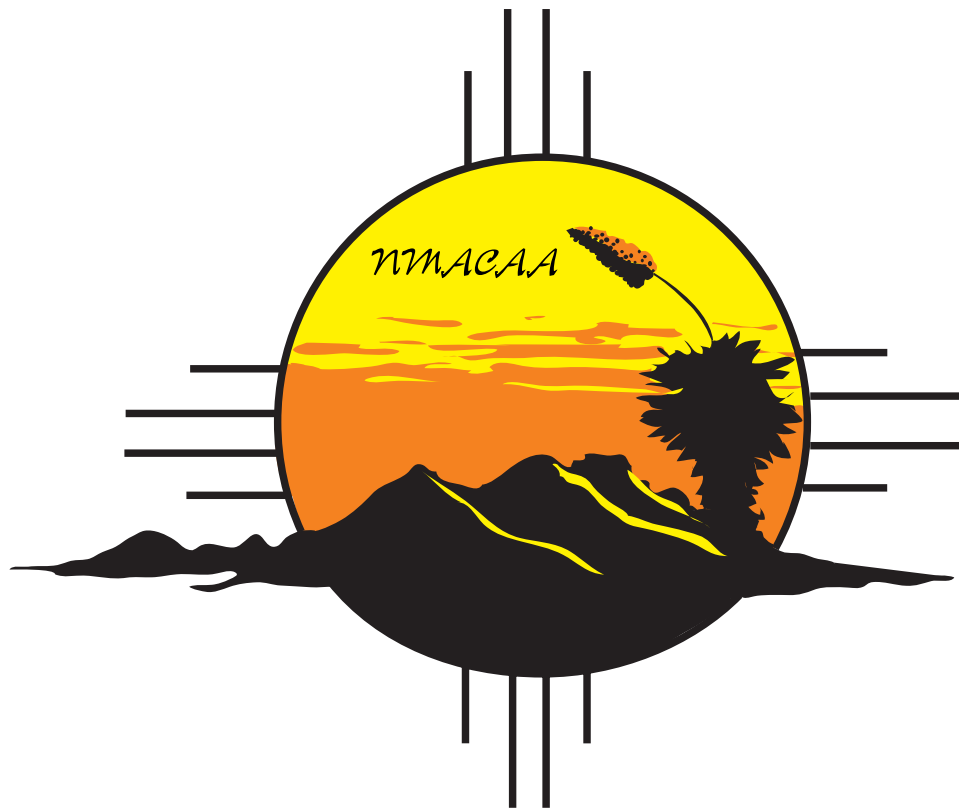


National Association of County Agricultural Agents



Proceedings

**86th Annual Meeting and
Professional Improvement Conference**

August 5-9, 2001

Albuquerque, New Mexico

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REPORT TO THE MEMBERSHIP - 2001

NACAA President

C. David McManus
Colorado



As we reflect on the past year, many challenges and opportunities have faced the NACAA Board. We have experienced a major decrease in the total income from our national donors and sponsors. With the current merger situation among the major agricultural chemical and animal health companies we have struggled to maintain the level of sponsorship we have enjoyed over the past several years. Thanks to the efforts of President Elect Eddie Holland we have started to see a slight reversal in the trend and I am happy to report that the situation looks brighter in the immediate future.

I am extremely proud of the way our committee structure has matured. We are truly accomplishing one of the Association's major goals of providing current and meaningful professional improvement opportunities for the membership. Our agenda of AM/PIC workshops, seminars and pre-meeting tours provide something for everyone in almost every specialty area you work in.

This has not just happened. The leadership shown by our Council Chairs and Committee Chairs continually impresses me. We all appreciate their dedication to NACAA.

The Futuring Committee is finalizing their report to be presented at the AM/PIC in New Mexico. I had the opportunity to listen to the input from our state leadership during the Regional Leadership Workshops. We appreciate your comments and hope that we will have a final document that will provide guidance for the Association over the next few years.

Our foresight to take the big step and hire an Executive Assistant has been the most positive management decision made by NACAA since the association was formed. The workload that this position has accepted has enabled your officers to focus on the leadership of the Association. It has also provided NACAA with a permeate address for the convenience of our friends, associates and sponsors.

We have been able to maintain our membership at just over the 4100 level. Even with the leveling off of Extension positions around the country there is opportunity for expansion. I would challenge each state association to increase your membership

over the next year. There are many Extension professionals out there that are not aware of the benefits of NACAA membership and participation in our outstanding Annual Meeting and Professional Improvement Conferences.

Collaboration with other organizations can be very beneficial to both groups. I am very excited about the newly formed partnership with the United States Junior Chamber of Commerce and the Outstanding Young Farmer Fraternity. We have agreed to assist in the annual nomination process to honor the outstanding young agricultural producers in the United States. The program will give NACAA positive national exposure as well as giving all of us the opportunity to recognize young producers in our counties.

NACAA has continued to work with our sister extension agent associations through the Joint Council of Extension Professionals. JCEP is the primary sponsor of the Regional Leadership Workshops and the PILD Conference. Many of you have had the opportunity to participate in one or both during the past year.

I appointed an Assets Review Committee at the Winter Board Meeting and expanded the committee at the Spring Board Meeting. Like many other organizations and your own family we are facing a continuing increase in the cost of doing business. We have three major sources of income, AM/PIC, donors and membership dues. The committee is looking at alternatives to balancing the budget. Obviously the choices are cutting spending or increasing revenue. This is a fact-finding committee and no recommendations are available at this time. Further discussion will be on the agenda during the voting delegate's session in Albuquerque.

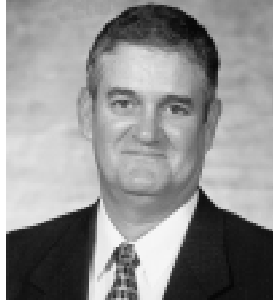
Communications within an organization are essential for survival. Our electronic communications network under the direction of Laura Watts continues to be refined and improved. A major challenge has been put forth to all of the state associations to develop their own web site. Our vision is that each of the states would maintain a site including all of your current officers and committee chairs. All of the sites could be linked to the NACAA site providing everyone with an up to date list. It is possible and Laura has offered her assistance in getting you started.

We will be gathering in New Mexico for our 86th Annual Meeting and Professional Improvement Conference. Our organization has a structure designed to foster leadership development from your state association to the national level. The

personal rewards for taking on leadership responsibility are many. However, these rewards come through dedication and hard work. We are fortunate to have the response from our membership that always produces the highest caliber of leader. The opportunities are there. Is the time right for you to step forward?

President-Elect

Eddie Holland
Texas



The past year has been a whirlwind of activities representing NACAA and I am sure it will increase next year as I assume the duties of President. I am looking forward to that challenge. With the outstanding current board members and those that will be elected, I am confident that it will be a very productive year.

A major responsibility of President-Elect is working with existing sponsors and trying to secure new ones that will enhance professional improvement programs and provide recognition and awards to our much deserved members. Currently thirteen of our nineteen sponsors have been with us for more than ten years. Nine of these have been with us more than 20 years. This is a real tribute to the dedication of the sponsors of our organization. We did lose some sponsors this year due to mergers and reorganization. Zeneca Ag Products and Novartis, two long time sponsors of NACAA merged and are now called Syngenta. The Crop Production Program was dropped, but Syngenta is supporting the Ag Ambassador Program, formerly sponsored by Zeneca Ag Products. We also lost another long time supporter of NACAA programs, Chicago Mercantile Exchange, because of restructuring. Errol Baxter is in hope that they can come back very soon.

On the bright side, we have added Aventis Crop Service (formed by the merger of Ag Evo and Rhone-Poulenc, two long time NACAA sponsors) who is sponsoring the Search for Excellence for Crop Production. Also new in 2001 is Merial, sponsoring the Search for Excellence in Livestock Production. New also this year is Bayer Corporation, sponsoring the Pre-AMPIC Horticulture Tour and NASA, who is providing training on the use of space age technology in precision farming. The Merial and NASA programs are strictly due to NACAA members getting out and securing sponsors for our professional development programs. All in all, our sponsorship is up by \$12,400.00 for a total of \$140,100 in 2001. Because of their contribution, we must constantly be in contact with our sponsors and

thank them for their support. Please take a minute at the close of our AMPIC and drop a note to these sponsors thanking them for their contributions to NACAA. I also encourage you to participate fully in our professional development programs and activities next year so that our sponsors will see a high level of involvement.

As president-elect, I have been pleased to participate in the following activities:

- ◆ PILD Leadership Conference - Washington, D.C.
- ◆ National Association of Farm Broadcasters - Kansas City, MO.
- ◆ JCEP Meeting, New Orleans, LA
- ◆ NACAA Winter Board Meeting, Albuquerque, NM
- ◆ NACAA Southern Region Officer's Workshop, Perry, GA
- ◆ NACAA Spring Board Meeting, New Orleans, LA
- ◆ Joint Council of Extension Professionals, Portland, ME

Serving as the 2001 NACAA president-elect has been an honor, a privilege, and a rewarding learning experience.

Vice President

Steven E. Munk
South Dakota



Wow, it is hard to believe it has been a year already! They say time flies when you are having fun and I must admit it has been an active and enjoyable year serving as your Vice President.

The duties of the Vice President primarily concern the activities of the NACAA Committees. The NACAA Committees are the heart and soul of the organization and active, committed committee members are essential to the vitality of NACAA. This past year there were 39 national committee leadership positions that NACAA members applied for and were filled.

Filling these positions is no small task but one that works well with the cooperation of State Association Presidents and assistance from the Council Chairs, Dennis Newton, Stephen Hadcock, David Reue, and Regional Directors.

I would like to congratulate all the new committee members that will be coming on board and a big thank you to all that have completed your term for sharing your expertise and leadership.

The Vice President has the honor of putting together the Special Edition of the *"County Agent"*.

In this year's addition NACAA members had the

opportunity to apply for over 30 different award, poster, presentation/seminar, scholarship, and study tour activities.

Two new programs added this year were the Remote Sensing and GIS Decision Support Seminar sponsored by NASA, and the Agricultural Explorer Workshop Sponsored by Hamilton Locke, Inc.

The Special Edition also includes a listing of National, Regional, and State Committee contacts. Receiving the state committee contact listings in a timely manner is always a challenge, but is critical to assist in having committees communicate with each state.

I would like to thank Scott Hawbaker, NACAA Executive Assistant, for all his assistance and great job putting all this information in to print form.

I would also like to thank Laura Walts, NACAA Electronic Communications Coordinator for assisting in better communications to the membership by listing application information, committee and award winner lists and the Committee Handbook on the NACAA Webpage.

I attended the PILD Leadership Conference in Washington, D.C. with President McManus, President Elect Holland and Past President Grissom. We were able to meet with individuals in key leadership positions, sponsors, and USDA Program Leaders.

The snowy weather almost kept me from attending the North Central Region Officers Workshop in Des Moines, Iowa. I arrived just in time for the Association meeting where I shared the latest on committee related activities, but more important I was able to hear each state report and input concerning the Futuring Report.

As Vice President I attended the National Farm Broadcasters meeting in Kansas City with President Elect Holland. We were able to make personal contacts with many of our current sponsors and plant the seeds for potential new sponsors.

As I end my year as NACAA Vice President and working closely with the NACAA committees I am impressed with the professional improvement opportunities that are available.

The beauty of the current committee structure allows for grassroots input to develop the professional improvement opportunities provided by NACAA. Every NACAA member at the 2001 AM/PIC should be attending one or more of the committee meetings held on Monday, August 6th from 2:00 PM to 3:15 PM to provide this input for the 2002 plan of action.

This next year will again offer NACAA members the chance to participate in a leadership role at the National, Regional, or State level. You will be able to apply for awards and recognition for programs you have conducted. You will be able share your expertise with an article in the "***County Agent***" or by conducting a program or constructing a poster at the AM/PIC.

You will have the opportunity to participate in a number of study tours. You will be able to take advantage of all this if you wish to participate. The opportunities are there, they are there waiting for you, if you participate. Don't let them pass you by!

Secretary

Frank L. FitzSimons, III
South Carolina



Three years, a not so very long term of office, although it seemed to be in the beginning! As the new secretary of NACAA following the AM/PIC in San Antonio, I am not sure I appreciated the opportunity before me. Now as it comes to an end I wonder where the time has gone and look back on three years of friendships, professional development and probably the most important component of all the opportunity to give back to a great organization a small token of what it has provided to all of us over the years. Warren Sifferath reminds us frequently that as members we should never look to our annual gathering simply as an annual meeting. Our new committee structure has allowed our program to continue its evolution as a top notch professional development organization. Council Chairs, working with their committees, have worked diligently to provide our members with the subject matter programs to keep them current in their agricultural fields of expertise.

As I began my term as secretary, NACAA members voted to embark on a new endeavor –the hiring of an Executive Assistant and the establishment of a headquarters office. This initiative has paid great dividends by providing a constant point of contact for our donors and sponsors, and yet it has not taken away from the identity and strength of our President and Board Members. NACAA, as always, is a member led professional development organization with the direction and goals being focused and managed by your elected Board of Directors. Yes, our Executive Assistant position and headquarters office has cost us some dollars each year but it has allowed our leadership to devote more time to their duties of office and to their profession as County Agents (Educators). Maintaining our database, assisting the President with the details of the AM/PIC, storing NACAA materials and supplies, working through the President-elect as a contact point for donors and sponsors the Executive Assistant has done a great deal to strengthen our organization. I was supportive of hiring an Executive Assistant from the beginning and now three years later I am

even more convinced that it was a wise decision

What are my thoughts as an outgoing NACAA Officer? First I think I would have to encourage our younger members to become more active in the organization and seek out leadership roles early in their careers. I would urge them to attend the AM/PIC each year. Yes, it is costly but the opportunities are worth the expense. Make your attendance a family affair. Secondly, I would remind the membership that the reason we have such a great organization is because it is member driven, with the Board of Directors taking their direction and focus from the general membership.

It has been an honor and a privilege to serve NACAA over the past three years. I have tried to do my best, knowing full well that I have not done the perfect job. I will treasure and respect the friendships I have made and look forward to new friendships in the years to come. Thank you for allowing me to serve you.

Treasurer

George W. Stancil
North Carolina

As I sit here, just meeting another deadline, with a healing leg and a patch over one eye, I'm thinking about many things. One is, greetings used when we meet

people. You may want to substitute the familiar "How are you doing?" with "Good to see you" when we meet in Albuquerque. If things don't change, I'll be recovering from an accident. Ever since I helped at the Progressive Farmer "Farm Safety Day Camp" I have been a walking, rolling accident looking for a place to happen.

That leads us to the financial health of our association. NACAA and I are similar, in fair condition but need, some rest, recovery and lift, resurgence, turn around or some other type of rebuilding. NACAA's problem, we have been spending more than we have been taking in. And that has been happening for a couple years or more. A closer look shows that more than 90% of our income is derived from three sources. Membership dues, donors and sponsors and income from AM/PIC's. While membership has remained stable, sponsorship and income from AM/PIC's has dropped. During this same time, spending has increased. General cost of doing business (travel, meals etc.) has risen and NACAA has restructured adding more opportunities for members to develop leadership skills, give presentations and win awards (which all increase expenses). NACAA also added a much needed



Executive Assistant. So it comes down to this, if you, the membership wants to keep operating as we have in the past, i.e. low registrations, expanded programs, tours, spouses and youth programs, magazines and so on, all or one of the income generators has to return more to NACAA. We can talk more about this at various times during the Albuquerque AM/PIC.

Some other things I have to share are, a checking account was established with Yadkin Valley Bank in Wilkesboro NC. Seventy-five thousand dollars was transferred from the account Mark Beeler had set up in TN. In March after the states had paid their dues, \$120,000 was transferred to a money market account in the same bank (Yadkin Valley Bank). The checking account balance on June 19 was \$2474.83 and the money market account was \$119,755.04. One thousand dollars was transferred from the money market account to start an account with Bank of America. The BA account is for AM/PIC registration and on 6-19-'01 it was up to \$46,932.61. Several members asked about investing some of our funds. This past year, under Mark Beeler's leadership NACAA transferred money from the CD account to an investment account. About 35% is in fixed investment and 65% is in Mutual Fund Investments. We hope over the long run, these accounts will give a much greater return than the CD's we used in the past. We also added a new \$5000 sponsor this year.

A study was done on changing to a 501(c)3 status. The change does not look appropriate for NACAA because we might not fit under the educational category and we do return some of the money to our members in the form of cash awards. However, some sponsors are asking for this status and we are continuing to pursue it.

The possibility of getting a professional meeting planner to work with states bidding on AM/PIC's was looked in to. This could benefit the states and NACAA in better management of meeting rooms and meal planning. When room rates are high, a meeting planner could do the service at no charge to the State or NACAA. A commission on the hotel rooms could cover the planner's expenses. Some sort of help, whether it is previous AM/PIC chairs or a professional planner, needs to be available to states interested in hosting a meeting.

Many NACAA members like to pay their registration for the AM/PIC via credit card. Two banks were consulted on the availability and cost. There are several charges involved, and the rates do vary. Also the bank that provides the service does not have to be the bank that the moneys are deposited in. This service is being continued and expected to see greater use.

Scott Hawbaker and I discussed many things, including how to get states better informed about sending in dues lists and money and where to send each. We also discussed offering Life Members the option to pay for more than one year (that is still being considered).

President McManus and I recognize the need to get all membership better trained in filling out the expense vouchers. Totals on the vouchers need to add down as well as across. This is very important. I will probably put an Excel form of the voucher on the web site. It will automatically sum items for you.

Wow, this poison ivy itches. Lets get together in Albuquerque, all the doctors say I don't have anything contagious. I have enjoyed working for you this year and hope to get to meet and learn more about you and your programs.

Past President

Curtis Grissom
Alabama

It's a bittersweet feeling to be leaving the NACAA board. I've served a total of seven years on the board so it has been a very integral part of my life. During those years, it's been my privilege to interact with outstanding individuals from all across this great nation. I'll miss the comradeship, the common sense of purpose. However, it gives me a good feeling to step aside and let someone else enjoy the things I've come to love.

All my NACAA memories are good ones. It's been a pleasure to see how well this organization pulls together on common goals and purposes. I still get excited when individuals and committees implement new ideas and programs. It's always amazing to witness the intensity of purpose shown by the AM/PIC host state committees each year. Pulling together for a common goal is one of the most binding experiences of a lifetime.

The NACAA has been constantly evolving during my tenure in office. I'm very optimistic about our future. Many professional improvement opportunities have been initiated the past few years and more are being developed. The councils and committees are working smoothly.

I'm encouraged that membership in the NACAA has remained steady over the past few years. It's a sign that our members recognize the value of our association and are deriving something from it. It's been my observation that many professional organizations have problems getting members to assume roles of leadership. That's not the case with the NACAA. This is evident by the number of per-



sons seeking office or agreeing to serve in other key leadership positions. You are the kind of people who make things happen.

Members of the NACAA are highly respected throughout the country. Wherever I've traveled, people have always been most complimentary of you and what you are doing in your respective communities. It's been an honor for me to say that I am associated with you.

Thank you for allowing me to serve the NACAA. I'll continue to do so, just from a different position.

Southern Region

Director

Kenneth G. White
Texas



My first year as your Southern Region Director has been educational, rewarding, and very busy. As an active NACAA member, I had looked forward to serving as a director for many years, but did not fully realize the magnitude of the position. My first official Board meeting began with the post board meeting in Jackson, Mississippi. We heard reports from the Council Chairs, Annual Meeting Chair, and from the Electronic Communications Coordinator as we began making plans for the 2001 AM/PIC. There are a number of internal working committees on the board responsible for carrying out some of the duties of the board. Board members were appointed to serve on these committees by President McManus. As the first day of the post meeting was drawing to a close, Southern Region Director Austin Tilton read a letter of resignation. This came as a total surprise to the entire board; Austin had accepted a position in his church and had a turf grass farm that was coming into production. Since the recent by-law change, Florida had the opportunity to fill the unexpired term, and at their state association meeting in September elected Jim Selph to complete Austin's term. With Austin's resignation I quickly became the Senior Southern Region Director! Talk about a learning curve. I wished Austin the best of luck and welcomed Jim on board in September. We both have worked very hard to fulfill our roles on the board.

The year began with state association meetings held in the fall along with my responsibilities representing NACAA on the Public Issues Leadership Development Committee. I had the opportunity to attend the Georgia Association meeting in Perry, Georgia where members participated in professional improvement sessions, planning sessions for the 2002 AM/PIC and a very entertaining scholarship auction! One

of the most enjoyable opportunities that NACAA membership offers is the participation in the professional improvement opportunities while learning of Extension programs from other members. While serving as director and attending the various state meetings, I can truthfully say we have some excellent members who do an outstanding job in carrying out the motto of "People Helping People." Each state association has something a little different to offer to its' members and I am very impressed with the efforts the associations are making to encourage greater participation by new members and to encourage involvement in professional improvement opportunities. I was most impressed with the manner in which the states involved their award winners in making presentations for the members and the recognition they were given. One of the main purposes of NACAA is to provide professional improvement opportunities for its' members. With the new committee structure, there are numerous opportunities for participation and leadership. I strongly encourage each member to take advantage of these opportunities and become involved in the leadership of the organization.

The spring and summer months are some of the busiest for a director. The Southern Region Leadership Conference was held at the Georgia Center in Athens in February, with officers from each state in the region participating. The officers from each state shared information on the current status of funding, membership, and issues and concerns of the members. An interesting event took place on the final morning of the conference; the electricity went off in the entire complex at 6 a.m. Can you imagine 200 Extension employees hurrying to make it down to the final session on time without electricity or hot water? I think this was the first time in my career that we had an Extension breakfast by candlelight. When power was restored just before the morning speaker concluded, I think most were surprised at how well we each looked.

This was followed in March, by the Spring Board Meeting hosted by Jerry Whatley, James DeVillier, Scuddy LeBlanc and the Louisiana Agents Association. In April, the Public Issues Leadership Development Conference was held in Washington, D.C. where participants learned and developed skills in working with stakeholders and had an opportunity to share ideas with stakeholders. The remainder of the spring and summer was spent making state visits and preparing for the 2001 AM/PIC. I encourage each member to become involved in the leadership opportunities and professional improvement opportunities available through NACAA. As my good friend and mentor, the previous Southern Region Director from Texas, J. Steve Wheelless, who passed away this past year told me a number of years ago, "NACAA is a great organi-

zation but it will only be better if you are involved in it." I could not agree more.

Southern Region

Director

**Jim Selph
Florida**



This past year has been an eye opening experience as I took over from Austin Tilton as the Southern Region Director from Florida. First, let me say to the Florida Association how much I appreciate the trust that they put in me to serve in this role. They have been a great support for me as I have endeavored to complete this task. I have also had great support from the Officers and other Regional Directors. I am especially grateful for the amount of help that Kenneth White provided me during this my first and only year as a Regional Director.

During this year I attended state association meetings in Mississippi, Tennessee, Virginia, South Carolina, Louisiana, and Oklahoma. Everyone should have the opportunity to visit the other state association meetings and hear of so many exciting and strong educational programs that are being conducted across the nation. There is also a tremendous amount of professionalism among all of the associations that I attended. You extended to me a great deal of hospitality and also friendships that I will always carry with me. In each state that I visited, the membership can be proud of the State Officers and Directors that are working hard for their professional associations.

I also had the opportunity to attend three Board Meetings and the Southern Region Meeting in Athens, Ga. The Regional Meetings are very important to our professional association. During these meetings members have a real opportunity to hear what is happening in Extension from neighboring states. This is a great sharing time among agents and if you have never been I would encourage you to attend next year's Regional Meeting.

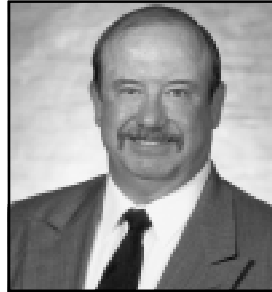
When I was a young agent, I don't think that I ever appreciated the value of membership in the NACAA the way that I should have. I don't believe that any County Extension Agent can be the total Professional Agent that he or she needs to be without active membership and participation in their professional association. The exchange of information, knowledge and pure old "how to" can only be obtained fully from our involvement in the NACAA. I encourage all of our members to take advantage fully of the opportunities that the association provides.

When I was a young man, my Father passed away and in his Bible that was tattered and worn, I found this favorite verse underlined: "Greater love hath no man, than that he lay down his life for a friend". This year you have truly treated me as a friend and for that I will always be grateful.

Western Region

Director

Milton Green
Wyoming



There is no way that I can accept the fact that it has almost been one year since I became the NACAA Western Region Director. It has been a very good year and I have had the opportunity to do what I love to do best – meet people engaged in the same profession that I am in different states.

It is interesting how the term “engaged” keeps coming up. The Regional Leadership Workshop provided the opportunity to the western leadership on what the “engaged institution” is and how we all might be able to strengthen our skills to better meet the changing needs of our customers. The question is: What will it cost and how many people will it take to get the job done?

During state visits and individual telephone visits with states a three themes consistently come up. These themes are not true in every state throughout the western region but are present in enough states to raise concern. I hear things like “we are a lot leaner and meaner than we were a year ago” and “we could do a lot better job if we had the people and money to do it”. NACAA members, through their respective land grant universities, are consistently being asked or requested to do more and more on less money and fewer people. There are a number of states in the western region that have expressed concern over the centralization of vacant positions. This appears to be another very critical concern. When some CSREES positions become vacant the positions are centralized and reallocated. Finally, just about every state extension organization in the west has undergone some form of restructure the past 5 years. It would seem as though the impact of these changes will be determined by whether or not the organizational changes are intended to better meet the needs of the client or the institution? I don’t feel qualified to know whether any of these concerns are good or bad. I have some opinions that don’t mean much but I sure like the opportunity to share them. Be-

cause it is rooted in history and experience this one thing I do know for sure: If this organization loses the ability to meet the educational needs of our customers – our clients – the taxpayers, like any other business who loses its customer base our organization will no longer exist.

There are a lot of really wonderful things happening in the Western Region. I am always humbled when I see the progressive programs and achievements of our membership. It is an honor to be able to first serve NACAA but an even greater honor to serve the Western Region. Thank you.

North Central Region

Director

Thomas G. Hampton
Indiana



It seems that we were just in San Antonio where I became the Vice Director for the North Central Region of NACAA. That is now almost four years ago. Time really flies when you are having a great time. And it has been a fun four years. I have been able to give back (I hope) to the association that I believe in so strongly.

I set out on this journey with several goals. I met some of those goals and some, I’m sorry to say I did not reach. The main goal not reached was to visit each of the twelve states in the North Central Region. I failed to visit three states due to many reasons. I do regret not being able to visit those states.

On the other hand I did visit nine states and many of those each year of my directorship. I gained immensely from those visits and I hope that by bringing ideas from one state to another the North Central Region states benefited also.

I am probably most grateful for the many new and good friends I have met and made these past four years. These relationships will last a long time.

Enough looking back. What is happening now. The North Central Region is busy getting ready to host the 2003 AM/PIC. You notice I said the NCR is getting ready to host. We all know it will be held in Green Bay, Wisconsin. And the Wisconsin Association under the leadership of chair Mahlon Peterson are working hard to make the 2003 AM/PIC memorable one. But they are not alone in these preparations. Wisconsin put out the request to the NCR states for any help with meals, breaks, etc. and the region has responded. Every state I visited has offered their time and dollars to help make the 2003 AM/PIC a success. Meals and breaks will be spon-

sored by the NCR states and they have already started the fund raising ball moving in many states. I know we are still two years away, but I sure am planning to attend the meeting in Green Bay.

Our regional leadership conference was held in Des Moines, Iowa. Even with the typical February weather we had representation from all twelve states. Dave McManus, National President, and Steve Monk, National Vice President were able to be with us and gave presentations. Each state brought the group up to date on the new and exciting things taking place.

The group held a lengthy discussion of the "Futuring Committee Report". Discussion topics were: 1) Marketing, 2) AM/PIC, 3) Communications, 4) Professional Development, 5) Committee Structure, 6) PILD, 7) New Members, and 8) Leadership Training. A written report on this discussion was submitted to the NACAA Board from each of the four regions.

NACAA is still struggling with the "New" committee system. In my travels to the NCR states in almost all of them the state contacts complained that they had not received any information from their region chairs or vice chairs. This is a major problem. Our lifeblood in this association is our committee structure. We must work hard at getting the committees to function properly. In too many state meetings I heard the comment from state contacts "No Report". Each of our committees have met at Jackson and should have had a report. I challenge the board and the committee chairs to address this major problem.

As I complete my term as your NCR Director I want to thank those who have helped me along the way. I appreciate the state officers I have worked with. They were all helpful in getting me to and from the state meetings. I want to especially thank Dan Burkhart, your NCR Vice Director, from Iowa. He has done an outstanding job as your vice-director. He has filled in for me at several state meetings when my schedule would not allow me to attend. He also assisted me at both regional meetings by taking excellent minutes. Thanks Dan, your help is much appreciated.

In Albuquerque I will be turning over the NCR Director's job to Dan Burkhart of Iowa. At the Monday afternoon Region Meeting, Kansas will be submitting their candidate for NCR Vice-Director. I would like to encourage all of you who have an interest in serving your association to do so. You can only grow from the experience.

I look forward to seeing all of you in New Mexico. Do not miss this great opportunity to meet with your peers and exchange ideas.

Northeast Region

Director

**Larry Myott
Vermont**



It seems like yesterday that I was elected Northeast Region Vice-Director at the Burlington, Vermont annual meeting in 1997. Four years have flown by, and the experience has been one that I would encourage every member to seek. Getting to know and really become "family" with the other board members and officers is truly a wonderful experience. I'm sure that many of these relationships will be life long. Last spring when I was taken ill and hospitalized during the spring board meeting in New Orleans, board members and officers kept a very close tab on my health for some time. It was very much appreciated.

As I have traveled around the northeast, it has been a real education to see how relationships have developed through NACAA involvement. I just returned from Maryland agents association annual meeting in Ocean City. Last year I attended this session as well and really came away impressed with the commitment of the association to keep their retired members informed and have them participate in their events. Again this year several life members attended and participated, including three past national presidents. Their incite into the workings of the association are valuable to the active members; and their interaction with members old and new is bound to be beneficial to the state and its farmers.

Last fall, I spent two days with the retired New England agents group as they met and toured in northeast Vermont. I found them to be vibrant and interested in the association business. They were very interested in our activities and assisting in keeping current on Extension programs and activities.

During the past two years, I have served as director and attended the board meetings and been in constant communication with officers and board members. It is especially important to recognize the efforts of our Executive Assistant, Scott Hawbaker. His efforts make it all happen, I just don't know how previous administrations have been able to accomplish all they did without the help of someone like Scott. Of course previous officers and directors had more support from county staff—much of that no longer exists.

Communicating with the regions members is an important part of the directors job. It is important that the director attend the state meetings and bring the association to the membership. This past year I have been able to attend several of these state meetings, including: Pennsylvania, New Hampshire, Ver-

mont, Maryland. I was also privileged to attend a meeting with the New York Board of Directors. These sessions are very beneficial to their members and I was able to provide an update to the members on association activities, including future issues and financial updates.

Getting ready for the next northeast hosted national meeting will take a lot of time for me in my retirement from the Board of Directors. I know that Vice Director Tom Gallagher, New York, will do an admirable job as Director for the next two years and assist in moving NACAA forward.

**Professional
Improvement
Council
Chair**

**Dennis W. Newton
Texas**



The Professional Improvement Council is continuing to develop and provide professional improvement opportunities for NACAA members. This year will provide a vast array of exciting opportunities for all members. One of the goals of NACAA when making the change to this committee structure three years ago was to allow members in all areas of speciality in our profession to have the opportunity to get good quality, sound professional improvement from NACAA. Each year since its inception, the opportunities have grown. This year will be no exception.

The six committees that make up the Professional Improvement Council—Horticulture/Turfgrass; Animal Science; Agronomy/Pest Management; Forestry/Natural Resources, Aquaculture/Sea Grant, and Agricultural Economics, all have planned excellent professional improvement workshops for NACAA members at the AM/PIC in New Mexico. These workshops will not only allow members to hear from their peers who are conducting excellent programs, but also to hear top quality speakers from industry and other professions. Indeed, there will be exceptional opportunities for every NACAA member regardless of their specialty.

We have also seen growth in activities that are being offered to members outside the AM/PIC. This year the Animal Science Committee is again offering members with an interest in animal science a two-day tour opportunity to study the livestock and dairy industry in New Mexico on August 3-4 prior to the AM/PIC. This event is being sponsored by NACAA and the National Cattleman's Beef Association.

The Horticulture/Turfgrass Committee is also offering a pre-AM/PIC Tour opportunity to study Horticulture in the Albuquerque area on August 4-5. The opportunity is being sponsored by Bayer Corporation.

The Horticulture Committee has selected 20 members for throughout the nation to participate in the NACAA RISE Horticulture/Turfgrass Tour to the New England Area the second week in October. This event is sponsored by RISE, Tru-Green ChemLawn, and PlantAmerica.

The Agronomy/Pest Management Committee has teamed up with NASA to provide members training in Remote Sensing and GIS Decision Support. One member from each region will go to the NASA Space Dynamics facility in Logan Utah in October to get the hands on training in this area.

As you can see, much is happening and much more will be happening in years to come as new ideas from members, and new sponsorships and collaborations are developed. There is something for all members that wish to get involved.

A special thank you to the Committee Chairs and Vice Chairs that have developed and planned these programs. Also a very special thank you to those Chairs and Vice Chairs that are retiring this year. Twelve new vice chairs will be coming on board in August in New Mexico. Congratulations to those new appointees. I look forward to bigger and better things to come.

**Agricultural
Economics**

**Van Varner
Michigan**



The Agricultural Economics is a committee that covers different programming needs. One of the main objectives of the NACAA Agricultural Economic Committee is to share programs and information. This sharing can assist NACAA members better meet the local program needs on the issues faced in our communities. The presentations in Albuquerque demonstrated the varied programming efforts of our agents as they address local issues with sound information. Ag. Economics is more than financial statements.

This year our programs include topics on: Farmers Market, Oil and Gas mineral ed for land and mineral owners, GIS Development and County Government uses, and the Financial Comparison of Different Tomato Cultural Practices.

The regional directors have expressed a desire to share information, web sites and material from the

NACAA membership in each state. The structure of members communicating to their state chair and the state chair sharing information with the regional directors is a great system to enhance programming. Many thanks to all who have been active and gives support to the Agricultural Economics Committee. Look for opportunities to share information in Albuquerque and in future of NACAA Annual Meeting/Professional Improvement conferences.

Animal Science

Mike Baker
New York

The animal science committee provided two major educational opportunities for county agents at the 2001 AM/PIC in New Mexico:



Pre-Conference Livestock Tour and Seminar.

On August 3-4, twenty-seven agents from across the country learned new concepts while sharing their own experiences during this tour and seminar. The tour focused on livestock enterprises of the Southwest with emphasis on animal management under extensive range conditions. Tour stops included the New Mexico State University Chihuahuan Desert Rangeland Research Center, NMSU College Ranch, "Dairy Row" south of Las Cruces Stahmann, the Santa Teresa Livestock Border Crossing, Farm Pecan Orchard and Processing Center and a chili plant. The seminar focused on Sustainable Agriculture in the Desert Southwest. Participants discussed how to apply the principles learned from sustainability in the southwest to their local conditions. Support for this program came from the Sustainable Agricultural Research & Education (SARE) program and the National Cattlemen's Beef Association.

Animal Science Seminar. During the Tuesday afternoon Animal Science section, Mr. Earl Dotson, Vice-President of the National Pork Producers Council presented information on the Production and Financial Standards for Agriculture: Moving From the Current Tax Based System to a Management Accounting System. We then broke into concurrent sessions, where eight agents presented unique programs that have been successful in their counties. This provided them with the opportunity to make a presentation at a national meeting and share programs with their peers. Topics included nutrient management, electronic education technology, marketing, dealing with controversial public issues and production technology.

Forestry & Natural Resources

Nick Polanin
New Jersey



Continuing NACAA's commitment to environmental stewardship, education, and excellence in professional improvement opportunities, the Forestry and Natural Resources Committee has worked through the year to offer a very strong program in Albuquerque. As was expected after our name change two years ago, our Professional Improvement Workshop includes presentations that exemplify the breadth and diversity of this country's natural resources, clientele groups, and educational delivery methods. Presenters from around the country will be discussing their efforts in a variety of areas, including water quality education, timber taxation, shelterbelt plantings for livestock operations, and fire risk in the wildland - urban interface.

The committee continues to work toward and seek sponsorship for an annual recognition program for quality educational efforts; to establish an annual professional development tour; to identify and record the economic impact of forestry in all it's forms throughout the country; to implement an interactive resource center and communication link; and to identify additional NACAA membership with pertinent interest in our program areas. All are invited to attend and participate in the annual Forestry and Natural Resources Committee meeting held at the AM/PIC, continuing our dialogue and growth in such priority areas as youth programming, program marketing, and membership outreach.

Horticulture and Turfgrass Management

Gary Gao
Ohio



Our committee has been responsible for planning three major professional improvement programs for NACAA members with horticulture and turfgrass responsibilities. These programs include NACAA/Bayer Pre-Annual Meeting Horticulture and Turfgrass Workshop and Tour, Professional Improvement Sessions in Horticulture and Turfgrass, and NACAA/RISE Horticulture and Turfgrass Study Tour.

NACAA/Bayer Pre AM/PIC Horticulture Workshop and Tour will be held on August 4 and 5. On

August 4, Dr. Bruce Stewart, Field Operations Manager of Bayer Advanced, LLC, and a state specialist from New Mexico State University will speak on integrated pest management in ornamental horticulture shortly after breakfast. We will then take two vans to tour horticultural sites in Albuquerque, Santa Fe, and surrounding area and conclude the day with a group dinner in an area restaurant authentic to the southwest. On August 5, Mr. Jim Chatfield, Ohio State University Extension, will give a talk entitled "Diagnosing Disease and Cultural Problems in the Landscape." Continental breakfast will be available during the workshop. Participants will have a roundtable discussion on water quality and quantity, and using water-wise and native plants in the landscape. Pat McCarty, National Vice Chair, Western Region will lead the discussion. I would like to offer my sincere thanks to the planning committee Jerry Goodspeed (Chair, Utah), Adrian Hinton (Utah), and Pat McCarty (Colorado) for doing a wonderful job. The committee has identified 18 participants for this program and should get 20 by the end of July. I would also like to thank our sponsor Bayer Advanced, LLC (<http://www.BayerAdvanced.com>) for their generous sponsorship. In addition to the \$5,000 sponsorship toward participants' lodging, meals, and related expenses, Bayer Advanced will also provide each participant a golf shirt.

Our committee will hold Professional Improvement Sessions in Horticulture and Turfgrass from 1:30 P.M. - 5:00 P.M. on August 7, 2001 during our annual meeting. I was very impressed by the quality of our applications. We will have two concurrent sessions and a total of 9 presentations.

RISE Horticulture and Turfgrass Study Tour is scheduled for October 6-12, 2001. Tour stops will include three major metropolitan areas including Boston, NYC, and Philadelphia. We will also visit many famous gardens, arboreta, garden centers, and several green industry companies. I would like to thank our RISE tour planning committee members (Angela Bendorf Jamison, Communications Specialist For RISE), Dr. C. Bruce Williams (Consultant for RISE), Bill Hlubik (Rutgers), Mark Arena (Clemson), Donna W. Moramarco (PlantAmerica), Nick Polanin (Rutgers), Clint Boneau (CSE, RISE Travel Planner) for their excellent work in tour planning. We have selected 20 participants for this tour. All of our national vice chairs did a great job promoting this program to members in their region. I would also like to thank Mr. Allen James, Executive Director of RISE (<http://www.pestfacts.org>), Ms. Donna Moramarco, V.P. of PlantAmerica (<http://www.plantamerica.com/>), and Mr. Norm Goldenberg of TruGreen ChemLawn (<http://www.trugreen.com/>) for their generous financial support totaled \$25,000 each

year for next 4 years for this wonderful training program.

RISE will sponsor a special reception for past, new, and perspective RISE tour participants. It was a great hit last year in Jackson, MS. I still remember good food, drinks, fun, and education. This year's reception will be held in the "Sage 1" Room in the Hyatt from 5:30 P.M. to 6:30 P.M. on Monday, August 6. Dr. Bruce Williams and Angela Bendorf Jamison, both representing RISE, will make sure we will have plenty of good food and fun.

I will be going off the committee in August, 2001. It has been a wonderful experience working with our committee vice chairs, NACAA leadership, fellow agents, and our sponsors. Please let our committee members know if the committee fulfills your professional improvement needs. Best wishes to you and your family.

Aquaculture/Sea Grant

**Dr. Jean Walter
Georgia**



Since the last NACAA/AM-PIC in Jackson, MS, we have been involved with the following eleven (11) professional improvement endeavors:

1. Encouraging members, and especially new State Committee Chairs, to submit NACAA scholarship applications (to help further their aq/sg knowledge) and actively solicited proposals/presentations for the Albq. AM/PIC Prof. Im. Seminars on Tuesday, July 7th, 2001.
2. Soliciting national award sponsors/donors for our committees' activities-including a pre-conference, professional improvement tour planned for the Savannah 2002 conference
3. Looking into guidelines and sponsorship for a new "NACAA Excellence in Aquaculture/Sea Grant Education Award"-hopefully also to be offered in 2002, as well as helping the same for/ in interested states (at the state assn. level) Worked with NACAA and GACAA officers and Board for advice
4. Searched and located a new NE Regional Chair: Lake Champlain Sea Grant agent Jurji from Vermont
5. Discussed ways to attract NOAA SeaGrant agents (from states with Sea Grant programs) to join NACAA and contribute at the AM/PICs; worked with GACAA Board and membership committee to offer a by-law change which would include membership availability to GA Sea Grant or Marine Extension

- Agents; helped design and then brought the large Georgia Sea Grant College "lighthouse display" with NACAA committee information to Jackson conference as well as the GACAA conference in Perry, GA
6. Discussed how to attract aquaculture industry to your county and state
 7. Worked on gathering global "sustainable aquaculture" information as well as now being drawn up organic production standards
 8. Discussed fostering an International 4-H Aquaculture Club (recently started in Jasper County, GA) and finding foreign countries interested to be exchange partners and co-sponsors. Note: this new club made a "Business in a Tank" presentation and a "Behind the Scenes tour of the Tennessee Aquarium" at the Southern Sustainable Ag Working Group (SSAWG) Regional Conference held in Chattanooga, TN in Jan., 2001.
 9. Discussed developing state based websites to share and link information with allied local, national and international associations including state departments of agriculture.
 10. The NACAA National Committee Chair (J. Walter) applied for and received a state/GACAA scholarship to attend the next Latin American Aquaculture Conference to be held in Equador, Oct., 2002. (donated two large, stuffed fish (a trout and catfish) to the scholarship auction which allowed her to apply for these scholarships!)
 11. Looked into but decided against trying to offer a pre-conference tour in New Mexico due to the limited number of facilities & fish farms in the immediate area.

Extension Development Council

David E. Reue
Texas



The Extension Development Council is the component of NACAA designed to enhance our members in the area of general Extension Training. One common thread among NACAA members is the fact that we are all Extension Agents and educators. Therefore it is imperative that our organization strengthen and continue to offer training in how to become a better extension professional. This is one area that effectively separates NACAA from other subject specific professional organizations.

There are four committees in this council that are not subject matter specific, but rather covers broad, general extension related topics that will focus on the following: Public Relations and Agriculture Issues, Early Career Development, Administrative

Skills Development, and Teaching and Communication Skills.

The challenge for the Extension Development Council Chairs and Vice Chairs continues to be to establish the foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. All of the EDC Committees have provided the leadership and involvement necessary to accomplish this goal.

This past year the committees have been involved with setting goals and objectives for their committees, looking for funding sources and organizing non-traditional professional improvement opportunities. The Public Relations and Agricultural Issues committee took over coordination of the Agriculture Ambassador Program and will assume responsibility of the Outstanding Young Farmer Award Program. Also the Teaching and Communications Committee assumed responsibility for the Agricultural Explorer Workshop this year.

I would personally like to thank the retiring National Chairs for their dedication and hard work for this past year. I have had the pleasure of working with these individuals for several years and they have served you well as committee chairs. The retiring chairs are: Joe Hall - Public Relations and Ag Issues; Chris Bruynis - Early Career Development; and Ray Burden - Administrative Skills.

We hope that these committees will fulfill a need for Extension Agents and help you to become a better Extension professional. That is our goal.

Public Relations and Agriculture Issues

Joe Hall
Tennessee



It has been said "everything we do is Public Relations!" In these critical times, effective public relations skills have never been more important. The Public Relations and Agricultural Issues Committee continues to provide NACAA members with opportunities and training in public relations. Agents are constantly faced with community issues surrounding agriculture. To assist members to meet these challenges, a **professional improvement session** has been developed using the National Issues Forums (NIF) to teach agents how to address issues such as land use, biotechnology, and economic development.

The **Agricultural Ambassador Program** has been chaired by Glenn Rogers, Vermont. Participants in this program learn public relations skills and receive materials to help them conduct outreach programs.

Each year this session is well attended.

Julie Pioch, Michigan, chairs the **Sustainable Agriculture Program**. This year a series of luncheons has been scheduled pertaining to sustainable agriculture topics. Also, there will be Wednesday tours highlighting sustainable Agriculture Projects. The committee would like to thank the USDA Sustainable Agriculture and Research Education (SARE) office and Jill Auburn for their continued support. Their efforts have been invaluable in making this program possible.

We are in the process of developing a formal partnership with the **Jaycee Outstanding Young Farmer Program**. The NACAA past president will serve as a representative to the Jaycee Young Farmer meeting and will serve on the young farmer selection committee.

National Plan of Work:

Work with national Board to encourage the formation and development of the new committee format within state organizations.

Administer the Agricultural Ambassador Program and Sustainable Agriculture workshops at AM/PIC.

Establish a link with the NACAA Extension Committee On Policy (ECOP) representative to exchange information between national leadership and local members.

Utilize the NACAA webpage as an information delivery tool.

I would like to personally thank the committee members for their dedication and hard work over the past year. Because of their efforts, each of our committees has functioned smoothly.

Early Career Development

Chris Bruynis, Chair
Ohio

The Early Career Development Committee is part of the NACAA Extension Development Council and is responsible for developing education programs directed at NACAA members with five year or less of tenure. The 2000-2001 Early Career Development Committee Vice Chairs were Ken Combs (AR), Southern Region; Bruce Hinrichs (NM), Western Region; Daniel Kluchinski (NJ), Northeast Region; and Chris Bruynis (OH), North Central Region and National Chair.

Most state associations have selected a state chair to be the conduit between the NACAA Early Career Development Committee and the state organization. Communication with the state chairs via e-mail was used by the regional vice chairs during the year to share and solicit information on

needs. Promotional material of ECD presentation at the 2001 NACAA AM/PIC in Albuquerque, NM was distributed to state chairs through e-mail. Efforts will continue in 2001-2002 to develop an up-to-date state ECD chair e-mail distribution list.

A call for papers was developed in 1999-2000 to encourage agents to make presentations at the 2000 AM/PIC on topics related to early career development. This year the first submitted and accepted presentation will be given at the AM/PIC. Along with the accepted presentation the committee also invited three additional speakers to present topics that will have a positive effect on the success of agents who are early in their career with Extension.

Continuing efforts are being made to maintain an early career development web page. The purpose of the web page is to offer relevant information and provide an opportunity to solicit input from early career agents and state chairs. The ECD Committee worked on collecting documents and web-based links on topics/issues useful for agents. Subject matter information from this year's speakers as well as previous years speakers can be found at the web address <http://www.rce.rutgers.edu/nacaa-ecd>

The ECD Committee members hope to further develop the ECD web page to include informational materials on NACAA, awards, professional improvement opportunities, scholarships, etc. In addition, state ECD chairs will be encouraged to provide NACAA membership and promotional materials as part of an orientation packet to new and prospective members. The committee will continue to work on making these materials available during 2001- 2002.

The 2001-2002 ECD Committee Vice Chairs will be Ken Combs (AR), Southern Region; Tim Schnakenberg (MO), North Central Region; Bruce Hinrichs (NM), Western Region; and Jeffrey Carter (VT), Northeast Region. Many thanks to outgoing regional vice chair, and previous national chair, Dan Kluchinski for his hard work and leadership on the committee.

Administrative Skills

Ray Burden
Tennessee

The Administrative Skills Committee has worked to put together 4 very informative seminars for the 2001 AM/PIC. Included in this year's programs will be a panel



discussion on several different forms of career advancement systems in use around the county. Also regional vice-chairs have been in touch with many of the state presidents and state Administrative Skills committee chairs to receive input on program topics and ways in which the national may assist in developing the administrative skills of county-level Extension Agents.

Teaching & Communications

Kenneth Simeral
Ohio

The Teaching & Communications Committee continued to provide opportunities for the membership to learn new techniques and methods of enhancing program delivery. An increased number of members applied to present at the AM/PIC conference. Because of time limitations only 50 percent of these quality applications could be incorporated into the program.

For the first time, the Teaching & Communications Committee conducted the Hamilton-Locke Ag Explorer Workshop contest. The New York association was the winner of this year's award. They will receive two full day trainings and free Ag Explorer software.

Each year the committee tries to incorporate a presentation by the Communications Department of the hosting university on some aspect of improving and enhancing communications. This year, Kim Hand, Ag-Communications Web Site Coordinator, New Mexico State University, presented the workshop on Web Page Development.

The committee is currently conducting a membership survey to help determine members interests in the Teaching & Communications area.

Program Recognition

Council

Stephen E. Hadcock
New York

The committees of the Program Recognition Council continue to seek ways to serve NACAA membership better and promote their outstanding work. After the AM/PIC meeting in Jackson, the Committee Chairs came away from the meeting rededicated to improve communications in each respective committee. The ultimate goal was to keep the state



chairs informed of what is going on. This in turn would hopefully increase participation in award programs. I am happy to report that the fruit of their efforts paid off with an increase in participation in many award programs. The Committee Chairs also committed themselves to selecting the national winner and finalists in a timely fashion. They were successful in doing this.

One mission of this council is to recognize outstanding work that NACAA members do. One way that the organization does this is to publish abstracts of national winners and finalists. During the learning phase, not all award programs were required to submit abstracts. That was changed last year, and now you will see in this proceedings abstracts from the national winner and finalists in each award category. You will also see abstracts from scholarship recipients as well.

To improve the process of notifying national award winners and finalists that they had won, the NACAA website was used. With the help of NACAA electronic coordinator, Laura Watts, I developed web pages for each award category and they were placed at our site. Hopefully the website not only let award program participants know the status of their award, but also gave them some early recognition.

This council would not function if it were not for dedication and work that the national chairs and vice chairs. I would like to thank them for the cooperation and hard work this past year. To those that are retiring this year, I would like to personally thank for their hard work for the last two years. The retiring national chairs this year are: Chuck Schwartau - Communications, Rick Smith - Extension Programs, Craig Haugaard - 4-H and Youth and Scuddy LeBlanc - Scholarship.

Communications

Chuck Schwartau
Minnesota

The Communications Committee is very pleased to report greater participation in its program in 2001 than 2000. Total participation increased by 88 entries to 953, which is 9% greater than last year. Every category of the program experienced an increase except the fact sheet category, which shrunk 25%. The published photo category had a 28% growth and video/television program had a 22% increase over last year.

As chair, I looked at every entry that advanced



from the regional to national competition to get an idea of what our members are submitting to the competition, and gather notes that may be useful for the committee to know for future decisions.

The amazing thing is the extremely high quality of the entries in all categories. It is obvious that many of our members are working closely with their university professional staffs and qualified private sector people to produce quality materials. Just because your communications work is not color-printed on glossy paper, though, is not a reason to dismiss entering in the first place. The evaluators do a good job of evaluating each piece on its own merit, including what resources an educator or agent may have available. Some excellent materials produced right in county offices looks good and is placing well in many categories. Imagination and simplicity went a long way on many of the entries. One of the most interesting entries was probably the garden tour done on a radio program. It was so well done, I am sure the listeners could almost see and smell the flowers as the host and guest discussed the plants they were looking at during their walk through the garden!

The other reason we should all be entering something into this competition is to get an evaluation of our work that may help us do a better job in the future. Judges are asked to make constructive comments that may help each of us do a better job of communicating our message to the public. Most judges do a good job of making those comments on the scoresheets. That is a tool we can all use to improve our communication skills.

Our committee had a couple goals for the year that have received attention. We asked last year's national finalists to share a hint or two that we could distribute to the membership. Response was limited, but we did get a few responses that will be distributed for our general membership to consider as "hints from the experts" in the future.

We also decided at the 2000 annual meeting to facilitate discussion about the current scoresheets used in the program and make necessary changes to better fit the work being done by our members. These proposals were discussed at the 2000 annual meeting, have been posted on the web for review by state chairs before the 2001 meeting and will be voted on at the 2001 annual meeting. Most changes are modest, but several reflect the trend toward more technology available for communications and how some factors should be adjusted.

Another important aspect of our committee's work is encouraging our members to promote the

"Call Before You Dig" program. AT&T, our national sponsor, is a key player in that nationwide program. This year besides articles in the County Agent, we have received reports from many of our members on how they promoted "Call Before You Dig" in their programs and the effect it had in their communities. Included in this year's effort was even a letter to Public Broadcasting Service's "This Old House" reminding them to call first when starting excavations on their projects. One episode of the series this year mentioned a delay on the project because an excavator had struck a gas line so it would have been a great opportunity for the lesson to reach a lot of people. We'll see what response we get to that letter in the future. I encourage all of you to use this message during the year and report your usage. On the NACAA homepage in the sponsor's section, one has only to click on the AT&T logo and there is a place to briefly report your efforts and response to the message. Please take a couple minutes to report your "Call Before You Dig" efforts.

My thanks go to the regional vice-chairs I have worked with the past two years. They have been a cooperative group who worked hard to get members involved in the communications program. The southern region had the greatest growth again in actual numbers, with 64 more entries than 2000; and the northeast had the greatest percent growth with 25% more entries than in 2000. Thanks to all.

Danny Barrett, our AT&T contact, and I have visited often about programs and ways to strengthen our relationship. AT&T has been an excellent sponsor and we look forward to many more years with them. Part of that relationship is the result of NACAA members carrying on the "Call Before You Dig" message. Keep that up and we should be in fine stead with our public and our program sponsors.

It has been a pleasure and a privilege serving as the NACAA Communications chair the past two years. I look forward to many more years of service to the NACAA in some capacity.

Extension Programs

Richard Smith Pennsylvania

The Extension Programs Committee is responsible for the following Search for Excellence Programs: Farm and Ranch Financial Management supported by Deere and Company, Crop Production supported by Syngenta Crop Production, Environmental Protection through Responsible Use

of Pesticides (both a rural and urban category) supported by Tru Green Chem Lawn and RISE, and Livestock Production supported by Merial. I wish to personally thank Merial for becoming a sponsor in 2001.

Total entries in the five program areas in 2001 totaled 59 on regional levels. On the regional level the Southern Region had 29 entries, followed by the North East with 13 and the Western and North Central with 5 and 12 respectively.

National winners came from Pennsylvania / New Jersey, Virginia, Florida, Alabama, and North Carolina. The National Winners will be presenting their programs at the AM/PIC in Albuquerque NM

Entries appeared to be down slightly from 2000 but quality was excellent. It is imperative that we encourage our fellow members to participate in the program if we are to retain corporate support. Review the winning entries at the National Meeting and take a look at programs that you are conducting that might fit these categories. There are many excellent programs being conducted in each of our states that should be entered in these programs.

4-H and Youth

Craig Haugaard

Minnesota

The 4-H and Youth Committee once again helped the voice of agriculture to be heard at one of 4-H's premier events, National 4-H Congress. Traditionally a member of the 4-H and Youth Committee has represented the NACAA on the National 4-H Congress Design Team and we were honored to be able to do so again this year.

This past November over 1300 young men and women from 48 states and Puerto Rico gathered in Atlanta, Georgia for the 2000 National 4-H Congress. We were very excited that of the four super issue areas they could select to explore during this outstanding event was 21st Century Agriculture. It was gratifying to see a large number of young people choose this area to explore during their time at National 4-H Congress.

Participation increased for the third year in a row in the Search for Excellence in 4-H and Youth programming. In 2001 we had 26 entries from 24 states, a 24% increase in entries over 2000.

Wanda MacLachlan of Maryland was the national winner for her "Close Encounters With Agriculture" program. National finalists included Tracy



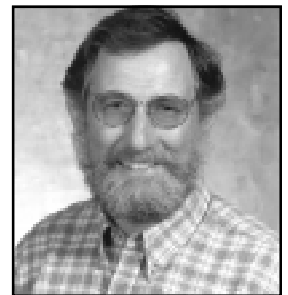
Behnken for the "Ag Awareness Coalition"; Alice Crites for the work she has done with the "Horse Safety Camp for Young Riders"; and Jack Kerrigan for his "Intensive School Gardening Program for Cleveland Municipal Schools."

The 4-H and Youth Committee has also worked to help make this years AM/PIC 4-H Talent Review a success.

I have thoroughly enjoyed the privilege of serving as National Chair for the past two years. I would like to thank all of the Vice Chairs for the work and dedication that they have brought to this committee.

Professional Excellence

Alan Michael Pennsylvania



This committee is responsible for reviewing poster abstracts and the organizing the poster session at AM/PIC. The NACAA membership continues to endorse the poster session as a means of presenting extension programs and applied research results. The 76 poster entries for 2001 is a 63% increase over last year. All abstracts were peer reviewed and will be printed in the 2001 Proceedings.

The committee thanks the previous chair, Tom Benton, who has been instrumental in allowing the poster session to grow. The current vice chairs are Ron Seyfert '01 from North Central Region, Paul Lehman '02 from the North East, Russell Duncan '02 represents the South, and Wayne Cooley '01 represents the Western Region. Alan Michael '02, previous representing the North East, is now serving as chairperson.

The committee recommended that third prize be raised from \$100 to \$150 and that proposal was approved by the NACAA national board. First prize at \$500 and second at \$250 will be continued for 2001.

One of the important committee goals is to improve the quality as well as number of posters submitted. The plan of work was reviewed and updated.

Public Relations

Mickey Cummings
Georgia



There were 13 entries in the PRIDE Program. Each region was well represented and the quality of each entry was high. There is a lot of good public relations work being done across the country. Congratulations to Larry Hulle of New York, the 2001 PRIDE Program National Winner. Also, congratulations to Mark Crosby of Georgia and Stan R. Eden of Illinois the other National Finalists.

The Public Relations Committee has been hard at work trying to put together the Squanto Luncheon. This luncheon is to honor all first time attendees at the National Meeting. Each new attendee will be given a Squanto lapel pin courtesy of NASCO International.

Much thanks should be extended to John Payne-Southern Region Vice Chair, David Whitson-North Central Vice Chair, Jim Church-Western Region Vice Chair and Anita Demming-North East Region Vice Chair for their hard work during the past year on the Public Relations Committee.

Finally, a word of thanks should be given to the sponsors that work with the Public Relations Committee. These are: Squanto Luncheon-NASCO International, Public Relations in Daily Efforts-National Rural Telecommunications Cooperative Association and the National Rural Electric Cooperative Association

Recognition and Awards

Ancil Schmidt
West Virginia



The Recognition and Awards Committee will recognize sixty-one (61) recipients with less than ten (10) years service with the Achievement Award at the special Tuesday morning Breakfast. Eighty-four (84) recipients with over ten years of service will be recognized for the service to Extension at the Annual Banquet on Thursday evening. States not recognizing members this year are: Hawaii, Nevada, Delaware, Maine, and New Hampshire.

A summary by Region: Western—11 AA and 10 DSA; Northeast—6 AA and 8 DSA; North Central—14 AA and 22 DSA; Southern—30 AA and 44 DSA.

Regional Vice Chairs: Western—James Kropf, Washington; Northeast—Craig Williams, Pennsylvania; North Central—Neil Broadwater, Minnesota; and Southern—Kim Strohmeier, Kentucky, provided excellent leadership in getting the state response forms to the national chair in a very timely manner. The State Chairs also played a major role in getting forms and pictures to the vice chairs.

The committee has worked very hard to streamline the necessary forms and has reduced the number to four. Each recipient's information, picture, and citation statement now appear on one (1) form. The forms will be on the Web for 2002. Please discard all old forms immediately.

Scholarship

Scuddy LeBlanc
Louisiana



The NACAA Scholarship Committee, including the State Chairs, the Vice Chairs, and the NACAA Education Foundation Board of Directors have been working hard to achieve the objectives of the NACAA Scholarship program.

Here is a summary of the program's activities:

350 NACAA members, life members & friends have donated \$12,887.50 to the NACAA Education Fund since the 2000 AM/PIC in Jackson, Ms.

47 NACAA members received \$19,860 in scholarships from the NACAA Education Foundation since the 2000 AM/PIC.

The 2001 NACAA Scholarship Applications were due to the state chairs by June 1st. The applications are due from the state chairs to the respective NACAA Scholarship Committee Vice Chairs prior to June 15th & from the Vice Chairs to the Scholarship Committee Chair prior to July 1st.

David Barton, 2001 Scholarship Auction Chair, is coordinating the 2001 NACAA Scholarship Auction in Albuquerque, with the assistance of the host state & the NACAA Scholarship Committee.

Greg Solt, incoming NACAA Scholarship Committee chair, will coordinate a committee workshop on how to apply for a NACAA Scholarship during the 2001 AM/PIC in Albuquerque.

The 2001 NACAA Scholarship winners will be announced during the NACAA AM/PIC in Albuquerque.

Life Member

Bob Sutton

Ohio

The Life Members are pleased to have Nationwide Insurance on board for another year as sponsor for Life Member activities at the Annual Meeting in Albuquerque. We hope Steve Rish or another representative of Nationwide will be able to attend this year to participate in the life member activities.

The state life member chairs again reviewed state membership lists to update and correct. We plan a brief memorial service at our business meeting for life members who have passed away since last year.

Hal Tatum Southern Regional Vice Chair elect, from Georgia is completing the term for Joe Doby of Texas who will not be able to attend this year due to health problems.

Northeast region is to have a new vice chair to be installed this year.

The North Central and West Regions will need to elect vice chairs, to serve 2003-2004. A new Life Member Chair will also need to be elected, all these positions to be installed in 2002, to serve in 2003 and 2004.

Bob Voberil North Central Region, Bill Hambelton West, are currently serving as vice chairs.

Bylaws are still being revised to reflect current practices and properly represent the organization.



nacaa-spres
nacaa-wpres

NACAA Southern Presidents
NACAA Western Presidents

nacaa-statecontacts
nacaa-ncstate
nacaa-nestate
nacaa-sstate
nacaa-wstate

Officers from all regions
Officers from North Central Region
Officers from Northeast Region
Officers from Southern Region
Officers from Western Region

To send mail to one of these lists, use one of the addresses above, adding @reusda.gov to the end. For example, to send a note to all the state presidents, address it to nacaa-pres@reusda.gov

A new list - nacaa-pastofficers – has been added. This list includes President, Secretary, Treasurer, and Directors.

A new group of lists has also been created. The nacaa-statecontacts consists of officers (president, president-elect, vice president) from each state. This will allow continuity of communication as members rotate through the offices in their state. There is also a list for each region (see above.)

We learned last fall just how dependent we have become on electronic mail. When the server at USDA had security problems, all of our mailing lists were unavailable. In order to work around this situation, I have placed the most commonly used lists on the web site, under “Electronic Mailing Lists.” You can select the individual names and paste them into the “To” section of your message and still reach all the members of the lists. This information will remain on the page in the event there are future problems with the mailing lists.

The web site <www.nacaa.com> has been updated to include the application forms for Council chairs, and the brochure promoting the NACAA Scholarship. A link is available to the AM/PIC site, and a list of this year’s award winners, as well as all the meeting information published in [The County Agent](#).

Under the committee information, you will find any discussion lists that have been established, as well as links to the web page for that committee, if one is available. Please keep me informed of changes to state committee chair information so that I can keep the page up to date.

Please remember to keep me informed of changes in officers, and any changes to your e-mail address. Also, as your state land grant university or your state association puts up a web site please send me the URL and I will add the link to the NACAA home page. There are currently 23 state association home pages.

Electronics Communications

Coordinator

Laura L. Watts Pennsylvania

The following lists are available for your use:

nacaa-exec
nacaa-board
nacaa-regdir
nacaa-vdir

NACAA Executive Committee
NACAA Board
NACAA Regional Directors
NACAA Vice Directors

nacaa-councilchairs
nacaa-chairs
nacaa-vicechairs

NACAA Council Chairs
NACAA Committee Chairs
NACAA Committee Vice Chairs

nacaa-specassign
nacaa-addr
nacaa-pastpres
nacaa-pastofficers

NACAA Special Assignments
NACAA State Address Coordinators
NACAA Past Presidents
NACAA Past Officers

nacaa-pres
nacaa-ncpres
nacaa-nepres

Presidents from all regions
NACAA North Central Presidents.
NACAA North East Presidents.