Meeting called to order at 1:00pm EST.

Participants: Sue Sim, Erich Rudyj, David Prokrym, Dianne Coats, Debbie Woodbury, Catherine Jones, Fatima Osman, Bob Martin, Pam Hornby, Kristen Farrar, Rhonda Smith, Natalie Anderson, Ioannis Tzanetakis.

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 August 22, 2017 meeting were accepted.

Newsletter
Debbie Woodbury reported that the issue currently in development will include a feature article on NCPN-Roses, and each crop will be similarly featured in future editions. To fill the individual blog spots on the NCPN website, each crop is developing a list of “Five Things” to share with readers. When compiled into a single document, this list of valued-added information may be used as an entrée to open or enhance communications with specific constituencies, such as Extension Offices. Yannis reminded us that the content of these lists needs to be scientifically sound and peer reviewed. Toward that end, Debbie will compile all lists and send to crop coordinators one more time, allowing for period of review and comment.

Project Updates
Fruit Tree: Catherine Jones reported that the tri-fold brochure has been approved by the Tier 2 and will be printed at Davis.

Hops: Catherine also reported that the Hops brochure is still in work.

Grapes: Sue Sim reported that a new Red Blotch fact sheet is now available.

Sweetpotato: Sue also reported that a SP fact sheet on the “Benefits of Using Virus Tested Planting Stock” is printed and posted on the website.

Berries: fact sheets are in development.

Citrus: this brochure is complete and at UC Riverside.

Roses: this group is considering developing a fact sheet on Rose Rosette Disease.
Display materials: Sue ordered an extra table-top display stand and it is available to anyone requesting it. In addition, Sue has created Velcro-backed laminated crop logos (6.5” diameter) for anyone wanting to add them to their displays. Sue will send these to the coordinators when they are completed.

HTS Fact Sheet: a fact sheet on High Throughput Sequencing has been developed and is ready for final review. This is the first crop-wide fact sheet; committee members are encouraged to suggest additional topics that apply to multiple crops.

Website Updates
Kristen Farrar reported that some visual enhancements have been made to the NCPN website and that Google Analytics are running on the site to help assess further improvement opportunities. Pros and cons were discussed regarding posting the E&O agendas and minutes on the site, and whether they should be password protected or not. This topic will be explored further in a future meeting.

Suggestions for New Projects: PowerPoint, Poster, other? This discussion was deferred to a future meeting.

Other Business: Dave Prokrym reported that the NCPN Governing Board (Tier 1) is has been meeting this week to make funding decisions. Ruth Welliver asked the group if there were any new ideas that the E&O group might want to pursue in the future, and a suggestion for videos was discussed briefly. Dave also shared a request from the Strategic Planning group for input on potential special projects such as data management, economic studies, High Throughput Sequencing, and another face-to-face meeting for the E&O group.

The group also discussed that fact that Simon Scott will be retiring soon, and Clemson University will be posting an opening for Simon’s replacement as Director of the Southeastern Budwood Program.

Next NCPN E&O: target date for the next teleconference is February 2018.

Meeting adjourned at 2:15pm EST.