Meeting called to order at 1:00pm EST.


The meeting was called to order by Sue Sim, one of three co-chairs of the NCPN Education & Outreach Committee. Sue has recently rejoined the E&O Committee in a part-time status. Co-chair Debbie Woodbury recorded minutes.

Review and approval of minutes from last meeting: The minutes for the December 3, 2018 meeting were accepted.

NCPN Updates
David Prokrym raised the matter of a PowerPoint presentation on “Planning Cycle” that he has used with community group and posed the question whether this concept should be used within the E&O group. Vicky Scharlau suggested that this is exactly what the Communications Initiative group is addressing. It was proposed that Dave’s presentation be added to the agenda for the March 20-21 Communications meeting.

Erich Rudyj reported that the 2019 Spending Plan for NCPN funds has been approved. He then discussed a perspective that NCPN is in transition from “the era of the Center” to “the era of the Network” and shared a slide that showed how priorities are shifting from increasing the effectiveness of individual Clean Plant Centers to focusing on cross-cutting issues intended to enhance Network efficiencies. This shift is indicated by efforts currently underway to establish unified proposals, Governing Board participation in commodity groups, and more interaction between crop groups. It is further supported by the new initiatives to explore quality standards, economic studies, and communication planning.

Quality Initiative
Fatima Osman reported that this group is still identifying candidates for the team, looking at as many as 30 potential participants. Irene Osman reported that the group will meet July 17 at the Marriott in Riverside, CA. Erich shared that the group will be exploring areas in which quality standards might be applied, such as diagnostics, training, and Center outputs.

Economic Initiative
This group is also still identifying participants, and in the process of forming a team of people who are passionate on the topic of economics. There will be a workshop April 17-18 at Cornell University, which will focus on an outcome focused on the grower audience.
Strategic Planning
This group has produced a draft document and is reviewing and refining it in a round-robin fashion. Three of the ten original participants will review it initially, make refinements, and then pass it on to another sub-set of the team. This process will be repeated until the living document is suitable for ratification.

Communication Planning Initiative
Vicky Scharlau defined the goal of this group as building a roadmap to reinforce the value of NCPN and clean plants. There will be a meeting of the participants on March 20-21 in Sacramento, with a second session planned for June 5-6.

Resource Library
Kristen Farrar reviewed recent updates to the NCPN website and the E&O materials available on the site. In addition to the growing collection of brochures and Fact Sheets, a Resource Library now includes all logo files and an NCPN PowerPoint template. There is also an NCPN Poster and an NCPN Overview presentation; both can be used as-is or customized for specific needs. Debbie Woodbury gave a quick review of the “generic” NCPN Overview PwrPt, emphasizing that this collection of slides should grow as commodity groups use it and add their own content. Erich Rudyj reported that he had begun to use the PwrPt and will be requesting additional content. Debbie volunteered to adapt content for others if they would like assistance.

Crop Updates

Berries: Bob Martin reported that in the coming weeks he will be making presentations in Oregon and Ioannis Tzanetakis will be making presentations in Florida. The NCPN-Berries Tier 2 will be meeting April 15-16 at Cornell (NY).

Roses: Natalie Anderson reported that the Fact Sheet on Rose Rosette disease is at the printer and work is now underway to produce a Spanish version. A Fact Sheet on Crown Gall in Roses is also in work. The NCPN-Roses Tier 2 will meet April 11-12 at TAMU (TX).

Sweetpotato: Dianne Coats reported that the NCPN-SP Tier 2 met in New Orleans January 19-20. The SP tri-fold brochure was distributed at that meeting and attendees were asked to introduce others to the NCPN website to help spread awareness. Kristen reported, as a side note, that she is seeing a big increase in inquiries on through the NCPN website and all such inquiries are being responded to in a timely manner. Stephen Meyers reported that the nematode issue is driving interest in the certification process for Mississippi. David Prokrym suggested that someone contact and engage the Executive Director of the Sweetpotato Council.

Citrus: Fatima Osman reported that NCPN-Citrus will participate in the Joint IOCV-IRCHLB Conference in Riverside, CA, March 10-15. The Tier 2 will meet in conjunction with this conference. An updated HLB factsheet will be produced following the conference.

Grapes: Kristen Farrar reported that he NCPN Grapes Tier 2 will meet at FPS (Davis, CA) January 31-February 1. The revised Red Blotch Fact Sheet was distributed at the Unified Wine & Grape Symposium in January.
Fruit Trees and Hops: Tanner Hunt joined the Clean Plant Center Northwest (Prosser, WA) on January 22 and is now serving at the NCPN-Fruit Tree and NCPN-Hops coordinator. She reported that CPCNW Director, Scott Harper, has been meeting with growers to discuss Little Cherry disease. The NCPN-Hop Tier 2 met January 22, in conjunction with the American Hop Convention in Monterey, CA; Erich and David attended.

Newsletter
Debbie Woodbury reported that a newsletter on the five NCPN initiatives was authored by Erich Rudyj and published in mid-December. A Grapes Feature Edition has also been created and an advance copy was distributed at the Grapes Tier 2 meeting Feb 1. The official edition will be published in early March and a pdf version will be posted on the NCPN website. Berries has been identified as the next crop to be featured, with a publication target of May 1.

Other news/projects: Sue Sim reported that she is currently working on a Tissue Culture Fact Sheet.

Next NCPN E&O: target date for the next teleconference is May 2019. Kristen Farrar will be sending out a Doodle Poll to establish the date.

Meeting adjourned at 2:30pm EST.