

# The County Agent

A PUBLICATION OF  
THE NATIONAL ASSOCIATION  
OF COUNTY AGRICULTURAL AGENTS

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NACAA - 6584 W. Duroc Road - Maroa, IL 61756 - (217)794-3700



**2020**  
**PROFESSIONAL IMPROVEMENT AND**  
**AWARDS PROGRAMS**  
**&**  
**COMMITTEE DIRECTORY**  
**ANNUAL MEETING &**  
**PROFESSIONAL IMPROVEMENT CONFERENCE**

**Virginia Beach, Virginia**  
**July 19-24, 2020**

# President's Corner

I hope that you and your families had a Merry Christmas and wish you all a productive, happy and healthy New Year. As we close out the Holiday season - "the most wonderful time of the year" and enter into the new year, it is time to remember all the wonderful things you did in your professional life last year and to share some of these ideas and achievements with your colleagues.

This issue of The County Agent Magazine is filled with all the information that you need to submit your abstract describing your wonderful work and apply for presentations and posters to make your contribution to the variety of outstanding professional development and professional improvement opportunities offered at AM/PIC. The NACAA Committee Chairs and Regional Vice Chairs have been contacting your state chairs or president to get the information out to you.

In the following pages, you will also find many opportunities to apply for awards and be recognized by your peers for the great Extension programming that you are doing in in your home state. Please be mindful of the March 15th deadline and the requirements of each award and contact the appropriate Committee Regional Vice Chairs and Chairs if you have any questions.

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**Gene McAvoy**  
NACAA President

As you complete your awards applications, please remember that all DSA, AA, National Award winners, and National Award finalists must register for the AM/ PIC and attend the designated ceremony to receive their award.

Also, in this issue of The County Agent magazine you will find a listing of the open Committee Chair and Vice-Chair positions for 2020 – 2022. This year as every year there is an opportunity for members to expand and share their leadership skills by applying for committee positions that are open.

Committees are the backbone of NACAA and provide the mechanism which enables the association to achieve its mission of furthering the professional improvement of its members, encouraging

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## ***President's Corner continued***

communication and cooperation among all extension educators and provide for enhancement of the image of extension and the development of personal growth opportunities for extension professionals. NACAA depends on the leadership and commitment of its hardworking members fill these leadership positions. Becoming active in the NACAA committee structure will reward you in terms of both professional and personal growth. Take the time to consider potential leadership positions on a national level. I know many of you hold or have held leadership positions in your respective states, this is your chance to take it the next level. Becoming involved in committees is a great way to hone your leadership skills and learn more about the inner workings of our association. If you are interested in finding out what committee positions are available this year, please check the last page of this issue and apply online.

A note about committees, at Winter Board the Board moved to regularize committee structure by converting all Professional Improvement Council (PIC) committees to 5 person committees to match the Program Recognition Council (PRC) committees. Before some committees had 4 members and some 5, this change results in a few more leadership openings. Note that NACAA values the service of Committee Chairs and Vice Chairs and incentivizes service in these positions by underwriting committee chairs expenses to attend the AM/PIC including travel, lodging, meals, registration fee, and pays the Registration Fee for Committee Vice-Chairs to attend the annual meeting.

The Joint Council of Extension Professionals (JCEP) Leadership Conference is fast approaching. This conference is open to all members of each of the six Extension professional associations and will feature dynamic keynote speakers and concurrent presentations from our peers. This year's conference will be held in San Antonio, Texas on February 12-13. The Conference Theme is: 2020 a Vision for the Future. Registration information can be found on the JCEP website ([www.jcep.org](http://www.jcep.org)).

Another opportunity for recognition is the JCEP Creative Excellence Award. One award of \$250 will be presented to an extension professional from each of the JCEP organizations, including NACAA. This award recognizes those individuals or small teams and their innovative approach in addressing emerging or existing issues in exceptionally creative or novel ways that get results, and that others want to emulate.

Looking forward to the 2020 AM/PIC in Virginia Beach, we have been working hard with the Virginia agents to put together a memorable experience. Based on your feedback, the Board and Council Chairs are working hard to maintain the amount and quality of professional improvement opportunities available at the annual meeting and we are also planning on streamlining some aspects of the meeting by combining some Search for Excellence luncheons.

In closing, let me wish each of you a happy, healthy and prosperous New Year. I am grateful of having been given the privilege to serve as President of this great organization and I assure you that my door is always open to your ideas, thoughts and criticisms on things that we can do to make the association better serve our members. I look forward to seeing you in Virginia Beach in July.

### **WANT ASSISTANCE TO UNDERWRITE YOUR COSTS FOR ATTENDING THE AM/PIC? HERE'S ONE WAY TO DO THAT... PARTICIPATE IN THE NACAA INCENTIVE PROGRAM**

**Incentive program to members who bring in new sponsors.**

**The program is as follows:**

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



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# Life Member Corner

## Two Extension Geezers Hike the Grand Canyon

*Article written by NACAA Life Member Herb Reed, University of Maryland Extension, Senior Agent Emeritus. Joining Herb on the hike was Chris Seubert, Retired Area Extension Director with the University of Maryland Extension.*

I retired from University of Maryland Extension in 2017. Chris Seubert was my Area Extension Director when I retired. He retired in 2018 and moved to Oregon. Chris is an avid backpacker and had invited me along on hikes on the Appalachian Trail in Pennsylvania and Virginia before we retired. When Chris called me in October 2019 and asked if I wanted to join him on a Grand Canyon hike in November I was ready to go. Chris arranged the details and permits with the Backcountry Information Center at Grand Canyon National Park.

I prepared for the hike by increasing my daily workout on the treadmill to an hour with an elevation of 15 and a walking pace of 4 mph. Three days out I hiked about 6 miles with a 35 pound backpack. The first 2/3 of the practice hike went well but then I began to limp with a sharp pain in my right hip. I discovered later that I had not fastened the chest strap on my backpack which



keeps the pack from shifting sideways. With the help of ibuprofen I recovered fully in time for the hike.

On Saturday November 16 I flew from BWI to Las Vegas, arriving by 11 am PST. Chris flew in earlier from Portland and picked me up with the rental car outside of baggage claim. We stopped to buy alcohol and isobutene fuel for the stoves and then it was on to Grand Canyon AZ, about a four hour drive. In the evening at the motel we checked gear and packed the backpacks. We each packed about 1.5 pounds of food (dehydrated dinners + energy bars, granola bars, trail mix and cracker packs for breakfasts and lunches) per day. We filled up the hydration packs with water from the motel, as most water in the Grand Canyon has to be treated. We put on the packs and cinched the straps. Chris noticed that I was forgetting the chest strap and then I remembered the practice hike problems.

Sunday morning we drove 7 miles to Grand Canyon Village, arriving there about 6 am. We boarded a shuttle to the trailhead and were starting down Hermit Trail by 7 am.

### **Hike Day 1: Sunday November 17 - 9.7 miles**

The temperature was in the mid-thirties but I was comfortable with two long sleeve T shirts, a fleece, light jacket, head band and baseball cap. By noon I was down to one long sleeved T shirt. When we got to the Colorado River it felt like 60 degrees. The trail was all downhill except for some slight upgrades on some of the switchbacks. It sounds easier than it is. Steep downgrades can be challenging for geezer hips and knees. I found the one trekking pole I use helpful on the steepest parts. The trail was well defined and sections had been built up with rocks by the CCC in the 1930's. We met about a dozen hikers coming up the trail before we got to the turnoff 8.5 miles in to go down to the Colorado River. The last mile to the river was tough and we had to do some bushwhacking and keep an eye out for the cairns marking turns of the trail while crossing back and forth across Hermit Creek.

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The extra effort to the river was worth it as we watched the last group of rafters and kayakers for the day shoot Hermit Rapids. The campsite was primitive, meaning find a spot to pitch your tent and no latrine. A kangaroo rat (*Dipodomys* spp.) showed up as soon as I set my backpack down. I closed up the pack tightly and laid it just outside my tent. Sometime during the night the little guy must have found the bite tube as there were rodent chew marks on the end of it. We stocked up on water from Hermit Creek with enough water to get us to Monument Creek the next day. I ate a dehydrated dinner and it was great. No cooking pot needed. Just pour the hot water from the jet boil into the pouch, wait 8 minutes and eat it right out of the pouch. I was in bed by 7 pm and it was quite dark. It was a clear night with a crescent moon and the stars were fantastic.

### **Hike Day 2: Monday - 8.3 miles + 1 mile detour**

We broke camp by 6 am and bushwhacked our way back up the Hermit Trail to the Tonto Trail and took a half mile west detour into the Hermit Creek Campground to use the latrine. We then hiked east along the Tonto Trail until we came to Monument Creek, about 4.6 miles from Hermit Rapids. The Tonto Trail is mostly easy hiking as it runs along the rim of the lower canyon and is rolling and almost flat in some areas. But when the map says "creek," it is often a steep drop into a canyon and back up again. We established a pattern which continued for most of the rest of the hike. Chris hiked ahead and I trailed behind, pausing to snap pictures. Then I hiked faster to catch up. While fast hiking I nearly stepped on a large arachnid which looked like the Grand Canyon Black Tarantula (*Aphonopelma behlei*). Monument Creek was a clear stream where we got enough water to get to Indian Gardens. It was an easy 3.7 mile hike from Monument Creek to Salt Creek Camp and we got there by 4:30 pm. I was in bed by 7 pm. We wanted an early start the next day as it would be our longest hike and we expected rain in the afternoon.



### **Hike Day 3: Tuesday - 13 miles**

We started hiking in the dark at 5:30 am. We had head lamps but keeping to the trail getting out of the canyon was a challenge. Back up on the plain we continued east on the Tonto Trail. We spotted a Bighorn Sheep (*Ovis Canadensis*) and two antlered mule deer (*Odocoileus hemionus*) browsing near the trail. We stopped at Indian Gardens to eat lunch and stock up on the only potable water we found on the hike. There was a large black raven (*Corvus corax*) looking for handouts. We continued east on the Tonto Trail for another 6.7 miles to camp for the night just west of Cremation Creek. We got rained on for about 5 miles but it stopped before we set up our tents. It rained again during the night.

### **Hike Day 4: Wednesday - 6 miles**

At 5 am we hiked west on the Tonto Trail until it intersected with the South Kaibab Trail, which we took up to the rim of the canyon. About halfway up we met a mule train coming down the trail. It was a slow grueling climb up with steep switchbacks but we made it to the rim by noon and caught the shuttle back to our rental car. We spent a little time in the Visitors Center before heading back to Las Vegas where we found an Outback Steakhouse to celebrate the hike.

# APPLYING FOR 2020 NACAA AWARDS PROGRAMS

*The General Application process is found on-line at <http://ncaa.com/awards/> and for the majority of the awards listed in this publication, on-line applications are mandatory.*

*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 below under "Attendance Requirement").*

**All program entries must be in possession of respective committee state chair by March 15, 2020, 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 Bill Burdine for further details.

## **Attendance Requirement**

NACAA policy states that all Achievement Award (AA), Distinguished Service Award (DSA), National Finalists, National Winners, and Poster Session Presenters must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the designated ceremony to receive their award (minimum 1 day registration fee). 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.

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## ON-LINE RESOURCES FOR COMPLETING AWARD APPLICATIONS

Are you unfamiliar on how to apply for awards or presentations on-line? If you're needing assistance with this process - please refer to a newly created "Quick-Start Guide" which can be found at:

**<http://www.ncaa.com/awards/QuickStartGuide-HowtoApplyforanNACAAAward.php>**

The direct link to begin an award application can be found at:

**<https://www.ncaa.com/awards/apps/>**

There is not a separate "Quick-Start" guide for Presentations - but the process is fairly similar to the Award process listed above. To submit a presentation you can easily begin that process by going to:

**<https://www.ncaa.com/presentations/presentation.php>**

For Award submissions, once you have completed the award application on-line, an automatic email will be sent to your State Chair responsible for reviewing your application. If for some reason you don't have a State Chair assigned from your respective state, an email notification will be sent to your State President notifying that a State Chair has not been identified in the system, and one will need to be assigned.

State Chairs are responsible for selecting "State Winners" in order for your award application to continue the review process at the Regional and National level.

If at any time throughout the award submission process you have questions or concerns, please don't hesitate to contact NACAA at [nacaemail@aol.com](mailto:nacaemail@aol.com) or by calling 217-794-3700 for assistance. The National office has the ability to review what you have entered and help identify what the problem may be with your submission.

# CALL FOR PRESENTERS FOR THE PROFESSIONAL IMPROVEMENT SESSIONS - 2020 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 following committees: Agronomy and Pest Management; Agricultural Economics and Community Development; Animal Science; 4-H & Youth Programming; Natural Resources/Aquaculture; Horticulture & Turfgrass; Sustainable Agriculture; Agricultural Issues; Early Career Development; Administrative Skills Development; or Teaching and Educational Technologies.

Author(s) agree that submitted article(s) have not been published or are not currently under consideration for publication in other journals.

The NACAA Vice President along with the Professional Improvement Council/Extension Development Council Chairs will determine the number of accepted presentations.

The 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 Committee will be final. Presentations will be made on Tuesday and Wednesday of the 2020 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 2020 AM/PIC will be handled on-line at <https://www.nacaa.com/presentations/presentation.php> Please follow the instructions on-line for submitting a presentation application. All submissions must be completed by March 15, 2020. See page 13 for abstract example and format that must be followed.

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## Presentation Sample Score Sheet

		Points possible	Points awarded
Writing	Format – Does the abstract follow the sample format?	5	
	Grammar – Rate the level of correct use of grammar?	10	
	Punctuation – How well is correct punctuation used?	10	
Abstract	Statement of Issue – How well does the abstract clearly describe the issue that needs to be addressed?	15	
	Methodology - How well does the abstract demonstrate the procedures to complete project?	10	
	Impact – Are results clearly stated? Did results lead to action?	15	
	Extension Education – Describe dissemination of information. How well does the abstract demonstrate how this information was used to educate the clientele/public?	15	
Topic	Applicable to Other Regions – Would this project be plausible for use in other regions?	10	
	Interest Level – Does this abstract show an issue that is of interest to the clientele/public?	10	
	<b>Total</b>	<b>100</b>	

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# Guidelines for the 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 5.

Attach **no more than three (3)** supporting documents. Abstract is required with application (350 word maximum). 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 13 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. 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 through on-line registration process.

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, 2020.

State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2020.

## SEARCH FOR EXCELLENCE IN 4-H AND YOUTH 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.

## 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.

## SEARCH FOR EXCELLENCE IN FORESTRY AND NATURAL RESOURCES

### PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in environmental quality, forestry and natural resources.

## SEARCH FOR EXCELLENCE IN CONSUMER OR COMMERCIAL HORTICULTURE

### PURPOSE

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

## SEARCH FOR EXCELLENCE IN FARM AND RANCH BUSINESS MANAGEMENT

### PURPOSE

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

## 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.

## 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).

## SEARCH FOR EXCELLENCE IN SUSTAINABLE AGRICULTURE 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.

## NACAA SEARCH FOR EXCELLENCE SCORE SHEET

- \_\_\_\_\_ 4-H and Youth Programming
- \_\_\_\_\_ Crop Production
- \_\_\_\_\_ Livestock Production
- \_\_\_\_\_ Farm and Ranch Business Management
- \_\_\_\_\_ Consumer or Commercial Horticulture
- \_\_\_\_\_ Forestry & Natural Resources
- \_\_\_\_\_ Young, Beginning or Small Farmers/Ranchers
- \_\_\_\_\_ Sustainable Agriculture Research and Education

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

## JCEP Creative Excellence Award

### DESCRIPTION

Often, the most creative and innovative ideas - the ones that advance the science and art of Cooperative Extension - come not from committees, but rather from individuals or small teams who see something at first that the rest of us don't. Through their insight, passion and persistence, their "wild" ideas gain acceptance, enabling all of us to excel. This award recognizes those individuals or small teams and their unique contributions - whether they are early in their Extension careers, mid-career, or late career.

For the purposes of this award, innovation is an approach to emerging issues or addressing existing issues in exceptionally creative or novel ways that get results, and that others want to emulate.

### ELIGIBILITY

Candidates must be a member of NACAA in good standing.

### JUDGING

NACAA Council Chairs along with the NACAA Vice President will review all applicants and present to the board of directors - one individual or small team (2-5 members) for recognition as the overall recipient of the JCEP Creative Excellence Award. Each individual nominee or team will receive recognition and a \$250 stipend (1 award) to be presented at the NACAA AM/PIC.

All of the honorees' innovative and creative achievements will be highlighted on the JCEP website and in JCEP communications. Judging will be based on the following criteria:

- 1) Do the nominee's efforts address emerging issues or current issues in unique ways?
- 2) Are the innovative efforts new, that is, not widely conducted previously in the state or region?
- 3) Does the nominee exhibit a pattern of innovative and creative efforts extending beyond a single program or product?
- 4) Are the innovative and creative efforts highlighted in the nomination leading to change in individuals and communities?
- 5) Are other Extension or outreach professionals adopting the innovative and creative approaches developed by the nominee?

Online application is due by March 15, 2020.



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# Agricultural Awareness and Appreciation Award

## PURPOSE

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

## ELIGIBILITY

All entrants must be active members of NACAA. 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, 2019 and March 15, 2020. 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 in the entry criteria section found below. 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. Along with each entry, submit an abstract of 150-350 words based on the entry criteria found below and according to the abstract example and format as outlined on page 13. There is not a separate category for team entries.

Complete the on-line application process found at <http://nacaa.com/awards/apps>, No hard copy applications will be accepted. All submissions must be completed by March 15, 2020. See page 13 for abstract example and format that must be followed.

## ENTRY CRITERIA

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

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

Public Relations Objective (30 points possible). Explain how and by whom objectives were established. List Public Relations objectives. They should be pertinent, realistic, specific, measurable and aimed directly at achieving a better understanding of agriculture in your community. Explain the relationship of your objectives to the situation in your county.

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

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

## RECOGNITION AND AWARDS

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

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 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, 2020

State Chairs should send the state winning entry to their region vice-chair by April 1, 2020. Regional vice-chairs must send the top three regional finalists to the National Chair by April 15, 2020.

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## CHANGE FOR 2020+

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## SARE/NACAA FELLOWS PROGRAM

The SARE Fellows program will now be administered directly by SARE (this will no longer be an awards program specifically for NACAA). SARE will be handling the application process directly. NACAA members are still eligible to apply for the SARE Fellows program. More details will follow on the application process in the near future and will be emailed to all NACAA members once that information is available.



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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 \$1300 is to be awarded if donor funds are available. 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 **Wednesday, DSA Awards Banquet - July 22, 2020.**
- All state winner applications received by the established deadline will be reviewed and judged by the NACAA Recognition & Awards Committee.

***For 2020 - once again this award is being sponsored by the Pipeline Ag Safety Alliance.***

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## PRE-AM/PIC TOURS FOR 2020

Several NACAA Committees are planning outstanding Pre-Tour activities for the 2020 NACAA AM/PIC being held in Virginia Beach, VA. **For 2020, All Pre-Tours will require an application to be completed and registration fees to be pre-paid thru the AM/PIC Registration Process(online or by mailing in magazine registration).** On-line registration will be made available April 1, 2020 as well as within the AM/PIC registration edition of *The County Agent* magazine (April 2020). Additional details for each pre-tour will be available shortly.

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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, of the year prior to the award year and March 15, of the award year.

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. Please note that NACAA policy states that the National Winner and National Finalists of the Communications Contest must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the designated ceremony to receive their award (minimum 1 day registration fee) or the award will be forfeited.

## ENTRY

Electronic submission **must be** made for all 14 categories. However, categories 9 (Video Recordings), 13 (Learning Module/ Notebook) and 14 (Bound Book) may require materials being sent (mailed) to State Chair if file is too large to submit electronically or if unavailable in PDF format. Even in these cases there must be an electronic submission of an abstract and entry information. Maximum file size for submissions is 25MB. Refer to NACAA website for directions on submitting entries electronically.

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

## ABSTRACT

**Each entry must have an abstract.** Include member's 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, 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 and posted on the NACAA website. **See page 13 or NACAA website for abstract example and format that must be followed.**

## CATEGORIES

1. **Audio Recordings** - 1 to 15 minute presentation. Recording can be a complete program or segment of a radio program, podcast, etc. to be judged. Member(s) must have been a major contributor to the presentation or conducted the interview(s). In the abstract, indicate date and time(s) used, station(s) where program aired and where recorded (agent's office, station, etc.). Submit electronic entries using MP3 file or provide link (URL) in the abstract where recording is located on the web. 10 MB maximum file size.

2. **Published Photo**- ONE black and white or color photo taken by a member that tells a story. Include a copy of where published (newsprint, webpage, newsletter, etc. as a pdf scan if photo was published in print or link to online location if posted on a website). Submission must include the original photo in jpg format. The photo must be 1024x768 pixels minimum. ONLY the photo will be judged.

3. **Computer Generated Presentation With Script** - Maximum of 50 slides with script can be submitted. Upload in PowerPoint or PDF format. Presentations created with Adobe Presenter, web conferencing or similar software and published online as recordings should be submitted under this category. Include the URL in the abstract. 10 MB maximum file size.

4. **Program Promotion Package** - Submit up to three (3) methods used by a member to advertise an Extension program. Examples may include, but are not limited to: mailers and postcards, radio recordings, paid ads, social media accounts, and press releases) All items need to be submitted in pdf or mp4 format or as links to online sources. In the abstract include the author's contribution to each piece and how each piece was used to promote the program. Items used in the program package may not be submitted in a separate entry. (Ex. Press releases.) How each item was created is NOT required in abstract. The abstract should provide program goals and impacts.

5. **Personal Column** - Submit PDFs of original copy for two columns for two different dates. Also submit scanned copies of the final published articles. 10 MB maximum file size for each.

6. **Feature Story** - Submit PDF of original copy of one article. Also submit scanned copy of the final published article.

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

8. **Newsletter, Team** - Submit PDFs of 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. In the abstract, 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. If video is longer than

15 minutes, the portion to be judged **MUST** be indicated in the abstract. Abstract must be submitted electronically and should include information on the audience, purpose and how the presentation was used. In the abstract, provide link (URL) where video is located on the web (i.e. YouTube) or upload an MP4 file. There is a 10 MB maximum file size for uploaded files.

10. **Fact Sheet** - An educational piece on a single subject produced on two sheets (front and back) of paper (size and format unspecified). In the abstract, indicate audience, purpose and number distributed. Submit as PDF or include URL in the abstract. 10 MB maximum file size.

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 two pages (front and back) or a bulletin. In the abstract, indicate intended audience, purpose and number distributed, agent/educator's role in the development, writing and production. Submit as PDF or include URL in the abstract. 10 MB maximum file size for uploaded files.

12. **Website/Online Content** - Entry will consist of abstract and URL address for the website/online content. If site is password protected, be sure to include access credentials. Person submitting should be the person primarily responsible for content, design and maintenance of the site/online content. Examples of online content include wikis, blogs, social media sites, etc.

13. **Learning Module/Notebook** (includes either a notebook form learning module or online 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 entrant(s). The abstract must be submitted electronically with the module/notebook being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If available online, indicate the URL in the abstract.

14. **Bound Book** - The entry will consist of a bound book on one or more subjects that is more extensive than 11 - Publication. The primary author must be a member in good standing. In the abstract, indicate the intended audience, purpose, number printed and the agent/educator's role in the development, writing and production of the book. The abstract must be submitted electronically with the bound book being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If the book is available online, indicate the URL in the abstract.

#### **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.
- 12 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. In the event of a team winning entry, one cash prize will be presented to the lead entrant of the application. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

**Four entries in each category will be selected as National Finalists. The National finalists will be notified in May of their status by the National Communications Chair. The National Winner will not be announced until the Communications Award Luncheon at the AM/PIC. Please note that NACAA policy states the National Winner and National Finalists of the Communications Contest must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the designated ceremony to receive their award (minimum 1 day registration fee). In the event a national winner (as deemed by the judges) 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.**

#### **ABSENCE POLICY**

***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 will be granted for 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.***

#### **DEADLINE**

**Completed entry must be posted to the NACAA website by March 15, 2020 and any support material in the Video, Learning Module/Notebook and Bound Book classes that could not be submitted electronically must be in possession of your Communications Committee State Chair by March 15, 2020.**

State Chairs must have winning entries selected/approved on the NACAA website by April 1. Regional Vice Chairs must have Regional Finalists selected/approved on the NACAA website by April 15.

**SCORECARD FOR THIS AWARD PROGRAM IS AVAILABLE ON-LINE at <http://www.nacaa.com/awards/communications/scoresheet.php>**

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# CALL FOR PAPERS FOR THE POSTER SESSION

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## PURPOSE

To showcase NACAA members' work by giving them the opportunity to present posters at the Annual Meeting/Professional Improvement Conference. The AM/PIC poster session provides an opportunity for authors to discuss with fellow members how they identified an educational or research need in their community and how the need was addressed and the observed results. This award program has two categories to recognize NACAA members:

**Applied Research** - gives individuals an opportunity to present a poster on applied research they conducted.

**Extension Education** - gives members an opportunity to present a poster on new or different educational methods or technologies they have used.

## ELIGIBILITY

An NACAA member in good standing must submit an abstract 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. A member *can be a junior author* on additional posters in the same category.

**One of the authors listed on the poster application and/or actual displayed poster must be registered for the AM/PIC (minimum of 1 day fee) and be in attendance at the "Meet the Authors" session during the AM/PIC. The attendance requirement will be verified; poster(s) not meeting the attendance requirement as stated above will be removed from the poster display area and the abstract will not be published in the proceedings.**

Posters that have already been state, regional, or national winners in prior years are not eligible again.

## ENTRY

Complete the on-line application process found at <http://www.nacaa.com/posters> "My Poster Submissions"  
No hard copy applications will be accepted. **The on-line submission must be completed by March 15, 2020.**

Members can choose to enter their poster as display only at AM/PIC or to be judged for a possible award and recognition. Please make sure to choose the appropriate selection when submitting your poster application!

### **Your three entry choices available online are:**

1) This poster is being submitted for judging. **I will** display it at the AM/PIC if not selected as a State winner. Your abstract will be published in the proceedings. A pdf (max of 10MB) of your final poster entered for judging must be submitted along with your abstract. If pdf is larger than 10MB, then it must be sent directly to your state chair.

2) This poster is being submitted for judging. If NOT selected as a State winner, **I will not** display it at the AM/PIC and my abstract will not be published in the proceedings. A pdf (max of 10MB) of your final poster entered for judging must be submitted along with your abstract. If pdf is larger than 10MB, then it must be sent directly to your state chair.

3) This poster is being submitted only for display at AM/PIC. Poster is not to be judged, but the abstract will be published in the proceedings.

**Note: All posters, whether being judged or not, must be on display at the AM/PIC by 5pm Sunday.**

**Abstract and poster guidelines and requirements can be found at: <http://www.nacaa.com/posters/guidelines.php>**

## JUDGING

**Judging will be at the State, Regional, and National levels. Only the 12 Regional Winners for each category (Applied Research and Extension Education) will be judged at the Annual Meeting and Professional Improvement Conference (AM/PIC).**

Judging criteria for Applied Research and Extension Education posters can be found at: <https://www.nacaa.com/posters/NACAA%20poster%20scorecard%202018.pdf>

## AWARDS

Awards for each category (based upon funding) will be presented during the NACAA AM/PIC Poster Session Awards Breakfast. All participants in the poster session (display only or judged) are invited to attend the awards breakfast.

Best Contributed Poster	\$500 and a certificate w/holder & Ribbon
Second Place	\$250 and a certificate w/holder & Ribbon
Third Place	\$150 and a certificate w/holder & Ribbon
National Finalists	Certificate & Ribbon
State Winners	Certificate

## RECOGNITION

Authors will have their peer reviewed abstract published in the NACAA Annual Meeting and Professional Improvement Proceedings (ONLY IF THE POSTER IS DISPLAYED AT THE AM/PIC) on the website located at: <http://www.nacaa.com/ampic>

## DEADLINES

March 15<sup>th</sup> - (NACAA entry deadline) – all poster abstracts due. If the poster is submitted for judging, a pdf of the final poster is due and should be uploaded (max file size 10MB) on the NACAA application site. If the pdf is larger than 10MB, then it must be sent directly to your state chair.

April 1<sup>st</sup> - State chair approves poster abstracts submitted from their state.

May 1<sup>st</sup> – State Chairs submit pdf of state poster winners to Professional Excellence Committee Chairs for national finalist judging.

June 5<sup>th</sup> - National finalists are announced. Twelve finalists (3 per region) for each category will be judged at AM/PIC (24 total posters).

**Posters must be hung by 5 pm on Sunday at the start of the AM/PIC for the abstract to be included in the proceedings and for National Finalists to be judged.**

**FOR MORE INFORMATION OR QUESTIONS PLEASE  
CONTACT NATIONAL CHAIR - MIKE HABERLAND  
Ph: 856-216-7130 x3  
Email: [mike.haberland@rutgers.edu](mailto:mike.haberland@rutgers.edu)**

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## ALL ABSTRACTS SUBMITTED FOR CONSIDERATION - MAXIMUM WORD COUNT 350

Sample FORMAT FOR All NACAA ABSTRACTS

### Search for Excellence in Livestock Production

#### TURNING A PROFIT WITH BEEF CATTLE

Covington, C.\*<sup>1</sup>

<sup>1</sup> Area Livestock Agent, Mississippi State University, Port Gibson, MS, 39150

The purpose of this educational program was to increase the individual profitability of the cow/calf producers in Mississippi. I accomplished this task by working with beef producers in identifying their effective production practices, diagnosing their inefficiencies in production, and prescribing corrective measures to ensure their maximum profitability through the optimum utilization of their farm resources. In order to achieve the overall goal of profitability, several smaller goals needed to be met. I utilized multiple program activities and teaching methods, recognizing that different producers learn in different ways. These educational activities included 129 newsletter/circular letters, 131 newspaper articles, and 135 group activities that reached 1,725 producers over the past three years. The producers participating in the program indicated the value of the information they gained from these educational activities in the form of savings or increased profits to their operations at over \$7.5 million. However, the increase in knowledge by these producers is a much more valuable indicator of its true success and effectiveness.

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## CALL FOR PAPERS TO BE PUBLISHED IN THE 2020 JOURNAL OF THE NACAA

### **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).

Topics can include research, case studies and innovative ideas that would promote scholarship and professionalism in Extension.

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 listed on the Committee Leadership page.

**Author(s) agree that submitted article(s) have not been published or are not currently under consideration for publication in other journals.**

### **RECOGNITION:**

Peer reviewed articles will be published on the NACAA website [www.nacaa.com/journal](http://www.nacaa.com/journal).

### **ENTRY:**

Abstract, and proposed article must be submitted online at [www.nacaa.com/journal/post\\_editor.php](http://www.nacaa.com/journal/post_editor.php) by March 15 for the Summer edition or by October 15 for the Winter edition. See abstract example. The on-line entry form has designated areas to enter title, author, institution and address, additional authors, and then the main manuscript.

### Manuscript Specifications:

Maximum of 2,000 words plus tables, graphics and abstract  
First letter of words in title should be capitalized  
Literature citations should follow the American Psychological Association style guide: <http://www.apastyle.org/>  
In the abstract, Scientific names should be italicized with the genus name Capitalized and the species designation lowercased.

# Individual or Group NACAA Scholarship Application Process

**Scholarship applications must be completed electronically at [ncaa.com](http://ncaa.com)**

1. Application must be approved electronically by the State Scholarship Chair or his/her designee before proceeding to the next level for review.
2. For 2020 Scholarship requests - each participant must have contributed at least \$40 to the NACAA Scholarship Fund before the end of the 2019 AM/PIC to qualify for up to \$1,000 scholarship and a vestment of \$100 (an additional \$60 contribution) for an additional scholarship awards from \$1,001 to \$2,000. 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 the deadline, it disqualifies the entire group).
3. Study or training can start after the AM/PIC where scholarship is awarded but must be completed before the next years AM/PIC. It cannot be initiated before application is approved by the Scholarship Selection Committee and the Trustees of the NACAA Educational Foundation.
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 30 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. An Educational Experience Report of 750 to 1,500 words be submitted by scholarship recipient, along with expense documentation that follows the educational objectives set forth by NACAA and the Educational Foundation. 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.

The application form must be submitted to the Scholarship Committee State Chair by June 1. State Chairs will then send onto the Regional Vice Chair prior to June 15. Applications must reach the National Chair by July 1. All attachments must be included with the on-line application process.

FOR GROUP APPLICATIONS - All members must meet individual requirement criteria: contributions of \$40 / \$100 to the NACAA Scholarship Fund by the end of the previous AM/PIC; whether they received a previous scholarship and if so, how much. This information should be stated for each member when filling out the on-line application process.

## 2020 Service to American/World Agriculture Nomination Form

**DEADLINE:** March 15, 2020

**ATTENTION** Southern 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 2020 Annual Meeting and Professional Improvement Conference 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 Southern Region in 2020.
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. Email to Bill Burdine at [bill.burdine@msstate.edu](mailto:bill.burdine@msstate.edu).

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

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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# 2020 NACAA COMMITTEES

## 2020 OFFICERS



### **PRESIDENT**

Gene McAvoy  
1900 G. Road  
LaBelle, FL 33935  
Ph: 239-658-3414  
Fax: 863-674-4637  
Mobile: 863-673-5939  
gmcavoy@ufl.edu



### **PRESIDENT - ELECT**

J. Craig Williams  
Tioga County Office  
118 Main Street  
Wellsboro, PA 16901-1495  
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Mobile: 570-439-0235  
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### **VICE-PRESIDENT**

Bill Burdine  
112 Fairground Circle  
New Albany, MS 38652  
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Fax: 662-534-1919  
Mobile: 662-321-5356  
bill.burdine@msstate.edu



### **SECRETARY**

Connie Strunk  
Sioux Falls Regional Extension Center  
4101 W. 38th St  
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Fax: 605-782-3294  
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### **TREASURER**

Lenny Rogers  
376 1st Ave. SW  
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Fax: 828-632-7533  
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### **PAST PRESIDENT**

Richard Fechter  
130 S. Pennsylvania  
PO Box 647  
Howard, KS 67349-0647  
Ph: 620-374-2174  
Fax: 620-374-2889  
rfechter@ksu.edu

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## 2020 DIRECTORS

## 2020 VICE DIRECTORS

### NORTH CENTRAL REGION



Jerry Clark (2021)  
Courthouse, Room 13  
711 N. Bridge Street  
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### NORTH EAST REGION



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Elizabeth Claypoole (2021)  
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eac9@cornell.edu

### SOUTHERN REGION



Michael D. Reeves (2020)  
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reevemd@aces.edu



James "JJ" Jones (2020)  
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jj.jones@okstate.edu



Stuart Gauthier (2021)  
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sgauthier@agcenter.lsu.edu



Melody Rose (2021)  
204 North Cutler Street, Suite 105  
Greeneville, TN 37745-3847  
Phone: 423.798.1710  
Fax: 423.798.1713  
mteague@utk.edu

### WESTERN REGION



Scott Jensen (2020)  
PO Box 400  
238 8th Ave. West  
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Fax: 208-896-4105  
scottj@uidaho.edu



Kurt Jones (2020)  
10165 County Road 120  
Salida, CO 81201  
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Fax: 719.539.6151  
kurt.jones@colostate.edu

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# 2020 SPECIAL ASSIGNMENTS/APPOINTMENTS

## NACAA EXECUTIVE DIRECTOR & EDITOR OF THE COUNTY AGENT

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## JOURNAL OF NACAA

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don.llewellyn@wsu.edu



## NACAA POLICY CHAIR

Henry Dorough (2021)  
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Cell: 256-299-0512  
dorouhd@auburn.edu



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## NACAA EDUCATIONAL FOUNDATION BOARD OF TRUSTEES

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Chuck Otte  
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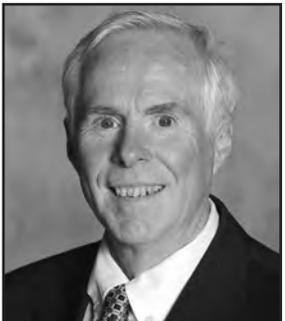
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## LIFE MEMBER



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### SOUTHERN REGION

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### WESTERN REGION

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Barr Nunn, WY 82601  
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Home: 307-433-3507  
miltgreen1952@gmail.com

# Looking for a

# different

# Extension

# Position?

# DID YOU KNOW

...

# NACAA has a job

# postings board on

# our website found

# at:

# [https://www.](https://www.nacaa.com/positions/)

# [nacaa.com/](https://www.nacaa.com/positions/)

# [positions/](https://www.nacaa.com/positions/)

# Check it out!

## OPEN COMMITTEE CHAIR AND VICE CHAIR POSITIONS 2020 - 2022

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, 2020 and will be due no later than March 1, 2020. Appointments will be made at the Spring Board Meeting.

**<http://www.nacaa.com/leadership/application.php>**

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

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

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

<b>Council Chair Openings</b>	<b>Open to General Membership</b>	
Extension Development Council Chair		3 year term

<b>National Committee Chair Openings</b>		
*Leadership & Administrative Skills	National Chair	1 year term
*Agricultural Issues	National Chair	1 year term
*Teaching & Educational Technologies	National Chair	1 year term
*Early Career Development	National Chair	1 year term
Agricultural Economics & Community Development	National Chair	2 year term
4-H and Youth Programming	National Chair	1 year term
Agronomy & Pest Management	National Chair	1 year term
Animal Science	National Chair	2 year term
Horticulture & Turfgrass	National Chair	1 year term
Natural Resources/Aquaculture	National Chair	1 year term
Sustainable Agriculture	National Chair	2 year term
Professional Excellence	National Chair	2 year term
Public Relations & Agricultural Awareness	National Chair	2 year term
Recognition & Awards	National Chair	2 year term
<b>* Selected from Vice Chairs</b>		

# Reflections from years in Extension:

## ***You've gotta love it!***

There is a saying that if you love your job, you'll never "work" a day in your life. While there is truth to that, the author may not have had university administration and reporting systems to deal with! However, the principle is true. I encourage you to invest yourself in, and have a passion for your career, and in the people and the industries you serve.

### ***Love the people***

Extension is not a job about crops, cows, chickens or numbers; it's a job about people. We may talk about all those things, but we talk about them to people. Make people your focus. Build relationships, relationships that go taproot deep, not just seedling root deep. That is where the real reward of our job is.

We in Extension need people in the industry who will share their lives with us. These relationships will be mutually beneficial as they help us discover problems farmers are encountering, challenge our thinking in areas and give us ideas for articles or programs.

If we hold people at arm's length, we will never get beyond superficial education, nor be as effective as we might have been. Allow yourself to be involved in their lives, to be a member of the community with them. You are in the community for a purpose, and it is more than to make education convenient.

Serving people in the industry as friends, not just as clientele, opens your heart and mind to new levels of compassion and understanding. I've been to weddings and funerals (few, thankfully) of farmers. My phone has rung with calls about their personal struggles and I've prayed with farmers. I've been called to sit with divided families to try to restore unity, and each time I am made aware of family problems, my heart grieves with them. Those calls come because of trust, not that I know everything or can make everything right, but that I am for them.

You can't make every relationship deep, but don't let that stop you from making some of them deep. Relationships depend on frequent communication. Stop in at the farm, mill, store or wherever they work to see them, to keep up the relationship and to leave an encouraging word behind.

### ***Love the industry***

Passion is a word that describes our embrace of something, our heart for it. I believe that we should be passionate about the industry we serve. Dairy and beef are what I have chosen to love because of who I work with. I drink milk and promote the consumption of beef and dairy products. My office is decorated with cow pictures, milk bottles and there is a John Deere tractor light on my desk, though I have never driven a John Deere tractor in my life.

When you show your passion for the industry it is noticed by those you serve. They appreciate that you identify with them, that you choose to support them. I have found that people who you support, will support you. In Extension, we need supporters; those who will stand up and tell people about the impact of Extension on their lives, and those who will even give to the cause, if needed. Farmers have written letters of support for an award application as well as for a grant application. Don't be afraid to ask for their help. Relationships need to go in both directions.

Whatever the audience you work with, find ways to immerse yourself in their interests. Not only does it show to those you work with, it shows to others as well.

### ***Love what is unique!***

One of the signs that people identify you with a particular industry is when they give you things that remind them of that industry. I've been given milk bottles and cow things by people who are not in dairy.

The picture below is of a candlestick that I found in the pew next to me in church one Sunday. First I thought that no one was going to admit to having anything to do with the crazy thing, but a couple sitting several rows behind claimed to have picked it up in a rarities shop in the Upper Peninsula. "Thank you for thinking of me", even if it is not something that I treasure!

This candlestick is certainly unique, so unique and valuable that I believe I will donate it for the NACAA scholarship auction at Virginia Beach. Come out and bid on it as we raise money for NACAA scholarships, and start or add to your collection of dairy rarities!

See you next issue with another perspective from years in Extension!

*Phil Durst*  
*Michigan State University Extension*  
*Sr. Educator – Dairy & Beef Cattle Health and Production*



*"One of a Cow"*

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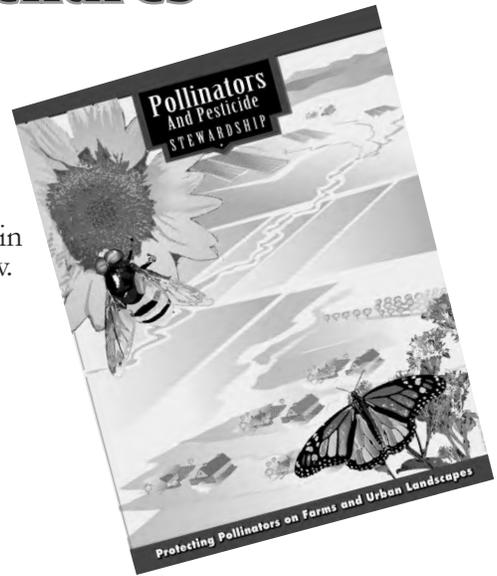
**MARK YOUR CALENDAR**  
**JULY 19-24, 2020**  
**VIRGINIA BEACH, VIRGINIA**  
**105<sup>TH</sup> NACAA AM/PIC**



**VIRGINIA | *Where It All Began***  
**NACAA 2020**

# Pesticide Stewardship Brochures

NACAA has partnered with Syngenta on eight general pesticide stewardship brochures and two flyers to assist with pesticide educational efforts. These brochures are not specific to any geography, target site, pest, product, or company. These brochures are available to NACAA members FREE of charge for your use in programming efforts. Enter the number of copies you are interested in next the specific brochure/flyer and submit to the address listed below. Your supply will be sent at no charge.



- \_\_\_1) 50 Ways to Treat Your Pesticide - English edition
- \_\_\_2) 50 Ways to Treat Your Pesticide - Spanish edition
- \_\_\_3) 50 Ways to Treat Your Pesticide - Aerial Applicator edition
- \_\_\_4) 50 Ways to Treat Your Pesticide - Pest Management Professional edition - *(for commercial, licensed or certified applicators and technicians under their supervision, for treating in and around structures)*
- \_\_\_5) The Value of Buffers for Pesticide Stewardship and Much More
- \_\_\_6) Insect Pollinators and Pesticide Product Stewardship
- \_\_\_7) Dress for Success! Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide
- \_\_\_8) For Pesticide Mixers, Loaders, and Applicators - Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide (English, 2 pages, 8<sup>th</sup> gr. reading level)
- \_\_\_9) For Pesticide Mixers, Loaders, and Applicators - Some Things to Know About Personal Protective Equipment BEFORE You Handle a Pesticide (Spanish, 2-pages, 8<sup>th</sup> gr. reading level)
- \_\_\_10) An Ounce of Prevention! Integrated Pest Management (IPM) for Schools and Child Care Facilities – *(discussing all aspects of IPM, including safe pesticide use)*

## **Available Formats:**

Quantities of the actual brochures that will be “well-used” can be ordered free of charge from [carol.somody@syngenta.com](mailto:carol.somody@syngenta.com) by emailing this order form or a short note. No PO boxes, please! A copy of this form is also available at: <http://www.nacaa.com/countyagent/PesticideStewardship.php>

PDF versions of the brochures can be viewed or downloaded from the Pesticide Environmental Stewardship (PES) website at <http://pesticidestewardship.org/Pages/Resources.aspx> or from any of the partner websites. Any organization is also welcome to post these brochures on their own website.

Word versions of the brochures can be requested by any organization desiring to modify or extract content. E-mail [carol.somody@syngenta.com](mailto:carol.somody@syngenta.com) to discuss logo swaps with or without content changes. Artwork and photos can be used if conditions of use are met. PowerPoint presentations to go with the brochures are also available upon request.

Pesticide educators are also welcome to use or adapt any content that appears directly on the PES website – it is not copyrighted. Thank you for your continued efforts on behalf of pesticide safety and stewardship education!

# Thank You - NACAA Sponsors/Donors



# The County Agent

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

## ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

**2020**  
Virginia Beach, Virginia....July 19-24

**2022**  
West Palm Beach, Florida....July 17-22

**2021**  
Philadelphia, Pennsylvania....July 4-8

**2023**  
Des Moines, Iowa....August 12-17

## Upcoming Issues of The County Agent Magazine

April, 2020

June, 2020

October, 2020

AM/PIC Registration Edition

Pre-AM/PIC Edition

Recap of Annual Meeting Highlights

Deadline for Articles: February 20, 2020

Deadline for Articles: May 20, 2020

Deadline for articles: September 25, 2020

Mail Date: March 20, 2020

Mail Date: June 10, 2020

Mail Date: October 25, 2020



## Tell PASA what safety messages you've shared!

If you do any of the following, you'll be entered in the **grand prize\*** drawing at the 2020 NACAA Conference:

- Share a safety message
- Pass out material
- Request a speaker

Once you've shared, tell [whitney@emailir.com](mailto:whitney@emailir.com)!

### PRE-EXCAVATION CHECKLIST

- Call 811 2-3 business days prior to excavation to locate pipes and/or flags
  - Determine excavation area and depth and mark with proper flags
  - High surface safety: flag spots, flag spots, flag spots
- ON-SITE**
- Complete a pre-excavation walkthrough of the entire job site, adjacent areas and clearly marked flag
  - Check for signs or other positive markers

Let's  
Grow  
Safely Together

The Pipeline Ag Safety Alliance (PASA) is dedicated to preventing utility damage while keeping agricultural communities safe.

Visit [PipelineAgSafetyAlliance.com](http://PipelineAgSafetyAlliance.com) to access free safety material.