North Carolina Cooperative Extension  
State Advisory Council Meeting  
February 2-4, 2010, Charlotte, N.C.

Tuesday, February 2, 2010 Total Attendance (25)  
North Carolina Cooperative Extension State Advisory Council Members in attendance: (18)  
Charles Boyd, Marshall Grant, Jackie Lewis, Mary Ann Lumpkins, Pete Miller, Chuck Moseley, Jack Parker, John Schnautz, Lynn Yokley, Ralph Warren, Sylvia Churchwell, Jim Parlier, Brenda Gilbert, Joan Wright, Paul Farris, Mac Baldwin, Erik Brinke, “Punk” Daniels  
NCSU Administration and Staff in attendance: (7) Joy Staton, Pam Dickson, Joe Zublena, Deborah Crandall, David Fogarty, Robbie Furr, Jim Cowden

Welcome and Introductions:  
Chair Lynn Yokley opened the meeting at the Courtyard Marriott in Charlotte at 2:00 p.m. and welcomed everyone to the meeting. Lynn welcomed the newest member Erik Brinke from Cherokee County. He grew up in Murphy and participated in 4-H. Lynn passed around a list for SEAL training – members who have trained counties need to list the dates of training for each county in their cluster. Jack Parker asked about SEAL bookmarks – need to send to SAC members and we will be putting together the SEAL notebooks – one per county to be distributed. Lynn introduced her county director, Greg Hoover, from Davie County.

Lynn introduced Mr. Robbie Furr, Interim County Extension Director – Mecklenburg County, who told us about the tour tomorrow and told us about his staff. Robbie introduced Mr. Jim Garges, the Director of Mecklenburg County Park and Recreation Department. Mr. Garges feels lucky to have the relationship with the County Extension Service. It is important from a programming and service standpoint. Charlotte has good facilities and we need to have good programs for the people. 4-H has really taken off in the schools to provide good programs. They are working to take relationship to new level – have an open position in family and consumer sciences - end result for people in Mecklenburg will be great. He encouraged everyone to have a great time in Mecklenburg.

Lynn introduced Dr. Deborah Crandall, District Extension Director to give the West Central District Update. Dr. Crandall introduced Seth Nagy, Lenny Rogers and David Fogarty all agents or CED’s from her district. There are 3 different components: People, Programs, Progress (staffing). West and West Central are linked strongly to the Mtn. Horticultural Center. The center of the West Central District is Alexander County. She gave an overview of the district – 17 counties. Mecklenburg has highest populated urban county in the state. 60% of production of Christmas trees is in west central district. Davie has highest population in rabbits – one producer. Deborah will have a handout showing how the counties rank in each commodity throughout the state. West Central has had strong support for the Advisory Council – will have to look at replacements for next year. Each SAC member from the West Central has a cluster of counties to work with so that each county has a state advisory connection. District Initiatives will be presented both today and tomorrow by agents from West Central District.

After a short break, Lynn introduced Lenny Rogers, Alexander County Director and Seth Nagy, Agricultural Agent in Caldwell County, to talk about the district initiative – regional environmental issues (storm water and wetlands). Sugar Loaf school was their 1st project for a wetlands project. For new wetlands you can get plants from the old wetlands – Master Gardeners helped harvest and plant. He discussed youth water quality programs in Alexander County – they have a weeklong camp - 4-H20 which is a 5 day camp from 9-3. Seth Nagy discussed the Wetland Project in Caldwell County. The wetlands project is 10 years in the making. Mac Baldwin asked what the difference in water quality before and after the project – Dr. Hunt said they don’t know yet but it looks like it is getting better.

Lynn welcomed Dr. Greg Jennings and Dr. Bill Hunt – professors from NCSU in Biological & Agricultural Engineering. They discussed NC Water Challenges such as: limited water supplies for growing communities and unsafe drinking water in lakes and groundwater. They are providing watershed education. The guiding principles are: Innovation, Teamwork, Partnerships, Hands-on learning. Local Successes and Partnerships – works with
everybody and anybody. They talked about impacts of Neuse River Basin project – we have not solved all problems but Extension has a Neuse Education Team – do a lot of demonstrations and a lot of training. Another case study – Avery and Watauga counties – High Country Watersheds. Dr. Bill Hunt gave a power point on BMP’s – Cary BMP’s and Jordan Lake Rules. People needed training in the landscape industry – a role for Extension – went over the Course Content. Lessons Learned – Understand the problem and the stake holders - find creative solutions, think win-win, advertise successes, create community pride, job creation.

February 3, 2010  
Wednesday, February 3, 2010 Total Attendance (29)  
North Carolina Cooperative Extension State Advisory Council Members in attendance: (20)  
Marshall Grant, Jackie Lewis, Mary Ann Lumpkins, Pete Miller, Chuck Moseley, Jack Parker, John Schnautz, B.A. Smith, Jo Ann Stroud, Shelly Willingham, Lynn Yokley, Ralph Warren, Sylvia Churchwell, Jim Parlier, Brenda Gilbert, Joan Wright, Paul Farris, Erik Brinke, “Punk” Daniels, Ron Joyner  
NCSU Administration and Staff in attendance: (9) Joy Staton, Pam Dickson, Dr. Joe Zublena, Dr. Deborah Crandall, Clinton McRae, Jim Cowden, Darrell Blackwater, Robbie Furr, Dr. Harvey Fouts  

Chair Lynn Yokley opened the meeting at 8 am. SAC member Joey Bullock gave us the thought of the day.

Lynn introduced Dr. Glennie Daniels, Interim County Extension Director – Catawba County and Mrs. Ann Simmons, Extension Agent, Family & Consumer Sciences – Iredell County who gave a presentation on the District Initiative - Day Care Providers Regional Network with Parenting. Extension is providing education for day care providers. We recognize the benefits of high quality child care. They are holding regional conferences for Early Childhood Educators. They partner with other agencies – diverse group of people, schools, libraries, community colleges, etc. Common way they market is through direct mail, also send press releases, information on the Extension website, e-mails sent out. They also provide training for Smart Start and work together in giving conferences. Examples of outcomes – improvement with behavior issues and children are more accepting of trying new foods.

Lynn introduced Donna Mull, Extension Agent – 4-H and Youth Development, Catawba County and April Dillon, Extension Agent – 4-H and Youth Development, Lincoln County – District Initiative – 4-H Science Fair Programming. 4-H SET (Science, Engineering and technology (Catawba, Cleveland, Gaston, Lincoln) Advances in multi-county programming: similar needs, sharing resources, broadening collaborations, sharing strengths, exposing clientele to new experiences. Science is a growing need for programs both in NC and nationally- a need in all 4 counties. Impacts of Science Camp – 40% increased knowledge of science topics, 20% expressed interest in college study and/or career in science, 3 new science clubs – reaching 32 youth.

Short break  

Lynn welcomed South Central District Director, Clinton McRae, and thanked him for joining us today.

Lynn introduced Mr. Matt Peterson – Director of Federal Research Affairs and Dr. Joe Zublena, Associate Director and Director of County Operations. Matt gave a presentation on Federal Relations Perspective. He advocates on behalf of NCSU. He walked us through federal budget. Dr. Zublena passed out a power point handout that went over the state and federal appropriations. 5% reduction in state funding. We need to work on county vacancies – 80 vacancies remain. We are one of the highest states in getting formula funding. We have the capacity to get cutting edge grants. NCSU is hoping for a $1,798,610 increase in Smith Lever funding. If it doesn’t pass, we at least need to get the interest there by all states in getting this money. This month before the 26th – they want us to contact congressman and senators to commit to funding Smith Lever funds. Matt Peterson said there is an electronic form to fill out by the end of the month. They count up how many are requesting these programs – the idea is to get program requests submitted by NC members and ask them to support more funding for Smith Lever – we would like to see it go to 350 million. Matt Peterson will make the same request to the delegation but it has a bigger impact if the constituents are asking. Talk about value Cooperative Extension in your counties. They must have all requests from all people so they can send requests to appropriations committee by the deadline. It is important. The Advisory Council has been created to do these types of things. We have permission to go for
something like this in Extension. As you are doing these calls – we need to know who you contacted and if they did or did not commit. We need to let Cornerstone – group in Washington – if they got it on or not. Also need to let Matt Peterson’s office. Every state is doing this – Joe’s hope is that we have some from North Carolina because we are the second largest recipient of these funds. One of the handouts showed funding we get and funding we have leveraged from the county and state from the Smith Lever funds. Ask for the right Congressional staffer and express that you want the Congressman to support the Smith Lever funding request. Matt’s office will be sending us a list with names, e-mails etc so the SAC members can make their contacts.

Questions were asked by SAC members: \footnotesize Joan asked if county advisory council members should contact Congressman also – Matt said ask about 3 or 4 members of a county group but don’t overwhelm the staffers with calls or e-mails. Mac asked what the budget was last year – 298 mil, the President’s budget is now 297 mil, so we have been stuck at the same level for quite a while. Joe said SAC members should take a few minutes and brainstorm and then share what you have discussed as a group – Matt suggested they do that by district when they break up into groups.

Dr. Zublena announced that Dr. Ort has announced his retirement from Extension.

Lynn asked the group to break up into district groups. \footnotesize Jackie Lewis reported for the Southeast district – will call staff person and ask them to register with them a request an increase of 50 million to 350 million for Smith Lever Act allocation. Will ask that they let us know what the elected official decides to do. \footnotesize Ron Joyner – West Central - will contact and share info. \footnotesize Joy said we have a sheet of elected officials that we will send out. Matt will send out the staffer list. \footnotesize B. A. Smith – South Central – going to contact their representatives to request support for increase in Smith Lever funding. \footnotesize Ralph Warren reported for the North Central district – will make the requests and follow up with Advisory folks in the counties. \footnotesize Mac Baldwin – suggested contacting Farm Bureau president who strongly support Smith Lever. West District – \footnotesize John Schnautz reporting – will concentrate on ag contacts and personal relations with representatives. Northeast – \footnotesize Shelly Willingham – will ask for support from Congressmen for Smith Lever funds. Dr. Joe Zublena wants them to ask them to submit this request to appropriations committee – register with ag committee on electronic form. Joe will send memo to CED’s letting them know what is happening. Joe will turn template into PDF file and send to Pam to send out to advisory members. Lynn asked for 5 people per Senator to contact them – let Joy know if you are willing to make that contact. 5 will contact Burr and 5 will contact Hagan. Noland brought up that he didn’t think we would be bombarding them because numbers are important so everyone can contact the Senators. The decision was made for all to contact senators. SAC was clear on the charge. The congressmen will know how we feel. We need to do this by next Friday, the 12th.

\footnotesize Dr. Daniel Lyons from A&T could not be here today. Dr. Lyons had sent \footnotesize Jim Cowden, District Extension Director – North Central District some information to share. A lot of what we heard is also a concern for A&T. Dr. McKinnie is chair of ECOP. Formula funds and competitive grant funding is a concern of theirs. Updates: Dr. Mallory Lovett has been hired for EFNEP position. Ag and Nat. Resources – some turnover – hoping to hire some positions soon. Ellen Smoak is retiring. 2010 initiatives – renovating Coltrane Hall. Extension pavilion will be built at Extension Research Farm. Annual Small Farms week – 24th - 27th of March. Please remember we can make a difference by working together at the right time and the right way.

\footnotesize Lynn welcomed \footnotesize Dr. Harvey Fouts, District Extension Director - West District to the meeting.

\footnotesize Lynn introduced former Chair of Advisory Council – \footnotesize Noland Ramsey, our CARET representative. Noland went to CARET conference this summer with Dean Wynne. Dean Wynne encouraged Noland to keep working with the Advisory Council. Noland said our group is looked on as a Model for Advisory Councils across the country. Research and teaching are fundamental – beauty of Extension is that we carry that back to the people. That’s important. Noland emphasized the importance of the PILD conference and making the contacts in Washington. Noland said this group has had as much impact as any group he has ever worked with as volunteers.

\footnotesize Lynn introduced \footnotesize Dr. Carolyn Bird, Assistant Professor and Resource Management Specialist to talk to us about the credit card act. Dr. Bird talked about wise Credit Card decisions. Until recently consumers were making decisions in an unsure environment. Credit card companies were doing things that consumers considered abusive. Congress
implemented credit act of 2009 with rules for credit card companies that will make them responsible. Major provisions go into effect February 20th. Dr. Bird explained credit score composition. She also went over reverse mortgages – obligations of borrowers and the loan process.

Lunch

Lynn opened the meeting at 1:00 pm and introduced SAC member Jack Parker, SAC member to introduce our next speaker, Sharon Runion Rowland, Executive Director of Development who spoke on the following: Top 7 Ways SAC can assist Counties with Private Resource Development (PRD). 44% of budget from NCSU comes from government money. VA tech only gets 10% of total budget from government. No talking – we are to the doing level. Sharon introduced Maurene Rickards, Regional Development Director and Punk Daniels who works with the eastern 4-H center. 328 funds in counties supporting agriculture, 4-H ECA, FCS, Administrative, 98 counties involved - looking at making a difference in positions and programs. Shift how you think about philanthropy. Expand your advocacy role as a SAC member. Understand your proposed role as a SAC member – asked members to think about 7 questions, Can you become the eyes and ears for prospects in your cluster counties? Can you become an advocate for partnering for progress? Can you friend raise? Can you invite your cluster county advisory council to host a meeting for “Partnering for Progress?” Can you help the regional director share the opportunities for your cluster counties? Can you become a conduit for referrals to appropriate dev. officers? Can you help publicize new funds, new projects, and new endowments?

You can, but will you accept the challenge? Understand your team and their roles. SAC member: Advocate for PRD with cluster counties, Champions an annual meeting between CED, regional director, and county advisory council, introduces Partnering for Progress, and helps utilize the gifting chart, advocates! She went over the roles of the other team members: regional director, county advisory council, county extension director and staff and district directors. Friend raise before you fundraise. SAC broke up into 3 groups for discussion and planning. Lynn called everyone back to order and Sharon asked for each discussion group to report. Jack Parker reported for his group – job of SAC member is to make sure the team functions. Call regional director in and it will start there. Ralph Warren reported on their group – how SAC members relate to CED’s and the set of steps, who to contact and where to go from there. John Schnautz reported for the West group – found some money and have asked Sharon to come in and maybe seal the deal.

The group had district meetings – reports will be tomorrow. Joy – talked about the members we will be losing this year – 8 members, we will have gaps to fill. Talk about this in your district meetings. Nominations for State Advisory Council members go through the District Extension Director and then on to Extension Council for approval.

Lynn introduced Robbie Furr, Interim CED from Mecklenburg, who gave us an overview of the tour we will be taking this afternoon. There will be 2 stops:
#1: An after school program that is run by Parks and Rec and that Extension provides programming for
#2: A community garden in the Reedy Creek area that Extension helps provide education and direction for

Following the tour we will eat in Reedy Creek Park and our meal will be catered by Riverview Fish Camp.

Following dinner we enjoyed an outstanding “Story” by SAC member Brenda Gilbert who is a storyteller!

Thursday, February 4, 2010 Total Attendance (24)
NCSU Administration and Staff in attendance: (3) Joy Staton, Joe Zublena, Pam Dickson,
Lynn opened the meeting at 8 a.m. and introduced Sylvia Churchwell, State Advisory Council member who gave a presentation on Advocacy Savvy. Why? - because we feel strongly about Cooperative Extension programs. Funded: local, state and federal – need to advocate at all 3 levels. She went over how to write an e-mail or letter to representatives. Telephone, before you call, list the points you wish to make. In person visit – make an appointment in advance. Always be prepared, be concise and to the point, always follow up with a “thank you” and keep in touch. Sylvia passed around a handout that each SAC member could list their elected officials and other key leaders.

Lynn introduced Ralph Warren, State Advisory Council member who gave a presentation on “Who are your Elected Officials?” Ralph developed spreadsheets which showed the SAC members and their representation for NC and US House and Senate. Jack Parker recommended that we keep this information and house it on the SAC website – it contains a lot of good information for members to use.

Lynn opened the business section of the meeting and asked everyone to look over the minutes. B.A. Smith made motion to approve – all in favor to approve minutes as written. Ralph Warren gave the treasurer’s report – 16 counties have not paid their dues yet for 09/10 – they are not late until June 30th. Ralph read the list of non-paid counties. The Treasurer’s report was unanimously approved. Joy explained the budget and where the money goes.

Nominations committee report from Sylvia: Recommendations are: Mac Baldwin, Chair, Ron Joyner, Vice-Chair, Ralph Warren, Treasurer. Motion approved unanimously.

Strategic Planning Committee (SPC) report from Shelly Willingham: SPC met Nov. 4th and 5th at A&T – Highlights: A&T is rebuilding the 4-H program, focusing on SET – Science, Engineering and Technology. The new Chancellor is Dr. Harold Martin, Sr. Mrs. Adams did presentation on the Cooperative Extension story. Everyone developed an elevator speech telling the story of Extension. They also did an Advocacy exercise - be brief, be timely, be prepared and be appreciative. A&T is developing a horse park. Site will include 400 – 700 stalls. Groundbreaking will be in October of this year. Will be an economic boom to counties surrounding Rockingham where the park will be. There will be Grassroots leadership training for each region. Highlight – did a tour of gateway university research park. Collaboration between A&T and UNC – Greensboro. Main emphasis is nano-science and nano-engineering. About 10 minutes from campus. Perry Graves is the new SPC president.

Joy – Shelly will rotating off of our council. We will need to replace Shelly as our liaison to SPC. If you are interested in serving, please let Joy know. The new person will start officially in November.

Horn of Plenty Update – this year in Pitt County. Sam Brake is the chair of the committee. SAC members usually help out with educational booth on Thursday, August 26th. In 2011 the event will be in Mecklenburg or Cabarrus County. Joy passed around a signup sheet for SAC members to sign up for the educational booth at the HOP on the 26th. Chuck Moseley who was last year’s chair said it was a great opportunity for SAC as advocates to be there and to talk Extension. It is a much more casual atmosphere and we get a lot of traffic at the educational booth. Jack Parker asked about how the booth is set up. Chuck said it varies. It could be a game with questions and prizes. The last told about local food concepts – the produce lady was there. There were recipes, they served popcorn.

Members rotating off in June are: Charles Boyd, Josh Bridges, Lynn Yokley, Ireni Autry, George Quigley, Shelley Willingham, Pete Miller and Jo Ann Stroud.

New Business: no new business

Members requested that Sylvia’s power point presentation be made available to everyone.


Lynn introduced Joy who gave a presentation on websites that SAC members can use – such as www.congress.org where you can put in your zip code and it will bring up your elected officials. Joy encouraged members to go to
Governor Perdue’s site from www.congress.org and sign up for her weekly updates. Each representative also has their own website you can go to and sign up for their newsletters – you can get a lot of quick info on what’s going on. Mega vote – you can sign up for on the congress.org site.

SAC members met with committees. Pete Miller – reported on Advocacy Committee and PILD conference – very effective when they go there and meet with legislators. We are advocates for the Extension Service – we need to tell the story every time we can. We need a concise statement when we go to Washington in the spring. Chuck Moseley – Marketing Committee – problems statewide is that we are short on the marketing person. Joe said he is not sure about the hiring of a new marketing person. Each county may have a different thing they market. His committee discussed 3 or 4 things to focus on statewide. We have to focus – no shotgun marketing. Need to clean up marketing situation a lot. Chuck said we also need measurements of accomplishments. Chuck encouraged SAC members to go to Golden leaf foundation website and look at what they have set aside for marketing and local foods.

Sylvia Churchwell – Communications Committee - LINK report – thanked everyone for support. Keep sending her the news.

Chair Lynn Yokley opened up the sharing session. A& T has asked for some suggestions for meeting June 1-3rd. Last 2 joint meetings have been at Greensboro or Winston-Salem. Joan asked for some show and tell that focus on small farms, agriculture and how we are marketing local foods and economic development in the counties. B.A. suggested that we hold the meeting closer to the middle of the state in the interest of expenses as far as mileage. Mac suggested touring the Farmer’s market near Greensboro. Mac suggested touring his farm. Send Joy an e-mail with any other suggestions. Lynn said Joy is hoping in October 2010 that we can visit Ron Joyner’s farm we can find a place to stay. Lynn turned meeting over to Pete and Jo Ann – they are making a presentation at the PILD conference on “Grassroots Involvement – The North Carolina Model.” They would like suggestions from the Advisory group. NC has a good reputation on the National level as far as Advocacy. They received several suggestions from SAC members including:

- Lee County – tour with state, county and federal officials – visited 2 diverse farms – equine farm, other was how former tobacco farm had diversified. Also combined it with Farm City Week and invited them to a banquet the night before.
- Reports to the people.
- Extension jeopardy or other unique ways of reporting. SAC member Brenda Gilbert says in her county they let the citizens do the report to the people with success stories of how Extension helped them.
- Example of advocacy would be Smith-Lever funding requests from the SAC members.
- Partnership between 4-H and SAC at the meeting in Raleigh.
- Need to emphasize the volunteerism of this group.

Lynn opened up the session for sharing or concerns: Jack Parker – Campfire Delight – ice cream developed by 4-H. 100 year old celebration for 4-H - can buy in Raleigh at Foundation office but Jack will bring enough for everyone to have at the June meeting. Dr. Joe Zublena – appreciates SAC’s support – has always been a strong supporter – would like to think about advocacy that you have not done but would like to do. Thanked group and knows each one of you love Extension.

Joy thanked Lynn for her excellent job and expressed appreciation to Robbie Furr (in his absence) for hosting the meeting. Joy thanked each one of the SAC members for their participation and what they do each day in the counties in support of Cooperative Extension. Joy also expressed thanks to Pam Dickson for handling all the logistics of the meeting.

Adjourned to lunch.
Meeting adjourned.

Pam Dickson
Administrative Support Specialist