



NCPN Education & Outreach Teleconference Call MINUTES

Thursday, March 9, 2017
1pm EST, 10am PST

Meeting called to order at 1:00pm EST.

Participants: Sue Sim, Erich Rudyj, David Prokrym, Dianne Coats, Debbie Woodbury, Rhonda Smith, Bob Martin, Sue Leggett, Catherine Jones.

The meeting was called to order by Sue Sim, co-chair of the NCPN Education & Outreach Committee. Co-chair Debbie Woodbury recorded minutes.

Review and approval of minutes from last meeting: Dianne Coats made a motion to approve the minutes, Sue Leggett seconded. Motion passed.

Update on Debbie Woodbury's position: Debbie has resigned her position as Coordinator for CPCNW in Prosser, and thus the role of NCPN-FT and NCPN-Hop Coordinator. However, Debbie will continue as interim co-chair of the E&O committee, along with Sue Sim, until such time as the committee decides to revisit the co-chair assignments. Erich Rudyj explained that Debbie will also be continuing to support NCPN E&O activities by producing the newsletter and other collateral such as presentations, displays, brochures, posters, etc. for use at the National level and for overall network outreach. The role of NCPN-FT and NCPN-Hop Coordinator has been assumed by Catherine Jones at CPCNW.

NCPN-FT and NCPN-Hops Brochures: Catherine Jones will take responsibility for completing the review and finalization of these two tri-fold brochures, working with the associated Tier 2s and clean plant center personnel to ensure the content meets their needs. Once printed, this will complete the suite of NCPN crop brochures. Sue Sim suggested the next step with this suite of products will be to reformat the content of each brochure into a 2-sided 8.5 x 11 document that can more easily be downloaded from websites and printed on office printers as an on-demand alternative to the tri-fold format.

NCPN Newsletter: The 2016 Summer newsletter is now available in PDF format on the NCPN website. Debbie reported that the 2017 Winter edition of the *Network News* is essentially ready to launch, and invited additional input to the Look Ahead calendar of events. The newsletter will be distributed via MailChimp in the next week or so, or as soon as the linked articles have been uploaded to the NCPN website. All E&O participants are encouraged to subscribe to the newsletter if they have not already done so. There is a link on the NCPN website for subscribing.

The list of ideas for future newsletters, as documented in the Dec 2, 2016 minutes, was reviewed and discussed. A motion (moved by Sue, seconded by Catherine) was approved to produce a 2017 Spring edition focusing on the benefits of using virus-indexed planting material. Content will include **testimonials** from nurseries, growers, producers, and other stakeholders, as well as data from related

economic impact studies. This edition will thus set the stage for a 2017 Summer edition focusing on NCPN funding, just in time for the opening of the Cooperative Agreement RFA process.

For the Spring 2017 edition, the following deadlines were established:

April 10	E&O participants provide testimonials and any economic impact data to Debbie and Sue
May 1	Draft of newsletter content assembled for review
May 15	Publish 2017 Spring edition

Debbie agreed to send an email with these deadlines to all E&O members following this meeting. On a related note, Erich Rudyj shared that an Economic working group is being formed and invited meeting attendees to let him know if they would like to be involved.

NCPN Updates: Erich Rudyj reported that 2019 Farm Bill discussions are beginning in Washington D.C. Also, an NCPN Strategic Planning Committee has been established and includes 10 members: one representative for each of the 7 crops, plus Craig Regelbrugge, Sr. Vice President, Industry Advocacy & Research for the AmericanHort Association, and members of the NCPN management team. A facilitator has also been identified and the group anticipates holding a kick-off meeting in mid-April. The committee will meet for one hour per week until a draft plan is ready for review by the Tier 1. The plan will then be finalized in a face-to-face meeting. The estimated duration of this activity is 6 months.

New Business: Dave Prokrym shared a PowerPoint presentation he is working on to describe how plant material moves thorough the network and out into the agricultural industry. Dave welcomes input on this presentation, and it will be distributed with these minutes and then reviewed in more detail in the next meeting.

Next NCPN E&O: target date for the next teleconference is the week of May 22-26, 2017.

Meeting adjourned at 2pm EST, 11M PST.