North Carolina Cooperative Extension
State Advisory Council Meeting
October 13 – 15th, 2009 Wilmington, N.C.

Tuesday, October 13, 2009
Total Attendance (29)
North Carolina Cooperative Extension State Advisory Council Members in attendance: (20)
Steva Allgood, Charles Boyd, Sam Brake, Marshall Grant, Jackie Lewis, Mary Ann Lumpkins, Pete Miller, Chuck Moseley, Jack Parker, John Schnautz, Shelly Willingham, Lynn Yokley, Ralph Warren, Sylvia Churchwell, Jim Parlier, Sylvia Churchwell, Brenda Gilbert, Joan Wright, Paul Farris, Mac Baldwin
NC A&T: (1) Shirley McNeill
NCSU Administration and Staff in attendance: (8) Joy Staton, Jon Ort, Pam Dickson, Al Hight, Lanny Hass, Joe Zublena, Deborah Crandall, Jim Cowden

Welcome and Introductions:
Chair Lynn Yokley welcomed everyone to the meeting. Lynn introduced herself to everyone as this was her first meeting as the chair of SAC. Lynn introduced new board members: Joan Wright, Davidson County, Paul Farris, Wilson County

Lynn introduced Al Hight, CED of New Hanover and Brunswick. Al will be providing transportation for tonight. Al gave out packets of info which highlighted tour tomorrow. Lynn introduced Dr. Zublena, Assoc. Director and Director of County Operations.

Dr. Zublena gave the County Operations Update: Dr. Zublena wanted to give SAC a feel for where we are on the county side. There has been a state freeze on hiring for months - we now have 108 vacancies. We have never had this many vacant positions before. Dr. Zublena is also serving as an interim District Director for the southeast and northeast. Dr. Zublena had some handouts so SAC could get a feel for where and how many vacant positions there are. Extension Administration asked permission from Dean Wynne this week to advertise for positions. We are moving forward with hopes that the budget situation will improve.

Budget perspective: County operations have met 10% reversion they have been asked to revert. There is nothing falling through the cracks but people are being stressed to cover other jobs as well as their own with all the vacancies. The attitudes are positive from employees. At this year’s Horn of Plenty – where we get to meet with the county manager teams there was talk about challenges and needs. Lots of counties are looking at where we can share resources within county government. Most of the 108 positions vacant are retirements. When we rehire, the salary savings will make up differential for dollars that we don’t have. We don’t know if we are at the bottom yet – hopefully we are moving forward. We need to do a lot of training. About 50% of workforce has been with us less than 5 years. We’ve not had an annual conference in 4 years. There are 30 county director vacancies. There have been 4 District Directors that have retired. 2 new District Directors have been hired - one for the North Central position and the South Central position. The vision for Extension needs to be very clear. We are hiring the next generation of leaders right now. During a question and answer session for Dr. Zublena, Mac Baldwin asked about pressure from groups to lessen the animal specialists. Joe said he had not heard that. Jim Parlier asked about county vacancies – are they considering 1 director for 2 counties – Joe said they are not looking to do that. There could be a few places where it works – but it is a political issue; there are very few counties that are equally supportive of department heads between counties. There is immense support from the counties for Cooperative Extension.

Chair Lynn Yokley introduced Dr. Lanny Hass, the interim director of PODS: Lanny said SAC’s role in the next years will be critical. He did an exercise which highlighted building communities. People are busy but the most important thing we do are build relationships. Jackie said to build relationships – puts people in deep thought about someone that means a lot to them. If we are to move Extension it will take some kind of language to make us move. Most value comes in groups of 3 or less. In the end we want committed and accountable people. The questions we ask create the world we live in.
Chair Lynn Yokley introduced new North Central District Director Jim Cowden. Jim spoke to the Advisory group about their importance and getting others in the counties involved.

Lynn introduced Peggie Garner – CED in Onslow County. Topic: Managing in Tough Times: All of us have been affected by tough economic times. We need financial education and we need to educate children and grandchildren. Take inventory of emotional wealth, take inventory of economic wealth.

Meeting adjourned to take the trolley tour and eat dinner at Elijah’s in downtown Wilmington.

October 14, 2009
Wednesday, October 14, 2009 Total Attendance (28)

North Carolina Cooperative Extension State Advisory Council Members in attendance: (19)

Steva Allgood, Sam Brake, 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

NCSU Administration and Staff in attendance: (7) Joy Staton, Dr. Jon Ort, Pam Dickson, Dr. Joe Zublena, Al Hight, Jim Cowden, Dr. Deborah Crandall

NCA&T Administration: (2) Dr. M. Ray McKinnie, Dr. Shirley McNeill

SAC Chair Lynn Yokley opened the meeting at 8:00 a.m. and spoke about the members that were not here - Larree Cherry, Charles Boyd, Joey Bullock and Ireni Autry. Each member has a health issue with either themselves or a family member. Ralph Warren and his wife both are recovering from surgery – we are glad to have Ralph with us. Mary Ann Lumpkin’s son will have surgery soon. Mac Baldwin will have knee surgery. We will keep all of them in our thoughts.

SAC member, Jim Parlier, gave the thought for the day.

Strategic Planning Council: The report was given by Shelly Willingham. The fall meeting will be held Nov 3, 4 and 5th. There will be an orientation and 10 new members are being brought in.

Chair Lynn welcomed the County Manager from New Hanover County Mr. Bruce Shell to the meeting.

Mr. Al Hight welcomed us to the county and introduced the county manager to us. Bruce Shell has been county manager since 2005 and is a Raleigh native. Mr. Shell talked about facing the current challenges in county government. New Hanover County had made a mistake and included exempt properties in their calculations of property tax in a previous year. This mistake resulted in taxpayers being under billed. The county had to find a way to pay for the shortage in funds. Then the cutbacks and budget slam came. They were 20 million dollars short. They have had to cut positions and combine departments. They did away with some departments. They eliminated about 1 million dollars worth of positions but have not cut programs by working with other departments within state government and the community and by using Cooperative Extension programs. It has been tough times but he appreciates what Cooperative Extension does. New Hanover is second smallest in area but 2nd most populated county in NC. New Hanover had a town hall meeting with 1400 employees, told them they had to bring passion to work, if you don’t have it, find it and come on board. They have offered training programs. Met with employees to find out what is not right about what we are doing and how can we improve service. When an organization is based on service it will come out better every time.

Administrative Updates:

Dr. M. Ray McKinnie: A&T Dr. McKinnie welcomed everyone to the meeting. We know that the 2008 Farm Bill called for the creation of the National Institute of Food and Agriculture (NIFA). This institute would replace CSREES. Change and creation of NIFA – would have a national director who is appointed and approved by the White House, report under the national structure of USDA. Undersecretary for Research, Education and Economics (REE) would be chief scientist for USDA. Dr. Roger Beachy, the national director for NIFA – comes from being the Director of Donald Danforth Plant Science Institute. He is a noted plant scientist. Dr. McKinnie had the opportunity to go to Washington and was there for the official rollout. At the meeting in DC, Dr. Shah,
Undersecretary for REE wants them to take on prominence and significance to help develop and guide science policy. NIFA will engage in scientific arena. It will be seen as a major driver in the arena of science. 5 things they want to drive and direct are: (1) Global food security and hunger, (2) Climate change, (3) Energy, (4) Childhood obesity and (5) Food Safety. Three things they will focus on: (1) USDA programs, science and portfolio, (2) Science at scale relative to issues and problems and (3) Impacts. Dr. McKinnie talked about lack of our young people going into hard sciences – technology is imported. Direction from Washington – we need to generate impacts. Extension will be the driver and deliverer of information to citizens. Dr. Ort said there is a proposal in Congress to rewrite roles in health care for Extension. Extension is going to provide training for health care workers. People in Washington still want to move from formula funding to competitive funding and we still need the formula funding. Are we still talking about funding Extension models - no problem moving into the areas, the problem is funding. There are 4 institutes within the institute – food safety, climate, food production and sustainability, youth and community development. Budget – 1890’s got an increase in budget to put money in people and programs. New funds - will sit down and look at how we will use dollars to benefit citizens of the state. Budget state side: state funds, mandated a 10% cut from administration. 11 million came from A&T, cut 7% on state matching funds. They are back filling positions at the current time. A&T is currently filling agent positions now also. A&T will have a full fall day on Nov. 3rd at the University Farm Operations. A&T has filled the chancellor position. Dr. Harold Martin accepted the position and came on board July 8th. Prior to this position he was just below Erskine Bowles. His focus is on operational procedures and then branching out from there.

**SAC Chair Lynn Yokley introduced Dr. Ort, Associate Dean and Director of NCCES to give the Administrative Update from NCSU:** Dr. Ort reported that Dr. M. Ray McKinnie is incoming chair of ECOP next year. Changes in Washington represent a turning point for land grant universities that represents a new era in the way we do business, new way we look at funding and how we represent ourselves in Washington to Congress. Ray spoke about 2 very capable young men in Washington that what they do will impact what our people can do and teach in the field and classroom. They will help us design what programs are important that we take to Congress to get funding. Back Home Visits are very important with the changes in Washington. We want to represent science, NIFA but we don’t want our field faculty to have to compete for dollars. We need the formula funding for them to operate. We also have a system that changed its name to Association of Public and Land Grant Universities (APLU). OMB is constantly pushing competitive funding and not formula funding. Changes at NCSU – new alumni director – Kevin Howell is interim now. We are operating with interim provost. Chancellor search is moving on with as much haste as possible. Search is not public. University attorney has resigned. Searching for Director of Research – hopefully will make an offer in the next couple of weeks. Johnny Wynne is the interim director as of now. Shuffling space – have consolidated FCS and 4-H into Brickhaven. Personnel have come to Patterson Hall. Ed Jones and PODS are now in Patterson. This is being done primarily to preserve Ricks Hall. Budget on state side: Federal side looks pretty good – increase of 5%, Smith Lever funding increase for Extension, EFNEP, 1890 Extension, facilities, forestry. 11 of 13 areas targeted for increase did receive increase. State side: put in a 3 year redistribution plan of budget on July 1, 2007. We were on target to do that but we are now 3 million behind because of recent 10% cut – it doesn’t look like it is over yet. We are expecting another cut. Lots of vacancies – we will not fill all of them now and some of them will never be filled. We don’t have a certified budget which means Dr. Ort doesn’t know how much he doesn’t have. John Schnautz asked for clarification on chancellor search being not public – candidates are not public information. Kannapolis is on hold as far as hiring all positions. This is due to the bad economy.

**PILD** – Chair Lynn Yokley reported –Lynn, Jo Ann, B.A. and Pete Miller attended. Jo Ann Stroud enjoyed the interaction with other Extension people across the nation. She reminded the representatives she talked with about the influx of military and how important Extension is. Pete Miller: highlight is going to Capitol Hill and talking to legislature. They talked to him about the support that Extension could provide to these families. They asked for support of formula funding, full funding for mandated programs in 2008 Farm Bill, Pete thinks it is one of the best things that SAC does because volunteers have a big impact on the elected officials. B.A. Smith – thinks PILD is best thing you can do for Extension - money well spent. Visits on the hill were very productive. Lynn thanked Dr. Ort for giving the group a clear message to take to the Hill. Joy mentioned how proud we are of volunteers from SAC and A&T that are willing to give their time to go and visit legislators on behalf of Cooperative Extension.
SEAL Conference: Chair Lynn presented a SEAL power point presentation to the group. This presentation will be the one that they would like for SAC members to take back to clusters and use the material. Make sure this presentation is something that will work for you. Volunteers that attended SEAL each spoke briefly on their experience at SEAL. Sylvia Churchwell talked about the keynote address about how America is changing – “browning of America.” Extension is way ahead of the game in terms of services that we offer to our citizenship. The face of our Advisory Leadership System is going to have to change. We need the face of the new volunteer folks in key positions in county leadership and Extension staff. Jackie Lewis spoke about how to use the curriculum and print out package and give one set to your local advisory council. Ron Joyner has been involved with Extension for a long time in different capacities. He felt SEAL was one of the most productive and satisfying events that he had attended. Ron encouraged SAC members to attend in 2011 because it could change your relationship with Extension. Mac – SEAL conference reinforced a lot of things in his life. Extension has an impact in people’s lives. It changed Mac’s life by his involvement with Extension as a young man. Pete Miller – came away with a couple of observations – had some of the best speakers he had ever heard at any conference. Professionals and volunteers there had a passion for Extension. Chuck Moseley – Challenged group to do things to bring new technology into county levels. Joy will have a signup sheet for SAC members to sign up to help with the teaching of the SEAL curriculum to the different clusters of counties. Joy remarked that power point will be on the website for members to download and use from a memory stick. Joy thanked the volunteers from NCSU and NC A & T that helped with the SEAL conference.

Chair Lynn introduced Charlotte Glen, interim director for Pender County gave a talk on Storm water Programs in the Southeast. What is storm water? She gave a power point to the group and why storm water is a concern – pollutant which causes fish kills, degrades aquatic habitat, and carries bacteria. Strong NCSU team led by Dr. Bill Hunt and active involvement of county extension staff helps address storm water issues - demonstration sites, workshops, tours for professional, municipal and government employees. Storm water Projects in SE NC: Rain gardens and bio-retention.

SAC chair Lynn Yokley introduced Mark Seitz, area Commercial Hort. Agent; from Jones County who gave a power point program on Farmers Markets: Helping to Bridge the Local Food Gap. Mark talked about Farmers Markets, local foods, issues and challenges. Industry today is dominated by large processing companies. Large companies are necessary. We don’t have food production problem, we have a food distribution problem. Food safety is the main thing that has changed the industry over the past years. Food safety audit requests have increased by 2000 fold form 2003 to 2009. Can farmers exist in the face of the competition from large farms and processors? They provide a local niche that the big industry cannot provide.

We adjourned for lunch from Tidal Creek – a local food coop.

Lynn opened the meeting after lunch and gave us the plans for the afternoon. Because of rain, the tour will be modified to ride in vans and see three sites this afternoon. We will meet back at the hotel and leave at 5:00 p.m. for dinner.

Chair Lynn Yokley introduced Dr. Ort to update us on the office of Dr. Ed Jones ANR/CRD. Dr. Ort went over the reorganization of ANR/CRD and why Dr. Jones and Karla Frizzell have moved to Patterson Hall. Tom Melton is only a ¼ member of ANR/CRD. Dr. Ort needed a way to get Ed help – how to put structure in programmatic areas so that they could get him help. Administration devised a scheme to put under Ed’s jurisdiction 5 faculty that were work as heads of 5 teams – work collectively among themselves and with the teams, local foods, Dr. Nancy Creamer, Dr. Bob Barton, water quality – Dr. Greg Jennings, agri security and disaster mgt. - Tom Melton and Ed Jones will co-team everything in traditional agriculture. 20 objectives in plan of work, we have reviewed them and 5 have collapsed and a couple of them were dropped – program of work will be evaluated again with mini environmental scan. We need to do a better job with measuring and evaluating impacts. The changes will be on the website in January. We need to do more dialogue between program leaders and field faculty. Plan of work is our commitment to citizens of NC. We need to make sure programs are aligned and everyone is on the same page. What are we doing, are the impacts there, if not, why are they not there. A lot of new people have not been trained since they came on board.
Chair Lynn Yokley introduced Dr. Nancy Creamer, NCSU professor and director of Center for Environmental Farming Systems. Local food is a very hot topic now. There is an opportunity for us to grab onto this issue and run with it. Dr. Creamer presented a power point on what is going on in Goldsboro at the Center - big focus on conserving energy on the farm. Other program elements: Academic Programming, Extension and Outreach and Community based food systems. Changing Consumer Landscape – people would pay more for locally produced food if they could get it. Trends in obesity and diabetes are being tied to the current food system. Benefits of local foods: Job creation and economic development, money circulates in the community, region, state, green space and farm viability and Carolinians enhanced health and nutrition. Website: cefs.ncsu.edu

Lynn Yokley recognized outgoing chair, Mr. B. A. Smith. Asked B.A. to come up for a token of appreciation.

Meeting adjourned with Al Hight to conduct tour in county.

October 15, 2009
Thursday, October 15, 2009 Total Attendance (27)
North Carolina Cooperative Extension State Advisory Council Members in attendance: (21)
Steva Allgood, Sam Brake, 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, Joan Wright, Paul Farris
NCSU Administration and Staff in attendance: (6) Joy Staton, Jon Ort, Pam Dickson,

Chair Lynn Yokley. Chair Lynn has rearranged the schedule to have the sharing time this morning:

Jack Parker: Sharon Roland expressed her thanks for all that SAC has done with the foundation work. Jack is going to put an article about the foundation into the LINK newsletter. We hear each time what the situations are – a lot of our counties are in financial trouble. State Of NC is pretty bad right now. Sharon Roland wants SAC to be eyes and ears for Foundation and recommend prospects for donors to the foundation. Tell county director or district director in your area if you know of someone and have them approach them if they have a passion for Extension. Jack Parker told us about some of the Partnerships with the Foundation. Marshall Grant has been instrumental in the northeast. Pete Miller and Mary Ann Lumpkins are working to get endowments. Jack Parker talked about others that would like to put their money in the Foundation and when they pass on, they can choose to have it fund 4-H programs, etc.

Lynn went into the business section and asked members to look over the minutes from the last meeting. B.A. Smith moved to approve, Pete Miller seconded, all in favor.

Ralph Warren gave the treasurer’s report. Ireni is unable to be here at the meeting... Ralph highlighted the report and showed the SAC what has come in, what is going out. Jack Parker gave the group the balance in the Foundation funds as of today without interest. Year to date we have had 84 counties pay their dues. Lynn – new budget was approved by e-mail.

Lynn appointed nominating committee: Steva Allgood, Jim Parlier and Sylvia Churchwell will serve on nominating committee.

Lynn introduced Joy to give a list of changes in the operating procedures. Section 3: changed to 33 leaders because of change in districts – increased SAC membership by 2. We have 2 vacant youth members. Page 3, election: Chair will appt. nom. Committee at fall meeting, report at winter meeting and vote, new officers begin term at summer meeting. Section 5: e-mail, web conferences Section 6: Communications and web committee, spelled out their duties and made some changes. Any questions? Or additions?

Horn of Plenty: Chuck Moseley reported on the event that was held in Hickory this year. Extension participates with both an education booth and feeding everyone with foods grown in NC. Chuck gave Deborah Crandall credit for making the West Central District the best. Chuck said they had Strategic Planning Council involved – they had 3
there from A&T. Excellent opportunity for Extension to display itself to the County Commissioners around the state - had approximately 500 participants. Steva asked where the next one would be – Pitt County.

Chair Lynn asked Sylvia Churchwell to introduce her county director Susan Condlin.

Joy: Back Home Visits, on proposed budget – 12 at 200.00 each. Districts are asked to come up with one federal visit and one state – examine district and choose the highest priorities. Dr. Ort: based on comments and things that we have talked about – this is critical time, understanding at all levels of what Extension is, what it does and the impact Extension makes. We need to educate and increase efforts of educating public officials. Each district needs to try to do one of each – try to get someone local if you can’t get federal.

Chair Lynn asked districts to meet and give the district report.

District Reports highlighted one area:
West Central: Ron Joyner gave report – want to do presentation on SEAL conference. Challenge - how to get greater participation from individual county advisory councils.
South Central: Brenda Gilbert gave report. B.A. Smith reported on 3rd grade Ag in the classroom. Sylvia spoke on Back Home visits that will need to be done. Steva talked about brochure re: wines. Guilford County brochure on Agri-tourism. Newsletter from Herman group – Steva read – lack of emphasis here on Stem – foreign born students will go home within 5 years permanently.
Southeast: Pete Miller reporting – share SEAL curriculum
Northeast: Jack Parker reporting – main thing to report is that we divided into clusters in district, want to have back home visit in Pasquotank County for state reps and Senators. Will target 2 or 3 and invite others if they would like to come. Wants to visit CED’s in each of NE counties and chair of Advisory Council and share with them the excitement of SEAL.
North Central: Ralph Warren reporting – operations – new livestock facility with grassroots effort with help from Extension.
West: Jim Parlier reporting – meeting at Cellars in Jackson County – Kline family have helped endow chairs in viniculture. John Schnautz talked about challenges – try to get Back Home visit from Senator Burr and some funds for rapid development of 4-H camp in Swannanoa. Get SEAL information out by Christmas and get them started on some training.

Sam Brake will take the challenge for the next HOP. Would like for 2011 representative for HOP to attend the 2010 to pass the ball.

Chuck Moseley spoke on what they are doing in Burke County – working with Advantage West – working on Entrepreneurialism – set up summer camp for youth in burke.

Jack Parker spoke about Nash County – decided they could do a 4-H gala for county – excellent way to raise money for 4-H and a perfect place to showcase 4-H.

Sylvia Churchwell – storytelling part of SEAL fits right in with the 4-H centennial celebration re: what 4-H has meant in their lives.

Chair Lynn Yokley called the meeting back to order for committees to give a report.

Sylvia Churchwell reported for marketing committee:
Chuck reminded us that he met 1 time in conjunction with state marketing committee. The committee discussed the marketing position held by Chrystal which no longer filled. The SAC marketing committee would like to create a power point – NCCES will provide a template if marketing committee will give an outline of what they want included in power point. Discussed how civic groups can help us – not just what our folks do but we want to tell them how they can help us and come on board with us and make a partnership. Brochure? Still not come to a full decision on that. Choose target groups carefully – some civic groups are very familiar with what Extension does - not be repetitive with what staff is doing but open new doors. Marketing needs to be ears, not just mouth pieces.
Advocacy Committee Report: Joan Wright reported: Relationships with county officials and state and federal legislators. New kind of effort – We need to educate the UNC Board of Governors on significance and importance on land grant concept and why is should be funded appropriately.

LINK committee report: met and there is a representative now on communications team from each district:
Brenda Gilbert – South Central
Lynn Yokley – all
John Schnautz – West
Mary Ann Lumpkins and Joan Wright – North Central
Jack Parker – Northeast
Ron Joyner – West Central
Sylvia – all
Jackie Lewis - Southeast

Goals:
Hard copies of LINK – survey had good response – they want hard copies
Electronically to as many people as we can reach.
Continue to have 3 copies per year.
Send articles with advisory component
Want to continue to do spotlights – one for SAC member and 1 for local member of county advisory councils

Personal Notes on Advisory members:
Mary Ann Lumpkins– son had a stroke – no side effects – discovered a hole between chambers of heart – surgery will be done this month. Son’s name is Tim Lumpkins. Report from Charles Boyd on daughter’s surgery: Pete Miller talked to him – daughter came through procedure very well.

Joy thanked Dr. Ort and Dr.Zublena – thanked Jim Cowden for being here as a new District Director.
Thanked Dr. Deborah Crandall for being here and congratulated Lynn Yokley for her first meeting as chair.

Joy thanked SAC and SPC for all they do in the communities in support of Cooperative Extension.

Next meeting date is February 2-4th, 2010.

Meeting adjourned.

Pam Dickson
Administrative Support Specialist