

# *The County Agent*

A PUBLICATION OF  
THE NATIONAL ASSOCIATION  
OF COUNTY AGRICULTURAL AGENTS  
6584 W. Duroc Road ♦ Maroa, IL 61756  
(217)794-3700

Volume CXX No. 4 December, 2008



**2009**  
**PROFESSIONAL IMPROVEMENT AND**  
**AWARDS PROGRAMS**  
**&**  
**COMMITTEE DIRECTORY**

***ANNUAL MEETING &***  
***PROFESSIONAL IMPROVEMENT CONFERENCE***  
***Portland, Oregon - September 20-24 2009***

## 2009 - Happy New Year - 2009

I would like to extend to each of you, and your loved ones, my best wishes for a prosperous new year!

As we begin 2009, economic times as tough as anyone has seen in at least three decades are upon us. In my home state of Arizona, huge deficits in the state budget will be a major challenge this year. Cuts to our state universities, and to Extension, are all but a reality. From what I am hearing, the same is true for many of you too.

These are indeed uncertain times. We could take a pessimistic view and sit back and wait for the worst. However, I personally choose to take a more optimistic outlook. I firmly believe in the resiliency of American agriculture. I, like you, marvel at the durability of those who place seed in the ground and livestock on feed. I just have to believe that agriculture will be one of the economic sectors that will lead this country out of difficult times. If this is true then Cooperative Extension educators, you and I, play an important role. Why do I say that?

County agents and farm advisors have long been key players in helping American agriculture remain a strong and viable industry. We help find and disseminate solutions to local production problems. We listen to farm and ranch producers and share their concerns and insights. We teach and evaluate programs to see if we are actually making a difference in people's lives. We are an integral part of the American agriculture team. That is why I choose to take an optimistic view.

In order to be effective, however, we need to stay up-to-date and at the forefront of technology. We need a constant flow of new ideas. This edition of our magazine is the Awards Edition. It offers you an opportunity to share a program or an idea that has worked for you. If it has worked for you, it may be just what a colleague is looking for.

I would like to encourage each NACAA member to identify one area in your program where you feel that you have made a difference and submit an application through your state organization to the proper committee. Not only will your participation give you an opportunity to receive well deserved recognition for your outstanding programs but it will also

share ideas that colleagues can use to improve their own programs. It is the implementation of ideas, after all, that makes change possible. If we are to help our clientele, we all need new ideas.

As you leaf through this magazine, take a look at the many different offerings. Search for Excellence, communications, posters, and opportunities to present a paper at our meeting are just a few of the offerings. I invite you to take a minute right now and select one that is right for you.

Shifting gears to another subject! Our regional leadership workshops are approaching and I trust we will see many of your state leadership teams at these meetings. NACAA regional directors and their counter parts from JCEP have been working hard to put together a good program for each of the workshops. I would encourage state officers and any NACAA member who might be interested to consider attending these regional workshops and, later this spring, PILD. Travel budgets are tough now, I know, but the networking opportunities with members from other states is an invaluable experience. I also invite you to visit with your national NACAA leadership and with that of our sister organizations while you are there. It is a good time to share ideas and issues with us and with fellow members as we look to the future. Awareness of concerns and issues opens the door for positive discussion and action!

In closing, let me wish each of you a happy and successful new year. As we work together to withstand these difficult budget times, let me just say that I look forward to working with the NACAA leadership team and you as members to continue the professional development excellence that we have all come to expect from NACAA. I hope to see each of you in Portland, Oregon for our 2009 AM/PIC!



*Rick Gibson*  
NACAA President

### December, 2008

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

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Greendell Publishing

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**The County Agent** (ISSN 0164-3922) is published four times per year (Dec., March, May, Oct.) by the National Association of County Agricultural Agents, 6584 W. Duroc Road, Maroa, IL 61756. Subscription price is \$10 per year and is included as part of an active member's annual membership fee. Periodical Class postage paid at Maroa, IL, and additional post offices.

POSTMASTER: Send address changes to:

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## All program entries must be in possession of respective committee state chair by March 15, 2009, except where noted. Applying earlier is encouraged.

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

### Attendance Requirement

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

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

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

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

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

# County Agents Can Play an Important Role in Soy 2020 Vision

*By Ike Boudreaux, USB Chairman and a soybean farmer from Lebeau, La.*

As more and more uses for U.S. soybeans are found, global soybean demand continues to rise and farmers have an opportunity to respond. Keeping up with the world's food, feed and fuel needs is an effort that requires collaboration across the entire U.S. soybean industry.

Responding to trends that suggest unprecedented demand for soy, farmers and other U.S. soy industry representatives launched Soy 2020 in 2007. They designed this industry-wide visioning effort to anticipate future opportunities and challenges so the industry can be ready for them, ultimately enabling the U.S. to maintain its stronghold as a global soy marketplace leader.

Funded in part by the soybean checkoff through the United Soybean Board, Soy 2020 brings together all segments of the U.S. soybean value chain; including farmers, processors, researchers and representatives of the food, feed and fuel industries. Combining this many perspectives provides the industry with the best possible plan to ensure a successful future for U.S. soybean farmers and the rest of the soybean industry.

More than any other group, farmers, with the expertise and assistance of county agricultural agents, will have a critical hand in making the U.S. soy industry successful in the future. As global demand for food, feed and fuel continues to rise, U.S. soybean farmers can continue to provide a safe, sustainable and abundant food supply to feed a hungry world. Today, yield remains critical to soybean farmers, but other profit opportunities exist as well. The list of the world's soy needs is very diverse, and increased yield alone may not totally meet the changing needs of U.S. soy customers.

The U.S. soybean industry must keep up with those needs. Soy 2020 unites the entire industry, including farmers and all other industry stakeholders, under a banner of long-term industry sustainability. Checkoff dollars will contribute toward accomplishing the Soy 2020 vision by developing new technology throughout the U.S. soy value chain, beginning with research to breed enhanced traits into new U.S. soybean varieties.

The importance of growing enhanced-quality soybean varieties has never been higher. Production of low-linolenic soybeans, which result in zero-trans-fat edible oil for frying, continues to increase each year. Increased-oleic-acid soybean varieties, which could hit the market by 2010, will offer higher quality oil for baking.

In addition to what trait research and development is accomplishing, Soy 2020 remains committed to advancing the animal agriculture and biodiesel industries. Ensuring there is a large enough supply of soy to satisfy the needs of all of these industries and customers could stretch the limits of the U.S. soy industry.

Statistics already reflect that U.S. soybean farmers have responded to this demand. The most recent U.S. Department of Agriculture statistics indicate this year's soybean harvest could be the fourth-largest in history. Considering the production challenges to which county agents helped farmers adjust and adapt in 2008, that remains a truly amazing accomplishment.

Accomplishing the Soy 2020 Vision requires an ongoing process. Seventy-four different measurements have been established to track U.S. soy industry progress. The indicator tracking will take place biannually to update the soy market outlook.

Since innovation is at the center of the Soy 2020 vision, you, as county agents, can play an important role in the continued success of U.S. soybean farmers and the U.S. soy industry. By promoting the early adoption of new technology, you'll help lead our industry into the future.

For more information on how you can become involved and use the power of Soy 2020 in your business, visit [www.soy2020vision.com](http://www.soy2020vision.com).



# GENERAL APPLICATION FORM

## 2009 NACAA AWARDS PROGRAM

***This General Application Form is found on-line at <http://nacaa.com/awards/> and for the majority of the awards listed in this publication, on-line applications are mandatory. The only awards this form should be used for are listed below.***

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

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

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

(Phoenetic spelling) \_\_\_\_\_ City \_\_\_\_\_ County \_\_\_\_\_

Position \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: Office ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_

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

Note: Please attach additional sheet to list team member names if application represents a team effort.

**Non-NACAA Members must be clearly identified by indicating "Non-Member" next to their name.**

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

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

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

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

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

**Please check the program for which you are applying. Use a separate form for each program you enter. This form may be photocopied. All entries must be in the possession of the state chair by March 15, 2009. Earlier application is encouraged.**

- Pride
- Communications Award Program - check category:
- \_\_\_ 1. Radio
  - \_\_\_ 2. Published Photo or Feature Story
  - \_\_\_ 3. Computer Generated Presentations
  - \_\_\_ 4. Direct Mail Piece \*
  - \_\_\_ 5. Personal Column \*
  - \_\_\_ 6. Feature Story \*
  - \_\_\_ 7. Newsletter, Individual \*
  - \_\_\_ 8. Newsletter, Team \*
  - \_\_\_ 9. Video Presentation
  - \_\_\_ 10. Fact Sheet \*
  - \_\_\_ 11. Publication \*
  - \_\_\_ 12. Web Site \*
  - \_\_\_ 13. Learning Module/Notebook
  - \_\_\_ 14. Bound Book

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

**\* You may apply for these programs on-line vs. completing this hard copy application form.**

Incentive program to members who bring in new sponsors. The program is as follows:	
<b>Sponsor Level</b>	<b>Incentive</b>
\$2,000 - \$4,999	AM/PIC registration fee reimbursed
\$5,000 - \$9,999	AM/PIC registration fee reimbursed and \$500 travel voucher to attend the AM/PIC
\$10,000 - up	AM/PIC registration fee reimbursed and \$1,000 travel voucher to attend the AM/PIC

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

## PURPOSE

This program is designed to provide the opportunity for NACAA members to study and analyze livestock systems in Oregon. Topics to be featured on the tour will include swine production and processing, small ruminants, and forage utilization. Participants will also have a chance for one on one exchange of ideas with local producers, industry personnel, and your peers from around the country.

## ELIGIBILITY

NACAA members in good standing with responsibilities in livestock and/or alternative markets are eligible to participate in this Pre-AM/PIC tour. The event will take place on Friday-Saturday, Sept 18-19, 2009 and will depart from the Portland area on Friday morning Sept. 18, 2009.

## ENTRY & JUDGING CRITERIA

Complete the on-line entry on the NACAA web site. Also, applicant must prepare a written plan, not to exceed one single spaced typewritten page on:

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

## AWARDS

The tour is offered to extension educators on a scholarship basis, with the only cost to the participant being transportation to Portland. Donor support is pending, please contact the Animal Science Committee Chair to confirm the availability of scholarships (contact information listed below).

Each successful applicant is responsible for their transportation to Portland and should arrive on Thursday, September 17. Two nights of double occupancy lodging (Thursday & Friday) will be included in the tour scholarship as well as tour transportation and most meals. A maximum of 20 participants will be selected for the tour. Submit entries by April 28, 2009 to Randy Mills, Animal Science Committee Chair, 827 2411 NW Carden Umanatilla Hall, Room 100, Portland OR 97801-3056, or email to [randy.mills.oregonstate.edu](mailto:randy.mills.oregonstate.edu)

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# NACAA PRE-AM/PIC HORTICULTURE WORKSHOP & TOUR

## PURPOSE

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

## ELIGIBILITY

NACAA members in good standing in their state association and with horticulture as a major responsibility are eligible to participate in this seminar and tour. The NACAA Pre-AM/PIC seminar and tour will be held on Saturday, September 19 and Sunday, September 20, 2009.

## ENTRY AND JUDGING CRITERIA

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

## AWARDS

Each selected participant is responsible for their own transportation to Portland, OR on Friday, September 18, 2009. Selected members will be provided a stipend for one night lodging. All meals on September 19 and breakfast on the 20th will be provided to participants.

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

## DEADLINE

Entry must be in possession of your State Horticulture Committee Chair by March 15, 2009.

*Support Pending*

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# GIS/GPS FOR EXTENSION PROFESSIONALS I

## PURPOSE

The Agronomy and Pest Management Committee is sponsoring a hands-on GIS/GPS workshop at the 2009 NACAA AM/PIC in Portland, OR. This workshop will be Thursday as an alternative for a tour. This workshop will be very "hands-on" and will be limited to 20 participants.

Geographic Information Systems (GIS) and Global Positioning Systems (GPS) technology is becoming a part of many areas of extension work from crop scouting to community development to youth programs. Extension professionals need to be well versed in GIS/GPS to help educate and lead our communities in the future.

The workshop will introduce participants to GIS and GPS including examples of Extension projects that have utilized the technology. Participants will learn the basics of: using ArcGIS and building a project base map, exporting it to GPS equipped PDA for field data collection, collecting field data with the PDA's ArcPad software, and adding the data to their classroom project. **All participants will be provided with an ArcGIS reference book that includes a trial version of ArcGIS software. Participants will have the option of using their personal laptop or using one of the provided laptops (15 are available).**

## ELIGIBILITY

All members of NACAA in good standing with their state associations may apply. State Agronomy and Pest Management Committee Chairs are eligible to participate if space is available.

## ENTRY AND JUDGING CRITERIA

Applicants must complete the on-line entry on the NACAA web site and a written plan of no more than one page explaining the following;

1. Present knowledge of GIS/GPS.
2. How you will use this new information to improve you local extension program.
3. What will be the potential impact of your GIS/GPS program?
4. How do you intend to evaluate the participants?

Successful applicants will be selected from all 4 NACAA regions (**5 from each region if enough applicants are received**). Scoring of applications will be based on;

- A. Plan of Work after training. (45 points)
- B. Expected results, evaluation method, and expected impact. (45 points)
- C. Past experience with GIS/GPS. (10 points)

## DEADLINE

Entry must be entered on-line by March 15<sup>th</sup>, 2009. State Chairs should send all state entries and the designated state winner to the Regional Vice Chair by April 1, 2009.



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# EXCELLENCE IN 4-H PROGRAMMING

## PURPOSE

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

## ELIGIBILITY

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

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

## ENTRY

Entries should be submitted electronically including attached support material and supervisor letter (see NACAA web site). The entry should consist of 1) the on-line general application form; 2) a narrative not to exceed 1000 words; 3) support material not to exceed 5 pages; and 4) a letter from the entrant's immediate supervisor verifying the program accomplishments. Judging of the entry will be based on: problem identification - 10 points; specific target audience identified - 10 points; goals established - 10 points; teaching methods and activities - 25 points; measurable results, target audience reached, changes noted - 25 points; organization, clearness, readability - 20 points. An abstract of 150-250 words is *required* with application based on the above criteria. If team entry, team member names on the abstract must be the same as on the application form. See page 12 for abstract example and format that must be followed.

## AWARDS

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

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

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

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

## DEADLINE

Entry must be in possession of your 4-H and Youth Committee State Chair by March 15, 2009.

State Chairs should send all only the winning entry to their regional 4-H and Youth Committee Vice Chair by April 1, 2009. The Regional Vice-Chair should review the state winning entries for completeness and send one winning entry for each state submitting entries to the National Chair for judging by April 15.

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

## PURPOSE

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

## ELIGIBILITY

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

## ENTRY

Entries should be submitted electronically (see NACAA web site). Complete on-line general application form and submit with entry that does not exceed 1200 words and reflects program activities and accomplishments within the past three years.

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

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

Abstract is required with application. Abstract totals do not count in the 1200 words. If team entry, team member names on the abstract must be the same as on the application form. See page 12 for abstract example and format that must be followed.

## AWARDS

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

Each Regional Winner must present his/her program during the 2009 NACAA AM/PIC to be eligible for the honorarium. Consult AM/PIC Program for time and location.

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

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

## DEADLINE

On-line entries must be completed by March 15, 2009. State Chairs should send all state entries, with the winning entry designated, to their Regional Vice Chair by April 1, 2009.



**CHECK OUT**

**OUR**

**WEB SITE**

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

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# Guidelines for the following six

## SEARCH FOR EXCELLENCE PROGRAMS

### ELIGIBILITY

All NACAA members in good standing with their state associations are eligible. Team entries are permitted. All team members need not be current members of NACAA. However, only NACAA members will receive award recognition. Please indicate the members of the team that are non NACAA Members. State Search for Excellence Chairs are eligible but must follow established guidelines. Application must be signed by a current NACAA member.

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

### ENTRY

Submitting entry electronically is mandatory for all Search For Excellence Award Programs (see NACAA web site). Complete **on-line** application form and submit with entry that should not exceed 1200 words. Entry should reflect program activities and accomplishments **within the past three years**. Members are encouraged to apply for multiple Search For Excellence Awards, however **members can only enter the same program in ONE Search for Excellence Category**.

Entry should be organized and will be evaluated on the following criteria: Educational Objectives, Program Activities, Teaching Methods, Results, Impact Statement, and Evaluation. The score sheet for all Extension Programs is located on page 8.

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

Abstract is required with application. Abstract totals do not count in the 1200 words. If team entry, team member names on the abstract must be the same as on the application form. See page 12 for abstract example and format that must be followed.

### AWARDS

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. *SFE in Young, Beginning or Small Farmers/Ranchers - National Winner \$1000, Regional \$500, State \$100 (per sponsor request and award IS cumulative), SFE Crop Production will have up to \$1000 in travel stipend awarded to National Winner - per sponsor request*. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 15 minutes maximum. Consult AM/PIC Program for time and location. Tickets will be required for Brown Bag Luncheon (if offered). Inquire for tickets at registration.

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

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

### DEADLINE

Entry must be in possession of your Search for Excellence Committee State Chair by March 15, 2009.

State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2009.

## SEARCH FOR EXCELLENCE IN REMOTE SENSING AND PRECISION AGRICULTURE

### PURPOSE

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

*Support Pending*

## SEARCH FOR EXCELLENCE IN CROP PRODUCTION

### PURPOSE

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

*Support Pending*

## SEARCH FOR EXCELLENCE IN LANDSCAPE HORTICULTURE

### PURPOSE

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

*Support Pending*

## SEARCH FOR EXCELLENCE IN FARM AND RANCH FINANCIAL MANAGEMENT

### PURPOSE

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

*Support Pending*

## SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

### PURPOSE

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

*Support Pending*

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

### PURPOSE

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

*Support Pending*

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

## PURPOSE

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

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

## ELIGIBILITY

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

## ENTRY & JUDGING CRITERIA

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

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

Successful applicants will be selected on the basis of:

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

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

## AWARDS

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

## DEADLINE

Entry must be completed on-line by March 15, 2009.

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

# ON-TARGET GEOSPATIAL TECHNOLOGIES SEMINAR

## PURPOSE

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

## ELIGIBILITY

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

## ENTRY & JUDGING CRITERIA

Complete the general application form on-line and attach a written plan, not to exceed one page on:

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

Successful applicants will be selected on the basis of:

1. The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (both agents and clientele) upon completion of the program.
2. Geographic and other diversity considerations. Since this is a prototypical program, it is desirable to have representatives from all four NACAA regions.
3. Experience & past activities of the applicant that would form a synergy with this training program.

## SCORING

- A) Plan of Extension work following this training (65 pts)
- B) Local Extension program expected impacts, expected results, and program evaluation methods (30 pts)
- C) Experience and past Extension activities with this technology (5 pts)

## AWARDS

Plans for this program are for approximately 4 participants, nationally, will be selected on a competitive basis. Economy air travel will be provided to successful applicants (October 2009 – at the NASA Space Dynamics facility in Logan, UT. Specific date to be determined by participants). Meals & lodging expenses also will be paid by the program sponsors. However, incidental and additional expenses will be the responsibility of the participants. A limited number of additional participants may be accommodated if they provide all of their travel and others expenses. Successful participants will also receive a small hand-held computer, a GPS unit, and GPS/image management software.

## DEADLINE

Entry must be in possession of your Agronomy and Pest Management State Committee Chair by March 15, 2009. State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2009.

# NACAA SEARCH FOR EXCELLENCE SCORE SHEET

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

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



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# CALL FOR PRESENTERS FOR THE PROFESSIONAL IMPROVEMENT SESSIONS 2009 NACAA AM/PIC

**PURPOSE:**

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

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

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

**ELIGIBILITY:**

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

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

The Regional Vice Chairs of the Professional Improvement Committees will have full authority to accept or reject a proposed presentation upon evaluation of the title and submitted abstract. Rejection of a proposed presentation by the Regional Vice Chairs will be final. Presentations will be made on Tuesday of the 2009 AM/PIC.

**RECOGNITION:**

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

**ENTRY:**

The application process for making a presentation at the 2009 AM/PIC will be handled on-line at <http://nacaa.com/awards/apps/presentation.php>. Please follow the instructions on-line for submitting a presentation application. All submissions must be completed by March 15, 2009. See page 12 for abstract example and format that must be followed.

## **NACAA OFFICE HAS MOVED**

**Please make a note in  
your records...**

**NACAA has moved to  
6584 W. Duroc Road  
Maroa, IL 61756**

**New Phone/Fax numbers:**

**Phone: 217-794-3700**

**Fax: 217-794-5901**

**Email: [nacaaemail@aol.com](mailto:nacaaemail@aol.com)**

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# CALL FOR PAPERS FOR THE POSTER SESSION

## PURPOSE

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

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

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

## ELIGIBILITY

An NACAA member in good standing must submit papers to which they have been a contributing investigator. A member can only be the senior author (the first name appearing on the poster) on one poster in each category each year.

## GUIDELINES

- Poster size must be no larger than 44" x 44". This allows all posters to fit nicely on the frames used at AM/PIC.
- There is no limit to the number of posters on which a member can be listed as a junior author.
- **Any member who does not follow these guidelines and submits more than one poster on which he/she is the lead author in the same category, will have all posters disqualified.**
- *No poster or abstract will be presented at the 2009 AM/PIC that has been presented at any previous NACAA AM/PIC.*
- The Professional Excellence Committee will have full authority to accept or reject a poster abstract upon evaluation of the title and submitted abstract. Rejection of poster abstract by the Professional Excellence Committee will be final.

## RECOGNITION

Peer reviewed papers will be selected for presentation and authors will receive a certificate and will have a PDF version of posters (paper) published in the NACAA Annual Meeting and Professional Improvement Proceedings/website at <http://www.nacaa.com/ampic/2009/posters.html>.

## JUDGING

Poster judging will be based on the following criteria:

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

## ENTRY

Complete the on-line application process found at <http://nacaa.com/awards/apps/poster.php>, No hard copy applications will be accepted. All submissions must be completed by March 15, 2009. See page 12 for abstract example and format that must be followed.

## AWARDS

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

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

*Support Pending*

## Publication Deadlines

### The County Agent

#### March, 2009 Issue

Deadline for articles: February 8, 2009

Mail Date: March 1, 2009

#### AM/PIC Issue

Deadline for articles: April 20, 2009

Mail Date: May 20, 2009

#### AM/PIC Recap Issue

Deadline for articles: September 28, 2009

Mail Date: October 15, 2009

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## GUIDELINES FOR APPLIED RESEARCH AND EXTENSION EDUCATION POSTER SESSION

### Mounting of the Poster:

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

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

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

### Abstract:

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

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

### Supporting Materials:

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

### Content:

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

24 point      48 point

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

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

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

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# INSTRUCTIONS FOR SUBMITTING ALL ABSTRACTS WHERE REQUIRED

## I. Abstract Format

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

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

1. **Electronic copies** of the abstract are to be submitted with the application by following the on-line submission process.
2. Abstracts will not be accepted if they do not conform to the instructions contained herein, both in content and/or format.
3. The following is an example of the abstract format that must be followed for all abstracts. The abstract selected is the 2006 National Winner of the Poster Session Applied Research category.

### Sample FORMAT FOR All NACAA ABSTRACTS

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

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

Submission of abstracts must be completed online no later than March 15, 2009. Additional information (the schedule of presentation, details on presentation methods, and so on) will be provided after the abstract has been approved.

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

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

<sup>1</sup>. Extension Agent, Virginia Cooperative Extension, Washington County, Abingdon, Virginia 24210

<sup>2</sup>. Extension Specialist, Virginia Cooperative Extension-Southwest Virginia AREC, Glade Spring, Virginia 24340

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

# CALL FOR PAPERS TO BE PUBLISHED IN THE 2009 NACAA JOURNAL

## PURPOSE:

To provide NACAA members an opportunity to publish in a recognized national professional improvement format.

To provide NACAA members an opportunity to share successful Cooperative Extension scholarly work such as on farm research demonstrations, applied research, and related Extension activities.

To provide the NACAA membership with additional professional improvement opportunities that will enable them to become a more knowledgeable Cooperative Extension professional.

## ELIGIBILITY:

NACAA members in good standing must submit an electronic abstract and full article by following the entry rules listed below. Articles are to be submitted on-line (**no hard copy/paper versions will be accepted**).

The Electronic Journal Committee will have full authority to accept or reject a proposed article based upon reviews. Rejection or acceptance of a proposed article by the Journal Committee will be final. The Chair of the Journal Committee is Mickey P. Cummings at coosa@uga.edu.

## RECOGNITION:

Peer reviewed articles will be published on the NACAA website www.nacaa.com.

## ENTRY:

Abstract, and proposed article must be submitted online at <http://nacaa.com/journal> by March 15, 2009. See page 12 for example of abstract. The on-line entry form will have designated areas to enter Title, author, institution and address, additional authors, and then the main manuscript. In order to preserve your anonymity of during the review process, do not include the authors, institution or address in the main manuscript.

## Manuscript Specifications:

- Double-spaced
- 12 point font
- PDF format (on Windows use Adobe or a free app like PrimoPDF from <http://primopdf.com/> to create PDF file)
- Maximum of 2,000 words plus tables, graphics and abstract
- Entire file size not to exceed 2mb
- 1 inch justified margins
- First letter of words in title should be capitalized
- Titles should be centered
- DO NOT include the name of author, institution in the PDF file
- Insert 1 empty line before text
- Text should be preceded by 3 blank spaces
- Scientific names should be written in italic type

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## UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)

1. Publication Title The County Agent		2. Publication Number 0 1 3 4 - 9 0 0		3. Filing Date Oct. 1, 2008	
4. Issue Frequency January, April, August, October		5. Number of Issues Published Annually 4		6. Annual Subscription Price \$10.00	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®) National Association of County Agricultural Agents 252 N. Park Street Decatur, IL 62523-1306 - Macon County				Contact Person Scott Hawbaker Telephone (include area code) 217-794-3700	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) National Association of County Agricultural Agents 252 N. Park Street Decatur, IL 62523-1306 - Macon County					
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)					
Publisher (Name and complete mailing address) Scott Hawbaker Greendell Publishing 252 N. Park Street Decatur, IL 62523-1306					
Editor (Name and complete mailing address) Scott Hawbaker Greendell Publishing 252 N. Park Street Decatur, IL 62523-1306					
Managing Editor (Name and complete mailing address) Scott Hawbaker Greendell Publishing 252 N. Park Street Decatur, IL 62523-1306					
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)					
Full Name National Association of County Agricultural Agents		Complete Mailing Address 252 N. Park Street, Decatur, IL 62523-1306			
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None					
Full Name		Complete Mailing Address			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)					
PS Form 3526, September 2007 (Page 1 of 3 (Instructions Page 3)) PSN 7530-01-000-9931 PRIVACY NOTICE: See our privacy policy on www.usps.com					
13. Publication Title The County Agent		14. Issue Date for Circulation Data Below August, 2008			
15. Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months		No. Copies of Single Issue Published Nearest to Filing Date	
a. Total Number of Copies (Net press run)		4600		4200	
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)		4376		3871	
b. Paid Circulation (By Mail and Outside the Mail)		3		3	
(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)					
(3) Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®		0		0	
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)		0		0	
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		4379		3874	
(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		120		124	
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		0		0	
(2) Free or Nominal Rate In-County Copies Included on PS Form 3541					
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)		41		53	
(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		0		0	
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		161		177	
f. Total Distribution (Sum of 15c and 15e)		4540		4051	
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		60		149	
h. Total (Sum of 15f and g)		4600		4200	
i. Percent Paid (15c divided by 15f times 100)		96.45%		95.63%	
16. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the <u>December, 2008</u> issue of this publication. <input type="checkbox"/> Publication not required.					
17. Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Scott D. Hawbaker</i>				Date 10/1/2008	
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).					
PS Form 3526, September 2007 (Page 2 of 3)					

# PRIDE Program

## PURPOSE

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

## ELIGIBILITY

All entrants must be members of both their State and National Associations of County Agricultural Agents. Regarding Team entries, only the lead applicant of the team must be a member of the State and National Association. Public Relations efforts submitted for judging must have been conducted between January 1, 2008 and March 15, 2009. Previous regional winners are ineligible for a period of one year. State Public Relations Committee Chairs are eligible but must follow established guidelines.

## ENTRY

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

## ENTRY CRITERIA

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

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

**Public Relations Objective (30 points possible).** Explain how and by whom objectives were established. List Public Relations objectives. They should be pertinent, realistic, specific, measur-

able and aimed directly at achieving a better understanding of agriculture in your community. Explain the relationship of your objectives to the situation in your county.

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

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

## RECOGNITION AND AWARDS

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

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 15 minutes maximum. Consult AM/PIC Program for time and location.

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

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

## DEADLINE

Entry must be in possession of your Public Relations Committee State Chair by March 15, 2009.

State Chairs should send all state entries with the state winning entry designated to their region Vice Chair by April 1, 2009.

**Support Pending**

## 2009 Service to American/World Agriculture Nomination Form

**DEADLINE:** March 15, 2009

**ATTENTION:** Western Region NACAA Members. You or your state has the opportunity to nominate an individual to receive the Service to American/World Agriculture Award from NACAA for their contribution to agriculture.

## PURPOSE:

To recognize a U.S. citizen who has made a major contribution to American/World Agriculture and is so recognized by peers and the general public. Recipient is expected to attend the 2009 Annual Meeting and Professional Improvement Conference in Portland, OR to accept the award, and will receive appropriate expenses to attend the annual meeting.

## GUIDELINES:

1. Nominations are encouraged by any member of NACAA in the eligible region. Nominees must be residents of the region hosting the annual meeting and must have the approval of the State Extension Director and the President of your State County Agent Association. The recipient of this award will be from the Western Region in 2009.

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

3. Entries must be received by March 15. Send to Stan Moore, Vice-President-NACAA, P.O. Box 427, Bellaire, MI 49615

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

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

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# NACAA HALL OF FAME AWARD

## PURPOSE:

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

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

## ELIGIBILITY:

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

## NOMINATION:

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

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

efforts. Nomination materials must be submitted on-line. A one-page bio-summary must also be completed (see sample on web <http://www.nacaa.com/awards/> ).

## CRITERIA:

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

A cash award of up to is \$1000. The winners must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the Monday General Session to receive their award.

- One winner from each region will be recognized at the Monday General Session.
- All state winner applications received by the established deadline will be reviewed and judged by the NACAA Recognition & Awards Committee.

Support provided by:



JOHN DEERE

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## COMMUNICATIONS AWARDS PROGRAM

### PURPOSE

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

### ELIGIBILITY AND JUDGING CRITERIA

Members of NACAA in good standing with their state association are eligible to enter, including team entry members. Extension editors and/or other paraprofessional Extension Communication specialists are not eligible. Only one entry per class per individual. All classes are open to entries from one or more NACAA members with the exception of Class 2 - published photo, Class 5 - personal column and Class 7 - individual newsletter, which are open to individual entries only. Entries must have been used by member between March 15, 2008 and March 15, 2009.

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

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

### ENTRY

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

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

### ABSTRACT

**Each entry, including entrie submitted electronically, must have an abstract.** Include members' name, state, and county (team entries should list all NACAA members who contributed to the

entry); a short summary that includes objective, purpose (why, when, how, audience, and audience number, and results); and how the entry was prepared (i.e. recorded, edited, printed, or duplicated professionally or by field staff on field office equipment), how distributed and how many were distributed. The abstract should include the member's contribution to the final product. Abstracts for all regional and national winners will be published. **See page 12 for abstract example and format that must be followed.**

**Please include CD in a pocket or envelope attached inside the folder. Abstracts must be on a labeled CD with the exception of entries submitted electronically. Submit both hard copy and CD with entry material.**

#### CATEGORIES

1. **Audio Recordings** - 1 to 15 minute presentation. Can be a complete program or only a segment of radio programs to be judged. Submit on a CD. Member(s) must have been a major contributor to the presentation or conducted the interview(s). On separate page, indicate date and time(s) used, station(s) where program aired, and where taped (agent's office or station).

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

3. **Computer Generated Graphics Presentation** - Maximum of 80 slides up to 15 minutes in length or if longer, entrant must designate portion of set to be judged by indicating the portion to be judged on the script. Computer generated graphics presentations i.e. Powerpoint presentation may be submitted on CD.

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

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

6. **Feature Story** - Clipping and original copy of one article. Photocopies or scanned copies of the final published article will be accepted if original clipping is not available or for entries submitted electronically.

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

8. **Newsletter, Team** - Two *different* issues of a newsletter written by **one or more members**. Non-members may be a part of a team entry (i.e. NRCS). Entry may be a portion of a multi-county, area extension newsletter, or multi-agency newsletter. Indicate audience to whom newsletter was sent and the number distributed and how distributed.

9. **Video Recordings** - One presentation that **one or more members** contributed to or produced, not over 15 minutes long. It can be a segment of a longer program. Entries must be on a

VHS or DVD. Indicate audience, purpose and how the presentation was used. DVD format is acceptable.

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

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

12. **Web Site** - Entry will consist of abstract and URL address for the web site. Person submitting should be the person primarily responsible for content, design and maintenance of the site.

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

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

#### AWARDS

Awards in each of the fourteen (14) categories are as follows:

- \*National Category Winner – Plaque and cash if donor available.
- \*3 National Category Finalists - Plaque and cash if donor available.
- \*8 Regional Category Finalists – Certificate
- \*State Category Winners – Certificate

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

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

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

#### DEADLINE

**Entry must be in possession of your Communications Committee State Chair by March 15, 2009.**

State Chairs should send state winning entries to their region Vice Chair by April 1, 2009. Region Vice Chairs must send to National Committee Chair by April 15.

*Support provided by:*



**SCORECARD CLASS 1** Possible Points  
**AUDIO RECORDINGS**

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

**SCORECARD CLASS 2** Possible Points  
**PUBLISHED PHOTO & CAPTION**

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

**SCORECARD CLASS 3** Possible Points  
**COMPUTER GENERATED GRAPHICS PRESENTATION**

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

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

**SCORECARD CLASS 4** Possible Points  
**PROGRAM PROMOTIONAL PIECE**

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

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

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

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

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

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

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

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

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

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

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

**TOTAL POINTS** 100

**SCORECARD CLASS 9** Possible Points  
**VIDEO RECORDINGS**

1. **CONTENT** 35  
 Does the subject matter reach the stated objectives? Is the subject matter practical and educational? Is the subject matter appropriate for the intended audience? Is it pertinent to the locality?

2. **FORMAT** 30  
 Do opening remarks attract audience attention and arouse interest? Does the presentation flow freely? Is the video and audio quality clear? Does the agent make good use of the visuals and props (location, special effect, models and animation)? Is the closing friendly and direct? Has the viewer gained a new knowledge or skill about the subject?

3. **STYLE** 35  
 Does the entire show capture the viewers' attention? Is the agent enthusiastic about his/her subject? Does the agent use clear and concise terms? Does the agent make the information easy to understand? Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?

**TOTAL POINTS** 100

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

1. **CONTENT** 30  
 Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. **READABILITY** 30  
 Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?

3. **DESIGN AND APPEARANCE** 40  
 Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS** 100

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

1. **CONTENT** 30  
 Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. **READABILITY** 30  
 Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?

3. **DESIGN AND APPEARANCE** 40  
 Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS** 100

**SCORECARD CLASS 12** Possible Points  
**WEB SITE**

1. **CONTENT** 30  
 Is it immediately clear what the content of the site is? Is the subject matter appropriate to the audience? Is it in-depth, up to date relevant and factual (research-based)? Does the site offer links to more detailed information?

2. **EASE OF USE** 30  
 Is it obvious how to find information? Are the pages easy to understand? Is there a navigation tool to quickly get you to the desired location? Is there some redundancy to accommodate different used learning styles (e.g. is there more than one way to get to the same information)? Are there unnecessary layers between the home page and the information you seek?

3. **OVERALL APPEARANCE** 20  
 Is there appropriate use of color and graphics? Is there a consistent look through the site? Is the site interesting? Does it have continuity?

4. **TECHNICAL QUALITY** 20  
 Does the site offer search capability? Do images load quickly? Does everything function as it should? Does it make good use of the medium (e.g. colors, links, sound, video, dynamic pages, databases, etc., which are not well suited in print or other media)? Is it interactive; does it let the user leave message or provide feedback?

**TOTAL POINTS** 100

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

1. **CONTENT** 30  
 Is the material useful, relevant, and appropriate in the teaching/learning of the topic to the intended audience? Are the instructional materials of high quality? Does the Learning Module contain different types of media useful and applicable to the intended audience?

2. **ORGANIZATION** 35  
 Is the Learning Module/Notebook organized in a way to facilitate the learning/teaching process and arranged logically to follow the course/unit curriculum? Could another Educator take the material and have the essentials to teach this subject?

3. **MEMBER CONTRIBUTION** 35  
 What is the contribution of the member in the overall teaching module? Does it go beyond the compilation of relevant material? Does it include some original work?

**TOTAL POINTS** 100

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

1. **CONTENT** 30  
 Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. **READABILITY** 30  
 Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?

3. **DESIGN AND APPEARANCE** 40  
 Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?

**TOTAL POINTS** 100



## JCEP 2009

### Public Issues Leadership Development Conference

April 27 – 29, 2009

Key Bridge Marriott Hotel

Arlington, Virginia

### Presentation RFP

#### Guidelines:

- Application must show outcomes of educational programming related to “**Increasing Extension’s Presence at the Local Level**” (with the focus on marketing to/working with decision makers at the local level.)
- Proposals must be submitted by February 1, 2009 and will be selected by March 1, 2009.
- Recipients must attend and participate in a panel presentation during the 2009 PILD Conference.
- Applicants must be a current member of one of the JCEP Professional Organizations.
- Three applicants will receive a waiver of their 2009 PILD Conference Registration fee.
- Up to 25 abstracts will be accepted.

#### Format Required for Submission:

(Failure to adhere to the following outline may result in non-evaluation of the proposal by the JCEP Review Committee.)

- Title of Presentation:
- Name of Presenter:
- Title of Presenter:
- Presenter Mailing Address:
- Presenter E-Mail:
- Presenter Phone/ Fax Numbers:
- Indicate the JCEP organization(s) of which you are a member:
- Abstract - 500 words maximum:
- Summary - 50 words maximum to be used in the program:
- Letter of recommendation from immediate supervisor regarding this marketing effort—may be emailed separately to Ellen Burton, eburton@illinois.edu by the February 1, 2009 deadline.
  
- All proposals must be received electronically by 5:00 p.m., February 1, 2009 by Ellen Burton, eburton@illinois.edu. In addition, a hard copy must be mailed to Ellen Burton, JCEP President Elect, 1541 Timberline Road, Congerville, IL 61729 and postmarked no later than February 1, 2009. *FAX copy will not be accepted.* This form is also found on the JCEP WEBSITE at: [www.jcep.org](http://www.jcep.org) under “PILD Conference.” The proposals will be reviewed by the JCEP Review Committee which is comprised of the National Presidents from the Extension Professional Organizations: ANREP, ESP, NAE4-HA, NACAA, NEAFCS, and NACDEP.
- Proposals will be evaluated upon the following weighted criteria: addressing topic as outlined —15%; adherence to format —10%; value of information to participants — 50%; and interest of topic to participants — 25%.

*Sponsored by:*

*JCEP – Joint Council of Extension Professionals*

*For conference details, visit [www.jcep.org](http://www.jcep.org)*

*Kendra Wells, PILD Chair [klwells@umd.edu](mailto:klwells@umd.edu)*

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# INDIVIDUAL OR GROUP NACAA SCHOLARSHIP APPLICATION FORM

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

Name \_\_\_\_\_ Email Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Phone: Home ( ) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Office ( ) \_\_\_\_\_  
Present position \_\_\_\_\_ Years in same \_\_\_\_\_ NACAA Member as of March 15  Yes  No

Amount requested from NACAA Foundation \$ \_\_\_\_\_ Approximate starting date of course or tour \_\_\_\_\_

Has applicant (all group members) contributed \$40 to NACAA Scholarship Fund before the end of the 2008 AMPIC?  Yes  No

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

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

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

### Criteria for Awarding Scholarships (in 2009)

1. Application must carry signature or electronic submission of State Association President or his/her designee, State Scholarship Chair and Appropriate State Extension Administrator.
2. **Each participant must have contributed at least \$40 to the NACAA Scholarship Fund before the end of the 2008 AMPIC. (Check with your State Scholarship Committee Chair to confirm this prior to submitting an application. (If one person within the group has not contributed \$40 by June 30th, it disqualifies the entire group).**
3. Study or training must start within 14 months of the 2009 AM/PIC (Sept. 20-24, 2009) & cannot be initiated before application is approved by the Scholarship Selection Committee and the Trustees of the NACAA Educational Foundation (Sept. 20, 2009).
4. Applications will be judged and funded based on completeness, plan for training, how it will be used/applied post training, and availability of funds.
5. Award is for individual or group professional improvement which may include advanced degrees, graduate credits, tours, seminars, research or other specialized training.
6. Maximum scholarship is \$1000 per year, & a total of \$2,000 during a member's Extension career. (This amount includes scholarships received as an individual or as part of a group.)
7. Scholarship funds will not be awarded until 60 days prior to study or training begins. It is the recipient's responsibility to advise the National Scholarship Chair if impending date of educational activity changes.
8. Report must be made to National Scholarship Chair within 30 days after the training is completed. That report must include a 75-word abstract of the approved educational activity and documentation that the expenses were spent according to the stated educational objectives of the application. The penalty for misuse of NACAA Scholarship Funds is repayment of the funds to NACAA & prohibition from future NACAA Scholarships.
9. Recipients will be selected by the Scholarship Selection Committee with final approval of the Trustees, NACAA Educational Foundation.
10. No scholarship will be awarded a person, if as a result of such grant, any member of the Scholarship Selection Committee, National Board of NACAA, or any Trustee of the Foundation shall derive a private benefit, either directly or indirectly.
11. Selection for Scholarships shall be made on an objective & nondiscriminatory basis, regardless of race, creed, color, gender, or religion of the applicant.

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

**FOR GROUP APPLICATIONS** - All tour members must meet criteria, including address, home and office phone, contribution of \$40 to the NACAA Scholarship Fund by the end of the 2008 AMPIC, whether they received a previous scholarship and if so, how much. List this on a separate sheet of paper and attach to the scholarship application.

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

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

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

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

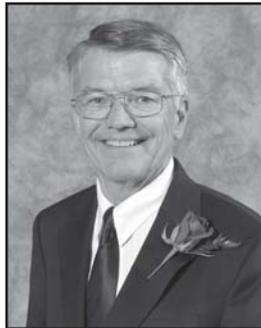
Approved by State Extension Administrator \_\_\_\_\_ Date \_\_\_\_\_

(Do not use older application form)

Revised 12/08

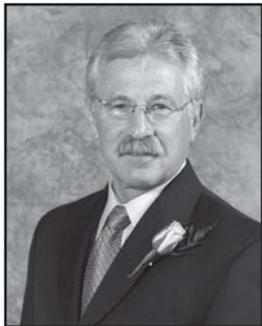
# 2009 NACAA COMMITTEES

## 2009 OFFICERS



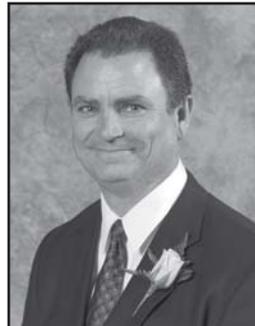
### **PRESIDENT**

Rick Gibson  
820 East Cottonwood Ln, Bldg. C  
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Ph: 520-836-5221 ext. 227  
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### **PRESIDENT - ELECT**

Phillip Pratt  
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### **VICE-PRESIDENT**

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### **SECRETARY**

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### **TREASURER**

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### **PAST PRESIDENT**

N. Fred Miller  
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## 2009 DIRECTORS

## 2009 VICE DIRECTORS

### NORTH CENTRAL REGION



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### NORTH EAST REGION



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Betsy Greene (2009)  
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### SOUTHERN REGION



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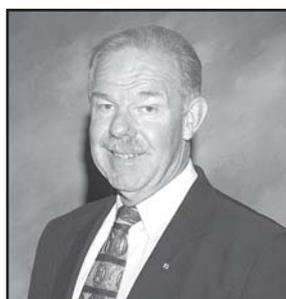
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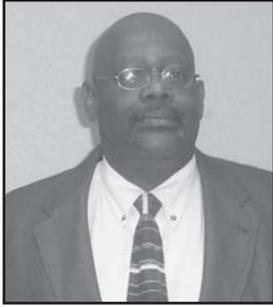


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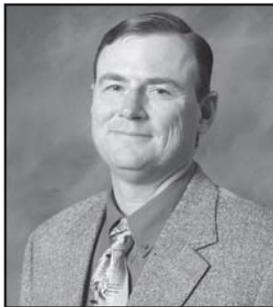
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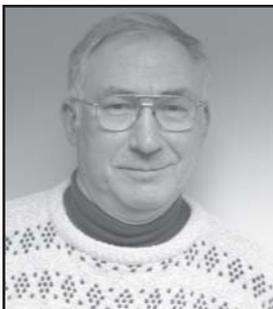
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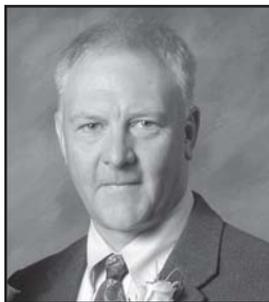
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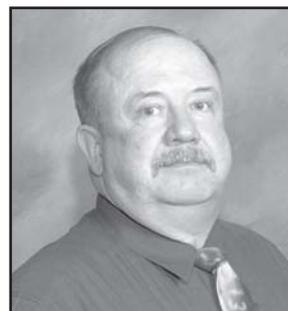
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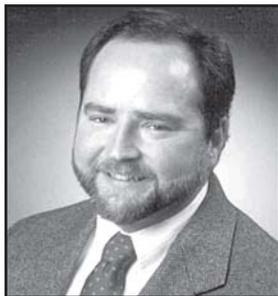
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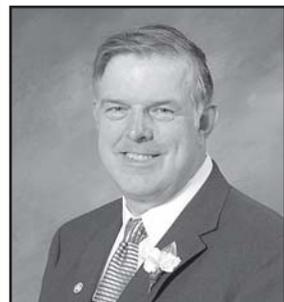
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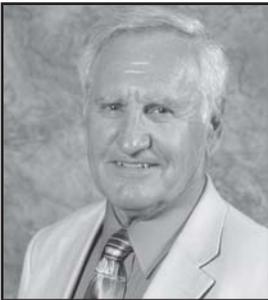
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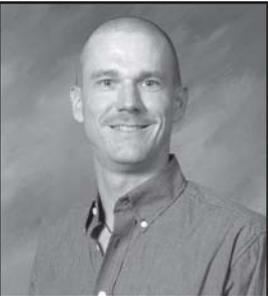
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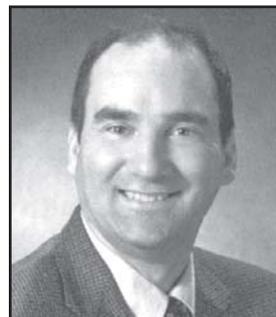
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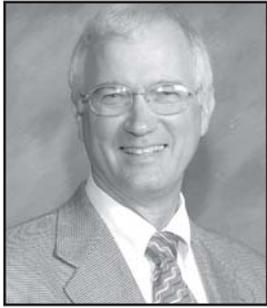
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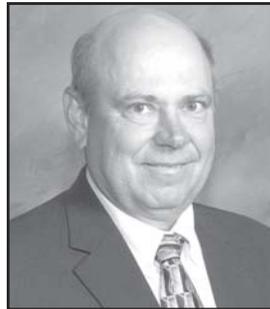
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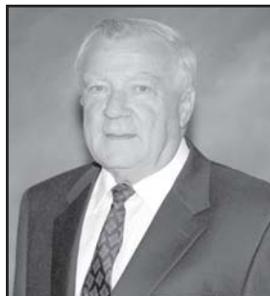


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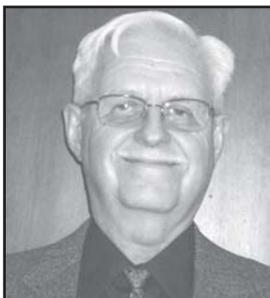


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## OPEN COMMITTEE CHAIR AND VICE CHAIR POSITIONS 2009 - 2011

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

Application/nominations will be available on the NACAA web site shortly after January 1, 2009 and will be due no later than March 1, 2009. Appointments will be made at the Spring Board Meeting.

<b>Professional Improvement Council</b>	<b>Region Open To Application</b>	
Agronomy & Pest Management - Vice Chair	Southern and Western	2 year term
Ag Economics & Comm. Dev. - Vice Chair	North East and western	2 year term
Animal Science - Vice Chair	North Central and Southern	2 year term
Natural Resources/Aquaculture - Vice Chair	North East and Southern	2 year term
Horticulture & Turf Grass - Vice Chair	North Central and North East	2 year term
Sustainable Agriculture	North Central and Western	2 year term

<b>Extension Development Council</b>	<b>Region Open To Application</b>	
Agricultural Issues & Public Relations - Vice Chair	Southern and Western	2 year term
Early Career Development - Vice Chair	North Central and North East	2 year term
Administrative Skills Dev. - Vice Chair	North Central and Southern	2 year term
Teaching & Educational Technologies - Vice Chair	Northeast and Western	2 year term

<b>Program Recognition Council</b>	<b>Region Open To Application</b>	
Communications - Vice Chair	North Central and Southern	2 year term
Search for Excellence - Vice Chair	Northeast and Southern	2 year term
4-H and Youth - Vice Chair	North Central and Southern	2 year term
Professional Excellence - Vice Chair	North Central and Western	2 year term
Public Relations - Vice Chair	Northeast and Western	2 year term
Recognition & Awards - Vice Chair	Northeast and Western	2 year term
Scholarship - Vice Chair	Southern and Western	2 year term

<b>Council Committee Chair Openings</b>	<b>Open to General Membership</b>	
Professional Improvement	Open to General Membership	3 year term

### **National Committee Chair Openings**

<b>Program Recognition Council</b>		
Search for Excellence	National Chair	2 year term
Communications	National Chair	2 year term
4-H and Youth	National Chair	2 year term
Scholarship	National Chair	2 year term

**National Committee Chairs for all Professional Improvement Council Committees and Extension Development Council Committees are selected annually amongst the four regional vice chairs and can serve two consecutive one year terms.**

# Call of the Week



We encourage County Agents to submit some of their humorous, strange or unusual calls you've had over the years. These are the ones that make you shake your head in amazement or just tickle your funny bone. We know you've had some. Take a minute and E-mail them to us at [nacaacmail@aol.com](mailto:nacaacmail@aol.com) or send them by snail mail to NACAA, Attn: Call of the Week, 6584 W. Duroc Rd. Maroa, IL 61756.

I received a frantic call from a lady who had found three dead birds in her back yard. The birds had been attacked by something, their heads ripped from their bodies. The lady wanted to come in right away and discuss the problem. About 20 minutes later, she showed up in my office with a plastic bag and a bird body. There was no head, but she said she did find a beak, which she also included in the bag. She said she loved to feed birds and didn't want any more harmed.

I went through the obvious possible culprits: neighbor's cat, raccoon, weasel. She was insistent that it wasn't any of those. I did some on-line searching and couldn't really find any other possibilities, so I suggested she call the Wildlife Hotline housed at Purdue University. This is a great resource we have that puts us in contact with wildlife specialists.

A few weeks later I followed up with her to see if she had been helped by contacting the Wildlife Hotline. She had contacted them, and they had suggested it was probably a raccoon. However, the client was still insistent that it couldn't be a raccoon.

The next day she showed up in my office with another dead bird and wanting some answers. Baffled, I suggested we start over and try to look at the situation again and maybe get a different perspective. I combed through all of my resources and still didn't have an answer for her. Finally, I asked her again about it being a raccoon and why she felt like that wasn't a possibility. She replied "because I don't think he would do such a mean thing". Whoa....back up. I asked her to say that again, and with a sly grin that I can still picture in my head, she told me that she has a "friendly" raccoon who visits her back yard and she enjoys feeding it too and loves raccoons probably more than birds. AND she doesn't think "he" would do such a thing. It took everything I had as a professional not to say... "Well, maybe you're not feeding your raccoon quite enough".

*Stacy Clupper  
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[cluppers@purdue.edu](mailto:cluppers@purdue.edu)*

## NACAA Commemorative Knives Available

The NACAA Educational Foundation and the Scholarship Committee have just under 125 limited edition NACAA Case Knives available for purchase.

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

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

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

These knives will make great Birthday and Holiday presents as well as a good retirement gift for agents. Don't miss this opportunity to own a collectible Case knife. If you have any questions about these knives contact Scott Hawbaker at the NACAA headquarters at (217) 794-3700.





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## ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

**2009**

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

**2011**

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

**2010**

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

**2012**

**Charleston, South Carolina.....July TBD**

*The County Agent*

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