Priorities

Short term is within a year
Long term is greater than a year

- Coming to consensus for having a standardized branding for products (long term)
- Get new commodities on board and up to speed (short term) (sweet potatoes and roses)
- Decide what short and long term leadership looks like for the group (short)
- Develop an updated communications plan including a budget (long term)
- Evaluate products currently being used (on-going)
- Disease database for propagative materials (how to detect disease and existing technologies for detection (CAPS)) (long term)
- Evaluate effectiveness of materials (on-going)
- Consider new technologies/methods for outreach and education (on-going)
- Use APHIS/USDA stakeholder registry as a tool for communicating information (long)
- Produce an e-newsletter on a regular/quarterly basis that highlights commodity information/highlights centers at the National level (short term)
- Discuss, define and agree on a brand for materials (brand does not equal certification). What is the purpose for the brand? Where to use the brand (invoices, sales receipts etc.)? Citrus brand does equal certification so may need two tiers of branding. Brand needs to be trademarked. (long term)
- Advise strategic plan on Education and outreach (short term)
- Update materials/ revise technical content (short term)
- Develop materials for Rose and sweet potato (short term)
- Print citrus in consultation with the committee (short term)

Action Items

- Erich will provide powerpoint to the group (Erich – 5/15/2015)
- Assess who can access collaborative tools and who needs assistance (will send simplified instructions) and everyone will get an invite including new members (Sue – 5/15/2015)
- Push for development of a NCPN database/encyclopedia (Erich – update will be provided at the conference call in June 2015)
- Support letters from industry for a consolidated cross commodity disease database (Bob/Robert – 5/29/2015)
- Share photo with the group (Robert – 5/15/2015)