

Minutes of the June 9-11, 2009 Summer Board Meeting

Tuesday, June 9, 2009

CALL TO ORDER 8:35 AM

REVIEW AND APPROVE AGENDA

- Follow-up on the vision statement (added under strategic plan agenda item)

Ed Jones moved to approve, seconded by Betty Wingerter. Unanimously approved.

APPOINT PARLIAMENTARIAN

Sharon Hoelscher-Day was appointed as parliamentarian by Fred Miller.

MOTION MADE VIA EMAIL, APRIL 16, 2009

Mike Reichenbach moved that JCEP utilizes the formula based on past history for those associations willing to determine their past exhibitor history AND who share that with Diane by April 28, 2009. Any remaining exhibitor income not accounted for by submitted histories will be treated the same as new exhibitor income and divided evenly among all member associations. Kathy Dothage seconded. The vote was called on Thursday, April 23. Unanimously carried.

MOTIONS MADE VIA EMAIL, APRIL 18, 2009

Ellen Burton moved the JCEP Galaxy III account, located at Purdue University, be closed and all revenue in that account be sent to JCEP. The JCEP Treasurer will then transfer monies in accordance with the expense summaries provided by the Associations. Seconded by Susan Donaldson. The vote was called on Friday, April 24. Unanimously carried.

Kathy Dothage moved that we empower the PILD Committee to negotiate in good faith with the Marriott Key Bridge exclusively in order to avoid these significant attrition fees. The motion was seconded by Rick Gibson. The vote was called on Friday, April 24, 2009. Unanimously carried.

REVIEW OF CONFERENCE CALLS DURING MEETING:

Tuesday:

- Conference Call with Kay Chelena and Mike Reichenbach - 9 am PT
- Conference call with Diane Baker and Don Fretts - 10:30 am PT (Diane will be available after 12:15 pm)
- Conference Call with Don Fretts – 11:30 am PT

ROLL CALL

Present: Duane Johnson, Ellen Burton, Sandy Corridon, Fred Miller, Rick Gibson, Phil Pratt, Betty Wingerter, Karen Hatch Gagne, Earl McAlexander, Kathy Dothage, Judith Breland, Mary Ann Lienhart-Cross, Susan Donaldson, Jeff Schalau, Ed Jones, Deborah Tootle, Jim Spurling, Daryl Buchholz, Sharon Hoelscher Day

Absent: Mike Woods, Mike Reichenbach, Linda Kay Benning, Kay Chelena

APPROVAL OF MARCH CONFERENCE CALL MINUTES

Ed Jones moved and Deborah Tootle seconded to approve minutes with the correction to the page number for the first item of the table of contents, which should read "1". Motion passed unanimously.

TREASURER'S REPORT

JCEP's total balance is \$148,208. Currently, there is \$74,594.97 in the checking account, and JCEP has 3 CDs:

- one due July 8, \$50,661, 0.37% interest rate
- two others due Sept. 15; each is for \$11,476; 1.03% interest rate

Betty distributed an unaudited treasurer's report. The Regional Leadership Workshops provided a net income of \$2,474.28, but the JCEP operational percentage was lowered to 5% to keep registration fees as low as possible.

Betty will investigate better interest rates for CDs based on minimum investment amounts. Fred was contacted by Wachovia with an offer to provide recommendations on maximizing yields. He has not yet received a proposal. Betty will follow up. All the CDs are for one-year periods. The accounts have been with Wachovia for 5-6 years.

Betty will provide an itemized report on specific expenditures to the board for review. This year, the Regional Workshop expenses included host coordinator expenses (2 trips, \$1,211.78 total). This will be an annual expense as approved by the board, but has not been covered in the past.

Any PILD surplus can be used to cover the August meeting expenses. MaryAnn Lienhart-Cross asked if the committee could provide an estimate of travel costs early in the year. The JCEP Board approves the registration fee for PILD based on the draft budget. The committee is under the impression that the board is approving the budget, per Jim. As recently as 2002, JCEP lacked sufficient funds to pay for the president's travel to attend PILD.

Rick Gibson moved and Ed Jones seconded to accept the treasurer's report as provided.

Sharon Hoelscher Day suggested the board examine multi-year statements to determine the fiscal health of the organization. ***Carried unanimously.***

Kathy Dothage moved that we delegate authority to make decisions on the Wachovia accounts to the Fiscal/Audit Committee. Karen Hatch Gagne seconded. Carried unanimously.

COMMITTEE/SUB COMMITTEE WORK GROUPS

Committees	Members	Meeting Times
Handbook/Bylaws Committee	Mike Woods (2009 Chair), Mike Reichenbach (2010 Chair), Deborah Tootle (2011 Chair), Rick Gibson, Judith Breland	
Fiscal/Audit Committee	Betty Wingerter (2009 Chair), Rick Gibson (2010 Chair), Ellen Burton, Susan Donaldson, Chuck Otte (ex-officio) (added Kathy Dothage and Deborah Tootle, 6/9/09)	Weds after the tour
JCEP Partnership with Public Officials	Kathy Dothage (2009 Chair), Karen Hatch Gagne (2010 Chair), Earl McAlexander (2011 Chair), Sharon Hoelscher Day, Daryl Buchholz, Jim Spurling, Linda Kay Benning, Duane Johnson, Fred Miller, Sue Donaldson, Mike Woods, Betty Wingerter	Weds 7:15 a.m.
2011 Regional Meeting Planning Team	Stan Moore, Judy Breland, Karen Hatch Gagne, Jeff Schalau, Deborah Tomlinson, Deborah Tootle (Committee appointed by Fred; staggered terms)	
NAEFCS, ESP and NAE4-HA Presentations	Facilitator: Karen Hatch Gagne, Judy Breland, Rick Gibson, Ed Jones, Mike Reichenbach	Weds after tour and fiscal committee meeting
NACDEP and NACAA Presentations	Facilitator: Judith Breland – see above	
PILD Presentation Committee (Awards Program)	Ellen Burton (2009 Chair), Rick Gibson, Mike Reichenbach, Judith Breland, Karen Hatch Gagne, Ed Jones (all current presidents)	Done
JCEP Teamwork Award	Ellen Burton (2009 Chair), Jeff Schalau, Sandy Corridon, Phil Pratt, Earl McAlexander, Mary Ann	Done

	Lienhart-Cross (all president-elects)	
Historian	Duane Johnson (2009 Chair), Ed Jones (2010 Chair), Jeff Schalau (2011 Chair), Sandy Corridon, Linda Kay Benning	Thurs breakfast, 7:15 am
Meeting Planner Contract Review	Ellen Burton (2009 Chair), Jeff Schalau, Sandy Corridon, Phil Pratt, Earl McAlexander, Mary Ann Lienhart-Cross (all president-elects)	Weds breakfast, 7:15am
Galaxy Policy Review Committee	Members include current Past-Presidents: Fred Miller, Kathy Dothage, Betty Wingerter, Sue Donaldson, Mike Woods, Duane Johnson; ex officio members include Bob Ohlensehlen, Sharon Hoelscher Day, Diane Baker, Carol Schlitt (chair)	

2009 REGIONAL MEETINGS REPORT

Mike joined the meeting by phone at 9 am and provided summaries of the regional meetings. He will forward a written report to the board. Survey Monkey was used to evaluate the two sessions and the Webcast. 17 people participated in the Webcast with Dr. Pierce. One felt it was not worth the cost but all others found it to be valuable, indicating Webcasts are a viable tool for the future. Participants felt that their awareness of ethics issues had increased, and some are using the information. The approximate cost for the Webcast was based on the cost to Iowa State for providing the connection and was \$594.10 plus an additional fee for the Internet connection of \$300 for a total of almost \$894.10. Kay Chelena joined the call at 9:05 am. Participant cost was \$25 x 17 participants for an income of \$425. ANREP and NACDEP paid in \$400 to cover the cost for their sessions, so there was essentially no net loss to JCEP.

Orlando: 133 people attended and 63 completed the survey. There was general agreement that the meeting was overall favorable and useful for leadership training. Attendees were asked about number of regional meetings and locations. There was a wide difference in responses, ranging from 1 to 4 meetings, and some also suggested combining the event with PILD; only 2 people suggested going back to 4 meetings; 18 supported 2 meetings. People seem to favor the status quo. People enjoyed networking and face-to-face interactions.

Del Mar/San Diego: 113 attended and 53 responded to the survey. There were somewhat more negative responses due to the distance from San Diego. No educators from California attended and this was noted by participants who favored a more central location.

Mike noted that people were concerned about the cost of attending the meetings, but that they also wanted an opportunity to get together for a meeting (vs. electronic meetings alone). Support for regional meetings was clear, but no consensus on one vs. two meetings.

Fred asked for feedback on conducting Webcasts in the future. Mike noted two areas:

- marketing the Webcast more effectively to let association members understand the value of the presentation
- high-quality content that justifies the cost

Sandy feels the charge for the Webcast should be \$25 per connect, not per person, to allow an entire office to attend for a single fee. If we pursue a group connect fee, we may need to provide some training to maximize the experience for participants. This could be done as a short preview prior to the Webcast.

Karen suggested we might establish two fees: one for individuals and one for groups. Also, the presentation was posted to the JCEP Web site later, so this may affect the willingness of participants to pay for attending it live. However, participants have the opportunity to interact when watching the Web version live, but not once it has been posted to the Web. Mike noted that most of the interaction with Dr. Pierce occurred from those attending the Webcast, not the audience in the room. Duane suggested we market these events more broadly to the total extension membership by working with Directors and ECOP to get the word out. Mike suggested we might have a somewhat higher rate for attending for association nonmembers to encourage people to join associations. Kay noted that we are not returning to the Del Mar site (Marriott) and reminds us that the site was selected based on proximity to ECOP meeting and lower cost than San Diego proper.

Fred noted we need a committee to work on Webcasts for future meetings.

DISCUSSION OF JCEP TRAVELING TEAM ADJUSTMENTS AND OTHER POTENTIAL WAYS TO ECONOMIZE

Mike suggests looking at efficiencies to reduce travel costs, such as combining a JCEP board meeting with the PILD meeting or regional meeting or event that many board members are likely to attend. Another issue raised by Ed is the cost of having representatives from all 6 associations/traveling team attend all association conferences, etc. vs. a subset of representatives.

Karen feels that it does not serve us to try to combine board meetings with another event due to the major responsibilities of each event. It would add several days to have a board meeting at the beginning or end of an event. Mike did not mean that the board would meet simultaneously, but would meet before or after. The rates for Washington, D.C. are high (\$209/room), but only a single plane ticket would be needed. Sandy noted that PILD plus a

board meeting would be a lengthy trip that many might not be able to attend. Instead, adding a board meeting to the Regional meeting might be a better plan, since it is a 2-day meeting and would encourage association leadership to attend these meetings. Ellen feels the Regional meeting in early February would also be better timing for new members to meet.

If we change the winter meeting, the handbook may need to be changed. Earl noted that the information on Regional meetings must also be changed so the time is appropriate to consider changing the winter meeting date/location. Duane reminded us to consider our new economic reality and the growth of the JCEP board from 6 to 20+ people with new associations joining, etc. How can we best serve the extension system? There was general consensus that combining a board meeting with PILD is not appropriate, but adding it to a Regional meeting could work, along with additional use of electronic media.

Regional Meetings budget: Mike has been working with Kay to finalize the budgets. Kay feels we have everything needed but total speaker expenses. Fred requested Mike send the budget to the group to include in Betty's treasurer's report.

Fred asked for budget highlights. We budgeted a 5% revenue for JCEP this year. If speaker expenses are \$1,000 or less, we will have an additional revenue of \$2,655. Karen asked if speaker equipment costs had been included in the budget. Betty noted the invoice for Vernon has not been paid but the cost is included in the final report.

Kathy feels cost of AV equipment should be covered as a conference expense for meetings that JCEP sponsors (PILD, Galaxy etc.) and should be considered part of the conference cost (rather than certain associations paying separately for their needs). Ed noted that sometimes the equipment is for the specific benefit of one or more associations. This discussion is relevant to future meetings, as budgets may need to be altered. Kathy suggested there be parameters on what equipment was included, or that the cost of the equipment be capped. Ellen suggested providing a minimum level of equipment, and associations could bring their own projectors etc. to reduce costs. This could be done using an order form for each association.

Duane noted that we should consider issues such as: who is benefited by the use of the equipment; keeping registration fees as low as possible for participants; hotels that require the use of their equipment alone; etc. Betty noted that one of her first actions as treasurer was to look at the Regional Meeting budget with an eye on minimizing costs. The decision was made for JCEP to pay Dr. Pierces' \$10,000 fee to keep the registration fee lower.

Judy feels that if each association does not pay the way for each President/President-Elect to attend, they will not do so. This is an association decision, but we should remember that JCEP decisions will affect meeting attendance and this should be considered. Each association has a different approach to paying expenses.

Fred asked the Fiscal Committee to consider this discussion and the impacts of these decisions on budgets. Issues: Should AV costs be included in conference budgets; and should we couple the winter JCEP meeting with the Regional meeting. Fred would like representation from each association. Deborah will represent NACDEP and Kathy will represent NEAFCS on the committee.

TRAVELING TEAM PLANS

Karen Hatch Gagne – coordinating ESP, NACAA, NEAFCS meetings, which are close in time (within 3 weeks).

Judy Breland – can attend NAE4-HA meeting; NACDEP is completed; there is no ANREP meeting this year

Previously, the Board decided individual associations could designate representatives for each meeting. Judy feels a regional member would not understand what happens at the JCEP board level. Ed notes that we need a representative from each association present to talk about association business, and someone from the JCEP board would be present to answer questions about JCEP. Some associations are able to comp registration fees and others cannot afford to do so (NACDEP). Duane reminded the board that we have \$500 allocated in the budget for each association to help offset the cost of attending. Some board members were not aware of this option. Karen notes that meeting schedules do not identify days/times for JCEP participation in meetings so travel can be planned appropriately. Duane noted that in 2007, the board requested that the JCEP presentation occur on the first day of the meeting and a workshop on the second day (or 2 consecutive days) to reduce the travel obligation for the traveling team.

Judy would like to know who is attending the remaining meetings this year from each association.

Ed discussed attendance at the workshops historically, which have been modest and in competition with other professional development opportunities. Karen suggested JCEP might do better to have a poster and speakers during poster sessions rather than a workshop. Fred noted that we direct the two facilitators (Karen, Chair and Judy) to form a committee with one rep from each association appointed by the president to make a recommendation on how we will handle participation by JCEP at association meetings. Mike R. appointed Jeff Schalau for ANREP.

2010 AND BEYOND REGIONAL MEETINGS

A committee composed of President-elects reviewed plans and sites for regional meetings. ***The committee recommends a single meeting at Nashville, TN, Feb. 2 –4, 2010 at the Sheraton Nashville Downtown for single-year contract only.***

Two sites were investigated: Sheraton Nashville Downtown and Gaylord Opryland. Kay researched airfares from a number of locations to Nashville. Recommendation: JCEP Regional

Meeting should be held at the Sheraton Nashville Downtown, Feb. 3-5, 2010. Values include: WiFi for a total fee of \$9.95 for the entire stay; walking distance to downtown; 8 miles from airport; 10% discount; shuttle \$20/roundtrip; Pepsi sponsors a theme break for all attendees valued at ~\$10/person; 1 per 50 comp rooms. Airfares are low relative to other destinations, and weather is favorable. Food & beverage minimum is \$28,000 (vs. \$40,000 at Opryland). Mary Ann notes that the Opryland location might leave participants feeling somewhat isolated (somewhat like the Del Mar site). JCEP has conducted Regional meetings in Nashville in the past.

Duane asked whether there are enough breakout rooms to serve association needs, noting that all four regions would need space. Kay did increase the number of rooms needed, based on this year's schedules. Kay will provide this information to Ellen, as ESP is responsible for coordinating the 2010 Regional meetings. Sandy noted that in addition to the number of association meeting rooms increasing, the rooms will also need to accommodate more attendees. Duane asked that each association project the number of breakout rooms needed and give the information to Ellen for use in finalizing a contract.

The committee focused only on the 2010 Regional meeting as another committee will work on future meetings.

Recommendation from committee does not need a second. Carried unanimously.

Ellen: For 2011, investigate the structure of the Regional Meeting planning; a committee of one representative for each association was suggested to become the planning body for the meeting. Fred suggested the President-elects might form the committee. Ellen recognized all the work that the President-elects have done this year, and expressed appreciation for their efforts.

2009 PILD REPORT

Copies of the agenda were provided. Associations were given the option to meet off-site. Attendance was down somewhat but we met budget targets. A summary of evaluations will be forwarded to the group for review. Fred expressed appreciation for the work of the committee and each association's participants. Kendra notes that some challenges will occur with Linda Kay's and Jim's future retirements. The PILD Committee acknowledged and expressed appreciation for their contributions.

Jim felt it was an excellent meeting. Overall, comments from participants were very positive. There were more than 30 program leaders at the breakfast. Most of the conference is effective in focusing on what to expect on the hill. Jim feels the message going to the hill has increased in focus, and that participants are attempting to maintain an ongoing, positive rapport with their contacts. Jim notes a need to recruit new attendees as well as increasing participation.

Feedback from national program leaders was very positive. Jim has worked to try to achieve a better mix of leaders, but notes there was a competing event. He feels we could expand the invitation and invite program leaders to bring some guests, for example, colleagues from NRCS, etc. with whom they work, to help expand working relationships. Judy noted an excitement in exchanging information about program areas.

Fred had expected all six Division Chiefs would present, while only Jill Auburn presented to allow time for a facilitated discussion with Jill and opportunities for direct feedback. Information on the marketing and brand study was presented by Doug Steele.

JCEP provided a session on marketing your message that was very well received. There were three presenters to whom we provided free registration. This replaced the former poster competition. Betty would like to see them included on the JCEP Web site. In the future, we should note that in the program that this session showcased the award winners. This might help recruit more applicants. Ellen noted that all three presenters did a good job.

2010 PILD REPORT

The committee met on the morning after PILD (MaryAnn, Judy, Ellen). Because the room block did not meet expectations, Kay negotiated a new contract with the Keybridge for April 26 – 28, 2010.

Committee recommendation: Hold the 2010 PILD conference at the Keybridge Marriott April 26 – 28, 2010. Carried unanimously.

The committee is investigating ways to reduce costs. Currently, JCEP pays for one rep from each association to attend the August planning meeting in Washington. The room block has been reduced to 200 rooms for 2010 with a 20% reduction possible. Due to the potential for future reduced profits from PILD, the committee asked members if the August meeting needs to be face-to-face vs. using a conferencing Web site, etc. We could ask a local contact to review the hotel facilities. Linda Kay felt this had merit, and she would be willing to visit the hotel. Kendra Wells (chair) and others felt the face-to-face meeting was essential for effective planning, especially given the length of the meeting, but the committee is willing to respect the decision of the board. Betty will research the cost of the August planning meeting (6 association members, chair, vice-chair). Based on his experience in planning PILD meetings, Fred feels the face-to-face meeting is essential to build a cohesive team.

2010 PILD VICE CHAIR APPROVAL

Committee recommends Mark Stewart, NACAA rep on the committee, as chair-elect for the 2011 conference. Carried unanimously.

GALAXY III WRAP-UP

Diane Baker joined us by call at 12:15 pm on Tuesday. Diane summarized some of the findings made by the Galaxy III Steering Committee. The committee attempted to provide as much information as possible to guide the Galaxy IV planners.

Documents: Comprehensive Report (one copy mailed to Fred) with sample documents
Condensed Report (100+ pages) provided to all board members.

Diane also provided a number of items needing action by JCEP. See the short report for specific details:

- Commitment by all associations to Galaxy IV
- Early identification of association meeting needs
- Communication with JCEP given changing membership – committee advises a liaison position
- Association-specific “Galaxy Committees” and communications with the steering committee
- Role descriptions - chair, vice-chair, association representatives, host state representatives (more than one), JCEP representative, conference planning service, others

Sharon noted that Galaxy II had a JCEP liaison, and that person also experienced difficulties communicating with JCEP due to changing membership on the board. Having a joint meeting or overlapping meeting between JCEP and the Galaxy steering meeting at the conference site might help bridge these difficulties.

Other issues:

- Appoint a secretary
- Selection of steering committee members
- PR with Directors to ensure goals/values of Galaxy are appreciated
- Awards banquet – committee feels regional banquets should continue.
- Finance committee chair – ability to make financial requests

Kathy expressed appreciation for the exceptional job Diane did in chairing the committee. She asked about options for committee meetings by electronic technology to decrease travel costs. Current guidelines call for two face-to-face meetings per year. Diane feels committee effectiveness and development of working relationships relies on the face-to-face meetings.

Phil asked about the proposed Vice-Chair duties in program development and responsibilities of associations. Subcommittees (Exhibits, Educational Programs, Operations, Registration) were

chaired by a steering committee member with additional members recommended by the association. They met by conference call which minimized expenses.

Betty has a copy of the final financial report from Paul. Exhibitor income needs to be disbursed. According to guidelines and JCEP board input, those who provided information on past exhibitors would receive proportional income. Betty, Kathy, and Pat Hogue need to determine the value of the various exhibits, which will be distributed prior to the sharing of proceeds.

Division of proceeds (approx. \$169,000; Purdue has been paid):

1. Reimburse planner travel expenses to each association
2. Pay out exhibitor income
3. Divide remainder of income at 25% to host state, 15% to JCEP, and 1/6 of the remainder to each association according to conference guidelines.

Karen asked Diane for a synopsis on the conversation about regional awards vs. association awards. Some Extension staff feel extremely strongly that awards should be presented by associations, while others feel the purpose of Galaxy is to bring associations together, hence regional banquets with recognition of awardees by all associations. Fred suggested individual banquets as well as recognition of certain award winners at an event attended by all attendees. JCEP would have to define which winners would be recognized collectively. Determination of "most important" awards could be done by each association individually.

Duane noted that some individuals received recognition from more than one association. This would make it difficult to have individual association awards banquets.

GALAXY IV SITE SELECTION

Ellen distributed copies of Pennsylvania's application to host the 2013 Galaxy Conference, as well as a short video viewed by the board. This is the only application that was submitted for consideration.

Betty moved that we accept the bid from Pittsburgh for the 2013 Galaxy IV Conference, September 15-22, 2013; Earl seconded the motion. Discussion: Duane questions whether the Pennsylvania staff understand the purpose of the conference as a whole (vs. six separate association events occurring at the same time). He feels the Galaxy III report may help resolve these issues somewhat. Duane would like clarification on specific responsibilities. Betty feels that the submitters have done appropriate research in preparing the bid, and noted that Penn needs to understand the role of the JCEP Board in making decisions about formulas for distribution of funds, etc.

MaryAnn agrees with Duane that a conversation is needed to clarify roles and emphasize that it is not a state meeting or any one association's meeting. Duane reminds us that the purpose of

the Galaxy conference is to bring the associations together by incorporating what is important to each association. Duane feels the focus of Galaxy must be on education and professional development, as well as bringing Extension together as a whole to look toward the future.

Karen notes that we need to use the Galaxy III report and lessons learned to orient the planning committee in appropriate directions. JCEP must set the foundation for Galaxy IV.

Kathy feels we can accept the bid and Pittsburgh location, but not accept the proposal as submitted. Duane supports the site and the support from Pennsylvania but notes that other details must be negotiated.

Question was called by Betty; the call for question carried unanimously. Fred called for a vote on the motion; carried unanimously.

The Board notes that we need to consult the JCEP Handbook's guidelines, which were shared with Pennsylvania. Fred advised them to follow those guidelines in preparing their proposal. The proposal will provide valuable information to the Galaxy IV planning committee.

Next step: Review the Galaxy III report and recommendations and revise the conference guidelines in the handbook. Each association needs to request action from their board to commit the association to participation Galaxy IV.

Earl moved that we table discussion of Galaxy IV until discussing the report from Galaxy III, seconded by Rick Gibson. Carried unanimously.

***PRESENTATION BY BIDDING STATES/REGIONS**

Don Fretts joined us to discuss the bid from Pittsburg, PA. Only Ellen has reviewed the proposal. Their bid began as an initiative three years ago at a Regional meeting. All the Penn professional associations (4) have agreed to help host the conference. Penn State and Cooperative Extension are also on board. The committee considered Philadelphia, Hershey and Pittsburg. They considered housing availability, diversity of tour sites, newness of convention center, etc. Pittsburg has a relatively new conference center with plenty of space. Levy Restaurants is the caterer but does not have an exclusive, allowing alternatives. Some meal events could be held at hotels, if desired. Speakers can bring in their own equipment. Westin and Omni William Penn have each blocked 400 rooms, as has Hilton. There are other facilities within walking distance. Rates in the booklet are projected 2013 rates, reflecting a 30% increase over today's prices based on the hotels' best estimates. Public transportation within the downtown area is free, so JCEP would not need to provide shuttles to the convention center, etc. Airport shuttles cost approximately \$35/one way, but can be negotiated down. Parking is available at a fee at the hotels with lower-cost parking available. Betty noted the need to determine which association would be assigned to each hotel, as prices are different.

Educational opportunities: (see proposal)

- Opening Night:
 - Cruise the “Three Rivers” - paddlewheel riverboats with dinner
 - Dinner at Carnegie Museum of Natural History
 - Tour the Penn State Metro Center

- Conference Tours
 - General education or spouses tours
 - Pittsburgh colleges
 - Ride the Inclines
 - Tour PNC Park and Heinz Field (stadiums)
 - Outlet shopping
 - Strip District tour (historic market)
 - Rivers casino – only casino; due to be open in 2010
 - Locks and dams on the river
 - Museums
 - Out-of-town sites by county (see proposal)
 - Sons & daughters tours

- Professional Development tours – see pp. 22-25 of the proposal

Educational Technology – conventional center has up-to-date equipment and IT support. Distance Learning budget has not been determined as more details are needed.

Wireless Internet: Don believes in-room access is provided at no additional cost.

Cost estimates are provided on pp. 28 - 29. While the convention center fee is considerably more than in 2008, all banquets could be held at the center, avoiding hotel costs. The Westin has the most expensive room costs, but also has direct access to the convention center.

Fundraising: PA Extension associations will help with this. Penn State can't currently make a financial commitment but do support faculty/staff time to work on the conference.

Budget: See p. 30; projected registration cost could be up to \$100 less per participant.

Planner Information: See p. 31.

Treasurer: Penn State could set up a special account, as could NEACAA Foundation; both are tax-exempt non-profits.

Exhibit Facilities: See p. 32 – suggest Hall C.

Betty complimented Don and his team for the quality of the bid. Betty noted that the JCEP Board selects the conference planner (see p. 34). Betty appreciates the letters of support and buy-in from colleagues.

Kathy asked about p. 35, formula for sharing of proceeds, and noted that the formula is a JCEP function. Don noted that there seems to be a disparity between number of attendees and the sharing of proceeds.

Fred echoes Betty's expression of appreciation and notes the report will be very useful. He asked for the conference dates: Sept. 15-22, 2013, based on hotel room availability.

Ellen appreciates the work Don did to provide multiple copies of the proposal in time for this meeting.

MEETING PLANNER EVALUATION

The committee solicited input from each of the associations in completing a review of the meeting planner. The evaluation has been completed and submitted to Fred and all JCEP Board members. The recommendations from the committee:

- Provide a copy of the current contract with the management company to each association prior to requesting input.
- Provide copies of contracts to all board members prior to evaluations being conducted.

There is a sample JCEP meeting planner contract in the handbook, but not the current executed contract, to maintain privacy. The handbook is posted on the JCEP Web site. Judy suggested providing contracts to the board prior to planner evaluations be specified in the procedures in the handbook. Information about the contract could be included in the board orientation as an informational item. ***Sandy moved that the management company contract be added to the list of items provided to new board members during new member orientation. Duane seconded the motion. Carried unanimously.***

MEETING PLANNER SELECTION COMMITTEE REPORT

RFPs were solicited for JCEP Meeting Planner. A number of proposals was received. A subset was selected for follow-up questions and was scrutinized for:

- Price

- Realistic proposals
- Understanding of JCEP's goals

Three companies remained: Madeleine Crouch & Associates, Talk With Us, and Affinity Plus. They were asked to address nine additional questions. The committee elected to conduct phone interviews with Crouch and Affinity Plus. The difference between the two companies related to hotel rates. Affinity Plus charges a 25% flat rate per person for events and receives a commissionable rate from the hotels; Crouch charges a basic monthly rate rather than a commissionable rate. Any commissionable rates from hotels would be returned to JCEP to subsidize the monthly cost. Affinity Plus was originally directed to submit a flat rate fee in the initial bid process before they were first hired. Having followed this process, they felt that they were able to reduce costs to JCEP by structuring their fees in this way. It also provides an incentive to Affinity Plus to increase the number of attendees at meetings, as it increases their fees.

MaryAnn noted that during the interviews, Affinity Plus stated that an outside entity could not receive the hotel commissionable rates. She investigated this, and was told that it could be applied as a reduction in room rates or applied to the hotel bill to avoid tax consequences. Affinity Plus did not feel that the money they receive from the hotel as a commission is attributable to JCEP since they accept the risk in trying to fill the rooms. Kathy asked who assumed risk from failure to fill the designated room blocks, and was told that JCEP assumes that risk, not Affinity Plus. MaryAnn also noted that Affinity Plus was able to provide a detailed RFP because of their experience in working with JCEP, where other organizations did not have that level of information. Kathy asked if the costs and services for both companies were similar. Clarification on the actual amount of commissionable rates was requested from Affinity Plus (\$12,098). Registration service fees: \$12,475. Total cost for Affinity Plus: \$24,573, although JCEP does not pay the commissionable rates outright. Cost of Crouch: \$23,340 (including bookkeeping). Bookkeeping was not requested in the RFP. The risk assumed also differs. There is no guarantee that a hotel will give a 10% commissionable rate, and some will not do so. Some will only work with Certified Meeting Planners. MaryAnn noted that non-certified planners subcontract with certified personnel to handle specific job elements.

Based on a satisfactory evaluation, the committee recommends that we continue with Affinity Plus as a meeting planner for a 3-year contract. Judy asked if we could contract for a single year, redo the RFP, and try to get submissions that could more easily be compared. The committee feels they received diverse applications this time and rewriting of the RFP would probably not change the applicant pool. The contract could be extended for a year with the approval of the company, but the committee feels that would not be of value.

There was discussion about providing clear expectations of the meeting planner and maintaining good communications in a timely manner. The Board should also provide adequate

notice of information expected from the planner for each call or meeting. Rick suggested having a key person who works closely with the planner to allow us to speak with a clear voice.

Vote: Yes = 13; No = 3; recommendation is approved.

JCEP TEAMWORK AWARD

Committee: President-Elects. Two awards, \$500 each; outstanding team programs with significant outcomes.

Three applications were received:

1. UGA –Cooperative Extension Leadership System
2. U Illinois – Take Action on Radon
3. eXtension Horsequest Leadership Team

Two applications did not adhere to the exact guidelines for the application (missed deadlines, too many people on the team, two different program areas required, etc.) Only the U Illinois application met the guidelines. All the applications were scored, and the scores were similar. The committee engaged in lengthy discussion about how to handle the failure to meet the guidelines. ***The committee recommends that one application receive an award – U Illinois, Take Action on Radon. Carried unanimously.***

Ed moved that the committee make recommendations about any changes needed to the guidelines. Seconded by Duane. Betty asked whether the due date had been changed without sufficient notice, but the April 1 deadline has not been changed. Betty suggested inviting the other two applicants to reapply following the guidelines. ***Motion passed unanimously.*** Rick suggests sending rejection letters that encourage reapplication. Fred directed Ellen as committee chair to issue the letters.

2009-2010 JCEP OFFICER NOMINATIONS

The following slate of officers was provided by Kathy Dothage as a recommendation:

- Partnership/Public Issues Chair – Earl McAlexander
- Handbook – Deborah Tootle
- Historian – Jeff Schalaus
- Secretary – Sandy Corridon
- Treasurer – Phil Pratt
- President-Elect – MaryAnn Lienhart-Cross

Carried unanimously. The new officers will serve from September 2010 to August 2011 except for the Treasurer, who serves on a calendar year basis for the year of 2011.

ADJOURN TO COMMITTEE MEETINGS AT 3:44 PM.

Wednesday, June 10

CALL TO ORDER 8:35 AM

2011 Regional Leadership Meeting Planning Committee representatives (appointed by Fred).

The main duty is to identify the program, which in the past was done by ESP. The remaining tasks are fairly routine. Terms will be staggered (one or two years) to maintain experience on the committee:

- NACAA: Stan Moore
- NEAFCS: Judy Breland
- NAE4-HA: Karen Hatch Gagne
- ANREP: Jeff Schalaus
- ESP: Deborah Tomlinson
- NACDEP: Deborah Tootle

DISCUSSION OF GALAXY IV GUIDELINES

A committee of current JCEP Board members, past chairs of the planning committee and representation from all associations will work on guidelines/timeline for forming the Galaxy IV planning committee. Ellen will appoint the committee once all members have been contacted.

Fred asked that each association provide input on philosophical ideas that are especially important to their association in planning Galaxy IV.

NAE4-HA:

- Would like to see a different awards program, done by association preferably. This affects attendance by 4-Hers.
- Prorating of Galaxy proceeds: relative to the number of attendees
- Felt ESP had disproportionate input to program elements
- Ruby Luncheon could be elective (it was expensive)

- Need better communications via written documents
- They prefer a group large evening activity to bring members together
- Will help with first-timers event
- Exhibits: many vendors were not contacted by Galaxy leadership

ANREP:

- Holds conferences every two years. Members are unwilling to cancel the biennial meeting. When it occurs in the same year as Galaxy, few members can afford to attend both due to limited travel funds. This will not occur for 10 years, however, as ANREP conferences occur in even years.
- Members appreciate Galaxy as a valuable professional development opportunity when it falls in the year between biennial conferences.
- Division of proceeds by prorating is an issue.

NACDEP:

- Members found the conference a valuable professional development opportunity.
- Division of proceeds: need clear guidelines; if prorated, will be problematic for NACDEP as well as ANREP.
- We need to do less micromanaging of the planning committee.

NEAFCS

- Division of proceeds is an issue as many NEAFCS members attend.
- NEAFCS has many standing committees that have much experience to bring to Galaxy; their expertise was not used by the planning committee.
- Awards program: need more clarity on what type of copy was needed by the planning committee.

ESP

- Resources: ESP needs to examine the fiscal situation for the future.
- Content of the professional development workshops must meet the need of professionals in different fields. Need clarity in the guidelines on how to develop the program so subcommittees are working together effectively in building the workshops.

- Ruby Recognition Luncheon: it is Extension-wide recognition; presenters reflect the Extension system; it's relatively inexpensive and adds to the strength of the conference professional development.
- ESP sees Galaxy as a total Extension effort. It's a showcase of Extension and an opportunity for professional development of all Extension professionals.
- Auction did not work well – environment, length, etc. as reflected in the report.
- Need to have clarity on JCEP's role vs. the planning committee; proper timeline for decisionmaking; less micromanaging.

NACAA

- Decisions about Galaxy IV will be made in September with input from voting delegates.
- The NACAA Board feels that the opportunity for the development of synergy in working with JCEP on mutual goals is important.

Discussion:

Each organization was given six professional development slots to fill as they see fit. Each association needs more autonomy in filling slots. Suggestion: have a day for association-specific business followed by joint sessions. We must focus on meeting the professional development needs of each attendee and association. However, one of the values of Galaxy is the ability to interact and network with those from different disciplines, which does not occur at association meetings.

Awards issue: DSA is the culmination of a person's career and deserves appropriate recognition. Each association has their own way of recognizing these awards. When presented in different ways at Galaxy the experience may be diminished. For Directors, it was valuable to be able to attend a regional awards presentation and view all the awards, rather than those from a single association.

Kathy moved that at all future Galaxy conferences, association awards be presented by individual associations, with group recognition also included at a general session. Betty seconded the motion and requested a friendly amendment related to additional expenses related to banquet costs. The motion was withdrawn by Kathy.

Kathy moved: Each association will be responsible for the organization and presentation of their awards during the Galaxy conference, with group recognition also included at a general session. Betty seconded the motion.

Discussion: Do we recognize all award winners in the general session, or just the major/significant award recipients? We need to work out the logistics. It is clear that the

current model for awards at Galaxy is not working, and the JCEP Board needs to find a way to make it work. ***Passed with one abstaining.***

Committee Charges: Direct Galaxy planning committee to include the expertise of each association in organizing conference elements; have more general sessions bringing all professionals together; have co-planned sessions involving two or more associations; give more latitude on planning professional development sessions to each association; work more cohesively with donors; develop a simple but fair division of proceeds (could be a flat amount to each association plus a prorated split based on number of members attending).

Suggestion: Provide some type of written MOU or document for the Galaxy planning committee to clarify JCEP roles vs. committee roles. Kathy feels that the financial/budget responsibilities remain with JCEP and the budget must be approved by JCEP for oversight purposes. Duane suggests the committee identify the elements that need oversight by JCEP as the sponsoring organization vs. those that can be done by the planning committee (fiscal issues, accountability as examples). Ellen asked that we clarify what was different in the management of Galaxy III as opposed to previous events.

Sharon and other noted that there were fewer organizations involved (4 vs. 6), so the committee was smaller. We need to develop a timeline by which decisions must be made by JCEP to facilitate committee functioning. And, committee membership issues required more input from JCEP. We need to have concrete expectations for the committee including the timeline mentioned above. The Galaxy planning committee chair should be the primary liaison with JCEP for purposes of effective communication.

Earl asked for a timeframe for commitment from individual associations to participate in the next Galaxy conference.

Fred noted that we have devoted a great deal of time to Galaxy planning. He feels that could streamline our involvement in the next Galaxy and delegate as much as possible to the committees as possible, with JCEP stepping in only when needed. Karen suggested we have a subcommittee representing all the associations who could address issues rather than the entire board.

JCEP ELECTRONIC COMMUNICATIONS

A teleconference was held in May. Recommendations were made to Chuck to clean up broken links, etc. Additional updates:

- Provide links to association peer-reviewed papers - needs to be cleared through individual association boards.
- Consider collecting statistics on the use of the site, especially as we increase the professional development items present on the Web site.

- Continue to encourage use of the JCEP Web site, beyond links to each association. Associations should continue to make marketing of the site a priority. We need to determine how to reorganize the site to keep it user-friendly and relevant.
- Chuck Otte is willing to continue to update the Web site for another year (thank you, Chuck!), but we should consider how we will transition to a new Web master.
- Recommendations from the Partnerships and Public Issues Committee:
 - Create an Awards page or button to link to award opportunities as well as winners.
 - Develop criteria for posting to the Web site.
 - Add a Partnerships and Public Issues button with tools, etc.
 - Add a Scholarship button; post Della Baker’s white paper as published, etc.
- We need to be realistic about what we include on the Web site in terms of the Web master’s time and Board members time. What do we have resources to accomplish? Can we work with a University IT department to develop architecture for the site, which we could then maintain?
- New tools are being developed for creation of Web sites that may allow easier, new methodologies for posting information. We should have a short-term plan as well as long-term goals for the site.
- Examine the Strategic Plan and make sure the Web site serves the plan.
- Update the committee to include Jeff Schalau as a consultant.
- The Web site can be a powerful tool for professional development for members, helping us meet our mission. We should devote adequate resources to the site to make it as useful as possible and to attract a younger demographic. We need to include representatives of the electronic generation to help guide development of the site – this might be a collegiate 4-H volunteer, etc.
- All Board email communications are archived on the Web site and available to members.
- Can the JCEP listserv be set up so that the replies do not go to the entire list, but instead has a default to reply to sender?

PROGRESS ON 2009 ACTION PLAN

We reviewed and updated the Action Plan to ensure progress continues.

STRATEGIC PLANNING FOLLOW-UP

Prior to this meeting, a committee worked on several draft vision statements and developed the following:

Revised Vision:

JCEP is the center of the Extension profession and a partnership of Extension professional associations:

- doing what each cannot do effectively alone,
- building leadership and collaboration,
- providing professional development and scholarship opportunities, and
- advocating for excellence in the Extension profession.

The committee recommends the revised vision be adopted. Carried unanimously. This new vision statement needs to be posted on the Web site. The brochure should be revised to reflect it also. (direction to Electronic Communications committee)

JCEP board members should review the Strategic Plan to ensure it continues to reflect the workings of the board.

Fred suggests we consider an expanded role for a contracted individual to serve as an Executive Director to provide more continuity to the JCEP Board and assist the President in completing his duties. During the next two years, a committee could consult with JCEP officers (current and past) to better define the specific tasks that could have been handled by an Executive Director, and what the cost might be. We could also consider how an Executive Director position meshes with the Meeting Planner position. These might be separate duties or combined duties, which could affect the next meeting planner RFP. We could consider hiring an Executive Director who also maintains the Web site. JCEP would have to identify sufficient resources to support this concept.

Fred appointed a committee to determine duties, job description, and economic feasibility of hiring an Executive Director. Members:

- Ed Jones (chair)
- Earl McAlexander
- Sandy Corridon
- MaryAnn Lienhart-Cross
- Phil Pratt

- Sharon Hoelscher Day(ex officio)

CSREES & ECOP REPORTS

Department continues to welcome the Obama administration. Undersecretaries are being appointed, including Dr. Shah, who will oversee our agency. He has worked for the Gates Foundation. He seeks to increase the number of high-level positions in his department from within. A roadmap to direct the four agencies to avoid duplication of efforts is being developed. The political appointee who will head NIFA as director has not yet been named. The current administrator is working to smooth the transition.

Jim noted that JCEP is an effective representative for Extension professionals, and that PILD has become a very valuable and important experience in developing relationships with Congress. The message has been consistent and real, and needs to continue in the future.

On behalf of the JCEP Board, Fred expressed deep appreciation to Jim for his work with the board during the past seven years. ***Judy Breland moved that on behalf of JCEP, Fred Miller purchase a round of golf for four as a token of appreciation for Jim Spurling's contributions to JCEP. Susan Donaldson seconded. Carried unanimously.***

TOUR OF LAS VEGAS EXTENSION FACILITIES

Duane Johnson arranged for the JCEP Board to tour the Las Vegas Cooperative Extension office. This facility was built a few years ago and is considered to be state-of-the-art, with wings housing different teams, including:

- Water, Horticulture, Economics and Environment – Master Gardener facilities, soil lab, etc.
- Children, Youth and Families
- Health and Nutrition – large teaching kitchen facility available

Presentations were made by each of the teams, and we learned more about several programs:

- Master Gardeners
- Radon
- Desert Landscaping
- All 4 Kids – nutrition programming
- 4-H New Faces, New Places

Sue will send a letter expressing our appreciation.

Thursday, June 11

CALL TO ORDER 8:30 AM

NASLGUC/APLU REPORT

Daryl Buchholz provided a written report.

- Managing in Tough Times (MITT) fast-tracks providing a set of resource information nationwide to deal with financial and economic crises and should launch by approximately September 1 with a set of comprehensive materials and trainings.
- eXtension continues to move forward.
- New ECOP staffing model: one person in Washington, DC and each of the regional leaders will provide 25% of their time to cover duties. JCEP will continue to have a liaison from ECOP.
- Measuring Excellence in Extension: in flux.
- Marketing and Communications Task Force: Working on branding; see report posted at www.aplu.org/NetCommunity/Document.Doc?id=1480

Fred expressed appreciation for Daryl's and Linda Kay's contributions in working with the JCEP Board.

Daryl suggested we send a letter to Paul Coreil as ECOP Chair copied to Ray McKinnie (ECOP Chair-elect and LAC Chair) to express appreciation for JCEP's participation in the LAC and reemphasize the importance of ECOP's participation with JCEP.

REPORT FROM LAC

The Leadership Advisory Council (LAC) met May 18- 20 in Charlotte, North Carolina. All JCEP Past-Presidents were invited to the meeting, which was arranged by the Chair-elect of ECOP, Ray McKinnie. Other attendees included program leaders, CSREES program personnel, and regional Cooperative Extension representatives. The meeting did not include stakeholders. The LAC is expected to provide "challenging input and ideas on current relevant issues and progressive suggestions and ideas based on scientific data about future issues for the System. The committee was provided with required reading (Community: The Structure of Belonging, by Peter Block) and was asked to interview colleagues on the issue of building trust prior to the meeting. We developed goals and action steps which were provided to leadership as recommendations. An LAC report will be posted to <http://www.aplu.org/NetCommunity/Page.aspx?pid=1078>; documents from previous years are also included. See <https://www.aplu.org/NetCommunity/Document.Doc?id=1324> for the 2009 Strategic Opportunities for Cooperative Extension Executive Summary.

JCEP needs to continue to participate in developing strategic directions and opportunities for Cooperative Extension by participating in LAC meetings. Board members are urged to make attending the meeting a priority next year.

ECOP BUDGET/LEGISLATIVE COMMITTEE REPORT

Sharon provided a link to the ECOP Web site. ECOP is working on multiple budget years and theme areas as identified by the Budget and Legislative Committee. It lists examples of types of programs that might fit under the themes. Sharon would like additional examples sent to her. They're trying to build a more unified effort (still tied to budget lines, however.) The theme approach will be used for FY11 appropriations.

An example:

Competitive, sustainable and productive American agriculture

- Food and agriculture security
- Profitable farms and rural economies
- New technologies (etc.)

The National APLU Energy Initiative announced in March 2009. The President is proposing an initiative with a new budget line to improve rural quality of life (workforce prep, handling stress, technology, etc.) – an opportunity for Extension.

Budget and Legislative Committee is a subset of ECOP that feeds into the Budget and Advocacy Committee.

SUSTAINABILITY INITIATIVE

The sustainability webinar targeting association board members was held May 13, with help from Sharon (U. Arizona, host). The committee is trying to determine whether to do it again, how well it worked, etc. Participation was low. Newsletter articles have been written and will be provided to us to put in our association newsletters. Evaluations were very positive. The webinar will be viewable on the JCEP Web site on the sustainability page. NACDEP and ANREP are featuring issues of sustainability in their conferences. Results from the Galaxy session are also posted on the JCEP Web site.

The committee is looking for direction from the Board. Board members feel JCEP should continue to support this important initiative and noted that this is one issue on which all associations can and have joined together. The committee includes the past- past-presidents who no longer serve on their association boards. The Board is urged to view the webinar and determine how the information fits into their association and how they can incorporate the information. The committee could then survey the associations to determine progress.

Betty moved that the JCEP Board continue to support the efforts and work of subcommittee on sustainability. Seconded by Jeff. Discussion: is the word “sustainability” overused? Committee is working on that issue. **Carried unanimously.**

Fred felt that perhaps the webinar was too long and challenged the subcommittee to try to develop a more concise presentation or set of presentations no longer than 30 minutes in length. The webinar could be extended to all association members. The matrix needs better explanation on the Web site for those not involved in its development.

GALAXY POLICY REVIEW COMMITTEE

Ellen asked that current Past-Presidents (Fred, Kathy, Betty, Sue, Mike W. and Duane) serve on this committee along with Ex Officio members with knowledge from previous Galaxy conferences (Bob Ohlensehlen, Sharon Hoelscher Day, Diane Baker, Carol Schlitt). Carol has agreed to chair the committee.

MEETING PLANNER CONTRACT REVISIONS

Kay provided the initial contract that the committee considered. Ellen and the committee provided recommended contract revisions. Issues include: advance payment to cover planner costs; travel guidelines (use JCEP policies); direction to explore new technologies; meeting planner to organize planning meetings for conferences (need to determine if planner needs to attend the meeting vs. call in); resolution of credit card errors (2006-2007 – some cards were run twice and JCEP paid both fees; should be the responsibility of the party who made the error). The Board requests that Ellen provide a copy to all members for review. The general agreement has been posted in the Handbook in the past but Ellen feels the specific contract with payment details should not be posted. Sharon suggested we create a secure, password-protected site accessible only to Board members for these types of materials. **The Committee recommends the Board accept the proposed revisions. Vote to accept committee report: unanimously passed.**

The Committee also recommends that each year at the winter Board meeting, the President-Elect of JCEP work with the President-Elects to review the contract as part of their duties as listed in the Handbook. The contract could be supplied during the orientation and would help new members to understand the expectations of the meeting planner. **Unanimously passed.**

NAE4-HA REPORT

- Membership up a bit
- First-timer scholarships offered (new); good response
- Meeting in Rochester, NY Oct. 25-29

- Journal of Youth Development – peer-reviewed journal posted on new Web site, www.nae4ha.com
- Advise Chuck Otte of link change so he can adjust on JCEP Web site

NEAFCS REPORT

- 2009 membership renewal is approximately 3,000 members.
- As is happening with many associations, membership is a concern, and the downturn in the economy and restructuring of Extension systems are impacting membership activities.
- NEAFCS's 75th Celebration is in Birmingham, during the 2009 Annual Session, September 15-19. To give emphasis to major programming areas, two pre-conferences will be incorporated into the 2009 Annual Session. A 75th Anniversary committee is busy working on a variety of activities in keeping with the theme: Celebrating our Heritage: Embracing our Future. One of the exciting exhibits is the HUD house. This has provided incentive to other exhibitors with emphasis on green ideas.
- The Spring Board meeting was held electronically over Adobe Connect.
- We had good participation in the regional meetings in Orlando and San Diego. As part of the meeting, questions were posed to the affiliate membership. They enjoy the recognition of participating in this type meeting, as long as participation is paid by the Association. Without stipends or subsidy, there is question about participation just for the value of professional development.
- NEAFCS awarded 25 scholarships to attend PILD. The interaction with national program leaders and congressional delegations was excellent.
- A new project, a NEAFCS Resource/Cookbook, Living Well, is moving very rapidly toward publication. It has stimulated enthusiasm among the affiliates and will help increase resources for both affiliates and the national association.

NACDEP REPORT

- Currently have 410 members. We had about 175 participants at our annual meeting which was held April 20-22 in San Diego, California. We were concerned about being able to meeting our meeting expenses, but in the final report we exceeded expenses by just under \$5,000.
- Our 2010 meeting will be held April 12-14 in Bloomington, Minnesota.
- We had only limited participation at the regional meetings; however, the webinar approach was appreciated by those able to participate in that fashion.

- We have adjusted our annual year from annual meeting to annual meeting except in Galaxy year when the change in officers will take place on May 1st.
- We continue to focus on recruiting new members.

ANREP REPORT

- Membership: 400 members paid in full
- Planning for the 2010 Conference is underway: Opportunities for Extension in a Changing Environment: Lessons from the Last Frontier, University of Alaska Fairbanks, Sunday, June 27 – Wednesday, June 30, 2010. The conference will emphasize creating effective multi-state and multi-agency collaborations. Educators will learn first-hand about renewable energy, climate change, and the importance of oil and natural gas to Alaska’s economy.
- Call for Abstracts is open until June 12. Go to: <http://www.anrep.org/conferences/2010/abstracts>
 - ANREP is a 501 (c)(6) organization. The Executive Committee is investigating options to allow the tax free contribution of funds to the organization. Options being considered include forming a foundation; re-incorporating as a 501 c(3); and asking the IRS to reclassify our status.
 - Sustainability Teaching Tools on the Web - www.anrep.org/tools. Eleven tools from five states are listed in a searchable database. These include a publication titled “[Toward a Sustainable Community: A Toolkit for Local Government](#)”; teaching curricula, “Concord Consortium/The Center for a Sustainable Future”; Web-based tools, “[Living Sustainably: It's Your Choice](#)”; continuing education, “[Program for Resource Efficient Communities](#)” and video, “[Rethinking the American Dream](#)”.
 - ANREP and NACDEP Collaboration - www.anrep.org/webinars - ANREP and NACDEP are hosting discussions around sustainability and how we might work together. Sessions were held via webinar at the JCEP regional meetings in February 2009. Presentations were also made by Eric Norland, CSREES on grants, Robert Tufts, Auburn University on estate planning, and Michael Crimmins, University of Arizona on education for climate change. The discussions are on-going.

ESP REPORT

- Membership in 2009 is approximately 6500 members
- Emerging Leaders Seminars continue to be offered electronically during summer 2009; topics deal with preparing leaders for working in today’s rapidly changing world; see prior e presentations at <http://espnational.org/>
- Conference to be held in Fargo, ND Sept. 13-16; working on keeping the conference affordable including renegotiating contracted conference lodging prices
- New representative needed to serve on JOE Board

- New Web site is close to completion and should be launched this summer with a marketing campaign
- Working on ESP history; period from 1927 to 1979 can be found in the book “The People and the Profession”
- Cost-savings: reduced one day of board meeting time during national conference and reduce total conference length by one day; implement electronic professional development opportunities
- New Executive Director hired – Bob Ohlensehlen, Idaho; retired from University of Idaho Extension, where he was an Extension County Chair for 25 years.
- Future National ESP Conferences
 - 2010 - Jackson Hole, Wyoming, October 12 – 15.
 - 2011 - Syracuse, New York, October 9-13
 - 2012 - Mobile, Alabama, October 6 - 9

NACAA REPORT

- 3400 members
- Working on financial sustainability; donations are holding level but CDs and other financial instruments are down but have begun to recover.
- 2009 AM/PIC. The annual meeting/professional improvement conference this year will be September 20-24, 2009 in Portland, Oregon.
- On behalf of all of the members of NACAA, we extend to Jim Spurling our sincere thanks and appreciation for his excellent support not only for our organization but for all of the JCEP member organizations over these past years. We wish him well in retirement.

REPORTS FROM COMMITTEES

Handbook/Bylaws: Actions needed: clean up names (CSREES); add specific policies on whistleblowers, etc.; clean up the PILD guidelines; etc. Defer approval of handbook until next conference call. Bylaws – amend to include assistant treasurer and assistant secretary positions, etc. and have a vote by the Board.

Fiscal/Audit: Betty, Rick, Phil, Ellen and Sue met and completed the review procedure listed in the Handbook. Betty is using QuickBooks to reconcile records. Checking account signatures were obtained to aid transition of treasurers and presidents. Tax filing – reviewed 2007 filing;

cost was \$1085. Reviewed docs needed for 2008 filing. Requires listing of in-kind contributions by Board members (hours spent outside Board meetings).

Duane suggests we determine a timeline for filing taxes so we can reduce the need for extensions. He also suggests each committee develop a timeline to assist new members in planning.

Committee Recommendations:

- Add a Document Retention and Destruction Policy to the Handbook. Discussion: the document does not assign responsibilities. Committee will meet and bring an updated version forward at the next JCEP Board conference call (July).
- ***Notify the PILD committee that they are to prepare and submit a PILD budget to the Board for approval by October 1 each year. Carried unanimously.***
- Review other investment opportunities and rates, including talking with Fred's contact at Wachovia and a State Farms person, etc. We need to determine if combining CDs to obtain higher rates could be beneficial
- Determine whether a money market fund would be a good option for some of the checking account funds and to give us flexibility in purchasing CDs, etc.
- Prepare a 5-year budget projection to present to the Board. Determine if JCEP can cover the costs for Past-Presidents to attend the annual Leadership Advisory Council meeting.
- Add a Document Retention and Destruction Policy to the Handbook.
- Determine annual cost to each association of participation in JCEP.

JCEP Partnership with Public Officials:

- Postpone commenting on marketing plans until after the transition to NIFA has occurred.
- Closely track what's happening with the agency name change and marketing efforts.
- Meet with new NIFA leadership to develop a relationship with communications director and other PR people. This could be done at the 2010 PILD meeting.
- Review ECOP marketing and communications report to determine how JCEP can become part of the marketing campaign.
- Request that JCEP subsidize the cost for JCEP Past-Presidents to attend the annual Leadership Advisory Council meeting as an important opportunity to develop face-to-face relationships. A

request has been made to the fiscal committee to examine the budget to determine funds available for such requests.

- Continue to bring volunteers to participate in PILD and visits on the hill. PILD continues to develop as an increasingly effective tool.
- Continue to develop the idea of a JCEP Impact Award. Develop criteria for this “public affairs” award and the desired outcomes. Include volunteers as well as Extension professionals. Alternatively, we could continue to offer awards to speakers or teams to present at PILD as we did this year in lieu of poster awards. We suggest a subcommittee be formed to develop this award.
- Welcome and work with the new NIFA liaison when Jim retires. We need to initiate the relationship with the liaison and provide an orientation to the workings of JCEP. An initial letter to the NIFA Director should be sent to reinforce the need for a liaison. Jim will let us know at the appropriate time.
 - Continue to direct each national professional association to ask their committees that deal with public issues to make the promotion of Extension impacts a priority, so that the national boards are well-informed of what is going on in the states. Some of this occurs via PILD.
- Post Della Baker’s article on scholarship as published in JOE to the JCEP Web site. Create a page on scholarship with a button on the home page. Explicitly acknowledge the differences in definitions of scholarship on a state-by-state basis.
- Establish a JCEP committee on scholarship.
- Post presentations from PILD as appropriate to the JCEP Web site. Assign responsibility to the PILD planning committee to include gathering and identifying appropriate materials/presentations for posting to the Web. In the future, webinars can be captured and posted much as we did with Dr. Pierce’s presentation in 2009.
- Develop criteria for posting materials to the Web site. Reorganize the Web site to highlight specific topics and tools. One alternative is to call a page “Partnerships and Public Issues” with Scholarship as a separate page.
- Create an awards page on the Web site with links to opportunities as well as winners. We could link back to the individual association awards also.
- Work to coordinate with the CSREES/NIFA Web site to link and coordinate information more effectively.
- Publicize JCEP team award winners to all Extension Directors, University Presidents and the national level/Congressional representatives as well as CSREES newsletter. Provide a press release or other tool.

Regional Meetings:

- ESP has been working on “Healthy Work Environment” as a theme for next year’s regional meeting. They have invited Michelle Obama and have submitted a proposal to her. If she is not available, they have requested interactive or pre-taped video participation in the conference.
- Mike’s evaluation results need to be consulted in developing the schedule for Nashville, remembering that leadership training needs adequate time in the schedule. Share any feedback with Sandy after reviewing the evaluation results.

Traveling Team: The team recommends that it have a poster session opportunity and a short presentation (10 minutes or so) at a general session slot appropriate to the association that addresses the entire group. The committee also recommends we have 2-3 JCEP members from different associations at each conference in response to fiscal concerns. Rick noted that we will have to work harder to maintain our synergy as a group if the traveling team does not include representatives from all associations. Duane notes the need for the traveling team to represent all six organizations. Mary Ann notes the need to determine specific fiscal responsibilities for the cost for the traveling team to attend conferences. Most associations comp the registration fees, and JCEP provides each association with \$500 per year to help support participation in JCEP. We could create a grid showing traveling team members for each conference. Ed suggests that the committee revisit these issues.

Ed has a poster and banner promoting JCEP that is available for use at events.

PILD Awards Committee: Committee work has been completed. They will have something to discuss at the next conference call.

Historian: The committee is attempting to locate missing records and determine an appropriate storage location. The President was asked to write a one-page summary of his year as president to become part of the history (significant events and changes, committee chairs, etc.) The Secretary needs to be an ex officio member of the committee to aid in maintaining lists of motions, etc. They suggest scanning all documents so that they can then be stored and protected. Committee members will follow up in obtaining records from prior Board members. Ellen has offered to provide storage space for records, but a permanent location is needed. The Board expressed appreciation to Duane for his efforts to compile the association history.

OTHER AGENDA ITEMS

- Fred will provide a copy of the complete Galaxy III report to the organizers in Pennsylvania. Ellen will maintain a copy for historical records.
- Ellen asked the Board for direction on holding the winter Board meeting as part of the Regional Meeting in Nashville, Feb. 3-5. This would help reduce costs. Board members could

arrive on Sunday, meet for 1.5 days prior to the meeting, and more time at the end of the meeting. Rick asked that the item be placed on the agenda for the July conference call.

- Provide feedback to Ellen about including a tour or other event as part of the June meeting vs. completing the meeting earlier.
- Committees are welcome to meet prior to the face-to-face meeting if desired and appropriate.
- The Secretary will write a thank you letter to the Las Vegas Cooperative Extension office and share the letter with the Board.

ADJOURNED AT 11:38 AM

Remaining Conference Calls for 2008 - 2009

July 27 and August 31

All Conference Calls are at 4:00 PM EST (3 PM Central, 2 PM Mountain and 1 PM Pacific)

Conference Call Dial-In Number: 1-800-944-8766 1-800-944-8766 and the pass code is 43321#.