

FACES OF THE CENTENNIAL:

ED B. HEATON
NACAA
PRESIDENT
1916-1919



Ed B. Heaton (III.)

Ed Heaton was a native of Iowa and graduated from Iowa State College. On January 1, 1910, he joined the staff of the USDA and did Extension work, largely in the dairy field, until 1913. In that year, he became County Agricultural Agent, in DuPage County, Wheaton Illinois (near Chicago) where he served until 1921.

Ed served as the first president of NACAA from 1916-1919. He also served as secretary-treasurer of the Illinois Association, and in 1914, was instructed to contact as many agents as possible regarding a proposed national meeting. Please turn to Page 4 of this newsletter for more information.

During the summer and fall of 1915, Mr. Heaton
(continued on Page 4)



Faces of the Centennial



FACES OF THE CENTENNIAL

JUNE 29, 2015

Great Faces That go With Great Places

When you think about it, faces are an integral part of the AM/PIC. I mean there are faces of the past, faces of the present and faces of the future. The faces we see create so many thoughts, emotions, and memories. They mean so much to us that we play a video of smiling faces at each AM/PIC.

For example, the joy we feel and the memories we recall when we see the faces of old friends we have not seen for some time, perhaps not since the last AM/PIC. The faces of excitement when spouses join their partner and sons and daughters join their parents after a day of adventure.

We see the pride in the faces of those who are willing to provide tour stops for us to come and learn about their enterprise's and share their accomplishments and the expressions of awe and amazement of those on the tour.

There are the faces of the future, First Timers, who at times may have an expression of confusion and shyness of being a first-timer, but for those of us who know the potential value that NACAA can be in the career of a First Timer, there is the willingness to congratulate them on attending the AM/PIC and ask if we

can be of assistance

There will be the humble faces of pride of all those that will be recognized by their peers for the outstanding programming they have conducted.

There will be all the faces of those serving as hosts and all the faces in the community that will be doing their best to make your stay pleasant and memorable. We will see the faces of the youth in the 4-H Talent Review and the winners of top bids at the Foundation Auction.

In South Dakota, we have some of the largest faces at Mount Rushmore. Each of the faces have a connection to NACAA such as the faces of Washington and Jefferson, men of great character and integrity and each having a profound understanding of the values of agriculture in the United States. Teddy Roosevelt's interest in the conservation of our natural resources and it's beauty has connections to Custer State Park in South Dakota. That leaves the face of Abraham Lincoln, the man that signed the bill that established the Land Grant University System.

The faces of all those that en-



Steve Munk, AM/PIC Chair

couraged me to become active in NACAA generate a true feeling of gratitude. Their encouragement allowed me to travel an amazing road filled with experiences and personal and professional development that have truly been life experiences and why I encourage all early career members to become active in the opportunities NACAA offers in leadership and professional development.

The other group of faces that will hold a special place in my heart is the 2015 AM/PIC Planning Committee, a small but extraordinary group of individuals.

So as you experience Great Places during the AM/PIC, take time to notice what all the AM/PIC Great Faces bring to your life. See you in Sioux Falls!

- Steven Munk 2015 AM/PIC Chair

Keep Up With AM/PIC Happenings

AM/PIC Website: <https://agagents.wordpress.com/>

Twitter: [@agagents](https://twitter.com/@agagents)

Facebook: [NACAA South Dakota 2015](https://www.facebook.com/NACAA-South-Dakota-2015)

Flickr: www.flickr.com/photos/agagents/



Follow the Faces of the Centennial

The Faces of the Centennial newsletter will feature faces from the past 100 years that have made NACAA a long-lasting and successful organization. The South Dakota slogan is "Great Faces, Great Places" and is fitting for the number of great faces who make up the NACAA. Follow the pre-conference and daily conference newsletters to learn more about the faces of this great organization and help us celebrate those who helped us grow professionally for 100 years.



Photo from the 2014 South Dakota Department of Agriculture "the common thread"

South Dakota Agricultural Industry

"Agriculture is the life-blood of South Dakota. It is our state's #1 industry, and for the farmers who work the land, agriculture is more than a job – it is a career, a passion and a way of life.

South Dakota always has been and will continue to be an agricultural state. In the 19th century, homesteaders used a mule and a moldboard plow to break the thick prairie sod. Two hundred years later, their descendants work the same land with no-till drills

and combines equipped with Global Positioning Systems.

Although the tools have changed, agriculture remains the common thread linking the citizens, businesses and communities of our state." - *South Dakota Department of Agriculture*

South Dakota Agriculture

- Average size of a farm or ranch is 1,395 acres.
- The ag industry has a \$21.4 billion economic

impact each year.

- 98% of farms and ranches are family owned and operated.
- Production ag and value-added industries employ 122,000 South Dakotans.
- More than 2,500 farms and ranches have been in the same family for more than 100 years.

- *Facts from the South Dakota Department of Agriculture 2014 Fact Sheet*



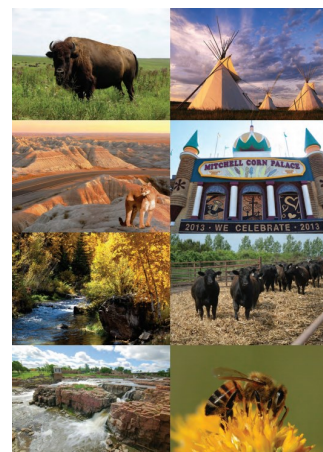
Don't forget to pack:

- Walking shoes
- Sunscreen
- Bug spray
- Jacket
- Shorts
- Sunglasses

Preparing for Tours

With 28 Professional Improvement Tours, three Pre-Conference Tours, four Life Member Tours and five Spouse Tours, the options are endless to experience South Dakota and neighboring areas. Preparing for the tours can be as challenging as predicting the weather in the Midwest. Many of these tours will be out in the elements and require some

degree of walking. Keep in mind that on-farm tours may have uneven terrain and July is often hot and humid. Conditions can and occasionally do change, so pack for various types of weather. Please visit the [AM/PIC Tours Web page](http://agagents.wordpress.com/tours) (agagents.wordpress.com/tours) for more specifics on each tour.



Local Events During the AM/PIC

Hot Harley Nights

Thursday, July 9—Sunday, July 12

Over the past twenty years, Hot Harley Nights has become a tradition in Sioux Falls that's grown to bring thousands of generous people together each year in support of Make-A-Wish South Dakota. Hot Harley Nights involves a bike show, motorcycle parade, live music, casino run, family fun night, great food and much more.

[Event website:](http://hotharley nights.com/)

<http://hotharley nights.com/>



Photo from Hot Harley Nights

Sioux Falls JazzFest

Thursday, July 16—Sunday, July 19

The annual Sioux Falls Jazz and Blues Festival, JazzFest, has become a summer favorite for Sioux Falls and the region. JazzFest is a three-day outdoor music event, featuring two stages and is free to the public. At JazzFest 2014, an estimated 110,000 enjoyed the music, sun, food and people watching.

[Event website:](http://sioux falls jazz fest.com/)

<http://sioux falls jazz fest.com/>



Photo from Sioux Falls Jazz and Blues

State's Night Out

Restaurant Options

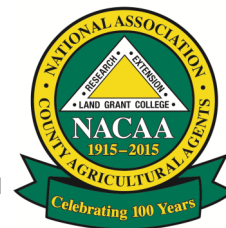
State's Night Out is a wonderful opportunity to gather with colleagues from your State and enjoy a night out in Sioux Falls. It will be held on Tuesday, July 14th and is scheduled to begin at 4:30 pm. Sioux Falls has many restaurants, but the large number of attendees at the conference will require you to plan ahead and make reservations. There are over 650 restaurants in Sioux Falls, and can be found at visitsiouxfalls.com.

Transportation

There are a number of transportation options for State's Night Out. Sioux Area Metro, taxi services, limousine services and charter buses are all options for your needs. Information on these services can be found on the agagents.wordpress.com Web page. If you are planning on a large group (more than 25) or have specific questions regarding transportation, please contact Chris Hay (christopher.hay@sdsu.edu; (605)688-5610) prior to July 1st to make arrangements.

Birthday Cake Decorating!

This year we will be celebrating NACAA's 100th birthday. A birthday isn't complete without cake, so there will be 50 cakes, one for each state, that will need to be decorated for the cake and ice cream social following the opening ceremonies. Each state association and their families will be asked to decorate their state's birthday cake however they choose on Sunday afternoon. Ask your state president how you can help decorate your state's cake.



Visit Sioux Falls

If you arrive early or have some free-time, there are many things to do in Sioux Falls. Parks, golf courses, shopping and plenty of entertainment options will make your trip to Sioux Falls fulfilling. The Sioux Falls Convention and Visitors Bureau has provided a long list of activities and events for you to choose from. Go to visitsiouxfalls.com or click on the logo below.



Dairy Tidbit

South Dakota Dairy by the numbers...

- Dairy farms: 350
- Dairy cows: 94,000
- Pounds of milk produced each year: 1.8 billion
- Pounds of cheese produced each year: 232 million
- Economic impact of dairy production: \$508 million annually
- Jobs created by dairy industry: 1,800

Facts from AgUnited for South Dakota



Sons & Daughters Activities

The sons and daughters activities at this year's AM/PIC are going to be exciting and a lot of fun!

The activities begin on Sunday, July 12 with registration in the Convention Center. **Be sure to bring your health forms to registration.** At 6:00 p.m., parents and youth are encouraged to attend a one-hour orientation where we will go over the daily activities, agenda and emergency contact information. After the orientation,

youth can get to know other S & D program participants at the Get To Know You Party.

On Monday, the activities will be at Wild Water West, which includes water activities, mini golf, go-carts, batting cages, and more.

Tuesday will include visits to Pipestone National Monument, South Dakota Agricultural Heritage Museum, McCrory Gardens, and a visit to the SDSU Dairy Bar and Ice Cream facility.

On Wednesday, we will be visiting the Butterfly House, USS South Dakota Battleship, and Falls Park. Wednesday night will include a trip to Thunder Road family fun park.

Remember to pack your swim suit, sunscreen, walking/running shoes, "play" clothes, camera, and other materials required to have an awesome time.

For more information on the Sons and Daughters activities, visit the AM/PIC website: agagents.wordpress.com



The lazy river at Wild Water West

FACES OF THE CENTENNIAL

(continued from Page 1): sent letters to all the agents in the various states whose names and addresses he could obtain, announcing a meeting would be held at the Stockyards during the International Exposition in early December. According to Mr. Heaton, a group of probably 40 or 50 men gathered on November 28, 1915. This was an organizational meeting of the National Association of County Agricultural Agents where temporary constitution and bylaws were drafted and Ed Heaton was elected President.

The first official annual meeting of NACAA was in 1916 with 60-70 present, mostly from the corn belt. The main purposes of the organization were set forth to include; providing means for the exchange of constructive ideas in County Agent work and to try to establish high standards in the states regarding the qualifications and ability of men to be employed for Extension work.

In 1921, Ed went with the Sears Roebuck Foundation. He was a speaker at the annual NACAA banquet in Kansas City in September 1959. Later in life, he served as a director of the American Poultry Historical Society and was considered an authority in the poultry production and equipment field.

-History of the NACAA, 1915-1976



The Great 8 Places of South Dakota

The pre-conference newsletters will feature The Great 8 Places that put South Dakota on the map. Four of The Great 8 Places will be featured in this newsletter and four more in the next pre-conference newsletter. Photos and descriptions are from the [South Dakota Department of Tourism](#), The Great 8 Places.

Mount Rushmore

America's Shrine of Democracy, Mount Rushmore National Memorial features the 60-foot faces of four great American presidents who represent the birth, growth, development and preservation of this country. Open year-round, the park includes a half-mile walking trail, museum, gift shop and dining room.



Badlands National Park

This striking landscape boasts a maze of buttes, canyons, pinnacles and spires. Skeletons of three-toed horses and saber-toothed cats are among the many fossilized species found here. Wildlife abounds in the park's 244,000 acres and can often be seen while hiking, camping and traveling the Badlands Loop Scenic Byway

Missouri River

History and adventure abound along and on the water of the Mighty Mo'. Free-flowing sections and four reservoirs—Lake Oahe, Lake Sharpe, Lake Francis Case and Lewis & Clark Lake—are prime for fishing, boating and water recreation.



Historic Deadwood

Walk in the footsteps of historic Old West legends like Wild Bill Hickok, Calamity Jane and Seth Bullock. This 1870s gold rush town became a National Historic Landmark in 1961. Today, it teems with entertainment opportunities including concerts, gaming, museums, historic sites, spas and parades.

NACAA History

At the spring meeting of the Illinois Association in 1914, William G. Eckhardt, adviser in DeKalb County, suggested that an attempt be made to get a group of agents together from several Midwest states during the International Livestock Exposition to be held in Chicago the following December, for the purpose of discussing some of the problems peculiar to the development of Extension programs, including the need for holding high the standards for men employed in the work, and also to discuss the possibility of forming a national association. At this meeting Ed Heaton, was instructed to contact as many agents as possible regarding the proposed meeting.

-History of the NACAA, 1915-1976



The Publicity Committee hopes you enjoy the Faces of the Centennial, South Dakota and the 2015 AM-PIC!

For questions, comments, or your additions, please contact:

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