North Carolina Cooperative Extension
State Advisory Council Meeting
February 10th – 12th, 2009 – Kannapolis, NC

Tuesday, February 10, 2009 Total Attendance (32)
North Carolina Cooperative Extension State Advisory Council Members in attendance: (24)
Steva Allgood, Ireni Autry, Charles Boyd, Sam Brake, Joey Bullock, Marshall Grant, Jackie Lewis, Mary Ann Lumpkins, Pete Miller, Chuck Mosley, Jack Parker, George Quigley, John Schnautz, B.A. Smith, Jo Ann Stroud, Shelly Willingham, Lynn Yokley, Ralph Warren, Sylvia Churchwell, Laree Cherry, Punk Daniels, Jim Parlier, Gabriel Soltren, Dave Woodmansee
NC A&T:
NCSU Administration and Staff in attendance: (7) Joy Staton, Jon Ort, Pam Dickson, Donald Cobb, Marshall Stewart, Carl Pless, Christine Barrier, Lori Ivey
Guests: (1) Noland Ramsey

Welcome and Introductions:

Chairman B. A. Smith opened the meeting at 2:00 p.m. in the Bank Building located on the Kannapolis Research Campus. B.A. introduced new members, Sylvia Churchwell and Moncie “Punk” Daniels. They each gave a brief bio of themselves to the Council.

Chairman Smith introduced South Central District Director, Dr. Donald Cobb, who welcomed everyone to Cabarrus County. Dr. Cobb told about his start with Extension and career in Extension.

Chairman Smith introduced Carl Pless, Cabarrus County Agent. Carl welcomed everyone to Cabarrus County in the absence of County Director Debbie Bost. Carl is a native of Cabarrus County. His mother was a 4-H leader where he established his roots with Cooperative Extension “so many years ago.”

Dr. Donald Cobb gave the Council the South Central District Update: There are 15 counties in the South Central district. Union County ranks 3rd in agriculture. There is a lot of diversity with regards to population and a wide range of economic diversity. A large number of counties are tier 1 – lower economic range. There is also a large military base in Cumberland County. Cooperative Extension has 162 employees in the South Central District. There is great county support. The County governments provide 52% of salaries for Extension folks. Results of the Environmental scan identified issues such as a need to improve leadership skills and personal development skills, environmental stewardship, family financial management skills, and how to manage land growth. Dr. Cobb then asked for questions: Jack Parker wanted Donald to discuss their recent District Advisory Council meeting – Donald asked for B.A. Smith and George Quigley to discuss the district Advisory meetings. The most recent meeting was held in Fayetteville. The South Central district is divided up into 5 clusters. South Central rotates the district meeting from cluster to cluster. The primary purpose is to allow county advisory folks to come and see what agents and volunteers are doing. The Host cluster puts together a booklet which lists all Extension staff members, all members of the general assembly, and federal representative so they have contact info in one place. These meetings are the vehicle by which county advisory councils learn what their role is. They conduct workshops for beginning advisory members and workshops for those that have been on the council for a while. There is a charge for coming – 12.00 per person. Most county directors pay for their members. Dr. Cobb also talked about the One Stop Shop: Developed web based system where each county staff can develop their county plan of work – posted on the web site. From the county plan, each of the agents develops a plan of action. This started at the beginning of 2008. It was envisioned to be able to have county staffs to do year end reports on what they accomplished – they now have that component in place – the county impact report. Donald brought a copy of Columbus County’s Program Impact Report for everyone to look at. The One Stop Shop is a place that advisory members can go and look and get information to share with others in their counties and across the state.

Chairman Smith introduced Dr. Marshall Stewart, 4-H Youth Development and Family and Consumer Sciences Department Head. Dr. Stewart reported that the 4-H department is in the midst of the celebration of the 4-H centennial. Two segments aired last week on UNC TV. Family and Consumer Science – brought on new safety person, Ben Chapman. 4-H/FCS Response to K-12 Education Issues – Emerging Issues forum – theme on
infrastructure – our grade in NC is a D-. Also educational infrastructure is a piece of it. David Brooks – NY Times columnist – compared 2 families – One with a 90,000 average income found that a child in that family has a 1 in 2 chance of going to college. If the average income is 30-36,000 they have a 1 in 17 chance of going to college. K-12 education is reflection of what is going on in the home. It has been a dream for some time on the 4-H side to have a “first in” scholarship (first one in a family to go to college). The plan is that the 1st year of college would be free of charge if grades good, they were accepted to a college and the family doesn’t have the income to send them. Statistic: 33% of children in NC that start 9th grade do not finish high school. That is 23,000 young people per year. 50% of those who drop out now are African American males. Hispanic male is 55%. This is something we all need to recognize as they will become the majority, not the minority. It affects everybody. 4-H – how can we be a part of the solution to the problem? Dr. Stewart has a huge passion for education. His Grandparents could not read or write their name. His Dad started school at 7 and lived with an aunt in town during the week so he could go to school. If people know how to read it opens up a new world for them. Dr. Stewart showed the Council a power point he developed for the 4-H leadership council and he adapted to the State Advisory Council.

4-H wants every child to have:
Economic opportunity
Educational excellence
Health/well-being

239,000 4-H youth in NC, 24,000 volunteers in NC, 101 agents, 150+ youth county professionals, 35 faculty and staff on NCSU campus, 5 res. Camping properties. 101 FCS agents, 10,000 ECA members/volunteers, 35 faculty and staff on campus.

5 themes from 5-Year environmental scan were:
Health and physical activity
Parenting and life skills
Educational achievement
Workforce development
Civic engagement

UNC Tomorrow report:
Children and their future
Teacher quantity and quality
Science and Math
Teaching quality

Oblinger’s priorities:
Leadership development
Education innovation
Health and wellness
Economic development
Energy innovation

NCCES Delivery Methods:
Extension professionals
Teacher delivery (we train teacher)
Volunteer Development (train volunteers)
Teen delivery (teens reaching youth)
Camping program delivery
Technical assistance

What are we currently doing?
4-H STEM Initiative  Science, Technology, Engineering and Math - Reaches thousands of young people, creates relevant lessons to supplement what they are already learning.
JUNTOS – together for a better education – piloted in 3 counties – Hispanic – bring in entire family and teach the whole family about education.
HIGH SCHOOL GRADUATION PROJECT – every senior required to have a high school graduation report.
4-H HISTORY IN PROJECT-BASED LEARNING
BERTIE COUNTY AGRI-SCIENCE HIGH SCHOOL. Collaboration between NCSU college of Agriculture and Life Science, NC New schools project and Bertie county schools. Stay in high school 5 years and have 2 years of college behind you.
4-H YOUTH ENTREPRENEURSHIP AND FINANCIAL LITERACY
2007 – 10,434 youth started their own business enterprise.
   Focused on helping youth to understand that it is not only about getting a good job; it could be about starting a business.
HEALTH/NUTRITION PROGRAMS
   EFNEP – Expanded food and nutrition program
   SNAP-ED – supplemental nutrition assistance program
GATES COUNTY PLANNING PROCESS PILOT
4-H OPERATION MILITARY KIDS (4-H OMK)
   Supports over 123,000 active duty, reserve and guard troops in NC
COMMUNITY ENGAGEMENT AND VOLUNTEER ADMINISTRATION
   Saturday academies – getting youth at risk to take classes on Saturday.
PLANNING OUTDOOR PLAYGROUND ENVIRONMENTS
CAMPING EDUCATION PROGRAMS

Asked for questions: Jackie Lewis asked about marketing – Dr. Harriet Edwards – volunteer administration leader would be willing to come and help groups. Ralph Warren – asked about home schooled children: Dr. Stewart - small percentage of teen involvement in 4-H is that of home schoolers. 93% are public school children. Shelly Willingham asked about numbers – what was included. 4-H is it mostly rural schools? Marshall Stewart - mirror image of demographics in NC. Dr. Stewart answered several other questions from SAC members.

Chairman B.A. Smith introduced Noland Ramsey – CARET representative.
Noland emphasized the impact SAC members can have. He talked about the networking that comes with being a member of the State Advisory Council concept is incredible. Noland has been working with school of Agriculture and Life sciences with their strategic plan. CARET – Council Agricultural Research Extension and Teaching. Dr. Ort asked Noland to serve as a delegate because of his experience with Extension. Noland is pleased to be the CARET representative and is getting ready to go to Washington and looking forward to working with legislators. The mission is to enhance national support and understanding of the land grant mission. Dr. Ort had just come from Washington preparing for the CARET and PILD meetings. Dr. Ort and others travel to Washington at least twice a year to advocate for the budget. The Federal budget for NCSU is larger than any other in the United States. In years past, CARET has worked with the lobbying group called Cornerstone to lobby for research, extension and teaching. Extension’s Committee on Organization and Policy and deans and members from NASULGC – look at President’s budget and ask how does this fit into our plans. They then create a wish list that lobbying members – “CARET” carries to the hill and asks legislators to support – these are intended to be reasonable requests. Legislators have seen the impact of Extension on their constituents in NC so they know what we do. At the moment we have no budget – the budget details won’t be released until April 13th. Going to Washington as Noland will be doing is very critical. Dr. Ort believes the house and senate are close – nine bills have not been signed but are complete. 5% increase for most funding packages that fund extension at the Federal level. Important for Noland to go to Washington and ask them to sign 2009 bill and we appreciate increase. For 2010 we need to submit our wish list. Congress members have all instituted a drop dead date and most of those deadlines are by Feb. 28th.

We need small group to make contact with congressmen before Noland goes to Washington on March 4th. Each representative and each senator has a potentially drop dead date that is different. Noland needs to ask them to sign 2009 bill and support budget for 2010. Noland emphasized do not minimize impact you have as a volunteer.

B.A. Smith introduced Lori Ivey, Extension Director in Stanly County, who gave a program on Senior Health Insurance Information Programming. SHIIP – under the dept. of insurance. Seniors need to be educated on Medicare. Medicare is very complicated to understand. Advocate for public senior health care issues. Through FCS – NC residents use life skills to create stable, safe and secure environments, recruiting volunteers who are trained in SHIIP and trained initially and quarterly in Medicare. 26 counties in NC where Extension educators are the SHIIP coordinators – 189 volunteers.
B.A. Smith introduced Shannon Braswell – Tri County Events (he is field crops agent). Stanly, Union and Anson county work together with everything on row crops. Shannon gave a power point presentation to the SAC members and also passed out a copy of their newsletter “Turn Rows” and a copy of the Tri-County Corn/Soybean/Wheat Production Conference held on Feb. 5, 2009. Why multi-County – so that we do not exhaust all of our resources: Specialists, Sponsorships, Ourselves

February 11th, 2009
Wednesday, February 11, 2009 Total Attendance (42)
North Carolina Cooperative Extension State Advisory Council Members in attendance: (25)
Steva Allgood, Ireni Autry, Charles Boyd, Sam Brake, Joey Bullock, Marshall Grant, Jackie Lewis, Mary Ann Lumpkins, Pete Miller, Chuck Moseley, Jack Parker, George Quigley, John Schnautz, B.A. Smith, Jo Ann Stroud, Shelly Willingham, Lynn Yokley, Ralph Warren, Sylvia Churchwell, Laree Cherry, Punk Daniels, Jim Parlier, Gabriel Soltren, Dave Woodmansee, Brenda Gilbert
NCSU Administration and Staff in attendance: (15) Joy Staton, Jon Ort, Pam Dickson, Brad Dixon, Gary Bullen, Bob Edwards, Harvey Fouts, David Goforth, Pam Outen, Sharon Rowland, Mike Seibert, Carl Pless, Christine Barrier, Laura Byrd, Joe Zublena
NCA&T Administration: (1) Celvia Stovall
Guest: (1) Mr. John Day, Cabarrus County Manager

Chairman B.A. Smith opened the meeting at the Bank Building on the Kannapolis Research Station at 8:15 a.m. Welcome everyone to the meeting. Chairman Smith introduced SAC member Laree Cherry who gave the thought for the day.

Chairman Smith introduced our first speaker of the day, SAC member Sam Brake who gave us a short presentation on his new job as director of the Biofuel Center of North Carolina. This is a State funded, non-profit organization that is all about bio fuels. The goal is to have 10% of liquid fuel in NC to come from locally grown processed fuels in NC – 10% in 10 years. Their mission is education and promotion of biofuels. Sam gave everyone a foldout which listed business points.

SAC Business Session:
Chair B.A. Smith recognized members going off – Gabriel Soltren, Joy recognized Gabriel for all the work he had done on LINK.
Dave Woodmansee – not present at the time
Sue Glovier – not present
Reid Pollard – not present
Minutes – George Quigley made a motion to approve the minutes of the last meeting. Motion seconded. Approved.
Treasurer’s Report – Ireni gave the report – each member has a treasurer’s report in their folder for the time period of Oct. 28th – Feb. 10th, $6077.65 is balance right now.
Discussion ensued on how to handle the overage spent by a district. Sam suggested transferring from southeast to southwest to cover the overage. Jack Parker made motion to pay bill, send letter explaining that they were over. Sam seconded motion. Motion passed. All were in favor.

Nominating Committee report – Pete Miller – the committee met last night and made the following nominations:
Chair – Lynn Yokley, Vice-Chair: Mac Baldwin, Ireni Autry – treasurer. All were in favor of the nominations.
Jo Ann Stroud reported on the last Horn Of Plenty which their district completed last August. A total of $ 8,848 worth of goods was donated by local people. Jo Ann advised SAC members to get and round up free stuff ahead of time to reduce costs to Extension. This coming year the Horn of Plenty will be in Hickory. A volunteer was asked for Hickory - Charles Moseley volunteered to be the SAC representative for HOP in Hickory.
PILD – Joy reported that right now we are attending PILD but we will be also cutting back this year. We will be taking 3 SAC members – Pete Miller, Lynn Yokley and B.A. Smith. Dr. Ort, Ed Jones and Joy will be at PILD. Will be talking to SAC later on how all can be helping back home.
4-H Citizenship Focus - Joy Staton reported that SAC will not be participating this year because of the tight budget. Instead we will be working from home on that.

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SEAL Conference – Joy reported: “SEAL” started in North Carolina in 2001. The purpose is to strengthen extension advisory leadership groups across the southern United States. North Carolina is hosting the conference this year in Charlotte, May 19th – 21st at Embassy Suites in Charlotte. We hope that at least 10 SAC members will be attending the conference. If you are interested in attending let Joy know.

State Marketing Committee – Chuck Moseley met with the committee in Boone in October. It was decided that it would be good to have representation on the marketing committee now that Chrystal is gone. Marketing logo – being used well by Extension. The committee would like to come up with a method for recognizing the existing marketing going on at the county level. Recognize counties that do an outstanding job and possibly come up with a program on campus that can be taken to civic clubs and tell the story of Extension which is done best by volunteers and staff in your communities. We need to make sure there is representation on the marketing committee by A&T so both universities are properly recognized.

Chairman Smith introduced Mr. John Day, Cabarrus County Manager, who talked about the important role that Cooperative Extension has in every county, especially regarding such issues as nutrition, obesity and county growth issues. Cabarrus County has measures in place to direct growth. The county has established a line where utilities cannot pass for 15 years. The county asked how can we help those where development is not taking place. Mr. Day went to county director, Debbie Bost, and she sent out tax break notices for farming – had a big meeting with the community farmers. The issue of people wanting to get into niche farming came up. Debbie and her staff put together a grant application – got $675,000 dollars to build a slaughter facility, doing a community food assessment (what’s produced locally and what is the demand, nutritional deficits, etc.). Helped to establish a community food policy council. Then the questions was raised “How do we market this and provide a conduit for farmers to market their products?” Extension had the knowledge and skills to do work and train people without the county having to hire anyone. Cooperative Extension is involved in the only local agriculture fair in Cabarrus County – only one in the state that is locally owned. Cabarrus County Government has embraced Cooperative Extension just as much a part of County Government as any other department. They interact with other departments in county. Other departments use Extension for advice on county grounds, etc. Nutrition – Eating Smart, Moving More local show, David Goforth has a local show – Successful Gardener. Service they can provide to citizens that the county could not provide otherwise. Mr. Day answered questions from the Council.

Administrative Updates:

Dr. Celvia Stovall, North Carolina A&T State University, Associate Administrator for Cooperative Extension. Dr. Stovall brought greetings from Dr. M. Ray McKinnie. The past 2 years A&T has had a number of individuals retire. They are just at the point of restaffing and retooling. A&T has been able to hire several staff recently in Cooperative Extension. This is the 1st year that 1890 universities have had the opportunity to apply for a Cyphor grant – their proposal is an integrated project working to have a community gardening project in each of the regions where they have programs. A&T is putting the finishing touches on their Strategic Plan – “Building on the Legacy” – the goal is to form bridge from former Strategic plan to UNC tomorrow. The focus is learning, discovering, engagement forms piece to assistance and having operational excellence. Small Farmer’s conference theme is “Food Safety” in March – invited everyone to come. Pender County is host county. Throughout this Small Farmers week, A&T has asked counties to have events to support Food Safety. Budget – reductions have not impacted Extension programs – so far. A&T has not had any requests to send back money on the Extension side. A&T is looking at more technological opportunities because of cuts A&T will not have as much face to face training as they have been able to do in the past.

Chairman B.A. Smith introduced Dr. Jon Ort, NCCE, Assistant Vice-chancellor, Associate Dean and Director. Dr. Ort thanked those rotating off the Advisory Council for their service. Dr. Ort thanked the county manager, John Day, for his support of Extension. Dr. Ort talked about what we need to be thinking about as we strategize what we face today and what we need to be actively engaged in, in the immediate future. Our goal should be to make sure people understand the work of Cooperative Extension and what Cooperative Extension is. 4-H is Cooperative Extension, they do not stand alone. The only way to attract funding is to make sure that programs are tied to their funding base that supports them. Budget: year of the perfect storm negatively. Positive side is included in handout in notebook. NCCES Expenditures – all sources. We have one of the best budgets for Cooperative Extension in the country. $113,157,998 total funding all sources. Except for Texas this is the largest budget. Budget needs reallocation and redistribution and needs to avoid being attacked. State contribution is largest.
contribution and most of that budget is in salaries. Federal budget –we have the largest federal appropriation in country. Cooperative Extension at the county level does make a difference as shown by the financial support. Foundation gifts – should be very proud of. There has been lots of work done here to establish funds to support counties, faculties and programs for years and years to come. When you put together Extension and Ag Research the budget is quite large. Ours is over 60 million, Research is 71 million. The message we need to carry on the state side to legislators is not that we want more this year, but we need to be treated equitably. Within the university we need to be treated equitably. NCCES Reductions Prior 5 fiscal years: Reverted back to state: 3, 744, 842 dollars. Cut this year a total of $3.1 million. Teaching is not being cut as much. They protect the student. Dr. Ort showed the Advisory Council next year’s reductions plan – a forever recurring plan. 3% - 24 positions 5% - 40 positions 7% - 52 positions. South Carolina will have close to a 35% cut. Alabama, had taken 12% cut and were preparing for another 10. Kentucky was looking at least an 8%. GA is looking at 15%, Florida – 12 million. Dr. Ort talked about all kinds of ways to handle this. None of us have seen anything like this before. Operating on continuing resolution with Smith Lever funding – 2008 base with no increase – not to be over with until March. No plan to release 2nd quarter of funding until after March 6th. 1st quarter to be released in January. Now releasing cash to state agencies on a weekly basis. In January we did not have enough money for payroll. We had no federal money. We had nowhere to go to get the money. Dr. Ort made a phone call. We got the Smith Lever funding money yesterday. 1st quarter funding was held up because of a glitch in the system. This is a tough year – memos from Chancellor and Dean are in SAC member’s packets. This year we need help from SAC to speak to legislators about being treated equitably. Dr. Donald Cobb remarked that counties have problems as well and some have hiring freezes. Dr. Bob Edwards remarked that budget is why they have to fill some positions cross county positions. Dr. Joe Zublena talked about replacing people at lower salaries. Vacancies can sometimes be filled by combining them with existing position. Dr. Ort answered questions from the Advisory Council. Chairman Smith thanked Dr. Ort for coming and speaking to the group.

Chairman B. A. Smith introduced Mr. Brad Dixon, Assoc. Director/SAAO, and Constituency Development Programs, who spoke about the work at the 4-H Museum and gave a power point presentation.

Brad gave SAC an outline of what they hope to have at the 4-H museum – 4 ½ million will be required to make it a reality. Brad talked about ways that they will raise money.

SAC member, Jack Parker, introduced Sharon Rowland, Executive Director of Constituency Development Programs. Sharon came to talk to SAC about becoming members of the team in the Campaign for Counties. Sharon passed out a booklet re: campaign for counties – to assist county centers of the Cooperative Extension Service in effectively securing and managing private resources to increase assets that can be utilized for local programs. Sharon issued an invitation to the State Advisory System – to get counties to place monies with the Foundation. You get to keep interest on your accounts. Agents can spend time programming rather than running foundations. Counties control all decisions with regard to accounts through advisory group or other decision making group. Sharon’s power point showed how the counties could place their money and how to get supporters to place their money with the foundation to be used as they wished, for scholarships, agent positions, etc. Sharon’s staff does planned giving seminars, estate planning, and gift planning for any charity. Land gifts – gave examples. Sharon challenged SAC members to go back home and get counties to say yes to depositing their money with the Foundation. Chairman Smith thanked Sharon for her presentation.

The SAC members then broke up into groups to move around 3 stations set up by Pam Outen, NCCE Extension, FCS agent Cabarrus, Mr. Carl Pless, Agriculture Extension Agent, Cabarrus, David Goforth, Ag Agent, Cabarrus, and Dr. Laura Byrd, NCCE Extension Agent 4-H, Union County.

The group broke for lunch at noon.

Chairman B.A. Smith called the meeting back to order after lunch and introduced Mr. Gary Bullen, NCCE Extension Associate, Farm management and Dr. Mike Seibert, Assistant State Director, SBTDC, who gave a program on Collaborative efforts in Entrepreneurship in North Carolina. They presented a power point on Collaborative Effort in Entrepreneurship which included the following:

Why Value added Ag is Needed
Number of farms has been going down, farm sizes go up
There is a need for business mgt. training for ext. agents
Prepare county personnel to help entrepreneurs with new business ideas
Bullen and Siebert answered questions from SAC members at the end of their presentation Chairman B.A. Smith thanked them for coming.

Chairman Smith recognized Dave Woodmansee, who had arrived on Wednesday, with a plaque for his service to the State Advisory Council for the past 6 years. Joy thanked Dave for his service to NC Cooperative Extension and noted that Dave’s orientation committee was responsible for the topics that are currently used for the Orientation training for new SAC members. She also recognized Dave for always promoting forestry.

The State Advisory Council was then treated to a tour of the Kannapolis Research Station conducted by Tara Vogelien, NCSU Plants for Human Health Institute, Director for Business and Research Administration, Blake Brown, NCSU Value Added and Alternative Agriculture, Hugh Kiger Professor, Diane Ducharme, NCSU Value Added and Alternative Agriculture, Food Safety Extension Associate, Leah Chester-Davis, NCSU Value Added and Alternative Agriculture, communication Outreach Extension, and Beverly Jordan, UNC Chapel Hill Nutrition Research Institute, Director of Community Outreach.

After the tour we were treated to dinner and entertainment by local 4-H’ers at Troutman’s Restaurant in Kannapolis. We also had a humor presentation by Ralph Warren.

February 12, 2009
Thursday, February 12 Total Attendance (27)
North Carolina Cooperative Extension State Advisory Council Members in attendance: (21)
Steva Allgood, Charles Boyd, Sam Brake, Joey Bullock, 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, Jim Parlier, Brenda Gilbert, Sylvia Churchwell, Moncie “Punk” Daniels, Dave Woodmansee
NCSU Administration and Staff in attendance: (6) Joy Staton, Jon Ort, Pam Dickson, Harvey Fouts, Deborah Crandall

B.A. Smith opened the SAC business meeting on February 12, 2009 at 8:30 a.m. in the meeting room at the Fairfield Inn. B.A. introduced new member Brenda Gilbert from Scotland County who had joined us on Wednesday. She gave us a brief biographical sketch.

Strategic Planning – Dr. Ort spoke to the Council on the importance of what we need to be doing over next 6-8 months for NCSU. How do we carry message and what we do between now and October? We can’t justify having a June meeting. We need to ask for equitable treatment and what is relative to our budgets – we can’t do without the help of SAC. Retired faculty wants to help and they have asked if they could integrate and work with the State Advisory Council. Dr. Ort proposed today – to think about how we could - within districts and clusters in districts – organize a group who can work with SAC members to work as a network within districts and within clusters. We need to develop a communication network with retirees and keep them abreast through LINK, etc with what is going on. It would be a good idea for us to help them link to us. Comments: B.A. supported Dr. Ort thoughts 100%. We need to push strongly the cluster meetings and involve retirees. Pete Miller – thinks the retirees are a great asset that we are not using. Chuck – working at cluster level gives us a chance to strengthen advisory councils. Dave Woodmansee – wondered how it would be administered. B. A. thought it should be administered at the district level. Dr. Ort said the alumni person at state would be willing to help us with that. Marshall Grant wanted someone to put in a few key points to make with representatives so that within the 30 minutes that they could talk to the legislators about so we can say the same things Oblinger is saying. Dr. Ort said part of message will be equitable lines of how you treat Extension and Research. Dr. Ort would like to sit down with a few of the SAC members so we can construct a plan of how we can get the retirees involved. SAC broke into 3 committees to meet and report back: Advocacy, Communications and Marketing.

Committee Reports
Marketing Report: Chuck Moseley – Complimented group for outstanding input. Covered wide range – Taking presentations back to civic clubs – getting with county directors and telling story to civic clubs. A recognition system at state level to recognize counties doing exceptional jobs of marketing extension at the local level was suggested. We need to encourage counties to make sure they realize that telling the Extension story is their responsibility. Dr. Ort would like to see NCSU and SAC put together a PR document like “Solutions” at A&T. This would be something to do over the next year. Image building of Extension – ways to get a picture of Extension
that can be handed to someone who doesn’t know Extension. Show how Extension gets programs from NCSU to the people. Internal Marketing – making sure that we as advisors are marketing what we do and what is happening in Extension back to every county in the state. Joy – orientation for advisors at the local level – need to make sure that local advisory council members know their job and make sure the county system knows their role.

Advocacy Committee - Jo Ann Stroud:
Agree that PILD visits are excellent – but we need to follow up with a good BACK HOME visit. Tap into resources of alumni – lots of knowledge out there. Would like to have alumni director, retirees, Joe Z. get together and discuss how we can tap into resources. She would like to get the list of retirees from the District Directors so we could have some direct contacts and could involve them. We have to be in advocacy for Extension every time we see representatives either locally or in Washington.

Communications Committee - Lynn Yokley:
The major task is to find replacement editor for LINK. Sylvia Churchwell has volunteered and will be taking over that task. Articles are in order. Laree will write summary of research tour. Joy will ask Brad Dixon about writing about 4-H. Mary Ann has an article about someone who gave money to 4-H that she will do a story on. Highlight districts.

Chairman Smith asked outgoing member Dave Woodmansee to come up to say a few words. Dave remarked that he was the only forester in this group. He talked about foresters and shared some of his views that he hoped would be of some value. Forests are dynamic and never ending state of change. South in general and NC in particular have some of the most diverse forests in the world - can be the wood basket of the world. Forests can provide wood for a multitude of products that we take for granted because we use them and see them every day. They create habitat for wildlife, protect water quality and provide recreational opportunities. Forestry is combination of art and science. Challenge is to decide which forests need to be protected. National forests make up a 1/3 of commercial forests in US. Dave in closing expressed his gratitude to the other SAC members and Ann Darkow for recommending him as a SAC member. Dave thanked Dr. Ort for his leadership. Thanked Joy for her contributions.

District Reports: Reports will be on web
West Central: Joey Bullock gave report
South Central: Sylvia Churchwell gave report
Southeast: Jackie Lewis reporting
Northeast: Jack Parker reporting
North Central: Ralph Warren reporting
West

Chairman B. A. Smith remarked in summary that we need to increase the cluster concept and to encourage the involvement of retirees.

On March 1st – NCSU plays Maryland; Dr. Ort has 10 basketball tickets. Jack Parker, Charles Boyd, Pete Miller, Dave Woodmansee, and Moncie “Punk” Williams would like the tickets.

Tailgate is scheduled for September 19th. More information will be forthcoming.

Meeting adjourned.

Respectfully submitted,

Pam Dickson
Administrative Support Specialist
ALS