

AAEA Winter Business and Professional Improvement Meeting

April 7, 2006, 9:30 A.M. - 4:00 P.M.

Campus Agricultural Center Modular Classroom, Tucson, AZ

Meeting Minutes

Meeting called to order by past president, Jack Kelly

Approval of Minutes of Summer Meeting of August 24, 2005 (Jeff Schalau/Eric Norton, M/S/C)

Old Business

Treasurer's Report - Randy Norton (M/S/C, Ed Martin/Jim Sprinkle/Carried)

Checking Account: \$1000

Savings Account: \$792

2 CD's; \$5211, \$3592

Access to CDs: mature on July 2nd, combining CD's discussed, no decision. 10 unpaid memberships. Need to pay up new memberships.

NACAA Meetings

July 23 -27, 2006, Cincinnati, Ohio

July 15 -19, 2007, Grand Rapids, Michigan

Jack Kelly: How many people plan on going? 6 people in attendance.

Topic: Rick Gibson, candidate for VP. Discussion of level of support. Discussion led by Rick Gibson

NACAA VP candidate;

What has been done: application submitted for candidacy; officially candidate; letter of candidacy announcement sent out and flyer to National Offices; 3 stages starting with VP, to President-elect to President (4 year plan; VP has to come from Western Region this year). Election plan drafted with checklist.

Next Steps: determine campaign team, next version of flyer, letters to state presidents , letters to voting delegates. Nomination committee meeting on Sunday, contact all voting delegates at Annual Meeting, hospitality suite, Election day voting delegates session on Tues morning of meeting.

Questions to be decided: Hospitality Suites are free, but need to decide on refreshments and meet-greet session. Family-friendly hospitality suite with Jeff Schalau providing music, picture/info table, refreshment table, kids activities. Food needs to come through convention center unless unique to region (pecans, pistachios?). How many units needed? 150-200/night. Dates from west side of state. Pre-packaged items will be easier to distribute and ship.

Concept of a gift: notebooks, thermos jugs, food items (survey shows that garish gifts put off voters and gifts don't necessarily help); turf industry, golf balls, rain gauges?

How to reach voting delegates: Stickers on nametags, letters to delegates.

Why would Rick be a good VP:

- 6 years experience in NACAA; participated in professional improvement organization; vice-chair and chair public relations and ag issues; extension development council
- Interested in professional development goals of NACAA, networking opportunities, NACAA facilitates telling the extension story at the national level.
- Linkages with existing leadership, now many agents...
- Leadership skills, social skills, verbal skills, electronic skills, and organizational/multi-tasking skills.

Help: finding refreshments for hospitality, contacting influential friends from across country, staffing suite, finding visiting voting delegates, help pay for refreshments, flyers, stickers.

Futuring Committee - Discussion of dwindling membership, strategy for increasing AAEA/NACAA membership

Jack Kelly: strategies for recruiting new members; staff members could join, but can't afford the membership.

- Distribute membership list and check against local potential members, regional directors are supposed to work on local recruiting and past/inactive members.
- Send out email to regional directors with membership list (past/present).
- Area agents could also help recruit/coordinate with regional directors.
- NACAA/AAEA gives us a chance to talk about broad professional development; need to promote benefits of membership better.
- State extension money can not be used to pay dues, but county money is up to local discretion.
- Issues with many memberships to different professional societies.
- AAEA committee went to Jim C. to discuss using meeting registration to cover membership fees to get around issue of prof dev fees (nothing in writing).
- C. Jones suggests developing a tri-fold brochure for recruiting purposes.
- Consensus that issue is dues? \$10/\$50; use auction proceeds/part of treasury to defer costs of new members; registration for annual meeting (\$15-\$20) can be applied to annual dues.
- New agents sponsorship(constitution: new agents after March 1st associate members for remainder of year in AAEA).
- Raise price on BBQ to make more money for treasury? Offset of dues/incentives for existing members; auction contributions could (Motion Rick Gibson, executive committee tasked to look at dues issues, incentives for dues seconded by Trent, carried).

JCEP Meeting in Phoenix, Report, Jack Kelly

Jack Kelly: Advisory committee structure is important for guidance (finding contrarians). Regional groups, afternoon discussions: discussion of urbanization and loss of ag, price

of land overriding farm/ranching operations; budgets are not as tight as 2-3 years ago; discussion of new award (Hall of Fame) for active members/important contributions, consider nominating AAEA member for next year. Shared issues across regions.

Oral reports from Committees

- Constitution Committee, update on status of administrators, staff and others being members of AAEA. Recommendation

Rob Grumbles chair, K. McReynolds reporting: membership changes ('coop ext involvement' wording, national does not specify further, N. Dakota says all extension staff and admin <50%, KS any extension worker doing extension. MI all extension professionals with special non-voting membership for staff/admin...many different membership qualifications)

National level, program coordinators/staff would be valuable members, reg fees are minimal, but travel is expensive (even with annual meeting, covering costs of food/housing). County by county basis; depends on county budgets. Suggestion to keep wording flexible. Kim M., copy wording from other state with open-ended qualifications; keep wording 'cooperative extension involvement'.

Classifications of membership: associate members (life members), volunteers not permitted in constitution. Instructional specialists should be included; why would they join, but don't need activities for P&T. (41 members needed for additional voting delegate). Need new members as national members, also new members need to gain professional development; opportunity for agents/extensional specialists to interact, AAEA offers opportunity for extension employees to interact...need to overcome dues barrier, maybe only winter meeting with professional development seminar (\$70-\$80 meeting/reg fee). Associate membership for only \$10 for professional development. Registering for associate (no national membership) or full membership (both state/national).

Winter meeting registration should be paid by Jan 1, delinquent by Mar 1. Offering meeting/in-service/prof dev in early December, roll costs of prof development seminar with reg fees to include more members (problem with rolling costs together using state money; J. Christiansen).

Present on broad range of issues for prof development with mix of extension staff, specialists, agents, admin.

R. Gibson thoughts on membership: issue discussed since 1981, depends on view of who is paying bill; admin should be paying for professional development which is goal of AAEA. J. Schalau, professional societies are personal responsibility, but professional development should be paid by employers. Sprinkle: option for non-members (winter meeting, \$75 reg fee, check box if you want to join, but fee is already collected, winter meeting is prof seminar with good enough program to be worth it.

Move that winter meeting be sufficiently price to cost of membership/education seminar, same fee for everyone, with option to join membership, Motion/Rick, discussion: will dues be collected early enough? Meeting needs to be first week of Dec. M/S/C.Jeff, Kim, Kai, Rick planning committee for winter meeting.

Kim will send out changes to constitution to members over email and will have electronic vote.

Committee Reports

- Administrative Skills Development: N/A
- Early Career Development: N/A
- Public relations and Agricultural Issues: N/A
- Teaching and Educational Technologies: N/A
- Life Members: N/A
- Agronomy and Pest Management: N/A
- Agricultural Economics and Community Development: N/A
- Animal Science: no report (J. Sprinkle)
- Forestry and Natural Resources: N/A
- Aquaculture/Sea Grant: Kevin F. used to be chair
- Horticulture and Turfgrass: Desert Horticulture Conference, May 19th

Communications: R. Call: 4 applications for communications awards, western region communications chair, 36-38 in west (0 radio, 0 personal newsletter)

New Business

Rob Call: 'Agriculture and Marketing in Chihuahua' tour status update; August 6-12, 10-12 NM, 8 UT, 2 CA; \$650/person. Rob will distribute agenda. \$100 deposit needed.

Direct farm marketing: Cochise county health dept., producers can not sell to restaurants, but restaurants can buy from producers.

AAEA Summer Meeting - Choose exact date, tour, form committees

- Agenda Committee (Jeff Schalaus, Jack Kelly, et. al.)
- Tour Committee
- BBQ Committee (Dean Fish, Jack Kelly, Eric Norton, et. al.)
- Professional Improvement Committee (moved to winter program)
- Auction Committee (Dave Langston, Dean Fish)

Discussion: Aug 14th summer meeting, Collect ideas to see about summer meeting program; maybe eliminate professional development program from summer meeting. Start meeting @ 9:30am end at 4pm for one day meeting (limiting overnight travel). Morning tour with

lunch/afternoon business meeting. Avra Valley Water Treatment Center (water blending, recharge), SRER meeting (Florida Basin).

AAEA Winter (2007) Meeting - Choose date and venue for meeting; Week of December 4-8th, Dec 8th preferred date, Locations Central Arizona College (Casa Grande) or MAC

President's travel to JCEP (Phoenix) and NACAA annual meeting
MSC, J. Sprinkle, Gibson.

Other New Business

New retirees needing commemorative knives, contact Patti B for list.

Referendum on animal rights, targeting pork, cattle industry. Will be on Arizona ballot.

Arizona Farmer-Ranchers campaign to oppose initiative. Discuss at summer meeting.

Animal ID system: voluntary vs. involuntary,

Adjourn winter meeting, M/S/C