B&B field production.
- Specialty and Alternative Cropping Systems throughout the Douglas County, Kansas area feature grower stops highlighting such crop diversity as mushrooms and chestnut production, fruit, vegetable and cut flower production.
- The Tour concludes with a relaxing evening at the home and garden of Johnson County Extension Master Gardener, Frank Livingston, in Overland Park. The Livingston's garden has been featured on the Johnson County Extension Master Gardeners Public Tour, local magazines and tour bus trips.

Please don't forget to join us for a full committee meeting on Monday afternoon where we will be announcing changes to our committee structure and leadership and discuss changes to the pre-tour application process and other important committee activities for the 2012 AM/PIC in South Carolina.

Our Tuesday afternoon presentations during the 2011 AM/PIC include something for everyone's interest in horticulture, from online training opportunities for Master

Gardeners and respirator fit testing programs to produce safety, urban and greenhouse pests, school and corporate community gardens, and Extension factsheets. Be sure to check out the full schedule for our presentations in the AM/PIC conference announcement. We'll see you there!

Lastly, I want to offer my gratitude to a great committee - Jennifer Schutter-Barnes (MO), who finishes her term as North Central Region Vice-Chair at the conclusion of this AM/PIC, Brian Jervis (OK), Southern Region Vice-Chair, and Stacey Bealmear (AZ), Western Region Vice-Chair. Hopefully members in every region realize how important these regional vice-chairs are in the success of this committee, and we welcome everyone to consider participating in the leadership and growth of this committee through the future of NACAA.

### **Sustainable Agriculture Adam Hady, Wisconsin**

The Sustainable Agriculture Committee was again generously supported by the USDA/NACAA Sustainable Agriculture Research and Education (SARE) program to fund the NACAA Fellows Seminars. Four SARE Fellows were selected in 2011 from the four NACAA regions. They are: Marlin Bates (Missouri) - North Central; Thomas Maloney (New York) - Northeast; Brad Burbaugh (Florida) - Southern; Aaron Esser (Washington) - West. The 2011 SARE Fellows have been notified and will receive recognition at the NACAA AM/PIC in Overland Park, KS. Each group of Fellows participates in four sustainable agriculture seminars over a two year period. The four seminar tours will be rotated in the four regions. In the fall of 2010 the fellows visited Maine (Northeast), in the spring of 2011 fellows had tour in Florida (Southern), and plans are for the tour to be held in Ohio (North Central) in the fall.



Travel costs to all four seminar tours are covered by USDA SARE. In addition to the educational opportunity, successful participants of the Fellows Program receive a 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 after completing the entire two year program. Before the completion of the fellowship, each participant will be expected to conduct an educational or research program in their home state discussing or exploring some element of sustainable agriculture.

The second round of SARE Fellows that were selected 2008 will be giving a presentation of their experiences at the SARE Fellows Brown Bag lunch presentation on Tuesday, of the NACAA AM/PIC in Kansas. The new round of SARE Fellows will also be recognized at this event. This event is sponsored by USDA SARE. The SARE Fellows also be hosting a hospitality room in Kansas.

The SARE Fellows program is not our only task. Our committee has spent much time in reviewing abstracts that will be presented at the sustainable agriculture professional improvement seminars on Tuesday afternoon. The topics are heavily focused on cover crops as nitrogen source, however there are other topics that should interest everyone interested in sustainable agriculture and I think you will enjoy them. This is our third year in providing these professional improvement seminars under the topic of "Sustainable Agriculture."

It has been a pleasure serving as the National Chair for the Sustainable Agriculture committee this past year. The regional vice-chairs on the committee have been instrumental in getting things done. I want to thank them. Without the work and insight they have provided this committee would not have functioned in the smooth manner it has.

The Sustainable Agriculture Committee looks forward to future experiences and successful outcomes from the Sustainable Agriculture programs through this valuable partnership with NACAA and USDA/SARE. Everyone involved in this NACAA program would like to give a special thank you to USDA SARE and in particular Kim Kroll, Associate Director of the USDA SARE Program, and the folks in Wyoming in particular, Joleen Pantier, for the tremendous support we have had and look forward to continuing for many years to come.

### **Extension Development Council Chair Karen Vines, Pennsylvania**

As I near the end of my three year term as council chair it is rewarding to highlight some of the new opportunities provided by this council over the past three years.



The number of professional development workshops provided by the committees has expanded beyond the original Tuesday morning sessions to include offerings for membership, life members and spouses on Sunday and Thursday afternoons. Educational

programming has extended beyond the confines of the conference through educational web conferences provided regularly by the committees. This means increased delivery methods, utilizing online conferencing through various mechanisms to provide programming. In the process of delivering training through these we also increase the capacity of our membership to adapt in ever-changing, online environments.

Interaction with membership has expanded beyond the face-to-face component at AM/PIC committee meetings with increased email interaction between regional vice-chairs and state chairs as well as a membership needs assessment by the Teaching & Educational Technologies committee. Online interaction has also increased through utilization of Facebook by the Early Career Development committee and the organization as a whole, largely with the support of this council. Membership was introduced to two new ways to collect evaluation data through clicker technology and online surveys. Relationships with the Young Farmer program co-sponsored with Jaycees was strengthened and continues to develop with participation of the national Ag Issues and Public Relations chair and a national officer in this group's annual meeting.

Thanks to the leadership of our committee chairs, regional vice-chairs and state chairs for allowing the council to remain poised to accept the challenges of an ever-changing environment and guide membership in expanding their understanding and capacity to excel in that environment.

**Administrative Skills  
James Cowden, North Carolina**

The Administrative Skills committee has developed committee workshops to be presented at our 2011 AMPIC related to media relations and successful writing. They will also be featuring invited guests, administrators from North Carolina Cooperative Extension to talk about the impact of advocacy.



**Ag Issues and Public Relations  
Stephen Komar, Chair, New Jersey**



The AI&PRC had a productive year thanks to the efforts of the committee members including Scott Gabbard, Purdue, Mark Heitstuman, Washington and Janet Spencer, Virginia Tech. Although the committee as a whole was relatively new to NACAA leadership positions, we were fortunate to have excellent leadership, both from Karen Vines, Pennsylvania and outgoing chair Dan Downing.

The 2010 NACAA-AMPIC ended with an excellent professional development program focusing mainly on the use of technology to meet our clientele needs. This theme carried on into the following year with an the AI&PRC sponsoring one of the first NACAA educational webinars. The presentation, given by Dan Downing, focused on the Outstanding Young Farmer Program (OYF). Use of web-based educational programs was continued with AI&PRC hosting the first of a series of webinars during 2011. Dan Kluchinski, Rutgers, hosted a webinar to educate new NACAA members on the benefits of having accepting a leadership role in NACAA. The committee will continue to investigate the potential for web-based programs as a way to continue our mission.

The OYF program continues to be one of the core programmatic responsibilities of the AI&PRC. This past year I had the privilege of joining Mr. Phil Pratt, past-president, Oklahoma at the OYF congress in Louisville, KY. We were both proud to represent NACAA at this event and were extremely impressed with the outstanding candidates from all across the United States. The OYF is coordinated by the United States Chamber of Commerce, The Outstanding Young Farmers of America Fraternity and the NACAA with corporate sponsorship provided by John Deere.

The AI&PRC would like to challenge Extension professionals from every state to submit at least one candidate from their state for this honor.

In the future, the AI&PRC will continue to support the OYF program and will continue to seek new and innovative ways to share the outstanding Extension programs from across the United States with our clientele.



## Early Career Development Mahlon Peterson, Wisconsin

The Early Career Development (ECD) Committee is responsible for developing educational programs and resources to orient, assist and address the needs of NACAA members with five years or less of tenure. Although this is our primary audience, the topics we cover are relevant to many agents regardless of their years of NACAA membership and employment with Cooperative Extension.



During 2010-2011, the Committee focused efforts based on the plan of work developed at the 2010 AM/PIC in Tulsa, OK with the following goals, objectives and plans:

Goal 1. Develop educational sessions at the 2011 AM/PIC. Three sessions will be held in Overland Park that will focus on topics and issues related to technical and extension practice skills development.

Speakers at our Tuesday morning seminars held in SH Leatherwood 1 on Tuesday morning:

Program 1: 8:30 am "PowerPoint: How to Blow them Away without Using Bullets"

Presenter: Jim Ochterski, Agriculture Program Leader, CCE of Ontario County, Canadaigua, NY

Program 2: 9:30 am "Strategies for New Agricultural Agents to Increase Attendance of Agricultural Producers at Extension Events"

Presenter: T. W. Wilde, Extension Agent, Utah State University Extension, Millard County, UT

Program 3: 10:30 am "Working Smarter not Harder as a New County Agent or Educator"

Presenter: Jennifer Rees, Extension Educator, UNL-Extension, Clay Center, NE

Our Thursday AM/PIC session revolved around using social media in the workplace and was co-sponsored with the Teaching and Educational Technologies Committee

Goal 2. Look into ways to increase interaction and engagement of early career agents (blogs, mentors, etc.) beyond the AMPIC throughout the year.

The ECD Committee established the "NACAA - Early Career Development Group" on Facebook in 2009-10.

The goal is to use Facebook to facilitate discussion and interaction of NACAA members on relevant topics related to their careers, daily work, and programming. All are invited to join regardless of career stage.

The committee also maintains a wiki page on the NACAA web site. The wiki can be found at <http://nacaa.pbworks.com/Committees> and provides information on the committee, its activities and leadership contacts.

A First Timers Webinar was held on May 11, 2011 to better prepare first timers for their initial AM/PIC with over 20 participants.

We strongly believe that professional improvement program ideas should come from the total NACAA membership to this committee through the State Chairs. As ideas for professional improvement are brought to the Early Career Development Committee, it will be the responsibility of the committee to determine if the idea for professional improvement is feasible, and if so, then determine what course should be taken to offer this opportunity to members.

State ECD Chairs, state association presidents, or those interested in early career development issues are encouraged to attend the Early Career Development Committee Meeting at the AM/PIC. Your ideas will be useful for the development of goals for the 2011-12 year and the AM/PIC in 2012.

If you're unable to attend, please share your thoughts any time throughout the year.

I would like to thank the ECD Committee Vice-Chairs for their service, support and guidance during 2010-11 year: Taun Beddes, Western Region; Dan Kluchinski, Eastern Region and Laura Griffeth, Southern Region for their outstanding work. Laura will chair the committee in 2011-12. Special thanks to Karen Vines for her work as Extension Development Council Chair.

Thanks for the opportunity to serve NACAA.

**Teaching and Educational Technologies (TET)  
Jenny Carleo, New Jersey**

The TET committee has been active and productive due to the efforts of the committee members including Mark Blevins - North Carolina State, Chris Zoller - Ohio State and Janet Schmidt - Washington State. We are also lucky to have Karen Vines, PennState as Extension Development Council Chair.



The TET committee has planned a great line-up of speakers and in-depth sessions for the NACAA 2011 AM/PIC in Overland Park, KS:

We will kick-off on Sunday afternoon from 2:00-3:00 pm with a session that will delve more deeply into audience response technology systems. These two presenters, Pam Bennett and W. Bruce Clevenger will present on: "Using Instant Polling to Determine Effectiveness of Teaching" and, "Utilizing Audience Response Technology to Evaluate Program and Capture Data". This seminar will go into detail on how to improve impact assessment and reporting using instant polling technology such as "Turning Point". In previous years NACAA has performed educational programming revolving around the audience response system technology. This seminar, however, will focus on improving impact evaluation through the use of this emerging technology.

Monday from 1:30 to 2:30 we will have our committee meeting. Topics will be planning themes for next year's AM/PIC sessions, reviewing the technology survey results and discussing topics for mid-year webinars.

Tuesday from 8:30 AM - 11:30 AM we will have our regular session with many great presentations on topics such as using Windows 7, public service announcements, teaching with webinars and hybrid courses, using Skype and more! Each presentation will be 17 minutes, with 3 minutes for Q & A. We will also take a 20 minute break half-way through.

Thursday afternoon from 1:30 - 3 PM we are sponsoring a joint session with Early Career Development! This seminar will focus on using social media to assist your clients. Glenn Brunkow of Kansas State University will be speaking on this topic. We will be having a break with light refreshments.

In 2011 we also conducted the technology use survey. As of the writing of this report, we have had over 500 survey respondents! Thank you to all who participated, the information is invaluable in determining the direction of our future educational programs.

In the coming year, we hope to host at least one webinar on technology use that would be an important tool for all of us. It looks like the webinar will be on Digital Asset Management (DAM) which will help all of us maintain the integrity of our data and photographs over the years to come, despite ever-changing software and technologies. So keep your eye out for more information on this topic in the months to come!

The Teaching and Educational Technologies Committee has something for everyone. If you want to keep up with new technology and learn about how others are successfully using it in their Extension programming than this is the place for you!

**Program Recognition Council Chair  
JJ Jones, Oklahoma**

It is the responsibility of the Program Recognition Council to oversee and conduct the numerous award programs offered by NACAA for its members. There are seven committees that make up the Program Recognition Council. Without these committees and the members that have stepped up to participate in the committee leadership, it would be impossible for the NACAA to offer such an award program.



In 2010-2011 these seven committees were chaired by: 4-H and Youth, Sherry Beaty, AR; Communications, Larry Williams, FL; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Cynthia Gregg, VA; Scholarship, Chris Bruynis, OH; and Search for Excellence, Dick Brzozowski, ME. These seven individuals along with the regional vice chairs and state chairs have put forth a lot of effort and time to make sure that the NACAA membership are recognized for their outstanding educational programming. These committees have made my first year as Program Recognition Council Chair an extremely easy transition. Sherri Beaty, Larry Williams and Chris Bruynis have completed their terms as national chairs. I would like to thank them for all of the hard work that they have done. These committees help the NACAA recognize the

outstanding work that our members do for their respective states. Each year the committees go through hundreds of submitted entries to determine regional and national winners. Without these members willing to take the time to perform these tasks the NACAA would not be able to have such a program. Each year it is a challenge to fill vacancies within the national committees. Members should take a look at becoming a committee member. If any member is interested or curious about being a committee member and the time commitment, I encourage them to speak to the current committee members or attend the committee meetings during the AM/PIC. I think that they will find that the fulfillment of the committee work far outweighs the time commitment.

There are several categories of awards for which members can apply. Recognition is provided to those selected at the state, regional and national levels. Most awards carry a cash award as well as certificate and plaques. Members need to become familiar with these awards and apply. There is outstanding extension programming being conducted all over the U.S. Our membership needs to be encouraged to apply for these awards and be recognized for their effort. As of this year all award programs have gone to an electronic entry process. As with any new system the committees are working to iron out any bugs. I must thank the John Donner along with the committee chairs and vice chairs for all of their hard work in making the application process a more modern process.

I have thoroughly enjoyed my first year as Program Recognition Council Chair. Working with the national chairs and regional vice chairs have made this first year an easy transition. I look forward to another successful year in 2012.

**Communications**  
**Larry Williams, Florida**

The communications Committee is pleased to report continued strong participation in the communications awards program for 2011. We are happy to report that Bayer Advanced has continued sponsorship of the Communications Awards Program for 2011. We are also pleased to report that for the first time all communications award entries were submitted electronically this year.



We continue to have a large number of entries in the 14 communication award categories. The national

level entries are evidence of the high quality of work and communications efforts that are being conducted by extension educators throughout the country. Our members are producing excellent materials. Judges at the national level report the difficulty in judging the entries due to consistent quality.

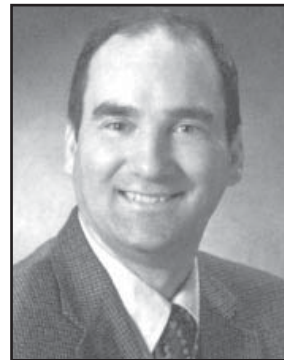
While at the Annual Meeting and Professional Improvement Conference, the Communications Committee asks that you take a few minutes to visit the posters of the winning entries in the poster display area. While there, you may even possibly gather some new ideas for your own communication efforts. The abstracts of the national winners, national and regional finalists for all 14 categories are published in the proceedings. These provide further opportunities to gain ideas, improve our communication abilities and extension programming.

Many thanks go to the regional vice-chairs who have worked diligently over the past year or more. I appreciate their hard work to help make this program a success. The regional vice-chairs are North Central Region Chair Gary Wilson (Ohio), North East Region Chair Lee Stivers (Pennsylvania), Southern Region Chair Terry DelValle (Florida) and Western Region Chair Jack Kelly (Arizona).

Through the help of the regional vice-chairs, John Dörner and the NACAA Board, this committee was able to make electronic entry submission of all communications award entries a reality in all 14 categories. This saved postage, time and minimized problems with entries making it to all levels of judging (state, regional and national) when required. The process went very smoothly.

**Search for Excellence**  
**Richard J. Brzozowski, Maine**

The current Search for Excellence (SFE) committee is comprised of four regional vice chairs and me. The regional chairs include Stanley McKee or Pennsylvania; Jesse Clark of Arkansas; Tom Dorn of Nebraska and Ronald Patterson of Utah.



A new SFE category of Farm Health & Safety was established in December following the financial commitment of a new sponsor, the CHS Foundation based in Minnesota. An article announcing and promoting this new category appeared in the December 2010 issue the County Agent Magazine.

To get things underway for the 2011 SFE awards, our team held a meeting via a conference call in December. We discussed procedures for promoting SFE entry submissions and for scoring the entries to be received. It was decided to post a description of the criteria on the awards section of the NACAA website for consistency in judging entries. We also confirmed the division of responsibilities as to the SFE categories each would lead. The responsibilities were as follows for 2011:

- Landscape Horticulture – Jesse Clark, jclark@uaex.edu
- Livestock Production – Ronald Patterson ronald.patterson@usu.edu
- Crop Production – Thomas Dorn tdorn@unlnotes.unl.edu
- Young, Beginning or Small Farmer/Rancher – Stanley McKee sam36@psu.edu
- Remote Sensing & Precision Agriculture – Stanley McKee sam36@psu.edu
- Farm & Ranch Financial Management – Ronald Patterson ronald.patterson@usu.edu
- Farm Health & Safety - tdorn@unlnotes.unl.edu
- Sustainable Agriculture – Richard Brzowski richard.brzowski@maine.edu

Each regional chair was responsible for organizing the team of judges for their respective category(s); judging the entries and submitting scores to me by a certain date (May 1, 2011).

An organizational approach for state contacts was developed by North Central Regional Vice Chair, Thomas Dorn. Tom copied a message to the other 3 regional vice chairs and to me that he had sent to his state contacts as a way to make sure everything was in order. This message has become a model for others to use in their own region. The message included the following check-list for the state chairs:

- Step by step procedure to identify state winners
- Log on to the NACAA Awards and Recognition page <http://nacaa.com/awards/>
  - Click on My Award Applications, Nominations & Chair Approvals
  - Log in with your Login and password click on the Continue button
  - The screen will show your state Applications and all the entries from your state will be listed by category.
  - Click on the little box at the extreme left of the entry you have judged to be the state winner in each category.
  - Click on the button Transmit Winners to Regional Vice-Chair

All entries received and screened by the states were judged by early May and national and state winners were notified by mid-May. The number of entries per category was as follows:

Landscape Horticulture	8 completed entries; 2 incomplete
Livestock Production	17 completed entries; 1 incomplete
Crop Production	12 completed entries; 3 incomplete
Young, Beginning or Small Farmer/Rancher	12 completed entries; 2 incomplete
Remote Sensing & Precision Agriculture	4 completed entries
Farm & Ranch Financial Management	9 completed entries
Farm Health & Safety	4 completed entries; 1 incomplete
Sustainable Agriculture	5 completed entries; 3 incomplete

As the numbers indicate, there were several entries (covering almost all categories) that were not judged for national recognition as they were deemed incomplete. Several members who submitted incomplete entries were contacted and encouraged to complete their entry.

**Suggestions for 2012:**

- It is evident that the Search for Excellence program continues to be underused and perhaps underappreciated by NACAA members. The entry process is not that difficult. It is probably easier to assemble than many reports they are writing for their accomplishments and work. The number of entries in each of the eight categories should be increased. I recommend we (the committee and NACAA) do a better job of promoting the SFE program and in recruiting members to enter projects and programs. This might mean using a targeted approach of articles, special email messages, setting state targets, etc.
- It appears that not all SFE state contacts know what to do with entries in making sure they are received and complete. Scoring all entries is also a weakness for some states.
- As a committee, we need to discuss the fairness of judging team entries along side entries submitted by one or two people.

**Thanks:**

- Each of the Regional Chairs is to be commended for performing effectively this past year. This was not an easy task for them especially during one of the busiest times of their year in Extension work.
- Thanks to Program Recognition Council Chair, JJ Jones of OK for his support and encouragement during the process. JJ always had thoughtful and accurate answers to the questions I posed.
- NACAA Information Technology expert, John Dorner of NC was a great help to me and others throughout the

process. John responded to my emails and phone calls in a timely fashion and was very helpful in dealing with the NACAA web site and entries.

- Thanks to Scott Hawbaker for leading the way in securing financial sponsorship for all categories especially the new category of Farm Health & Safety. I also appreciate Scott's support and encouragement to me with problems and situations that arose with entries and other related situations.

Everyone with whom I have dealt has been supportive in this process.

### 4H and Youth Sherry Beaty, Arkansas

I have truly enjoyed my time as National Chair for Excellence in 4H and Youth Programming. I have learned a lot about our organization and about the different programs that are conducted throughout the United States. We have some amazing agents conducting innovative programs to prepare our youth for the future. This year was no different there were 9 awards applications and 8 applications for presentations. This is only the second year for presentations for 4-H and Youth work and I'm so excited to have this big of a response for people to share their program ideas. Thank you to the NACAA for giving me this opportunity to serve as National Committee Chair. I hope that others will choose to take these opportunities to get more involved in our organization.



Again in 2011, all abstracts were completed on-line. We have a few issues to work out, but the process overall went really well, thanks to John Dörner, NACAA Electronics Communications Coordinator! All lead authors were contacted and informed that their abstracts were accepted and asked to inform co-authors of the same! After several emails and a few phone calls, this was accomplished by the end of May!

Poster abstracts are peer reviewed at the state level by state chairs and at the regional level by Regional Vice-Chairs. Thanks for a job well done! The current regional Vice Chairs are Scott Jensen '11 Western Region, Brian Cresswell '12 Southern Region, Virginia Rosenkranz '12 North East Region and Jefferson McCutcheon '11 North Central Region.

This year, we had 125 abstracts accepted for the meeting in Overland Park; 41 entries in the Applied Research category and 84 entries in Extension Education programs. Summary sheets listing poster authors and titles were prepared and distributed to NACAA members at the entrance of the poster session so that they could more easily find poster that they're interested in. The times for "Meet the Author" sessions were moved away from meal function times to the morning and afternoon breaks on Monday. Hopefully this change will increase member participation in the "Meet the Author" sessions.

A goal of the Professional Excellence Committee has been to improve the quality of the abstracts and poster entries. We've continued to see improvement over the past few years. Copies of the judging score sheets and criteria are posted on the website for participants to consider prior to preparing abstracts and poster. Judges' scores are also shared with participants in an effort to improve future posters.

### Professional Excellence Gary Zoubek, Nebraska

The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed the Vice Chairs and Chair, numerous judges are secured so that all posters are peer reviewed at the AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. Syngenta Crop Protection is again the primary sponsor for 2011 and is sponsoring the awards breakfast.



The Professional Excellence Committee continues to utilize more judges to reduce the amount of time it takes for judging. Each judge was asked to evaluate 10-15 posters. The top three or four posters from each group are then evaluated by additional judges to select the top poster recipients in each category! Awards were presented at the AM/PIC Poster Session Breakfast on Tuesday morning. The top three posters in each category received cash awards and plaques, the regional winners received a certificate and the remaining top 20% received finalist recognition ribbons.

I want to thank each of the volunteers that have helped, it is really appreciated! I also want to thank the state Professional Excellence Committee Chairs and my fellow committee members for the job they have done. This is not an easy assignment. The Professional Excellence committee has to get the Poster Session set up, organized,

judged, and finally recognized in a span of three days. It takes a lot of dedication and hard work to make this happen, and without the Vice Chairs on this committee, it would not happen.

**Public Relations  
Keith Mickler, Georgia**

The Public Relations committee is responsible for conducting the Agriculture Awareness and Appreciation Awards (A4) program formally known as PRIDE (Public Relations in Daily Efforts) program. The A4 program is a great way for NACAA members to highlight educational programs that demonstrate the public relations side of extension work, as well as enhance the understanding of agriculture in our communities.



The A4 program had 16 entries this year, up 100 % from last year's entries of 8. As always the entries were of outstanding quality and examples of the public relations work we all do in our roles as extension agents. There is a tremendous amount of work that many are doing, some of which would make excellent entries in the A4 program. We challenge all of you to make an effort to enter the A4 Awards program in 2012.

Congratulations to Carol Schurman from Pennsylvania, who is the A4 program National winner. Carol presented her winning entry titled "Agriculture, Kids and Camp" – Teaching Agriculture Science Principles to Youth in Southwest and Indiana County, Pennsylvania. Congratulations also go Mickey Cummings from Georgia; Libby Johnson from Florida and Shannon Williams from Idaho.

An enormous thank you goes to all of the Public Relations Committee regional and state chairs; these are the folks who get the work done.

I want again thank everyone for their work and dedication this year and welcome you back or on board with the Public Relations Committee. I also want to thank J. J. Jones, Scott Hawbaker and the revered Paul Craig for all their help in guiding and keeping all the NACAA committees on a course of greatness.

The Public Relations committee is looking forward to next year's challenge of even having more participation. This year's participation even though up 100% from 2010 can still improve. The Public Relations committee challenges

each of you to submit an entry in the NACAA awards programs especially A4. This is a great opportunity; all of you make great strides in the public relations arena each day, so why not submit your work, We are certain many of you have efforts worthy of winning.

The Public Relations committee especially wants to thank NACAA for sponsoring of the A4. If not for their sponsorship this award and luncheon would not be possible. Please show your appreciation to NACAA and our sponsors when the opportunity presents itself.

"The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty." Winston Churchill

**Recognition and Awards  
Cynthia L. Gregg, Virginia**

To begin let me say thank you to the Committee members of the Recognition and Awards Committee: Ted Wiseman, North Central Region Vice-Chair; Ronnie Helmondollar, Northeast Region Vice-Chair; Sid Mullis, Southern Region Vice-Chair; Kurt Nolte, Western Region Vice-Chair and all of the State Chairs. You did a fantastic job this year! Thank you for all you do for your respective states and NACAA.



This year in Overland Park, the Committee is responsible in the awarding of the Hall of Fame Awards for the sixth year. The four outstanding individuals will receive their awards on Monday during the Opening Ceremonies. The recipients have done amazing things during their careers and beyond in assisting the clientele, agents, and specialists of the Extension Programs in their respective states and regions of the country. They also have extensive achievements in professional organizations and humanitarian service. This year's inductees make one proud to be a member of NACAA. The Committee wishes to express a special thank you to John Deere and Company for their sponsorship of this award again for the fifth year.

On Tuesday Morning, forty-seven Achievement Award recipients will receive their respective awards at a Breakfast in their honor. This is the thirty-eighth year that NACAA has presented this award with this year's recipients joining 1,766 fellow Achievement Awards winners. This year's winners have provided quality programming for their clientele, have respect of co-workers and represent one percent of their respective state membership with

all of this accomplished in less than 10 years. American Income Life is the sponsor of this program for the thirty-eighth year (forty-three years total NACAA sponsorship). The Committee wishes to express our appreciation for the continued support of the Achievement Awards Breakfast. We also want to thank American Income Life's Bill Viar and NACAA President Stan Moore for assisting with the awards presentation.

This year is the seventy-third year for presenting the Distinguished Service Award. Thursday evening is the Distinguished Service Award Annual Banquet and awards will be presented to sixty-seven NACAA members from across the country. These members will be receiving one of the highest awards presented by the NACAA and will join 6,908 past recipients. The members represent two percent of their state membership, providing outstanding educational programming, are respected by their clientele and co-workers, and have worked for more than ten years. Philip Morris USA is once again the sponsor of the DSA Banquet Booklet and the committee wishes to say thank them for their continued support.

I would like to express the Recognition and Awards Committee's Congratulations to all of the Achievement Award, Distinguished Service Award and Hall of Fame Award winners this year.

It has been a busy year for the Recognition and Awards Committee. We have continued to work on electronic submission of all three awards: Achievement Award, Distinguished Service Award, and Hall of Fame.

I would be remised if I also did not thank the NACAA Board, President Stan Moore and the Regional Directors along with Program Recognition Council Chair JJ Jones and Scott Hawbaker for your assistance to the Recognition and Awards Committee this year. John Dorner has been invaluable with his assistance with electronic submission and web based documentation, therefore a big thank you goes to you as well for all of your assistance this year. Alan Galloway's work on getting the plaques and certificate frames completed as this is very much appreciated by the Recognition and Awards Committee. Another thank you goes to Carol Schurman, past Vice Chair for her assistance preparing for this meeting. Thank you also goes to the Kansas Agents for planning such a wonderful meeting, along with a special thank you to Chuck Otte, Bill Wood, and Ray Ladd for all of your assistance with the three awards programs!

To our membership the Recognition and Awards Committee would like to encourage you to provide recognition for some of the outstanding extension educators in your respective states. In your state association you have members who you can nominate for the Achievement Award

and Distinguished Service Award. There are also some agents both active and retired who would be outstanding nominees for the Hall of Fame.

It has been truly a pleasure to serve as the Recognition and Awards Committee National Chair this year. To all NACAA members keep up the great work you do as you do make a difference in your communities, counties, parishes, areas, states, and regions.

**Scholarship  
Chris Bruynis, Ohio**

The scholarship committee wants to recognize the following members for reaching designated giving levels to the NACAA Scholarship Fund.



\$100 – \$249  
Ricky Colquitt, J. B. Coltrain, Jr., Danny Cook, Allie Ruth Correll, Keith Dickinson, Walter F. Earle, Laura Griffeth, John E. Hall, David Handley, Ronnie Helmondollar, Howard Hiller, Woods Houghton, Wade Hutcheson, Janna J Kincheloe, Bill Lindenmier, Jefferson McCutcheon, Justin McDaniel, Shelley Mills, Rebekah Norman, Herb Reed, Phillip Rucker, Jr., Robin Salverson, Jeff Semler, Matthew G Stockman, Connie Strunk, Joe Taylor, Carl Varnadoe, and Cori Woelk.

\$250 - \$499  
Elvin Andrews, Erwin Elsner, Parman R Green, William A Hogan, Jr., Stephen John Komar, Jr, Mary Sobba, and James Welshans.

\$500 - \$999  
Sherry Beaty, Frank L Fitzsimons, Curtis Grissom, James Jones, Wayne Shearhart, and Jimmy D. Walker.

\$1,000 - \$2,499  
Creig Kimbro and Glenn Rogers

\$10,000 and over  
Eddie R. Holland

The scholarship committee has been working with state scholarship chairs to encourage donations to the scholarship fund. NACAA members and friends have donated \$20,428.50 to the scholarship fund from July 1, 2010 through June 30, 2011. The majority of this money was from the silent auction and special drawing sales during the 2010 NACAA Annual Meeting.

Scholarship committee members continued to work on the accuracy of members' donation records and recording donations into the data base. Additionally, we have been working with state scholarship chairs to understand the proposed change in scholarship donation levels. Voting delegates will be voting on the proposed guidelines:

- Members need to be vested at \$40 in the scholarship fund to eligible for up to \$1,000 in scholarships awards.
- Members need to be vested at \$100 in the scholarship fund to be eligible for up to \$2,000 in scholarship awards. No more than \$1,000 can be awarded in any year.

The national chair and the regional vice chairs created a FAQ's that was distributed in October for state chairs to use with their association meetings to inform their colleagues.

The committee worked with John Dorner to make the scholarship application an on-line process. Even though there were a few glitches, this process went relatively smooth. This year fifteen scholarship applications were submitted to the Scholarship Committee that will be reviewed at the annual meeting.

**Policy Chair  
Glenn Rogers, Vermont**

The policy Committee has the responsibility of safeguarding the intent of the NACAA By-laws, assist in the preservation of the NACAA professional standards, review reports and proposed actions before they are presented to the Board of directors and to offer an opinion (when requested) on new measures before action by the Board of Directors and membership. We also try to offer a historical perspective, to clarify/interpret policy and propose measures to meet the challenge of change, as well as revise the pages of the NACAA Policy Manual as needed.



The last two years as your NACAA Policy Chair have been wonderful for this member. It's been great to see your NACAA Board so concerned about NACAA Policy and about keeping NACAA up with all the changes taking place in the states across the country. Consequently, your Board has been keeping the Policy Chair and the Policy committee busy with many revisions of the NACAA Policy manual. We've also had two major chapter reviews with the biggest being chapter 7, the annual meeting chapter. The last time this was reviewed was in 2005 when we changed the allocation of host state/region

and NACAA Annual Meeting expenses. Your NACAA Board is in the process of reviewing a proposal to combine the Annual Meeting Handbook and chapter 7 of the Policy Handbook and determine if such a combination is appropriate.

The work of your Executive Director is critical to the success of our organization. Scott Hawbaker has done an outstanding job of keeping the policy manual up to date on the web and interpreting my hieroglyphics.

The Policy Chair has the duty of also on occasion offering a historical perspective and to relate some possible interpretations of various proposals that come before your Board. There have been many proposals over the past two years and some have been challenging but the Policy Committee and your Board have met them with optimism, openness and discussed them in detail prior to adopting, changing, referring to committee, or other actions as necessary.

The committee is constantly changing as your past Presidents retire from their respective Universities and another Past President becomes a member of the Policy Committee. Currently we have as members of the committee: Dave Phillips, Gary Hall, Steve Munk, Mickey Cummings, Chuck Otte, Rick Gibson, Phil Pratt and myself.

**NACAA Electronic Communications  
John Dorner, North Carolina**

**Online applications**

This year, all awards, posters, presentation proposals, journal articles and the most recently added, scholarship applications have been submitted online. They were judged, approved (or rejected) by the state committee chairs, regional vice-chairs and national chairs all online. There have been a lot of 'behind the scenes' work done, like posting the board minutes, and recently creating a way for the secretary to post the minutes so the board can review them before they are approved to be posted for the general membership to see.



The biggest problem we have run into is getting the state officers and committee chairs identified. Each state MUST keep their list of committee chairs up-to-date or the the committees can't function properly.

**Facebook**

A couple Facebook groups and pages have been



created - just search for NACAA. The Early Career Development Group ([http://www.facebook.com/home.php#!/home.php?sk=group\\_143382342384739](http://www.facebook.com/home.php#!/home.php?sk=group_143382342384739)) is doing some great things with their page and the NACAA group ([http://www.facebook.com/home.php#!/home.php?sk=group\\_50585134820](http://www.facebook.com/home.php#!/home.php?sk=group_50585134820)) is just getting started. I can see Facebook being a great avenue for committees to get a lot of their work done.

### **News**

Our blog/news site "The NACAA e-County Agent" <http://blog.nacaa.com/> has had some activity this year. This is another area where I think we could improve our communications. There are several ways for you to subscribe to get the news the way you prefer. Click on one of the "Subscribe" buttons or links on the right. If we could get all the members (or at least most) to subscribe to this blog, I think it would get used more and be more useful to everyone.

### **Email lists**

The email mailing list has been updated and maintained with more than 3,200 members and life members. If you are not receiving messages from this list, check your email address in the NACAA Database. If that is correct, then you didn't click on the link in the invitation message. To subscribe, go to: <http://lists.nacaa.com/mailman/listinfo/members--7>.

### **New look for website**

At the 2011 AM/PIC, we will be revealing a new look for the NACAA website. Hopefully, you will find it easier to use and more up-to-date.

### **Stepping down**

Regrettably, I will be unable to continue to serve the association as the Electronic Communications Coordinator. I feel the association has taken some big steps forward since I took this position six years ago. I'm proud of our accomplishments and want to thank everyone who has found a problem, or suggested improvements. I have learned a lot about programming since I first started in this position.

As with every job, there are just more "I want to dos" than I have time to do. Without support from my administrators, I cannot continue to give the time necessary to do this job. I've truly enjoyed working with all the boards, committee chairs and members.

## **Journal of NACAA** **Stephen C. Brown, Alaska**

This past year has seen some very exciting and significant changes for the Journal of the NACAA. The journal is now recognized by the Library of Congress and has been issued an ISSN (International Standard Serial Number). The ISSN is the standardized international code which allows the identification of any serial publication, including electronic serials, independently of its country of publication, its language or alphabet, its frequency, medium, etc. This also allows articles appearing in the Journal of the NACAA to be more accurately cited by scholars and therefore more prestigious.



2010/2011 has also seen the journal increase its publication rate from annually to biannually. The journal now publishes on June 1st and December 1st. Submissions must be electronically submitted by March 15th for the summer publication and October 15th for the winter edition. This means it is possible for authors to have as little as a 2 1/2 month turnaround from submission to publication!

The purpose of the journal is to give NACAA members the opportunity to publish in a peer reviewed journal and thereby advance their credentials. Because the Journal of the NACAA does not focus exclusively on research, it is an opportunity for county based Agents to publish articles on innovative activities, case studies or emerging opportunities. Finally, the journal is an opportunity for first time authors to gain experience and confidence in publishing. As the editor, I am committed to helping any first time author successfully navigate the process. Look for a workshop on how to get published in the Journal of the NACAA this summer in Kansas City.

**Journal of Extension  
Keith Mickler, Georgia**

Again I take this opportunity to thank the NACAA officers and board for allowing me the opportunity to represent NACAA on the Journal of Extension Board (JOE).



Presently I serve as treasurer on the Journal of Extension Board. One of the most important elements of JOE board is the marketing of JOE and to make sure you know what JOE is. JOE is no longer just your average cup of coffee but is a scholarly online journal representing the best of Cooperative Extension across the U.S.

With that said I will say publishing in JOE is not a tranquil task nor should it be. All JOE submissions are double blind peer reviewed with extraordinary editorial standards and scholarly rigor expected from all papers submitted and by those who review. Should your paper be published in JOE consider that a gargantuan achievement towards tenure and/or promotion.

As of March 31, 2011, 69 submissions were received for 2011 and reviewed with 16% being rejected as unsuitable for JOE, 50% returned to author for revision and 34% accepted for publication. Currently there are 125 accepted submissions waiting to be published. JOE is running neck and neck with its 2009 numbers where we received 323 submissions which was also an all-time high for submissions. JOE is published six times per year.

Another function of JOE is the National Job Bank <http://jobs.joe.org/> . The National Job Bank provides access to a broad range of faculty positions across teaching, research, extension and outreach along with other professional positions involving education, research and/or outreach missions.

Check it the JOE website at <http://joe.org> .

The newly redesigned National Job Bank website should be up and going by now. I use the term should be because as I write this update (June 1, 2011) the web site is in the testing phase. I can tell you the new website will allow the job seeker to post resumes and cover letters for potential employers to search through and find key individuals for positions they wish to fill.

Don't forget to visit JOE <http://www.joe.org> and National Job Bank <http://jobs.joe.org> websites, you just might stumble upon a new educational method or find that dream job you have been yearning for.

**Executive Director  
Scott Hawbaker, Illinois**



I'm often asked "What do you do for a living"? Even though I know exactly what I do, it's sometimes hard to truly explain my responsibilities - as they change day by day. I imagine as Extension Agents/Specialists - you run into the same thing.

You may ask - what is your role with NACAA...or just exactly what does the NACAA Executive Director do? First let me start out by saying, this role was first created in 1998 by the Voting Delegates of NACAA at the San Antonio, TX AM/PIC. I actually began serving at the Editor/Publisher of The County Agent magazine in 1996, so I was already actively involved with NACAA. When the NACAA Board of Directors began discussing the creation of this position, I asked if I could be considered. I guess I was glad I asked to submit a proposal.

The end of this years AM/PIC will make 13 years of serving as your Executive Director. During those past 13 years, my main responsibilities have remained consistent, with additional roles added on as the years have passed. I provide a headquarters office with phone/fax/e-mail and storage of NACAA documents. On a daily basis I'm in contact with NACAA members, National Donors/Sponsors, and the general public seeking information on how to reach their "County Agent".

I work under the direction of the NACAA Board of Directors (so yes, my boss changes every year). I coordinate NACAA Insurance policies, handle updates to the NACAA Policy Handbook, collect membership dues, send out "E-County Agent" communication pieces for member updates and the list goes on and on. The NACAA Board also contracts with me to publish "The County Agent" magazine, and coordinate registration/lodging for the NACAA AM/PIC each year.

One of the additional roles I took on several years ago was to assist with the sponsorship solicitation to fund various award categories within the Program Recognition area. I work closely each year with the NACAA President-Elect in securing this annual support from our sponsors/donors.

Over the last 13 years - over \$1,000,000 has been raised. I'm not claiming credit for all of that support - just letting you know how important our National Donors/Sponsors are financially to NACAA. Without their support, additional revenues would be desperately needed...or our award programs would not have monetary incentives to our members.

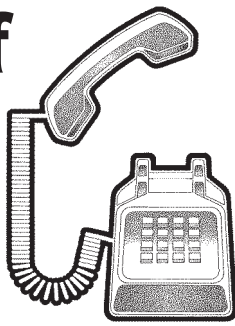
Several years ago, I also took on the responsibility of creating the NACAA AM/PIC Proceedings. It is a daunting task, yet with all of the abstracts now available on-line, it has become a much easier process of piecing together that 100+ page electronic document.

This coming year I will be assuming the responsibility of the web site management while the NACAA board

seeks to find a replacement for John Dornier, our current Electronic Communications Coordinator. John has done an absolutely wonderful job of helping NACAA with our on-line presence. I plan to continue utilizing John's expertise in the coming year as we change to a new look on our web site. I ask for your patience during the next year as we continue developing our web site and on-line databases.

I wish to thank all of you for your continued support of my role and position with NACAA. I have thoroughly enjoyed serving as your Executive Director and look forward to a continued relationship in the years to come.

# Call of the Week



To submit a funny call of the week or story from your experiences with Extension - please send an email to [nacaemail@aol.com](mailto:nacaemail@aol.com).

## Porcupines!

A woman living in a rural area with four German Shepherds called for advice about what to regarding her dogs and porcupines.

Caller: "My dogs have gotten into porcupines four times this month!"

Me: "Well, what does that tell you?" (I was hoping she would say "I need to control my dogs better.")

Caller: "There are too many porcupines!"

*Susan R. Kerr, DVM, PhD, PAS  
WSU-Klickitat County Extension Director  
Goldendale, WA*

## Chickens!

The farmer's son was returning from the market with the crate of chickens his father had entrusted to him, when all of a sudden the box fell and broke open. Chickens scurried off in different directions, but the determined boy walked all over the neighborhood scooping up the wayward birds and returning them to the repaired crate.

Hoping he had found them all, the boy reluctantly returned home, expecting the worst. "Pa, the chickens got loose," the boy confessed sadly. "But I managed to find all twelve of them."

"Well, you did real good, son," the farmer beamed. "You left with seven."

*Anonymous*

## Keep Up-to-Date on Invasive Forest Pests With Free Webinars from EAB University!

Emerald Ash Borer University is a **free series of informational webinars** brought to you by EAB educators from prominent universities in cooperation with the USDA Forest Service. Our curriculum has recently expanded to include several invasive pests and pathogens that threaten US forests.



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[www.emeraldashborer.info](http://www.emeraldashborer.info)



# *The County Agent*

POSTMASTER: SEND ADDRESS CHANGES TO:  
*The County Agent* - NACAA, 6584 W. Duroc Rd.,  
Maroa, IL 61756 - Attn: Scott Hawbaker

## ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

2011  
Overland Park, Kansas..... August 7-11

2013  
Pittsburgh, PA (Galaxy IV).....Sept. 15-20

2012  
Charleston, South Carolina.....July 15-19

2014  
Mobile, Alabama.....July 20-24

