Meeting called to order at 3:00pm EST.

Participants: Sue Sim, Erich Rudyj, David Prokrym, Dianne Coats, Debbie Woodbury, Catherine Jones, Fatima Osman, Chris Clark, Irene Lavagi, Bob Martin, Brent Pemberton, Glen Wright, Pam Hornby, Kristen Farrar, Wenping Qiu, Tim Martinson.

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: The minutes for the May 24, 2017 meeting were accepted.

Current and Upcoming Projects

Fruit Trees and Hops: Catherine Jones reported that the Fruit Tree tri-fold brochure has been approved by the Tier 2 and will be printed by CPCNW. The Hop brochure will be going to that Tier 2 for review via email. Sue asked that the E&O committee be given the opportunity for a final buy-in before printing.

Grapes: Sue Sim reported that the Vein Clearing tip sheet has been updated and is available on the NCPN-Grapes website. The Red Blotch tip sheet is now undergoing extensive updates.

Sweetpotatoes: this fact sheets is almost done and will be going to the Tier 2 for review and approval.

Berries: Bob Martin reported that a Yellow Vein tip sheet is in work, and it is the first of 3 planned tip sheets.

Citrus: Irene Lavagi reported that the tip sheet for the Citrus Clonal Protection Program (CCPP) is complete and has been distributed to several audiences; Huanglongbing (HLB) is next. Fatima Osman shared that another tip sheet will be produced for the Citrus Germplasm Introduction Program (CGIP) using the CCPP as a template.

Roses: Brent Pemberton reported that this group is working with the American Rose Society (ARS) to integrate messages on their respective websites. This will require balancing a variety of audiences with different missions and purposes. They are also looking at speaker opportunities at ARS venues and testing the effectiveness of participating at other venues. Kristine Farrar reported that an NGS fact sheet is in work.

Tablecloths: Sue revisited the matter of updating the tradeshow tablecloths with the new NCPN logo. She plans to have a few printed while further researching the idea of producing a runner so that people can incorporate NCPN branding along with their center/crop branding. Catherine Jones mentioned that CPCNW has produced their own tablecloths in black, and would prefer an NCPN runner. Erich
commented that while the current green color complements the logo, it is not essential to stay with that color.

**NCPN Newsletter**

**2017 Summer Edition:** Due to a technical glitch, the draft did not reach committee members prior to this meeting, so it will be resent after the telecon. This Late Summer issue focuses on NCPN funding matters and includes quotes from a variety of stakeholders involved in the proposal process. The newsletter will be launched in the next week or so.

**2017 Fall Edition:** Background information on NCPN has now been established with the first 3 issues of the newsletter and it may be time to pursue some of the more targeted topics proposed earlier, such as in-depth looks at the crops and/or centers. It was suggested that we start with Roses, although there was some hesitation due to transition of the coordinator for this group. Debbie suggested an option for creating a newsletter that could help solidify connections to Extension Programs, by providing value-added information for the grower audience. It is proposed that each crop create a list of “Five Things” that would be of interest to this group. For example, “Five ways to prevent the spread of x virus” or “Five tips for working with X virus lab” or “Five reasons to purchase clean X plants.” These tips would then fit nicely in the crop news blogs on the NCPN website, while we expand on the Roses crop in the general topic area. Debbie agreed to provide additional examples and request content directly from coordinators.

**Other Business**

**Certified grape nurseries in NY:** Tim Martinson shared a link to the pending issue of Appellation Cornell, to be published on August 31, 2017. This issue will feature an article titled “New York-certified, virus-tested vines are on their way to growers”


**Strategic Planning:** Glen Wright shared that this group has produced a new vision/mission statement, and conducted a SWOT analysis. The new vision/mission statement will be circulated to E&O members for review and comment. The Strategic Planning group will meet face-to-face in October in D.C. to develop the first draft of a new plan. In the meantime, send any feedback to Brent Pemberton, who will share comments with the team.

**NCPN Funding:** Erich Rudyj provided a reminder that the NCPN RFA is open and will remain open for 12 weeks. The Governing Board will meet to review funding proposals in November. Erich also reminded the group to let him know of any new E&O product ideas or requests for funding such projects.

**NCPN Graphics:** Dave Prokrym continues to refine the graphic depicting the movement of plant material through the clean-up process. The graphic is included in a PowerPoint he is also developing on network relationships, which he has defined in three specific groups: Technical (diagnostics, therapy, plants), Governance, and Cross-Cutting Topics (such as nursery certification).

**Next NCPN E&O:** target date for the next teleconference is early November 2017.

**Meeting adjourned at 4pm EST, 1pm PST.**