NCPN Education/Outreach Meeting
Dallas, Texas
February 17-18, 2011

NCPN Education/Outreach

NCPN included in 2008 Farm Bill
• For pathogen diagnosis and elimination (Key principle therapeutics/diagnostics
• Clean plant material made available to states for certification programs
• With state departments of ag
• Using existing clean plant centers
• $5M per year

Basic Materials Set Needed:
➢ Basic NCPN Brochure
➢ PowerPoint presentation
➢ Fact Sheet
➢ Press releases
➢ Talking points
➢ Annual report
➢ Video
➢ Web page (for each NCPN Center, have an NCPN page for that commodity. If there is a national site, it needs to link to every other site.)

Brochure:
• Target audience
  o Congress (incl. staffers)
  o Commercial growers
  o Master Gardener
  community
  o Nurseries
  o Commodity boards
  o Growers associations
  o Extension specialists / universities
  o Consultants / advisors
  o Breeders
  o Media
  o Processors
  o Hobbyists
  o Budwood Exchange
  Program
  o Professional societies
Audiences for national brochure
  - All audiences
Benefit is higher yields, better quality fruit, variety, longevity, and sustainability, competitive, environmentally friendly, and locally grown.
  - Audience needs to say that they need these products.
  - Need to include the threats and the costs.
  - Add that buying clean, virus-tested plants adds value
For more information – need to include this info…. 
Basic brochure should be roadmap to network. Have 2 sets: general and commodity specific (hops, tree fruit, grapes, citrus, berries)
National: Look at everything unified…language on specialty crop value

Need a tagline? Maybe different taglines for different materials.

**Action Item #1 - Taglines:**
Solicit taglines from entire network
- Erich will write solicitation for tag lines to stakeholders and Nancy will put them on the stakeholders’ website.
- Responses go to Tammy Kolt
- Deadline: April 15. Then send Doodle poll so leadership will make recommendations and final decision of top 2 or 3.
- Final ‘tagline’ decision to be made at the Nat’l Leadership Workshop by Tier 1 / Tier 2 Leadership Group

Text in brochure: should be on specialty crops, value, acres, etc.
Brochures: Produce boilerplate for national brochure first.
Needs to be a national map and then a map by commodity. Have map with centers on it.

**Action Item #2 – General Brochure:**
IPM centers and Erich continue to work on content of a General NCPN Brochure
- Deadline: Draft developed by April 15th
- Draft put into Collaborative Tools for review

**Action Item #3 – Draft Specialty Crop Specific Brochure Content:**
Tier 2s will get together and do a brochure for each commodity.
- Do 2 pages max on each Tier 2.
- Highlight what you want people to know about your crop.
- Up to 2 page, 12 point font.
- Should have the national logo on it.
- Each Tier 2 will have a logo and then each center will have a logo.
- Also need photos and requirements for dpi
- Deadline for text: April 15 - to Centers on collaborative tools website
- Responsibility:
  - Fruit Trees and Hops: Terri Reddout
  - Grapes: Deborah Golino
  - Citrus: Don Ferrin
Berries: Yannis Tzanetakis

★Action Item #4 – New Group in ‘Collaborative Tools for Images:
The group desires a place in ‘Collaborative Tools’ where images (photos) that may be used by the group can be placed/stored for group review.

- **Deadline** – March 15
- **Responsibility**: Deborah Golino / Nancy Sweet

**Talking Points for Congress:**
- Value of specialty crops and potential for loss
- NCPN clean plant centers work as unified body; not duplicating efforts
- Healthy grapes, better wine
- NCPN is the future of the specialty crop industry
- Center locations and States involved
- Number of states involved
- There are growers in every state.
- One plant with a virus can account for a thousand plants with viruses.
- Clean plants make growers money
- Plants get sick, and they don’t have immune systems, so all offspring get sick.
- One-third of NY wine grapes are infected by viruses.
- We are the gatekeepers to healthy plants
- We provide your constituents with more fruit, better fruit, and other specialty crops while making the growers in your state more competitive.
- Improves our global trade balance.
- We have been pioneers in clean plants in US. Culmination of decades of work.
- We’re way behind other countries on phytosanitary national standards.
- Talk about how much dollars have matched or leveraged. Find national study.
- On flip side, there is a penalty on plants that are not clean.
- Examples of how much pesticide use has gone up.
- HLB costs $83 million per year. Come up with cost examples.
- Other costs are exclusion, eradication, monitoring. Costs go up with each step.
- Why the NCPN is unique: diagnostics and therapeutics.
- If money doesn’t come, what happens to network? Doomsday scenario
- Everything that grows in field can be traced back to one mother tree.

★Action Item #5 – Talking Points:

- **Responsibility and Deadline on talking points:**
  - Erich will work with Lynnae and Rosemary.
  - Erich will put in a new Talking Points section
  - April 15.

★Action Item #6 – NCPN General ‘Text’ Logos:
Logo may be something without a drawing, just with text.

- **Responsibility and Deadline on ‘text’ logos:**
  - Scott and Florida (contact Wayne Dixon / Tier 1) person to design?
  - Proposed samples by April 15.
**Action Item #7 – Specialty Crop Logos:**
Specialty crop Logo’s
- Each Tier 2 may attempt its own logo.
- Tier 2’s are requested to wait to do this until a ‘national look or logo’ is advanced.

**Action Item #8 – Economics Data:**
- **Responsibility:** Each person at the meeting shall work with their respective Tier 2 leadership and canvass their members for any available cost/benefit/loss $$$ data regarding clean plants or not using clean plants.
- *It is understood that this is not a formal survey – we’re just looking to see if any extant data is already out there and in the hands of NCPN stakeholders.*
- *A national study might be funded at a later date*
- **Deadline:** None established? May 15?

**Action Item #9 – PowerPoint:**
Develop templates for PowerPoint’s. Erich will ask staff to develop basic PowerPoint.
- **Deadline:** April 30
- The general PowerPoint will go to specialty crops to use as they want.

**Action Item #10 – Video:**
Testimonials in video format are desirable. We have stills and can use them to direct the video. Video is a longer-term project.
- What is the purpose?
- What is the audience?
- What is the message?

Suggestions:
- Put the video on hold for six months.
- Ask the Tier 2 to come up with a list of topics
- Proposal toward producing video? Ten-minute video costs $10,000.
- Create a subcommittee to make a master plan for videos. Come up with a script pitch to explain what you want to get across, how you want to get it across, etc.
- Board could devote $50,000 per year to 5 videos.

**Action Items regarding the Video:**
- Appoint a subcommittee. Terri will chair the subcommittee.
- At next call, suggest to Terri who should be on that committee.

**Action Item #11 – NCPN Fact Sheet:**
- **Responsibility:** Erich will share his version of the fact sheet and will ask for comments. This shall be done in both Collaborative Tools and via e-mail
- **Action Item:** Tier 2s will provide a 2-page sheet on their programs which will be used for the fact sheet and the brochure.
- **Deadline:** April 15 for comments and next revised version.
Press Releases: If you are going to do a press release, it has to be multi-media. They are event-based. Follow what’s happening with an issue and issue releases as things happen. Maybe provide a packet of things that the media can use, including photos, text. Must give them something to shoot. Provide a good visual of something that’s happening. Maybe create media relations: someone to create “stuff” for press to use. Encourage Tier 2 people to take advantage of the communication people. Tier 2 people need to talk about an approach for media relations.

🌟 Action Item #12 – Best Practices Materials for Nurseries:

Action Item: Vicky Scharlau will lead, with Tim Martinson’s help
- Deadline: April 15.
- Team Assembly: Vicky will assemble team to address issue. Anyone with ideas for names for people to join the team should get same to Vicky. Names include:
  o Tim Martinson
  o Georgios Vidalakis
  o Yannis
  o Nate Nourse
  o Robert Wooley
  o Dan Martinez
  o Kevin Judkins
  o Phil Baugher

Baseline Data:
what do need measure, how we will measure it, and how much it will cost. Tom suggested Ann Mathers at Ohio State. Find someone who knows how to create a survey.

What do we want to find out?
- Have you ever heard of the National Clean Plant Network?
- Nurseries: where do you buy your material?
- Are you using products of the network?
- Farm Advisors: what is the level of one disease at one time?
- Once you have your propagative material, what are methods of maintaining it?
- General public: basic level of knowledge about the network?
- Ask Tier 2s to give examples of what they did before and what they’re doing now. What has changed since NCPN?
- Acreage before and after NCPN?
- Baseline studies done before.
- General categories of info: does the network have impact, what are the constraints that you have, do you understand certain concepts, knowledge level

Will have to iron out things in the comprehensive plan. If you have a survey person, talk to that person and see how much the person would charge. Then get people back together and talk about it.
Action Item #13 – Baseline Data - Survey/Metrics:
- **Responsibility:** Sam Johnson shall take lead
- **Data:** Participants with info regarding experts in this area or costs data will provide Sam with names of possible contacts.
- **Deadline:** TBD – Sam will update persons on ideas at the next conference call.

Action Item #14 – Logic Model:
**Responsibilities:** At the next conference call, we’ll work through logic model. At next meeting, we will discuss the logic model.
**Lead:** Linda Herbst shall assume lead and shall get initial version and updated versions to members for discussion at future conference calls. Logic model will be drafted by mid-March. Linda will lead that effort.
- Logic model: Linda will send out via e-mail to group, and we’ll make changes and get it back to the rest of the group for the conference call on March 15. Each Tier 2 will have to have its own logic model for education/outreach, and it will need to fit into national model. *Note: Logic Model and Communications Plan run concurrently and on parallel tracks.*

Action Item #15 – Communication Plan:
**Next Steps/Responsibility**
- Tom Bewick will put together a steering committee to draft a communications plan. They will present it to the whole group during one of the conference calls.
- Terri Reddout, Phil Baugher shall participate in this activity.

Communication Plan:
- Identify key audiences: what we want them to think and do
- Overarching strategies
- Baseline survey
- Communication Objectives
- What we want audiences to think
- What we want them to do
- Overarching strategies
- Elements of the plan (includes answers from surveys)
- Initiatives
- Messages to be delivered by the initiatives
- Communication partners and alliances (who can deliver the messages)

Logic model is what you want to do and the communication plan is a tool as to how that’s going to happen. Communication plan will be drafted while the logic model is being created. (Logic model will be drafted by mid-March. Linda will lead effort).

**Deadline:** Draft product available at NCPN FY 2011 National Leadership Meeting.
Future of the Working Group:
- Meet (face/face) at the NCPN summer meeting (Leadership Workshop)
- Conference calls: get as many deliverables up on the Collaborative site and then have a conference call. First conference call will be in sometime in March.
- Have a substantive report about what was accomplished at this meeting. Then have materials there as well. Plus action items.
- *Work group remains a work group, complete the tasks that need to be completed, and then decide whether the work group needs to continue after that.*

★Action Item #17 – Reporting on Meeting Progress to the Tier 2’s:
- Persons at this meeting shall take responsibility of sharing results of this meeting with respective leadership and members of their Tier 2 organizations.

★Action Item #18 – IPM Center Cooperative Agreement:
Contract with IPM Centers will be completed.
- Erich will ‘let’ a cooperative agreement with IPM Centers to support their work in collaboration w/NCPN on the education/outreach program

-end of Abbreviated Minutes as accepted 3/15/11-
Thursday February 17, 2011

Agenda: See Appendix 2

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Attendees: Lynnae Jess, Rosemary Hallberg, Jim VanKirk, Erich Rudyj, Terri Reddout, Sam Johnson, Donald Ferrin, Linda Herbst, Bill Shane, Nancy Sweet, Deborah Golino, Tom Bewick, Tim Martinson, Ioannis Tzanetakis, Vicky Scharlau, Georgios Vidalakis

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Welcome and Program Update: (See Appendix 2 – PowerPoint Presentation)

• NCPN was included in the 2008 Farm Bill
  o For pathogen diagnosis and elimination
  o Clean plant material made available to states for certification programs
  o Consult with state departments of ag, governance
  o Use existing clean plant centers
  o $5M per year until expended

• Key NCPN principle is therapeutics and diagnostics

• Funding included a ramp-up possibility

• Funding is provided to 16 stakeholder clean plant centers located in 13 states.

• One major change with governing board: board met in Cornell in January. One of the major issues was communications, and that could be improved.
  o Decision Point >>>> The NCPN Governing Board (Tier 1) has initiated process of opening its regular monthly teleconferences to include Tier 2 leadership; for improved communication among governing bodies. This is being referred to as the “NCPN Leadership Team.”
Welcome and Program Update: (continued)

• Leadership Team Meeting agenda items can be submitted by any cooperator via their Tier 2 leadership.

• Accomplishments in 2010
  o Expanded membership list
  o Began to discuss some of the issues
  o Initiated nursery certification – fruit trees is taking the lead

• Funding: still cannot do construction

• Another funding request came in for potatoes; but since this crop has no NCPN governing body, the Tier 1 Governing Board decided not to fund it at that time

• Program challenges include
  o building stronger relations,
  o will have a smaller leadership workshop
  o advance education/outreach
  o discuss a business model and self-sustainability
  o advance concept for certification programs

• Budgetary Issues
  o Still do not have an NCPN budget for 2011. Are working on carryover funds. We will likely have another Continuing Resolution in March. The Farm Bill supposedly has fixed language for Commodity Credit Corporation. Money cannot be used for administrative costs, unless this ‘fix’ to the language is included.
  o The President is recognizing NCPN in his Annual Budget request (2012) for 2010 and 2011 (past years) and 2012 (new year).
  o Talk has started about what the new Farm Bill will look like. Are hoping to get language in regards to construction costs and get better linkages with nursery certification programs
  o There is still a question about whether NCPN should still be in the Farm Bill in FY 2019 or whether any future funding as requested might be in USDA’s annual appropriations for an agency.

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Meeting Logistics:

Today (Feb. 17) - Will be discussing and prioritizing NCPN Education/Outreach needs. Also discuss what is currently being done.

Tomorrow (Feb. 18) - Next steps about what to do with the working group.

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**Goals:**

- Each person expresses expectations
- Find commonality and hope it aligns with expectations
- Will figure out who will do what next and how it will be reported
- Want to set up agenda for next year or so for education/outreach
- Everyone should put something on the table

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**Introductions:**

**Tim Martinson:**

- Cornell University, Associated with Cornell Clean Plant Center,
- Does grapes; works w/various Grapes Tier 2 committees,
- Interested in seeing things cleaned up and sent to industry.
- Clientele: interacts with 600 growers in NY, 4 nurseries, interested in start-up nurseries in Midwest with cold climate varieties.
- Does wine and juice grapes.
- Contact list: has 2000 people nationally, mostly concentrated in NY. Have 4 extension programs with newsletters. Produced article on leafroller incidents, bulletin on the cost of leafroll virus, fact sheets.
- Successful outreach effort – NCPN needs meetings and discussions to make this all work.

**Bill Shane:**

- Tree fruit; incl. peach breeding
- Serves on Tier 2 Fruit Trees
- Michigan State University – note >>> MI has no fruit virologist in the state
- Involved in the extension side but is new to this group
- Majority is with Prosser Clean Plant Network
Education/Outreach Meeting – Feb. 17-18, 2011 – Meeting Minutes – Final

• Works with growers, nurseries

• Contact list: 2000 for fruit farms in Michigan, peaches, pears, plums, cherries

• Materials: goes through extension, most growers still deal with mailers.

• Does organization on state and local level with nursery industry and growers explaining clean plants and sanitation, surveys on major viruses, publish in commodity and state newsletters, strategic planning with groups, sit on boards, work with state dept of ag, working on handbooks and procedures

• Outreach might take the approach of looking at issues from the perspective of propagators as well.

Deborah Golino

• Member of plant pathology dept at Davis and clean plant center, works closely with Prosser. Davis is major clean plant center for grapes; also other specialty crops

• Because clean plant centers focus on ‘service’ work much of their funding is ‘orphaned’ >>> universities often focus on ‘research’

• Needed funding to make small investments; not much funding available in other sources.

• Grapes are predominant crops, also have fruit tree program in the Foundation program, have strawberry program but not eligible for berry network, also have clean plant program for roses, sweet potatoes, strawberries, olives

• Funded by a variety of sources, including industry assessment

• Clientele includes California growers, winemakers, get winemakers in NJ. Have become the defacto grape foundation program because international programs are gone. Have advisory committees for each commodity.

• The new ‘Russell Ranch’ foundation facility will allow UC-Davis, Foundation Plant Services - FPS (clean plant center to add more clientele.

• Many foreign programs (New Zealand, Australia, Canada) fiscally suffering. Now coming to FPS for support.

• Have newsletters for larger programs, brochures for smaller ones. Newsletter involves things that growers need to know. Cannot run programs without some kind of subsidy. Need to get plant material into growers hands without friction.
• Newsletter was 5000, is now 3000, are doing more electronic, but putting paper in people’s hands is important. Grapes newsletter comes out each fall.

• E-mail group of farm advisors, specialists, viticulture experts, faculty. E-mails articles. Links to Cornell site

• Do lots of seminars, full-day seminars and puts presentations on website.

• Newsletters are definitely appreciated by the growers, have gotten funding from many of those groups, get feedback from calls as well.

• FPS could not be run well without financial support; some sort of subsidy such as assessments or NCPN support.

Nancy Sweet

• Is the grape CPN program coordinator and also does National Grape Registry, started 5 years ago. Idea is to have several components: have several selections available at other centers, including Prosser, Missouri, are going to Florida.

• Puts a variety page that lists the variety, incorporates synonyms to help people find grape varieties. From that, users can go to the clone page. Each variety includes a history of where it came from.

• Have included a page on grapes in progress so people can see what is coming along.

• Are starting to add photographs of leaves and shoot tips, grape clusters and berries.

• Have 900 varieties and 1550 clonal varieties.

• Have gotten a million hits and 350,000 page views.

• Cross-references vines to nurseries to let people know where different varieties are available. Have nurseries in both west and east coasts; several on the east coast, about 65 cooperating nurseries.

• Information about varieties goes in the newsletter and on the website.

• Grape registration is all kinds of grapes, including wine, juice and table.

• Growers support Davis via user fees for website; but nurseries do not pay to have their materials carried/listed on the site; fiscal support is via the user fee process

• UC-Davis manages the NCPN stakeholder website; it’s a primary NCPN stakeholder website
Georgios Vidalakis

- Director of CCPP (Citrus Clonal Protection Program – at UC-Riverside)
- Citrus Tier 2 Chair
- Program goes back to 1930s, cirroses program started CCPP 1936
- Do therapy for California
- Private varieties outnumbered the public varieties – but NCPN funds not currently allowed for use on privately owned material
- Have quarantine facilities >>> Quarantine facility located in Ribodoux; clean plant foundation located in Lindcove
- Program is funded by citrus research board, led by citrus growers. 3 funding focuses >>> fund CCPP operations; educate growers; fund research
- CCPP is picking up slack with registration program for state.
- Also perform tests, deal with international growers
- Have germplasm repository for citrus and grapes
- Clientele includes nurseries, growers, homeowners, nursery board, citrus board and nursery association
- 250 registered clients, connected with citrus associations and boards
- Website hits = close to 80,000-100,000 per month
- Do workshops, seminars, walk-throughs, field visits. Has found that talking to people is the most effective way of getting to people.
- May 2010 – Citrus nursery certification program is becoming mandatory in CA.
- Are dealing with citrus greening. Bookmarks have been the most successful outreach item.
- Deal with fresh and juice citrus. Citrus was not supposed to be imported in past, but now some are importing new varieties.
- Deal with homeowners who want to replace their varieties.
- CCPP deals with all genera/species in the Rutaceae.
Don Ferrin

- LSU AgCenter
- Citrus Tier 2
- Significant part of economy for Louisiana. Lost a lot of acreage during Katrina.
- Don’t have a Clean Plant Center but joined to support others. Have several citrus growers who rely on other growers to get their stock.
- About 50% of the LA citrus ‘industry’ constitutes working with ‘homeowners.
- Clientele are nurseries, growers, and homeowners
- Contact lists are mainly with county agents also have LA fruit and vegetable association. Are trying to list all of the growers in different commodities to generate other contact lists.
- Outreach: have fact sheets, do educational programs, farm visits (CAP survey). Don’t have a newsletter but would like to develop one when association is reinvigorated. But started a blog last year.

Ioannis Tzanetakis

- Is from AR, does berries >>> blackberries, strawberries, blueberries
- Have worked with all small fruit crops, appointment is 90% research but does 50% extension
- Trying to develop next generation protection for all small fruit crops. Trying to develop way to diagnose new viruses. Number of viruses has increased exponentially, so they are trying to catch up.
- Are hoping to have the first face to face meeting with growers for blueberries and brambles; largely to initiate discussions on nursery certification programs for berries.
- Major goal is research, but works with growers and gives quite a few talks in both east and west coast. Are also involved with some foreign agencies. They are trying to educate people who make decisions. Talks to growers especially in southeast in Rubus. Wasn’t until 2008 that first virus-free blackberry variety was released.
- **Education**: talks to growers, newsletter.
  - Knowledge moves slowly.
  - Educates extension agents who then talk to growers
- **Australia and New Zealand** using guidelines developed at U. AK.

**Linda Herbst**

- **Western IPM Center**

**Terri Reddout**

- Program coordinator for clean plant network for fruit trees and hops. Work out of Washington but is based out of Prosser. 90 percent of time with fruit trees and 10 percent with hops.
- Prosser is internationally renowned; grew up nearby
- Audiences are different; with hops are trying to reach growers. Small group and are all know each other. With fruit trees, in Pacific NW, are dealing with nurseries.
- Have contacts with all hops growers. Hops audiences >>> reach the growers. Limited amount of clean plant material now available to them. The hops folks are on-board.
- Discovered that growers felt that nurseries would take care of viruses!
- Put out fact sheets, are now putting together a website (FTCPN.org). Website won’t have WSU (in the address line) in it.
- Was a communication professor, background in video production that has helped organize and persuade people.

**Sam Johnson**

- **APHIS**

**Vicky Scharlau**

- Represents stakeholder group
- Is at Washington State, career has been with fruit trees. In the grape industry, they care about viruses. In Fruit Trees – growers assume that nurseries handle plant disease issues. In Grapes - growers are the ones who are concerned and they drive nurseries to be concerned.
• President of Wine foundation, work on both grapes and juice. Area of expertise and stakeholder is WA, IO, OR and CA and DC when they need something from Prosser.

• Do table grapes but have never seen them. Processor, grower level, work with advisory group. Do education/outreach and communication programs.

• Are here because created national communication programs because did it for tree fruit industry. Have dealt with consumers, industry. Have background in reactive and proactive communications and worked with international relations on apples.

• There is a difference between implementation and grower group that accepts and applies what they’ve learned, depending on the crop. Based on the age level of the audience.

Tom Bewick

• National program leader for horticulture from NIFA.

Rosemary Hallberg, Jim VanKirk, and Lynnae Jess

• IPM Center staff

Erich Rudyj

• USDA/APHIS – Coordinator; National Clean Plant Network

★★Expectations and Desired Outcomes from the Meeting★★

• Identify the groups expectations for and of an NCPN education/outreach/extension program

• Come up with work plan, target audience, message points

• For this group to define itself and how it will function

• Get started

• Be practical and useful; something like a fruit tree registry, have something that we or stakeholders can refer to, hand to sell the program to Congress; don’t want something to gather dust in a storage closet
• Develop an approach for an effective national outreach program that we can all agree upon

• See different experiences and see how to make things happen for our market; national as well as local needs

• Have some specific goals identified for short and long-term resolution

• Make it simple, resources should go to people who will be doing the job and people who will be doing the outreach

• See committee empowered to break up the log jam and actually do something

• Get clarification of the scope of the group, need to explain the importance of having clean settings for the clean plants

• Discussion on process on propagation and keeping stuff clean and how to explain that to growers and nurseries.

• What are some of the unique needs between now and next funding cycle. Lets look at some immediate needs.

• Basic materials – useful now.

• Develop metrics to use to measure how successful we are as a network. Need metrics that we can use to prove in budget-based environment that we’re worth another funding cycle. Must document impacts.

• Maybe make this a national example of excellence; use logic model

• We are all so different; how do we make something that covers all of us that isn’t too generic and works at the grower level and congressional level

• Would like to have a base presentation that everyone identifies all commodities as NCPN.

• Identify who are the boots on the ground.

• Identification of how much we are advisors and how much we are spear carriers. Why should we be here?

• Would like to see national materials get out there and establish an identity.

• We should attempt to also establish a basic NCPN Education/Outreach road map. We can fill in the blanks later.

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Identify Needs for Education/Outreach?

- **Question about boundaries**
  - There aren’t any boundaries for education/outreach
  - There is a life expectation on the program (10-15 years?); it will go away
  - Must create a demand for the product; it’s talking to everyone about how important this is.
  - We need to tell them how important clean plants are; not just clean citrus and clean grapes.
  - People should know how expensive it is not to use clean plants.
  - Extension is not just giving out information; it’s about changing behavior. We need to have baseline information about how many people know what clean plants are. Then we need to find out how many people know after the effort.
  - We have to have a plan that addresses all of the needs at the same time.

- **Give prime examples of how things can fall apart if NCPN isn’t there; how much money will be spent on viruses; worst case scenarios**

- **In some cases, educate nurseries, in others need to educate growers; concerned about message will be watered down if it’s sent to consumers**

- **Messaging/message mapping: need to have concise messages that resonate with our target audiences. Message mapping can be used for that.**
  - Message mapping must happen within the crops.

- **Why should I be clean and how can I stay clean?**

- **Need to do a national survey to get baseline data. It would be a single survey that would be modified for the target audience. Can use resources that already exist to survey consumers. Nurserymen are the #1 target.**

- **We need a plan – to address the needs at the same time of all of the specialty crops included in the network.**

- **Consumer education**

- **Basic material to communicate; basic brochure, Powerpoint, fact sheet, press release, talking points and annual report. Will be basic material package.**

- **Focus on basic nursery practices and what they want to avoid, practicing safe propagation, inadequate sampling practices, economic impact studies, establish the value of a certified vine and the risk of a clone. Basic package for nurseries.**
• Develop an understanding of why there are risky practices. Work with commodity groups to provide guidance on providing a repository for clean plants. It’s about strategizing.

• Basic package is key, develop some train the trainer packages for faculty, extension, Master Gardeners. Powerpoint presentation, website modules along with basic package. Base powerpoints include data.

• Specific plan to send experts or trainers to speak at available grower meetings to speak about clean plants. NCPN Speakers Bureau.

• Have booths and displays for farm shows, posters; find out what the impact of clean plants on what the media is talking about, including obesity, environment, etc. Talk about how clean plants contribute to those things.

• Let nurserymen use the logo that they’re selling in the network. Allow the people using the system to identify themselves with the system.

• Targeting and delivering: who is the message going to? Need a message, way to deliver the message that’s based on the target of that message. Congress would be one of our target. The other target would be consumers.

• Need to add a schematic by crop, because audience changes by crop.

• Create an NCPN brand. ‘Branding’ is very important.

• Look at the next generation and target younger people.

• Meeting or association sponsorship and public relations that comes along with that.

• Maybe use social networking for certain audiences.

• We need to generate branding materials and have a plan for dissemination. Use some of the other vehicles like public television and NPR to get to congressional staffers.

  o Social education / social networking

  o Need to have events so that media is covering the story.

  o Unfortunately, growers don’t want to talk about the diseases.

• Message should be uniform.
What are Our Criteria (Prioritization) for Choosing What We Do Next?

- Is there money in this project to do it?
- Can you quantify it? Will it generate numbers that congress can identify?
- Does it provide a national presence for NCPN?
- How can you assure the necessary crop or regional buy-in?
- Are there other sources of funding that we can leverage with NCPN dollars?
- May be some low-hanging fruit that can be accomplished in next several months
- Let’s explore business plan of education/outreach and see if that’s the appropriate way to proceed. Do we want to look at the work plan for IPM Centers? Look at the charter for the education/outreach network: is it necessary? Does it contain the information we need to function as a work group?
- Who cares? Focus on areas that will make more of a difference in long-term survival of the program. Maybe don’t spend money on people who aren’t interested in helping.
- Priority based on commodity groups.
- Get way to certify some of replicated plants.
- Maybe business cards should include NCPN.

****

National Education/Outreach Perspective from NCPN Board:

We believe that there is a general consensus in NCPN on the need for education/outreach program w/national perspectives. It’s not OK to be a good program that no one has heard of. Even if a network has its own logo, it has to say National Clean Plant network. We are in competition with other activities for funding. On the Senate side, there was an expectation that there would be a lifespan for this program. We must develop stakeholders for this network, not just the people we are comfortable talking to. We have to get stakeholders to go to their representative and ask what they’re doing for the clean plant network.

We have to look at research impacts like economic impacts, but also how much water we could save with clean plants. Or look at other impacts that clean plants have.

- We need to make sure NCPN gets credit.
- We need to broaden our funding base.
National Education/Outreach Perspective from NCPN Board: (continued)

- We need to get the documentation about the differences between a pest-riddled plant and a clean plant.

- When we create these new stakeholder groups (broaden our stakeholder base), we need to get people to say that they would be willing to pay more for food that came from clean plants. We have to get people to say that they would pay for our products and services.

- NCPN has to be visible in everything it does and in everything it produces.

- Material such as economic research papers would be very helpful.

Priorities Exercise:

Areas:

#1 – Message Mapping and Logic Model >>> Consensus that this is basic/critical to all we do. It is then linked to #2.

#2 - Basic materials set for stakeholder Awareness – 12 votes

#3 - Baseline data – 11 votes

#4 - Basic Practices materials for nurseries – 9 votes

Others:

#5 - Train the trainer package – 4 votes

#6 - Consumer Education – 2 votes

#7 - Trade shows – 0 votes

*****
Discussion on IPM Centers Cooperative Agreement:

Vicky: How are you going to get stakeholder agreement on something that’s already done?

Sam: To deal with the logjam, we went outside to the IPM Centers to try to get through the logjam. We should not have asked you to do education/outreach. This is our way to try to rectify that error.

Having this group called a work group is very important because it’s not in competition with the Tier 2s; it’s supporting it.

Tom: the federal role is to get the most for our federal dollars.

A one-shot communication plan that includes developing a logo and walk away is not a good plan.

Part of what we’re going to need to do is go back and see how we can have them feel ownership.

Erich: This is the plan to support an agreement by which we engage the IPM Centers. It is not the work plan of the work group or of a comprehensive Education/Outreach roadmap. It is a subset document needed to provide some fiscal support to the IPM centers for their work w/NCPN in this initiative.

*****

Reaction to Fact Sheet:

- Maybe you can include a list of people who have lost money because of Plum Pox.
- We all can do that type of work; we need to have the template.
- Is the entire 10% going to what the IPM Centers will be doing? No.
- How do we support doing the subject matter stuff? The working group should be able to give support to the next round of outreach projects.

Tom: it was never the intent to replace state dollars with federal dollars.

Our job is to get as far along as we can with a plan for outreach and education.

Logic model is for the overall NCPN outreach/education plan.

What else do we need to pull from everyone to get what you need to start doing the materials?

Tomorrow: Get a start on the logic model and get a start on the communications plan.
Mapping out Basic Materials Set:

- Basic NCPN Brochure
- Powerpoint presentation
- NCPN Fact Sheet (want a little more information about something specific)
- Press releases for standard article
- Talking points
- Annual report (comprehensive NCPN annual report)
- Video
- Web page for NCPN

Discussion on website: for each NCPN Center, you could have an NCPN page for that commodity.

If there is a national site, it needs to link to every other site.

****

Brochure:

- Target audience
  - Congress (incl. Congressional staffers)
  - Commercial growers
  - Master Gardener community
  - Nurseries
  - Commodity boards
  - Growers associations
  - Extension specialists / universities
  - Consultants / advisors
  - Breeders
  - Media
  - Processors
  - Hobbyists
  - Budwood Exchange Program
  - Professional societies
- Which audiences for national brochure
  - All audiences
- Benefit is higher yields, better quality fruit, variety, longevity, and sustainability, competitive, environmentally friendly, locally grown.
  - Audience needs to say that they need these products.
  - Need to include the threats and the costs.
  - Add that buying clean, virus-tested plants adds value
- For more information – need to include.
- Basic brochure should be a roadmap to the network.
Brochure: (continued)

Have 2 brochures: general and commodity specific

National: Look at everything that is unified. Maybe have language that deals with the value of specialty crops.

Need a concept of a tagline. May be different taglines for different materials.
  o Start clean, stay clean
  o Start clean, stay clean, make money
  o Start clean, stay clean, keep growing
  o Start clean, stay clean, stack cash

*****

Action Item #1 - Taglines:

Solicit taglines from entire network, look at them and decide on them.
  • Erich will write solicitation for tag lines to stakeholders and Nancy will put them on the stakeholders website.
  • Responses go to Tammy Kolt.
  • Deadline: April 15. Then send out a Doodle poll so leadership will make recommendations and final decision of top 2 or 3.
  • Final ‘tagline’ decision to be made likely at the Nat’l Leadership Workshop by Tier 1 / Tier 2 Leadership Group

Brochure: (continued)

Text in brochure: should be on specialty crops, value, acres, etc.

Brochures: Produce boilerplate for national brochure first.

Needs to be a national map and then a map by commodity.

Have a map with the centers on it.

Action Item #2 – General Brochure:

IPM centers and Erich shall continue to work on the content of a General NCPN Brochure.
  • Deadline: Draft developed by April 15th
  • Draft put into Collaborative Tools for review
Action Item #3 – Draft Specialty Crop Specific Brochure Content:

Tier 2s will get together and do a brochure for each commodity.

- Do 2 pages max on each Tier 2.
- Highlight what you want people to know about your crop.
- Up to 2 page, 12 point font.
- Should have the national logo on it.
- Each Tier 2 will have a logo and then each center will have a logo.
- Also need photos and requirements for dpi
- **Deadline for text:** April 15 - Product comes to Centers on collaborative tools website

**Responsibility:**

- Fruit Trees and Hops: Terri Reddout
- Grapes: Deborah Golino
- Citrus: Don Ferrin
- Berries: Yannis Tzanetakis

Action Item #4 – New Group in ‘Collaborative Tools for Images:

The group desires a place in ‘Collaborative Tools’ where images (photos) that may be used by the group can be placed/stored for group review.

- **Deadline** – March 15
- **Responsibility:**
  - Deborah Golino / Nancy Sweet

Talking Points for Congress:

- Value of specialty crops and potential for loss
- NCPN clean plant centers work as a unified body; not unnecessarily duplicating efforts
- Healthy grapes, better wine
- NCPN is the future of the specialty crop industry
- Center locations and States involved
- Number of states involved
- There are growers in every state.
- One plant with a virus can account for a thousand plants with viruses.
- Clean plants make growers money
- Plants get sick, and they don’t have immune systems, so all offspring get sick.
- One-third of NY wine grapes are infected by viruses.
- We are the gatekeepers to healthy plants
- We provide your constituents with more fruit, better fruit, and other specialty crops while making the growers in your state more competitive. It improves our global trade balance.
Talking Points for Congress: (continued)

- We have been the pioneers in clean plants in the US. Culmination of decades of work.
- We’re way behind other countries on phytosanitary national standards.
- Talk about how much dollars have matched or leveraged. Find a study that is national.
- On the flip side, there is a penalty on plants that are not clean.
- Examples of how much pesticide use has gone up.
- HLB costs $83 million per year. Come up with cost examples.
- Other costs are exclusion, eradication, monitoring. Costs go up with each step.
- Why the NCPN is unique: diagnostics and therapeutics.
- If money doesn’t come, what happens to network? Doomsday scenario
- Everything that grows in field can be traced back to one mother tree.

★★ Action Item #5 – Talking Points:

- **Responsibility and Deadline on talking points:**
  - Erich will work with Lynnae and Rosemary.
  - Erich will put in a new Talking Points section and put up the old list of talking points.
  - April 15.

★★ Action Item #6 – NCPN General ‘Text’ Logos:

Logo may be something without a drawing, just with text.

- **Responsibility and Deadline on ‘text’ logos:**
  - Scott and Florida (contact Wayne Dixon / Tier 1) person will design some logos.
  - Proposed samples by April 15.

★★ Action Item #7 – Specialty Crop Logos:

Specialty crop Log’s

- Each Tier 2 may attempt its own logo.
- The Tier 2’s are requested to wait to do this until a ‘national look or logo’ is advanced.
Action Item #8 – Economics Data:

- **Responsibility:** Each person at the meeting shall work with their respective Tier 2 leadership and canvass their members for any available cost/benefit/loss $$$ data regarding clean plants or not using clean plants.
- It is understood that this is not a formal survey – we’re just looking to see if any extant data is already out there and in the hands of NCPN stakeholders.
- A national study might be funded at a later date
- **Deadline:** None established??? >>> Can we try for May 15???

Friday, February 18, 2011

Powerpoint:

Erich has a Powerpoint he’s been using.

Suggestions:
- Fix the national presentation with some professional help
- Colors must work for color-blind people

Action Item #9 – PowerPoint:

Develop a couple of templates for Powerpoints. Erich will ask staff member to develop a basic Powerpoint.
- **Deadline:** April 30
- The general Powerpoint will go to the specialty crops to use as they want.

Action Item #10 – Video:

Testimonials in video format are desirable

We have stills and can use them to direct the video.

Video is a longer-term project.

- What is the purpose?
- What is the audience?
- What is the message?
Suggestions:
- Put the video on hold for six months.
- Ask the Tier 2 to come up with a list of topics
- Do we want to put money in a proposal toward producing a video? Ten-minute video costs $10,000.
- Create a subcommittee to make a master plan for videos. Come up with a script pitch to explain what you want to get across, how you want to get it across, etc.
- Board could devote $50,000 per year to 5 videos.

Action Items regarding the Video:
- Appoint a subcommittee. Terri will chair the subcommittee.
- At our next conference call, we should suggest to Terri who should be on that committee.
- Multi-lingual: once we get the products, look at it to see which ones may need to be bilingual.

Action Item #11 – NCPN Fact Sheet:
- **Responsibility:** Erich will share his version of the fact sheet and will ask for comments. This shall be done in both Collaborative Tools and via e-mail
- **Action Item:** Tier 2s will provide a 2-page sheet on their programs which will be used for the fact sheet and the brochure.
- **Deadline:** April 15 for comments and next revised version.

Bi-Lingual Material: This concept may be necessary in the future; though not necessarily to be included at this time in the national package of materials.

Press Releases: If you are going to do a press release, it has to be multi-media. They are event-based. Follow what’s happening with an issue and issue releases as things happen.

Maybe provide a packet of things that the media can use, including photos, text.

Must give them something to shoot. Provide a good visual of something that’s happening.

Maybe create media relations: someone to create “stuff” for press to use. Encourage Tier 2 people to take advantage of the communication people.

Tier 2 people need to talk about an approach for media relations.
Deb needs to know what she can say about the NCPN before she can talk about it in their press releases.

- **Decision:** Put this on the back burner (parking-lot issue) until the summer meeting.

*****

**Action Item #12 – Best Practices Materials:**

**Action Item:** Vicky will lead, with Tim Martinson’s help

- **Deadline:** April 15. Yannis will help as well and Nate Nourse. Robert Wooley with tree nurseries.
- **Team Assembly:** Vicky will assemble team to address this issue. Anyone with ideas for names for people to join the team should get same to Vicky asap. Some suggested names include:
  - Vicky Scharlau – Lead
  - Tim Martinson
  - Georgios Vidalakis
  - Nate Nourse
  - Robert Wooley
  - Dan Martinez
  - Kevin Jud …. ? (WSU)
  - Phil Baugher

*****

**Baseline Data:**

Need to know what we need to measure, how we will measure it, and how much it will cost. Tom suggested Ann Mathers at Ohio State. Find someone who knows how to create a survey.

**What do we want to find out?**

- Have you ever heard of the National Clean Plant Network?
- Nurseries: where do you buy your material?
- Are you using products of the network?
- Farm Advisors: what is the level of one disease at one time?
- Once you have your propagative material, what are your methods of maintaining it?
- General public: basic level of knowledge about the network?
- Ask Tier 2s to give examples of what they did before and what they’re doing now. What has changed since NCPN?
- Acreage before and after NCPN?
- Baseline studies done before.
Baseline Data: (continued)

- General categories of info: does the network have impact, what are the constraints that you have, do you understand certain concepts, knowledge level

Will have to iron out things in the comprehensive plan. If you have a survey person, talk to that person and see how much the person would charge. Then get people back together and talk about it.

**Action Item #13 – Baseline Data - Survey/Metrics:**

- **Responsibility:** Sam Johnson shall take the lead
- **Data:** Participants with info regarding experts in this area or costs data will provide Sam with names of possible contacts.
- **Deadline:** TBD – Sam will update persons on ideas at the next conference call.

*****
## Logic Model - Discussion

### Logic Model

<table>
<thead>
<tr>
<th>Audience</th>
<th>Short term</th>
<th>Intermediate Behavior Change</th>
<th>Long-term Condition change</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Educate end-users about system limitations</td>
<td>• Eliminate suitcase importations</td>
<td>• Eliminate dirty plants</td>
<td>• Growing demand clean plants</td>
</tr>
<tr>
<td>• Understand where clean plants fit into plant health.</td>
<td>• Ask for and use NCPN clean products</td>
<td>• Growers demand clean plants</td>
<td>• 100% of nurseries use NCPN material</td>
</tr>
<tr>
<td>• A systems approach to how you value clean plants and how to keep them clean.</td>
<td>• Nurseries test and renew their mother blocks.</td>
<td>• Continuation in the 2-4 Farm Bills</td>
<td>• Consumers demand clean plants</td>
</tr>
<tr>
<td>• Understand that they need to renew their mother blocks</td>
<td>• Think of the problem before it occurs</td>
<td>• E/O should have produced standardized educ/outreach materials</td>
<td>• Recognition of what you’re doing.</td>
</tr>
<tr>
<td>• Service work status improvement, university education.</td>
<td>• Test for pathogens.</td>
<td>• Unified message</td>
<td>• Self-propagators use safe practices</td>
</tr>
<tr>
<td>• Expense of clean plants / why it’s worth it</td>
<td>• Development of protocols</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• General knowledge about what NCPN is</td>
<td>• Growers require documentation when they purchase material.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Legislators need to know of the value of NCPN.</td>
<td>• Private labs use current tests.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Understand the basic biology of the viruses we’re dealing with.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Pest lists change because nurseries understand that there are new ones.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Educate university about why you need to advertise disease services</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Activities

<table>
<thead>
<tr>
<th>Product Education/outreach materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveys in knowledge, pre and post workshop</td>
</tr>
<tr>
<td>Demand for products you’re producing (handouts)</td>
</tr>
<tr>
<td>Demand for talks.</td>
</tr>
</tbody>
</table>

### Possible Measures

#### Possible Measures

- Reduction in smuggling reports
- Survey of how many people are renewing mother blocks
- Monitor NCPN centers for testing their mother blocks
- Increase in growers requesting testing
- Collect documentation that there is less disease.
- Percent sales of certified stock vs common stock.
- Funding is available for NCPN mission.

### Interesting Presentation Opportunity:

**“Unforbidden fruit”**

- David Karp – Fruit Explorer
- Consider him for opportunity to present at the next NCPN National Meeting (2012???)

### Action Item #14 – Logic Model:

**Responsibilities:** At the next conference call, we’ll work through the logic model. At the next meeting, we will discuss the logic model.

**Lead:** Linda Herbst shall assume lead and shall get initial version and updated versions to members for discussion at future conference calls. Logic model will be drafted by mid-March. Linda will lead that effort.

- Logic model: Linda will send out via e-mail to this group, and we’ll make changes and get it back to the rest of the group for the conference call on March 15.

Each Tier 2 will have to have its own logic model for education/outreach, and it will need to fit into the national model.

*****

32
Communication Plan:

- Identify key audiences: what we want them to think and do
- Overarching strategies
- Baseline survey
- Communication Objectives
- What we want audiences to think
- What we want them to do
- Overarching strategies
- Elements of the plan (includes answers from surveys)
- Initiatives
- Messages to be delivered by the initiatives
- Communication partners and alliances (who can deliver the messages)

Ohio State University communication plan:
- This is a ‘message mapping’ process.
- Basis of communication plan would be the logic model.

Note >>> the Logic Model and the Communications Plan should be run concurrently and on parallel tracks.

🌟Action Item #15 – Communication Plan:

Next Steps/Responsibility
- Tom Bewick will put together a steering committee to draft a communications plan. They will present it to the whole group during one of the conference calls.
- Terri Reddout shall participate in this activity.

Logic model is what you want to do and the communication plan is a tool as to how that’s going to happen.

Communication plan will be drafted while the logic model is being created. (Logic model will be drafted by mid-March. Linda will lead that effort).

Deadline: Draft product shall be available at the NCPN FY 2011 National Leadership Meeting.
CONCLUSION:

Future of the Working Group:

- Meet (face/face) at the NCPN summer meeting (Leadership Workshop)
- Conference calls: get as many deliverables up on the Collaborative site and then have a conference call. First conference call will be in sometime in March.
- Have a substantive report about what was accomplished at this meeting. Then have materials there as well. Plus action items.

★★ Action Item #16 – Next Conference Call:

- Next call: March 15, 12-2 PM ET

★★ Work group remains a work group, complete the tasks that need to be completed, and then decide whether the work group needs to continue after that.

★★ Action Item #17 – Reporting on Meeting Progress to the Tier 2’s:

- Persons at this meeting shall take on the responsibility of sharing the results of this meeting with the respective leadership and members of their Tier 2 organizations.

★★★★

Loose Ends:

Ask people in Tier 2s if they would like to be involved with the activities.

Go to Collaborative tools site to send e-mails to the entire group.

Discussion about how to get education/outreach funding out to states: may be a proposal process, maybe the education/outreach committee would inform the development,

★★★★

★★ Action Item #18 – IPM Center Cooperative Agreement:

Contract with IPM Centers will be completed.
- Erich shall move forward and ‘let’ a cooperative agreement with the IPM Centers to support their work in collaboration w/NCPN on the education/outreach program
Select Action Items and Deadlines (reiterated):

1. **Action #1 - Tagline:** Erich sends out suggestions to everyone on stakeholder list indicating we’re looking for taglines. Deadline is April 15 to get suggestions to Erich and Tammy. Final decision will be made by NCPN leadership team.

2. **Action #2 - NCPN General Brochure:** Erich will work with IPM Centers to pull together content from specialty crop 2-pagers. Draft will be developed by April 15 and put into collaborative tools.

3. **Action #3 - NCPN Specialty crop brochures:** text for individual brochures, provide photos and credits by April 15. Content experts: Terri, Tree fruit and hops, Yannis, berries; Don, citrus; Deb, grapes

4. **Action #4 – New ‘Docs’ Group:** New documents group will be created for images by Deborah.

5. **Action #5 - Talking points for NCPN:** Erich and IPM Centers will develop these. This will be uploaded as a draft to Collaborative tools by April 15.

6. **Action #6 - NCPN national logo:** IPM Centers will work with Erich and Wayne Dixon to come up with a logo.

7. **Action #7 - Specialty crop logos:** each Tier 2 will develop its own logo and added to their documents. Wait for national logo.

8. **Action #8 - Economics data:** Each person at the meeting shall canvass their own locations and knowledge base for information that might be used by NCPN to illuminate cost/benefit value for using clean plants. Deadline (TBD >>> May 15th???).

9. **Action #9 - NCPN National powerpoint:** Erich will work with powerpoint person on text. April 30. Each Tier 2 will develop look. Tier 2s will tier off on main powerpoint.

10. **Action #10 - NCPN general video:** Terri will assemble a subcommittee to address the issue. This will be addressed at the next conference call.

11. **Action #11 - NCPN fact sheet:** Erich will shepherd creation of fact sheet and everyone will comment by April 15. The fact sheet is already out there for comment. Erich will send out an e-mail saying it’s there.

12. **Action #12 - Best Practices materials for nurseries:** initial products by April 15, Vicki will lead, helped by Kevin Jenkins, Dan Wooley, Tim Martinson, Georgios, and others as per notes above.
Select Deadlines (reiterated): (continued)

13. **Action #13 - Surveys**: Sam Johnson will lead. Any people who have info on experts or metrics should communicate to Sam. Sam will provide an update at the March conference call.

14. **Action #14 - Logic Model**: Agenda item for next meeting to pick up where we left off. Linda Herbst will develop it further and will collect ideas from others.

15. **Action #15 - Communications plan draft**: Tom Buick will pull together subcommittee to work on this. Product will be available at the next national leadership meeting. Terri will help, along with Phil Baugher.

16. **Action #16 - Next Meeting**: Next meeting of the group will be March 15, 12-2 ET. Erich will set up the call February 22.

17. **Action #17 – Reporting Back to Others in Respective Tier 2’s**: This group will go back to their respective Tier 2s and report back what was accomplished at this meeting.

18. **Action #18 – IPM Center Cooperative Agreement**: Erich will move forward with ‘letting’ a cooperative agreement with the IPM centers to provide them w/necessary support for their work w/NCPN.
NCPN Education/Outreach Working Group Meeting
Dallas / Ft. Worth, Texas
Feb. 16-18, 2011

Meeting and Lodging Location:

The NCPN Education/Outreach Working Group first ‘Face-to-Face’ Meeting will be held at the Holiday Inn: Dallas/Forth Worth Airport - South. The hotel is just about 1 mile from the DFW Airport.

Holiday Inn Dallas-Fort Worth Airport South >>> Meeting shall be in conference room ‘Centre Port A’
14320 Centre Station Drive
Fort Worth, TX 76155
1-817-399-1800
http://www.hidfwairport.com/

*****

Transportation to the Hotel:

The Holiday Inn: Dallas/Ft. Worth airport South offers complimentary shuttle service from the airport to the hotel. For service please call the hotel at 1-817-399-1800 to get a ride. It takes about 15 minutes from when you call to get a van to you; please make sure that you have your luggage and are ready for the ride.

Upon calling the hotel, you’ll need to provide them the following info:

- Name
- Terminal Location and Arrival Gate Number
- Cell Phone Number (in case they miss you)

Courtesy vans will pick travelers up on the ‘Lower Level’ at the gray courtesy van signs.

*****

Participants – Anticipated:

Tom Bewick, USDA/NIFA (NCPN Governing Board)
Don Ferrin, Louisiana State Univ. (Tier 2 Citrus)
Deborah Golino, Univ. of California at Davis (Tier 2 Grapes)
Rosemary Hallberg, NC State Univ. (IPM Center – Southern)
Linda Herbst, Univ. of California (IPM Center – West)
Lynnae Jess, Michigan State Univ. (IPM Center – North Central)
Sam Johnson, USDA/APHIS (NCPN Governing Board)
Tim Martinson, Cornell Univ. (Tier 2 Grapes)
Terri Reddout, Washington State Univ. (Tier 2 Fruit Trees and Hops)
Erich Rudyj, USDA/APHIS (NCPN Coordinator)
Proposed Agenda

Wednesday, February 16

Travel to Dallas if/as necessary

Thursday, February 17

8:30 AM Welcome and Brief NCPN Program Update – Erich Rudyj

9:00 AM Meeting logistics

- Technicalities (reimbursements, agenda, etc.) – Lynnae Jess
- Goals of meeting – Jim VanKirk (Moderator)

9:30 AM Introductions, please answer the following questions

- Name, association (entity of affiliation; e.g. university, state, industry, etc)
- NCPN affiliation
  o If associated with a Tier 2 body; which one(s)
  o What specialty crops, clean plant centers, or states are they mostly associated with
  o Is their focus/interest (in addition to education/outreach) that of clean plant operations, research, industry, etc
- Clientele
  o Who are you interacting with currently with education and outreach – growers, nurseries, homeowners, etc
  o Who is on your contact lists for education and outreach – what is the intensity of those lists
- Education/Outreach
  o What types of education/outreach materials are you currently providing
  o What is your most successful outreach effort; what has worked best
- Expectations
  o What are your desired outcomes from this meeting

10:45 AM Break
11 AM  Specific needs

- Identify needs for education/outreach
- Who is the audience?

12 noon  Lunch

1:30 PM  National Education/Outreach perspective from the NCPN Board – Tom Bewick

- What would be the benefit of a national perspective?

2:00 PM  Needs discussion for national

- Identify needs (cont’d), categorize things that are in common, who the audience is

- What are the most important needs overall? (break out into groups and identify one or two needs that might be national)

- Of these needs that were identified, which could we provide a national template for or that we could use to describe the national CPN.

- How might this material also ‘tier-off’ and be of value ‘locally’?

3:30 PM  Break

3:45 PM  Unveiling of Draft Brochure

Friday, February 18

8:30 AM  Comments on national materials, branding

9:30 AM  Next steps (products, other items that need to be accomplished)

10:30 AM  Break

10:45 AM  Future of working group, status of working group, what we need to communicate, should a smaller group meet?

Noon  Adjourn

Travel Home
### Appendix 3

**Full Listing of Education/Outreach Group Members**

<table>
<thead>
<tr>
<th>ncppn_outreach Email</th>
<th>Name</th>
<th>Governing Body Focus (or Other Group)</th>
<th>Texas Meeting Confirmed Attendees Feb. 16-18, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:tbewick@nifa.usda.gov">tbewick@nifa.usda.gov</a></td>
<td>Bewick Thomas</td>
<td>National</td>
<td>YES</td>
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