



**Southern Region Program Leadership Committee Meeting**  
**April 18, 2013**  
**Minutes**

Participants:

- ANR –Joan Dusky and Dawn Mellion-Patin
- COM – Frankie Gould and Ayanna McPhail
- CRD – Joy Moten-Thomas
- FCS – Kristopher Grimes and Ann Sorter
- 4-H Youth Dev –Chris Boleman
- IT – Lalit Rainey and Rhonda Conlon
- MM –Martha Ray Sartor
- PSD – Scott Cummings

AEA:

ASRED: Tony Windham

SRDC: Vicki Vaughn Rachel Welborn

1. February meeting minutes were approved as presented
2. AEA representatives were not on the call
3. Update from ASRED - Tony Windham
  - ASRED, in cooperation with SAAESD, held an unveiling of the Battelle Study of the Importance of Bioresources in the South (and the importance of research and Extension) in the House Ag Committee Meeting Room from 2 to 4 pm Wednesday. More than 50 people participated including Frank Lucas, Chair, House Ag Committee; President of Oklahoma State University, Burns Hargis, Peter Nelson, Bio-Dimensions; Bob Young, National Farm Bureau; Ian Maw, APLU, and from Battelle, Simon Tripp and Deborah Cummings. In addition there were representatives from several other state congressional delegations and other ag related organizations, e.g., KGlobal, USA Rice, American Vet Med Colleges. From CES, Tim Cross, Linda Benning and Ron Brown attended and from Research, Eric Young and Jonathan Eddleman attended. It was judged to be a very successful meeting. Burns Hargis, the President of OSU, made a strong appeal for an increase in formula funds, which was echoed by one of the Farm Bureau representatives.
  - Tom O'breza presented a proposal for a Water SERA at the joint ASRED/SAAESD meeting. It is likely to be approved.
  - Dr. Tim Cross, Dean of Extension, UT, is one of two nominees for election to the BAA Policy Board of Directors.
  - At the ASRED meeting, the region's national priorities for federal funding were identified. Top priority is capacity/formula funding; the top 5 additional lines were



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EFNEP, Extension IPM, eXtension, Water Quality and Regional Rural Development Centers.

4. Conference Planning: “Connecting with Communities – Preparing for the Next 100 Years”
  - Keynote speaker: Frankie reported that both Devin Fidler and Luke Wroblewski were willing to come, but one was \$6,000 and the other other was \$6,500 plus expenses. Frankie has contacted Amy Lynch but not heard back yet. Amy talks about reaching diverse audiences and crossing generational boundaries. Frankie has talked with eXtension staff to see if they have other ideas. Other ideas were presented at the December PLC meeting. Scott also suggested considering Barbara Chamberlin (NM).
  - Implications of presentation – how to gain responses: This discussion was postponed until the speaker is selected.
  - Breakout sessions: Chris Boleman, Kris Grimes, Carolyn, Frankie, Rachel – 11 session selected for the 16 slots, meaning that those that get the most interest will be repeated.
  - Smith Lever Celebration: Tuesday at lunch – Frankie, Vicki Bill Woodrum and Frankie will present information about the Smith-Lever centennial celebration toolkit and national plans. Also, the Journal of Extension has accepted our proposal to have a commentary article in each of the 2014 issues as it relates to the Smith-Lever Act.
  - Newcomer Orientation: Chris B., Joy, Lalit, Ayanna - This committee has had one call to begin putting some ideas together. They have another call on May 30<sup>th</sup>. They plan to provide some preview information to new members by the first of August. They also plan to create an orientation packet. The actual event will incorporate some fun activities rather than just “talking head” presentation.
  - Program Committee Chair Training: Scott – This will be an update reminding chairs of deadlines done as a webinar about a month ahead.
  - Registration: Vicki: We will be launching registration through a new system that accepts credit cards online. We hope to open registration by the middle of next week.
  
5. Program Committee Reports
  - ANR –Joan Dusky - ANR had a committee phone call, but neither of the representatives were able to join. Agenda items included the Farm Bill and shared specialists among states. Next call will be in preparation for August meeting.
  - COM – Frankie Gould and Ayanna McPhail – The committee is working on its Plan of Work, specifically on the white papers. They are continuing to focus on national impact initiatives.



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- CRD – Joy Moten-Thomas– March 20<sup>th</sup> call – The committee is continuing to work on CRD indicators and developing a repository of CRD best practices.
  - FCS – Kristopher Grimes and Ann Sorter – The next call is on May 9<sup>th</sup>. Discussions have focused on budget changes especially around EFNEP and SNAP-Ed. Debbie Murphy agreed to serve as our CRD liaison. SNAP-Ed also a national concern national dollars, reduced funding.
  - 4-H Youth Dev –Chris Boleman had to leave the call early. Ann Sorter reported that 4H leaders met with the national program leaders in New Orleans. 4H indicators were discussed. The committee also discussed looking to ECOP to help guide some of the conversations around what we want to do nationally in 4H with the 4H Council.
  - IT – Lalit Rainey and Rhonda Conlon – IT’s call follows this call today.
  - MM –Martha Ray Sartor – The Middle Manager’s biannual conference was held last week in Kentucky. PowerPoints and other handouts will be posted to the PLN web in the next few days.
  - PSD – Scott Cummings– Several PSD members will be involved in leading breakout sessions at PLN.

6. Other Business

7. Adjourn

**REMINDER – The next conference call will be held Thursday, June 20, 2013 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#**