

**Minutes**  
**Southern Region Middle Managers**  
**February 14, 2019**  
**Via Zoom**

Participants:

- Sharon Reynolds- Chair
- Blake Lanford- Vice-Chair
- Mike Martin- Secretary
- Lonnie Johnson 1862 PLC Representative
- Gerald Jones 1890 PLC Representative
- Dee Cooper
- David Perrin
- Eric Simonne
- Jim Stewart
- Andrea Scarrow
- Jerry Lamb
- Beth Phelps
- Jerry Clemons
- Martha Ray Sartor

AEA Advisor: Carolyn Williams  
ASRED Advisor: Rick Cartwright

1. Sharon Reynolds - Middle Managers Chair, welcomed committee and called the meeting to order.

2. Update from Administrative Advisors:

Dr. Carolyn Williams, Prairie View A & M:

- Plans are underway for the 2020 Conference. 1890 Representatives met in Washington DC with research directors to see how to strengthen the relationship between research and Extension.
- The summer meeting is being planned and is scheduled for Orlando, Florida
- Waiting to hear how to move forward with Farm Bill Changes

Dr. Cartwright, Arkansas

- Shared that the recent government shutdown created some problems financially for States. Fortunately, most states did not have to implement a furlough to make it through. Currently waiting to see if there will be a continuing resolution signed or if there will be another shutdown.
- A Mini-Land-Grant meeting is scheduled for March 18-21 in Clearwater, FL. ASRED will be meeting during that time. Rick cannot attend, so Martha Ray Sartor will represent him and report back to the Middle Managers.
- Federal grants now requiring a 1:1 match due to the 2018 Farm Bill language. This has created some confusion because of the change from previous practices. Getting clarification.
- The OneAsk campaign was discussed. This is from an APLU committee that has a plan to consolidate the 6 lines of federal funding to states, into 1 line. There will be a webinar in early March to discuss how this will work.

- Rick shared that an email regarding “Farm Dog Technologies” is about a precision agriculture app that is being promoted free to Agents. Let Rick know if anyone has experience with this.
- Southern Region Extension Forestry program will end on June 30<sup>th</sup>. Looking at a pilot program to implement on a smaller scale.
- Rick shared about a program called Fieldwatch that monitors bee hives and impact of pesticides on hives. Also shared about a program called Cropcheck that monitors row and specialty crops.
- He announced that the Catfish Farmers of America Meeting will be held February 21-23 in Hotsprings, AR for anyone interested,

3. MM Conference Update- Eric Simonne

The conference will be at the Embassy Suites, in Sarasota, FL on April 22-25, 2019. Seventy people currently registered. The window for lodging registration has been extended. If you need to make reservations at the group rate, the contact person is Christy Morm and her phone is: 941-536-9122.

The closest airport is the SQR - Sarasota airport and is about 3 miles from the hotel. A shuttle is available to take you to the hotel. The weather in April will be warm so dress accordingly.

There is still a need for ignite session topics and speakers. Let Eric know if interested.

Jim Stewart asked about the evaluation committee for the conference. Pete Vergot is chair of that and will be working with the committee.

4. Gerald Jones the PLC 1890 Rep reported on committee work.

The committee met in November. The 2019 PLN meeting will be in New Orleans, LA in August and the theme is “Unmasking our Potential: Building Resilient Communities”. There are plans to have ignite sessions offered with cash prizes of \$200, \$100, and \$50 offered to the top 3 presenters. The plans for pre-conference sessions are looking at intergenerational communication and coming together for racial understanding. Instead of having a keynote speaker, the plan is to have a panel of representatives from NIFA, APLU, ECOP and Carolyn Williams to discuss the future of Cooperative Extension. The 2020 Conference is scheduled to be at the Hilton in Fort Worth, TX. Lonnie Johnson, the PLC 1862 Rep shared that they also discussed ways to encourage cross committee interaction. Possibly schedule a specific time for it, or to allow it to happen organically.

Gerald shared that he attended the 1890 Leadership Academy that was conducted by eXtension and was held in Atlanta, GA in November. It was well done.

5. Sharon reviewed 2018-19 Plan of Work.

- Sharon will put the recruiting and hiring document that Tom Obreza has compiled in a Word document and share with the Middle Managers as an attachment.
- Jeff Young and Lonnie Johnson met regarding what different states were doing in regard to Opioid work. Since ECOP had done a survey of states on this effort, we will use the ECOP results. Sharon will send the results of the survey out to the Middle Managers.

6. Blake Lanford gave an update on the newsletter. He will continue to use the SWAY format. He looked at the analytics to see how the newsletter was being accessed and asked how effective it was. Blake will be coming up with a list of topics for the February newsletter and solicit people to contribute to the newsletter content. Those wishing to contribute will send their content to Blake by February 25<sup>th</sup>.

Other News:

Lonnie Johnson shared that Dan Goerlich from VA has been hired as the new AG Program Leader for VA Cooperative Extension. They are in the process of filling his vacancy as District Director.

Respectfully submitted,

Mike Martin, Secretary