North Carolina Cooperative Extension’s at it again! Changing, that is. Changing its goals, changing its slogan, changing its logo and much more.

But, wait. Is “change” really the right word here? Any 94-year-old organization with a successful track record of meeting state needs has already demonstrated its ability to change with the times.

A recent statewide environmental scan provided specifics, and Cooperative Extension has responded with nine new goals designed to improve the lives, land and economy of North Carolina.

And a recent statewide phone survey of state residents demonstrated many need to be introduced to Extension, so the logo was changed to make our name more visible. Templates for news releases, event fliers, Power Point presentations, newsletters and more ensure the logo is seen more frequently and consistently in the future. Survey respondents also rated 14 Extension topics, so we got a feel for what state consumers consider “high-demand.”

Extension also adopted a new slogan, “empowering people, providing solutions,” and revised its mission statement. The new slogan uses words that test well with women and minorities (empowerment) and men (solutions).

The new mission statement says the same thing as the old one. It just does it in fewer words, at a lower grade level, and uses more active tense verbs.

And to respond to one of our state’s fastest-growing population segments, many templates and required statements now are available in Spanish.

Extension professionals learned about the changes at a series of three regional conferences held in March. New goals, a new “OneStop Shop” for county and individual work plans and the new marketing look were unveiled. Each attendee received a take-home CD, instructions on how to reach the new OneStopShop online, and the Web address for a new online Toolkit, complete with templates, client profiles, an updated style guide, video clips for use in presentations and guidance on media relations, marketing and a promotional calendar.

The calendar is not the kind that you hang on a wall. Instead, it advises all Extension entities to promote one high-interest topic per month. The logic is pretty simple: When all 101 locations speak in unison, we make more impact together than separately.

Extension today is clearly not your granddaddy’s Cooperative Extension! Somehow, I don’t think he would have had it any other way.
It is with great pleasure that I have the opportunity to meet and interact with Cooperative Extension advisory leaders all across North Carolina.

These leaders include our State Advisory Council and county advisory councils, as well as program and specialized committee leaders. Their involvement makes a strong impact in Extension programs. Some of the ways advisory leaders volunteer include advising Cooperative Extension faculty with the new plan of work, assisting with and conducting educational programs, marketing, advocating for new facilities and making legislative visits.

Our State Advisory Council members have the opportunity to meet as a group three times a year, but be assured these members are volunteering for you throughout the year. Last year, Craven Hudson, County Extension Director (CED) in Moore County, Brenda Morris, Guilford County CED and Ann Ward, Dare County CED, hosted our meetings. In February 2008, Peggie Garner, Onslow County CED, hosted the state meeting and Mark Tucker, Forsyth County CED and Sue Counts, Watauga County CED, will host the next two meetings. Thanks to all our hosts for making these meetings very special and memorable. One of the highlights of State Advisory Council meetings is to see Extension in action on the county level.

In the past year, Catawba, Tyrell, Perquimans, Currituck, Pasquotank, Northampton, Lenoir, Onslow, Craven, Jones, Alexander and Iredell counties hosted county advisory council visits for Dr. Jon Ort, assistant vice chancellor, associate dean and director for North Carolina Cooperative Extension Service. It is a privilege to see the commitment and dedication these advisory leaders demonstrate for Cooperative Extension.

Ten Cooperative Extension advisory leaders from NC State and NC A&T State universities are attending the Public Issues Leadership Development Conference in Washington, D.C. in April. Not only will these leaders have the opportunity to attend a great conference, they will also make visits to congressional leaders on behalf of Extension.

These leaders include: Charles Boyd (Haywood County), Lynn Yokley (Davie County), Reid Pollard (Randolph County), B.A. Smith (Stanley County), George Quiqley (Cumberland County), Jack Parker (Chowan County), Pete Miller (Greene County), Perry Graves (Rockingham County), Miriam Lawson (Hoke County) and David Autrey (Yancey County).

These are just a few examples of the ways our volunteers give of their time and efforts to North Carolina Cooperative Extension Service. Thanks go to all of our Extension advisory leaders across North Carolina including those that have rotated off councils.

Your efforts are very much appreciated. Thanks for helping to make a difference in the lives of North Carolina’s citizens.
State Advisory Council meets in Onslow County
By Lynn Yokley

Peggy Garner, Cooperative Extension director, Onslow County and her staff certainly made the State Advisory Council members welcome for several days during the group’s February meeting.

Not only did we learn lots of information about what is happening in Extension at North Carolina State University and North Carolina A&T State University, we were treated to outstanding examples of how Cooperative Extension is empowering people and providing solutions for North Carolinians.

State Advisory Council members attended the Onslow County Agricultural Awards Banquet. We met many local farmers and Cooperative Extension consumers and saw their outstanding Extension Center.

We later were privileged to tour the New River Air Station where council members could fly in a helicopter and operate the Osprey simulators. Later we enjoyed lunch at the officers’ club. The military and Onslow Cooperative Extension work together to provide services and programming to military families. The State Advisory Council was able to experience a unique visit to Hoffman Forest and learned about its rich history in relation to the state and the university.

Thursday evening’s meal was at Mike’s Farm, a restaurant, gift shop, bakery, Christmas tree farm and tourist destination for families, especially at Halloween and Christmas. This business is another wonderful example of how Cooperative Extension has empowered farmers to find solutions for marketing and profitability in today’s economy.

The State Advisory Council’s visit to Onslow County really provided us with the opportunity to see first-hand how NCSU and NC A&T universities and Cooperative Extension are improving the quality of life for North Carolina citizens.

Steva Allgood piloting a tilt-rotor Osprey aircraft simulator at the New River Air Station.

Welcome to a new SAC youth advisory member

Rebecca B. Jones, our new SAC youth representative for Cooperative Extension’s North Central and West districts, served as the state 4-H Vice-President in 2006-2007.

She did an excellent job of representing 4-H to Cooperative Extension partners, friends and advocates. Rebecca will be able to represent two very unique segments of the state as she was a member of 4-H in Davidson County and now attends college at Appalachian State University in Boone. With Extension experience in two districts she will be a wonderful advocate for Extension in the western part of the state.

Visit the Advisory Leadership System Web site at http://als.ces.ncsu.edu/
Jo Ann Stroud has always lived on a farm and lives within six miles of where she was raised.

She and her husband of 47 years have raised turkeys, pigs and cows for many years and leased out two other farms, although when her husband became disabled with rheumatoid arthritis three years ago, they sold the hog farm and cows.

Jo Ann has always helped work on the farm as well.

She loved tending to the pigs and received North Carolina’s Outstanding Pork Producer award in 2002. She also received Duplin County’s Melvin Cording award for Agriculture.

She serves on the agriculture advisory committee for state Sen. Charles Albertson and state Rep. Dewey Hill and on the Agricultural Foundation for the College of Agriculture and Life Sciences at N. C. State University.

Jo Ann has received the Governor’s Award for most outstanding volunteer, and in 2005 received the Woodmen of the World’s award for Duplin County’s Outstanding Citizen.

In addition to all her volunteer and farm work, for 30 years she worked in medical records, coding diseases and transcribing reports. When she “retired,” she became director of Liberty Hall Restoration, the former plantation near Kenansville.

In Duplin County, she chairs North Carolina’s District 3 Selective Service Board, the Boys and Girls Club and the county education foundation, serves on the General Hospital Foundation, is county historical society vice president and county Agribusiness Council secretary. Jo Ann also is a United Methodist Church certified lay speaker and was named UMC Lay Person of the Year for the Goldsboro District.

Thanks to Jo Ann for her willingness to serve on the State Advisory Council in spite of her busy schedule. She is one of those people you love to be around and who can make anyone feel comfortable. She gives 100 percent of herself to everything she involves herself in and we are lucky to have her on our council.

Pete Miller is really Oscar Patrick Miller Jr. The nickname Pete, which he shared with his father, came from his great-grandfather, John Roscoe “Pete” Patrick. The Patrick family has a long presence in Greene County. Pete and his two brothers still own their grandmother’s share of what is known locally as the Patrick farm.

Pete was born in Kinston, Lenoir County, as Greene County did not, and does not, have a hospital. Except for his years away at school, Pete has always lived in Snow Hill.

A political science major at Duke, Pete also attended Virginia Episcopal School, in Lynchburg, Va. and Louisiana College. However, he returned to Snow Hill from Duke and entered the retail furniture business with his father. Quinn-Miller & Co. in Snow Hill was founded by his grandfather Oscar in 1908. Pete has been married for 39 years to the former Patricia Lee O’Bryhim of Fredericksburg, Va. They have two daughters, Barbara and Jamie. Pete is an elder in the Snow Hill Presbyterian Church, of which his grandparents were founding members. Pete was the first baby baptized in the church.

Since then, he has been a Snow Hill town board member, Greene County Board of Commissioners chair and a member (since the early 1960s) of the Snow Hill Rotary Club. Currently he is president-elect of the Snow Hill Club, gearing up for his second tour of duty in this capacity. He is also chairman of the local advisory board of Wachovia Bank. However, Pete, who chaired the local advisory council for a number of years, considers his appointment to the State Advisory Council among his greatest honors.

Pete says Stan Dixon, Greene County Extension director, encouraged him to accept the position by telling him “it will be an honor for the county, and the meetings are usually close to Raleigh, or on the coast; easy driving time for you.” His second meeting was in Cherokee. But Patty travels with him, and often they stay in an area for an extra day or two. He enjoys the travel, and considers his fellow SAC members the finest people he has worked with.