

ESCOP Chair's Advisory Committee  
Teleconference Notes  
November 3, 2010, 4:00 pm EDT

Participants:

Orlando McMeans - ESCOP Chair  
Lee Sommers – WAAESD, ESCOP Chair-Elect  
Clarence Watson - SAAESD  
Carolyn Brooks – ESCOP Exec. Vice-Chair, ARD  
Eric Young – SAAESD  
Mike Harrington – WAAESD  
Steve Slack – Budget & Legislative Committee  
Ralph Cavalieri – NRSP Review Committee  
Dan Rossi – NERA  
Hunt Shipman – Cornerstone  
Ian Maw – APLU  
Chris Hamilton – NCRA

Action Items:

Who	Action	Status
Lee and Mike	Continue to hone in on 2011 ESS/SAES/ARD details	
Bill and Dan	Get a better handle on cost estimates for Science Roadmap documents in order to ask for and obtain needed funding from ESS	
Carolyn	Make necessary corrections to the agenda for the ESCOP Exec. Com. meeting in Dallas; notify Eddie that there is not enough time to include Pioneer Representative on the agenda	done
Eric	Develop a plan to have a representative group of directors discuss generic-based products and associated intellectual property rights issues, hearing the perspectives of the industry	
All	Send thoughts on items to broach on behalf of ESCOP during panel discussion at the BAA Business meeting in Dallas to Orlando (mcmeanso@wvstateu.edu)	
Orlando & Carolyn	Meet with NIFA liaison to ESCOP, Meryl Broussard	done

1. **Report from the Chair** – Orlando McMeans (sent 13 thank you letters to speakers at the Nashville meeting; approved reimbursement for Hunt Shipman's travel to Nashville; sought confirmations from those on the proposed agenda for the ESCOP Executive Committee Meeting in Dallas. McMeans and Brooks have confirmed a face-to-face meeting with Broussard on 11/8 in lieu of the monthly conference call with him as the NIFA liaison to ESCOP).
2. **Review of Action Items since last CAC call** – Clarence and Eric had conference call with Meryl. Notes were sent out.

3. **Approval of the minutes of August 16, 2010, and the agenda** - Orlando McMeans – Seconded and Approved
4. **Follow up items from the 2010 ESS/SAES/ARD meeting in September (if any)** – All. Chair McMeans thanked everyone for successful conference. No follow up issues presented.
5. **2011 ESS/SAES/ARD Meeting and Workshop** – Lee Sommers. Lee and Mike have met to discuss tentative locations and have chosen Estes Park, about 1 hr from Denver; \$100 - \$110 cost for roundtrip shuttle. May be able to negotiate a better shuttle rate. Location is near Rocky Mtn. National Park. On Nov 19, Lee and Mike will look at some hotel locations, check facilities. Expect that by end of November, details will be in place. Dates considered: 1<sup>st</sup> choice - Mon-Wed, Sept. 26<sup>th</sup> to 28<sup>th</sup>, second choice Sept. 19<sup>th</sup>- 21<sup>st</sup> and last choice, October 3<sup>rd</sup> – 5<sup>th</sup>. Send any input to Lee/Mike
6. **Update from the BAC** – Steve Slack/Mike Harrington (see attachment). 10/26 B&L meeting discussed the four options presented by Cornerstone to the BAC. Options 1&2 were favored (status quo and support the 150<sup>th</sup> Anniversary of the First Morrill Act in order to focus on capacity programs, AFRI, etc.) Option 3, a 1 yr break from earmarks should be watched because if earmarks are freed, the system would like to have them included in capacity lines as was done previously. Option 4, would be to consolidate NIFA lines, which will affect ECOP the most. Therefore it would be prudent to not weigh in on this option much.
7. **Update from the CLP** – Mike informed the group that he had forwarded a newer version of the stances of ESCOP as they relate to the compilation of proposals for the 2012 Farm Bill from the various sections. Notable comments from ESCOP are: remove the proposals to make capacity programs mandatory; not supportive of adding earmark type programs for AFRI; remove proposals that can be accomplished without legislation. CLP will meet next at a breakfast meeting in Dallas.
8. **Science Roadmap - Next Steps - Bill Ravlin/Dan Rossi**. Submitted final edits on Roadmap, should be finalized in next day or so. Hardcopies of final report should be limited. Best to provide the extensive outputs on a printable version of .pdf on ESCOP site, and regional and APLU websites. Besides the full document, an Exec. Summary and one pagers for the challenge areas will be developed and may be more extensively provided than the full document. These will require printing costs as well. At the meeting in Dallas will continue the dialog on how to best handle budget request, which will exceed \$5000. The ESS section would have to approve additional costs, therefore should printing be done in pieces or should the entire budget go out to the section for a vote? Executive Committee should decide such things as the optimal number of the full document and the other abbreviated versions to be produced. But the Exec Summary, more so than the complete document, is the mechanism to help “sell” what we’re trying to achieve. First step, come up with recommendations for the number of copies to print before deciding on strategy to approach budget. Also bring estimates on the costs for the productions.
9. **Communications and Marketing Update** – Chris Hamilton for Gerald Arkin/Arlen Leholm. The marketing assessment was approved in Nashville and the Op-Ed articles are available at <http://ncra.wisc.edu/Marketing/AESoped.htm>
10. **Approval of the Agenda (see attachment) for the ESCOP Executive Committee Meeting in Dallas, TX**. S&T should be 3:50 pm rather than 4:50 pm. Pioneer (Mike Torrey) needs much more time, find another place to present this information. Hunt Shipman: Other side (Monsanto) needs time to present as well – need double the time! Exec Comm. meeting probably not the best place for this issue. Eric: Perhaps set up a time for directors to meet with both companies and set up a position statement. Eric will put together an idea for this meeting and report back. Also, CLP item on the agenda should be given by Mike not Eric along with Steve Pueppke. Agenda

approved with above modifications.

11. **Suggested Items for the ESCOP Chair for his participation in the Panel Discussion at the APLU BAA Business Meeting that includes Dr. Woteki – All.** Orlando will be speaking for ESCOP, please let him know what he should bring forth. Ian: Topic is future of partnership. Panel consists of chairs of sections. Roger Beachy will be in attendance; will also involve the greater audience as well; free-flowing discussion, hopefully. Steve Slack suggested 2 priority areas: 1) support base funds, and 2) robust competitive grants program. Also, specialty crops, biomass, communications – critical to get info out about system, and other key areas of discussion by ESCOP. Please send any other information to Orlando prior to the meeting in Dallas.
12. Discussion on the forming of the new ESCOP-ECOP committee on partnerships – Arlen Leholm and Eric Young. (Tabled, will leave discussion for Dallas meeting)
13. Request for discussion topics (not just reports) for the February ESCOP meeting during the annual CARET Meeting in D.C. (i.e. partnership with ECOP and NIFA) – All. (Tabled, will leave discussion for Dallas meeting)
14. Other business/announcements

Next call: December 13<sup>th</sup> at 4 PM. One week early because of Christmas. (**712-432-0080; access code 772879#**)

Respectfully Submitted,

Chris Hamilton and Carolyn Brooks, Recorders