

ESCOP Chair's Advisory Committee
Teleconference Notes
May 2, 2011 4:00 pm EDT

Participants:

Arlen Leholm – NCRA
Eric Young – SAAESD
Clarence Watson – ESCOP Past Chair
Steve Slack – Budget & Legislative Com. Chair
Ralph Cavalieri – NRSP Chair
Orlando McMeans - ESCOP Chair

Carolyn Brooks – ESCOP Exec. Vice-Chair, ARD
Mike Harrington - WAAESD
Jim Richards – Cornerstone
Dan Rossi – NERA

Action Items:

Who	Action	Status
Eric and Carolyn	Compose and send email out to ESCOP Executive Committee asking them to vote on whether the travel expenses of the NAPB President should be paid so that she can attend the NPGCC meeting in Beltsville, MD	done
Dan and Orlando	Dan is to develop a one-pager relating to the establishment of a task force on the operational plans for the ESCOP Roadmap. Orlando is to officially appoint the members	
Arlen and Orlando	Seek input from ECOP to discern the feasibility of holding a joint ECOP-ESCOP meeting in Boston	

Minutes of March 28, 2011 and the Agenda for the May conference call were approved.

1. New developments – all were surprised to have learned of NIFA Director Roger Beachy's resignation. However the personal reasons that Roger expressed for making this decision were completely understandable. The ESCOP chair has already tried to make contact with Chavonda Jacobs-Young who will be serving as Interim Director in order to initiate communication between her and the ESCOP leadership as soon as possible.
2. **BAC and B&L Reports** – Jim Richards reported that Congress has completed the FY2011 budget legislatively. The next BAC conference call will take place on May 3rd. There must be a quick "action alert" done following the BAC call because the deadline for members to submit programmatic requests to the Ag. Committee is Friday, May 13th. The House will be very active with the FY2012 budget during June and July and the Senate will proceed at a slower pace. In response to a question about the strategy of advocating for a single line, Jim responded that this would be a cleaner strategy and the system might be more receptive to the idea if appropriate wording could be put into the Farm Bill to make this appealing to the sections as a workable and fair strategy. In responding to a question about why some earmarks remain, Jim explained that they exist to be used for personnel costs on projects that will continue. Rural Development Centers were substantially cut and some ARS centers have been slated for closures. Steve Slack reported that the B&L committee supports holding to the 2011 budget amounts for Hatch, Evans-Allen and McIntire Stennis and supports the amount in the FY2012 President's Budget for AFRI. The committee also suggested that in "TABLE 2. Other Critical NIFA Budget Lines" in the APLU discussion draft, rather than saying 'other' the wording should relate to maintaining or sustaining these budget lines.
3. **CLP** activity continues according to Jim Richards and the CLP will meet at the COPs' meeting in Boston.
4. **REE Roadmap** – There will be a fly-in meeting in Minneapolis in which Cathy Woteki and the leadership of REE, a facilitator and selected CFERR representation (to include ESCOP current and previous officers, standing committee representatives and EDs) to respond to the REE Action Plan. This meeting is to take place

June 8-9th. System input has already been gathered. Ron Brown took leadership in compiling comments from the system, especially those from ECOP and one of the suggestions is to relate the importance of the land grant community in the REE goals. It was suggested that the B&L and the S&T committees review the plan again in order to give more feedback at the fly-in meeting.

5. **Request for Funding Travel** – Eric Young explained that the National Association of Plant Breeders (NAPB) has a large membership and represents a large part of the National Plant Germplasm System's domestic user group. For that reason, the National Plant Germplasm Coordinating Committee (NPGCC) would like to learn more about NAPB and discuss establishing a liaison relationship with that association. Therefore, Lee Sommers (NPGCC Chair) and Eric Young (ED support) have invited an officer of NAPB to meet with the NPGCC at their next meeting in Beltsville, MD this June. The incoming NAPB President, Rita Mumm (Univ of Illinois), has accepted their invitation, but does not have a source of travel funds that would allow her to attend the meeting. Therefore, Lee and Eric have asked ESCOP to help fund her travel (airfare & hotel) to the NPGCC meeting, which would cost approximately \$800. If a liaison from NAPB is appointed as a result of the discussions with Dr. Mumm, it would be understood that they would cover their own travel to subsequent NPGCC meetings. Action to be taken: email will be sent to the ESCOP Exec. Committee for a vote on whether to support Dr. Mumm's travel.
6. **PBD Report** – No meeting since last call. They will meet during the Joint COPs Meeting in Boston.
7. **The Science and Technology Committee Report** – Dan Rossi reported that the ESCOP Roadmap copies (150) have been printed for distribution. The next step is to develop strategies to make the plan operational. A task force was proposed to work on these plans to include the EDs, representation from the three ESCOP standing Committees, and possibly a few others. The task force would focus on how to market the roadmap, how to use it in budget planning and in the advocacy process. Dan Rossi will develop a one-pager to explain the charge of the task force and once it is deemed ready for circulation, Orlando McMeans will officially appoint the members of the task force. The recommendations of the task force will be presented at the ESS/SAES/ARD meeting in Estes Park in September.
8. **Communications and Marketing Committee Report** – Arlen Leholm reported that action is being taken to implement the social media marketing strategy as was approved by ESCOP. John Scofield will be moving to another firm and so firms more experienced in social media marketing have been pre-interviewed. On May 18th the C&M committee (some face-to-face, others by audio-visual) will interview two firms. The firm chosen to be the Podesta Firm replacement will make a presentation at the September ESS/SAES/ARD meeting. The firm will not only discuss its strategy but also explain the basics of social media marketing.
9. **Agendas for the Boston ESCOP and the ESS/SAES/ARD meetings** – the EDs will continue to fine tune the agendas and ask the CAC to review the drafts and provide suggestions and recommendations. Whether or not there will be an ECOP-ESCOP joint meeting in Boston depends on whether or not ECOP desires to have one. Arlen and Robin Sheppard are discussing whether or not one is needed and Orlando will make contact with the ECOP chair to get his take on whether or not there is need for one.
10. **2011 ESS/SAES/ARD** - Mike informed the group that the dinner program in Estes Park will be on Wednesday now, not Tuesday as was the previous plan.
11. **LEAD21** - Arlen Leholm was given strong praise for his yeoman efforts in settling the disruptiveness of the LEAD21 flagship leadership program. Dr. Rochelle Strickland will provide leadership for the program with assistance from the retired leader, Rob Williams. However the program has now been moved to the University of Minnesota. The ~\$170,000 deficit the program has incurred will be paid off with a five year loan from the PBD and the Board has also approved an audit of the program's financial activity and status. Arlen feels the program may even be on better footing now and was pleased to note that there are 79 participants in this year's class with more 1994 participation than ever before.

The meeting was adjourned at 5:00 PM. Next call: May 23rd at 4 PM. (712-432-0080; access code 772879#)

Recorder,

Carolyn B Brooks