

the budget process Continuing Resolution to the Farm Bill. The House may act as early as this week. The Senate is proposing an omnibus bill – meaning all the budget bills will get rolled into one. If that happens, some of the 406 programs (IPM Centers, Methyl Bromide, etc) will be lost. Senate plans to act by Dec 17th.

- **Farm Bill** – AEA and ASRED are staffing positions on the Farm Bill Committee. We are working on the Extension proposed changes to the Farm Bill. The process seems to be going smoothly.
- **AEA meeting** will be in Arlington, VA on Jan 31 – Feb 3, 2011.

3. Update from ASRED - Ron Brown

- **Personnel Changes** - Six Extension Services in the southern region have been under interim leadership at the director level. Three of these have conducted national searches; one search was canceled, one has named a director (MS) and one (VA) has or will soon make an announcement.
- **eXtension** - As requested by ECOP, the southern region directors of Extension discussed during the fall meeting the various options and levels for funding eXtension. Understanding the importance of eXtension to achieving the Extension mission in today's society, yet facing current budget pressures in the various states, ASRED voted to support Option 2, Level 1.
- **4-H Tax Change Issues** - Southern region directors have significant concerns with the changes and timing of changes related to compliance of 4-H with tax regulations. Following the fall ASRED meeting, directors scheduled a conference call with Lisa Lauxman for September 20, and also participated in the webinar held October 1st. Due to the influence of local influencing factors, directors are divided about which option is better. There is consensus, however, that more time is needed. There is also continuing discussion at state and national levels.
- **Gulf Oil Spill** - The flow of oil from the Deep Water Horizon rig has been stopped, but the oil is not gone, and the impacts of the spill will require years of recovery. The five Gulf States have successfully implemented a small NIFA Special Needs contract and have completed a comprehensive, long-term proposal for Extension's involvement in recovery. Dr. Paul Coreil has met with BP and discussed the proposal as it relates to a new organization initiated by BP, called the Gulf Coast Restoration Organization. Goals of this organization and goals of the Extension proposal have many similarities; this offers encouragement that BP may fund Extension programming, as well as research.
- **ECOP Staffing** - Dr. Jane Schuchardt has been named national Executive Director. Regional EDs (25% FTE) and Jane will work as a team to support ECOP and CES.
- **ASRED Leadership** - Dr. Gaines Smith (AL) has assumed the chair of ASRED for 2011, replacing Dr. Jim Trapp (OK). Chair-elect is Dr. Jimmy



Henning (KY). ECOP members are Drs. Jim Trapp (OK), Paul Coreil (LA) and Ed Smith (TX).

- **CLP** - Dr. Ed Smith also serves on the national Committee on Legislation and Policy (formerly the farm bill committee) as an appointee of ECOP. A national survey was done to gather director/administrator input.
- **Common Indicator Workshop** in New Orleans
 - NIFA is holding a national workshop in New Orleans in February 2011 focused on writing common indicators. Southern region representatives are:
 - Global Food Security and Hunger Team: Dr. Paul Brown, Associate Director Rural & Traditional Programs, Alabama Cooperative Extension System; PWB0001@auburn.edu; (334) 844-5546
 - Climate Change Team: Dr. Bobby Fletcher, Assistant Director, Louisiana Cooperative Extension System; BHfletcher@agcenter.lsu.edu; (225) 578-2906
 - Food Safety Team: Dr. Evelyn F. Crayton, Assistant Director, Family and Consumer Sciences, Alabama Cooperative Extension System; craytef@auburn.edu; (334) 844-2224
 - Childhood Obesity Team: Dr. Anne Sartor, Assistant Director, Arkansas Cooperative Extension Service; asortor@uaex.edu; (501) 671-2109
 - Sustainable Energy Team: Dr. Steven E. Taylor, Director, Center for Bioenergy and Bioproducts; taylost@auburn.edu; (334) 844-3534
 - Evaluation – Dr. Scott Cummings, Associate Department Head and Program Leader for Extension Education, Texas AgriLife Extension; s-cummings@tamu.edu ; 979-847-9388
 - Facilitator – Dr. Joseph Donaldson, Extension Specialist, Extension Evaluation and Staff Development, Tennessee Cooperative Extension Service; jdonald2@utk.edu; (865) 974-7245
 - There will also be a research representative on each team and one or more NPLs.
- **Regional Initiatives** - ASRED is concerned that we are not pursuing regional initiatives as we should. Two areas were selected for further work: obesity and rural development.
- **406 Task Force** - A Task Force to look at possible restructuring of the 406 programs has been formed.

4. Review of Conference Evaluations & Committee Feedback

- Accomplishment report – Most committees saw value in some type of accomplishment report. However, several suggested that a more streamlined process be used. A small committee (Chris Boleman, Martha Ray Sartor [recommended – Rachel will contact], Joan Dusky, Rachel

Welborn) will propose a plan for providing a mechanism for reporting that is more efficient.

- Committee officer training & New member orientation – Committees were consistent in supporting the continuation of this training – Joan will coordinate a small group to review and refine the training. Chris volunteered to assist with the newcomer orientation.
- Cross committee time - Most committees found this valuable, but pre-planning is needed. A sub-committee was formed to propose a format (see further discussion below.)
- Opening session document – regional indicators. The four subject area committees had mixed responses about this, with some seeing the value and some not. The four non-subject area committees were in agreement that they should provide support to the subject areas on this and not measure their own separate indicators on a regional basis.
- General session – Several suggestions were shared from the groups. These were brought into the discussion on the conference theme below.

5. Conference Planning.

- Finalize conference theme: After considering several potential themes, the PLC agreed on the title “Cooperative Extension GPS: Guiding & Producing Solutions” with a focus on marketing and communicating using new strategies to expand community involvement.
- Identify potential speakers based on conference theme:
 - Keynote for the conference will be an overview of findings from the Capernicus Survey. Elizabeth Gregory North will be asked to present. Chris Boleman will contact her.
 - Short success stories: a notice will be sent to all of the committees soliciting examples for “high touch, high tech” success stories. Some possible examples include:
 - Chris Boleman – 4 H
 - Jane Clary - health blog
 - North Carolina – Impact reports – Robin Adams
 - A small committee comprised of Ron Brown, Chris Boleman, Bob Reynolds, Adolphus Johnson, and Rachel Welborn will review the submissions and make recommendations to PLC on 3-5 to include as short presentations during the conference. This committee will be prepared to make recommendations for the February PLC call. Chris will formulate a message for the PLC Representatives to use in talking to their committees. Rachel will send it out to all the committees.
- Cross committee work: PLC agreed to plan a set time for cross committee work based on specific topics. The time block will be from 1:00 to 3:00 on Wednesday. To accommodate the shorter lunch time, no presentations

will be made during lunch. Each topic will have a planned agenda and pre-selected leaders to facilitate the discussion and follow-up action. Conference participants will be allowed to self-select into the various groups, but committees will be encouraged to have representation in each session. Participants will be asked to pre-select their group prior to the conference so that appropriate room arrangements can be made. Each group leader will have a draft agenda to post before registration opens. The sub-committee will further develop the plans for this group and solidify leadership. Sub-committee members are Joan, Nelson, Casundra, Jim, and Latit. Below is a list of the proposed groups along with potential leaders.

- Working with military families – Casundra Cyrus & Brent Elrod
- Being competitive: new resources for funding: AFRI success – keys to success
- Social Marketing – driving the content: Lalit Rainey
- National Indicators: Measuring Success - Co-chairs: Carolyn Nobles and Paul Brown tentative
- Obesity – Christopher Grimes
- Community Based Food Systems – Elizabeth Andress and Karen Gehrt
- Health, Safety, and Management – Jorges Attiles
- Climate Change and Variability – Mike Spranger

Thursday, December 9

Attendees were the same as on Wednesday except that Nelson Daniels joined the group.

6. Future Joint Meeting Site Plans – Vicki Vaughn
 - 2011 – Hilton Fort Worth, Fort Worth, TX
 - 2012 – Florida Hotel & Conference Center, Orlando, FL
 - 2013 – Discussion – The location will be Memphis, but not at the place we went this past year. The SRDC is exploring other potential locations. A RFP was submitted by the Peabody. Others have been requested from the Marriott and Holiday Inn Select.
7. Program Committee Reports
 - ANR – Nelson Daniels and Joan Dusky: The committee has recommitted to working together regionally/collaboratively. We are working now to identify multi-state opportunities.
 - COM – Robin Adams and Bob Reynolds: Nothing additional to report.



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- CRD – Adolphus Johnson – Several multi-state initiatives are in play to promote civic engagement (Turning the Tide on Poverty and National Issues Forums).
 - FCS – Kasundra Cyrus and Karen Gehrt: We are thinking through the regional indicators. Ellen Murphy and Christopher Grimes will be working to help with these.
 - 4-H Youth– Chris Boleman and Dorothy Wilson: 4H Tax Exemption is high on our agenda.
 - IT – Jim Segers and Lalit Rainey – Nothing more to report
 - MM – No representatives
 - PSD – No representatives
8. Registration and Payment Considerations – To get the Early Bird rates registration and payment must be received. If someone must cancel, they must call in advance or will have to pay.
9. Adjourn

REMINDER – The next conference call will be held Thursday, February 17, 2011 at 9:00 Central. The call-in number will be 605-475-4860. Participant code 235023#.