

The County Agent

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OF COUNTY AGRICULTURAL AGENTS

Volume LXXIII No. 4 December, 2012

NACAA - 6584 W. Duroc Road - Maroa, IL 61756 - (217)794-3700



2013

PROFESSIONAL IMPROVEMENT AND AWARDS PROGRAMS

&

COMMITTEE DIRECTORY

**ANNUAL MEETING &
PROFESSIONAL IMPROVEMENT CONFERENCE**

GALAXY IV

**Pittsburgh, Pennsylvania
September 16-20, 2013**

Time to Surf!

I was glancing at the NACAA website the other afternoon, while I was multi-tasking. I believe most of you can relate to multi-tasking on your computer at times. I find the NACAA website one of my “go to” places at times. I took another look at the goals and mission of NACAA. Here’s what is stated for the mission: “to further the professional improvement of its members and communication and cooperation among all Extension educators, and provide for the enhancement of the image of Extension and the development of personal growth opportunities.” Another link I find value in rereading is the “Code of Ethics”. I have an old version, 1937, hanging in my office. It is interesting to me how the foundation of excellent County Agent work does not change over the decades. Take some time to explore the NACAA website.

While you are surfing the NACAA website be sure to check out the awards and professional development sections. This issue of the County Agent magazine provides you with information on the many outstanding programs available to you as a member of NACAA. These opportunities are the result of a rich history of recognition of terrific educational efforts of NACAA members. From newspaper articles to power point presentations; from corn to cows to 4-H to Women in Ag; for individual efforts to team and regional events there are programs for you to consider completing to gain professional recognition for your

efforts. And the award support can help you with funding for building your professional development. Don’t miss out on these career enhancers. Take some time, while you are multi-tasking, to visit the website and investigate these opportunities further.



Paul Craig
NACAA President

Another of my “go to” links at the NACAA website is under the Publications and News Section. Go to NACAA History and read about the fascinating stories of the earliest and more recent County Agents from across the United States. You can find the story of the founding of NACAA and the efforts of the leadership to build the organization that we know today. 2015 will be the centennial celebration of your organization. Your board is working on making that year special for all members. Wow, how times have changed!

Plan to attend the 2013 NACAA Annual Meeting/ Professional Improvement Conference and the Galaxy IV conference in Pittsburgh, September 16 – 20, 2013. Your board, the leadership of county agents from across the Northeast Region and a

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Inside this Edition:

2012 Animal Science Pre-Tour Re-Cap.....	2-3
Galaxy Poster & Presentation submission.....	4
General Award Guidelines.....	6
Post-Tour Opportunities.....	7
Search for Excellence Programs.....	8-9
SARE/NACAA Fellows.....	10
Excellence in 4-H.....	11
Ag Awareness & Appreciation Award.....	11
NACAA Hall of Fame Award.....	12
Service to American/World Agriculture.....	13
Communications Awards Program.....	13-16
Poster Session Guidelines.....	17
Call for Journal of the NACAA Papers.....	18
Scholarship Application Process.....	19
Officer/Director/Special Assignments.....	20-22
Professional Improvement Council.....	23-25
Extension Development Council.....	26-27
Program Recognition Council.....	28-31
Committee Chair/Vice-Chair Position Openings.....	32

national planning group have arranged for an outstanding professional development event as the highlight of the programming year for all Extension associations. The planning committees have worked since 2008 to ensure an outstanding conference for all participants. In addition there will be specific association identity during the meetings. There will be separate association annual banquets, voting delegate sessions, regional meetings, committee and award sessions and programs for spouses, sons and daughters and life members, posters and auction. NACAA needs its members participate and share our experiences and knowledge with our sister associations. And with support from your association a reimbursement voucher that can be used to attend a future NACAA AM/PIC cost of attendance is a reduced. The opportunity to meet as one great organization in 2013 will be an excellent opportunity for all NACAA members.

As the initial planning for this meeting was prepared, 2008 actually, Don Fretts, from PA prepared a list of 10 Reasons to attend the Pittsburgh Galaxy IV conference. They still apply today:

- **Networking with peers across the USA**
 - o See how it is done elsewhere

- **Attend educational workshops**
 - o Agronomy, Animal Science, Horticulture, Ag Economics, Career development and more

- **Inspiration and Motivation**
 - o Experience hearing about peer opportunities and success

- **Visit with commercial exhibitors**
 - o Learn about new technologies/ seminars from commercial exhibitors

- **Increase your knowledge about NACAA**
 - o Learn how NACAA is important to your career

- **Develop leadership capabilities**
 - o Learn from peers/ get involved in your association

- **Family, Youth and Life member programs**
 - o Specialized program activities during the conference

- **Self-evaluation**
 - o Compare your programming to peers from other states

- **Tours**
 - o Experience the sights and sounds of Pittsburgh, SW Pennsylvania, Ohio and West Virginia

- **Food**
 - o Become familiar with local and regional foods – can you say Primanti Brothers?

2012 Animal Science Pre-Conference Tour Recap

By: Jessica G. Jones and Lindsay Chichester, University of Nebraska – Lincoln Extension

The first thing that the group learned about South Carolina at the tour orientation/get acquainted dinner is that the four cardinal directions do not work as well as they do in other states, and it is much easier to describe locales in the state based on their location in either the up country or low country. After over 600 miles on the road and seeing all six of the state's land regions (coastal zone, outer coastal plain, inner coastal plain, sandhills, piedmont, and blue ridge) one can see why this is the case. South Carolina agriculture and the tour stops proved to be as diverse and unique as the terrain.

DAY 1

Edisto Research and Education Center

The tour's first stop was Clemson University's 2,400-acre Edisto Research and Education Center by Blackville. The research station was established as a WPA project in 1937 and is currently home to eleven faculty members. Dr. John Mueller the center's director, served as the group's host at the center. The center is home to the Edisto Forage Bull Test, a strictly grazing based bull test. Bulls arrive as 500 to 800 pound animals the first of December and are fed strictly forages (primarily millet and cowpeas) until their sale the second week of October, when they weigh between 1,800 to 1,900 pounds. Kevin Campbell, the bull test coordinator, said that bulls on the test perform the best when they come from hard conditions at home. In addition to the bull test, the group also learned about precision ag research taking place at the center and the center's wildlife field day.

Yon Family Farms

The group's second stop was Yon Family Farms in Ridge Springs. Kevin and Lydia Yon are first generation farmers who believe strongly in the value and importance of the extension service. Their operation is primarily niche market bulls to commercial producers. Their primary source of income is seed stock sales, but they are quite diversified and sell bulk feed and mineral to other local farmers, sweet corn for two weeks in the summer, and freezer beef to local consumers and restaurants. Maintaining good customer relations is a key to their success. Their herd consists of 700 Black Angus females, 50 sim-angus females, and 300 commercial cows that are recipients of embryo transfer. The Yon's manage 2,400 acres of grazing land consisting mostly of hybrid Bermuda, Sorghum Sudan, and Rye grasses. Their primary goal in grazing management is to be able to graze 365 days a year. They have sought out opportunities to provide alternative feed stuffs, but at times that grazing is limited. Most notably is their use of waste produce from Wal-Mart that is ran through a chopper and the meal and juice is added to wheat straw to provide a less expensive feed.

Bush River Jerseys

After lunch at the Helena Community Center the group was off to Bush River Jerseys by Newberry. Bush River Jerseys is a purebred Jersey operation in Newberry County, South Carolina's largest dairy county. Rick Doran, owns and manages the business started by his grandfather in 1972. They were the first operation in the United States to install a rotary parlor and today milk their 400 cows in a 24-stall state of the art rotary parlor. The operation's "gravy" is the sale of their bloodlines. They try to raise all of their own forage on their 652 acres, but they also utilize waste produce from Wal-Mart that is fed straight, without being run through a chopper or grinder. In addition to the Jersey operation they also have a cow-calf beef herd. While touring the facility, Mr. Doran said that their operation relies heavily on the extension service and the community of dairy producers within the county.

Stezler Farm

The final stop of Day 1 was also in Newberry County at the Stezler Farm. The farm is owned and operated by twins, Charles and Carl Stezler, and their sons who have returned to the farm. The farm is a diversified cattle and poultry farm with 350 commercial cows and multiple poultry houses to raise turkeys and broilers. The brothers explained how the farm sells their calves through a tri county cattlemen's organization that helps smaller cattle producers work together to co-mingle animals and sell a truckload at a time. The Stezler family explained their decision to expand their poultry operation when their sons graduated from Clemson University and wanted to return to the farm, but the farm lacked the land for more cattle. The farm had a history of raising turkeys under contract, but expansion of their turkey enterprise was not viable so they ended up building sixteen broiler houses to contract grow broilers for Columbia Farms a regional poultry processor.

Supper at Upstate Livestock Exchange

After the last stop for the day it was off to Upstate Livestock Exchange in Williamston, but the bus had other plans and decided it had enough traveling for the day and did not want to continue. So after a couple of hours of people watching and chatting with the locals in the parking lot of a gas station while we waited for a new bus; it was off to a steak supper at South Carolina's most modern sale barn and then on to Anderson for a night at the Hampton Inn.

DAY 2

Clemson University

Day Two started with a stop at Clemson University Farm to hear about the research being conducted there. The farm is approximately 1,000 acres with a mixture of pasture species. Dr. John Andrae, spoke about the research being conducted at the farm to study different management strategies to

eliminate the effects of fescue toxicity. The farm is in the “tall fescue belt” where most of the state’s cow-calf producers can be found due to the tall fescue pastures and abundance of chicken litter.

Joe Davis Farm

The second stop for the day was Joe Davis Cattle Farm near Westminster. Joe Davis, is a progressive cattle farmer who utilizes out of the box thinking and computerized recordkeeping to its fullest. Mr. Davis has had cattle for many years, but in 2001 he made a strategic business decision to expand his cow-calf enterprise and make it critical component of his overall business plan. He currently markets 100% of his calf crop via retained ownership. A management intensive grazing strategy is used to graze cattle on the farm with the goal of feeding little to no hay. Cattle are individually identified and records are kept on animal performance and production, all data collected is carefully evaluated to make culling decisions, select replacement females, and decide where to market calves.

Joe Black Farm

After lunch at Bethel Baptist Church in Westminster it was over to J&M Farms near Westminster. Joe Black, one of the farm’s owners and operators shared with the group about his experience working with the marketing cooperative to sell their calves. Their farm consisted of 100 head of cattle, one broiler house, and 200 acres of land that was “landlocked.” J&M Farms like many of the diversified operations visited on the tour utilized the litter from their poultry house to fertilize their pastures.

Black Crest Farm

The last stop for the day and final on the tour was Black Crest Farm by Sumter. The farm produces purebred Angus and balancer cattle to complement Angus based herds. Billy McLeod the operation’s owner and Jon Ripstein the general manager showed the group around the farm. Black Creek Farm has 600 breeding females with the goal of primarily producing registered Angus seedstock for the commercial market. Their pastures are comprised mostly of Tifton 85 Bermudagrass with some ryegrass. In addition to the cattle they also farm 7,000 acres of peanuts, corn, soybeans, and cotton. Following the tour of the farm Mr. Billy invited the group to a homemade supper with all the southern fixings at his hunting clubhouse. Following the wonderful hospitality the group got back on the bus and headed back to Charleston Convention Center for the start of AM-PIC.

The pre-conference ag tour was not only interesting and informative, but it gave visitors from across the country a chance to learn more about fire ants, excessive humidity, and sweet tea! It has been said before, and will continue to be said that this pre-conference tour is an excellent beginning to an AM-PIC. You should take advantage of the tour at Galaxy, and experience all of the great agriculture in Pennsylvania!!



2012 Animal Science Pre-Conference Tour Participants

POSTER AND PRESENTATION SUBMISSIONS AT GALAXY IV

The “Galaxy” Conference provides a unique opportunity to work together on a joint conference while celebrating the diversity of the individual JCEP member associations. Every five years the Joint Council of Extension Professionals sponsors and provides leadership for a Galaxy Conference for the entire Extension System. This conference invites participation from all JCEP member associations, ECOP and other partners critical to the Extension mission.



Submitting a Proposal to Present at the Galaxy IV Conference:

Proposals for presentations at the 2013 Galaxy IV Conference will be submitted via the abstract submission website. The website can be found linked from the Galaxy IV website, your association website, or directly at Abstract Submission Link

You will receive an automatic email confirmation your submission. This email does not mean that your abstract has been accepted for presentation, only that it has been received by the Galaxy IV conference.

Proposals must be submitted by 11:59 PM (EST) Eastern Standard Time, Thursday January 10, 2013. THE ORIGINAL DATE PUBLISHED IN THE COUNTY AGENT MAGAZINE WAS JANUARY 15...IT IS POSSIBLE THAT DATE WILL STILL APPLY...BUT TO BE SAFE...SHOOT FOR JANUARY 10TH.

A Few Notes on Abstract Submission

1. You will be asked if your oral presentation was not accepted, would you present it as a poster. This could give you a second chance to present. Everyone is limited to one oral presentation per lead presenter. You can be a secondary author on multiple presentations.
2. You can have up to one poster presentation during each of three poster sessions.
3. All abstracts will be reviewed and ranked by the primary association.
4. Due to the nature of the Galaxy IV conference, there will be numerous abstracts submitted by members of each association. Presentations will, in part, be scheduled based upon the percentage of abstracts received by “primary association”, as indicated during the abstract submission. For example if 10% of the submitted abstracts were from a given association, then 10 % of the oral presentation time slots will be given by members of that association, given the abstracts met the meeting theme and are ranked as appropriate during review. It is important that each association encourage their members to submit abstracts to ensure presentation.

If you have any questions, or comments, please contact the Galaxy IV Educational Program Committee at

Galaxy4educationalprograms@gmail.com

2013
JCEP LEADERSHIP
CONFERENCE
February 12-14, 2013
Memphis, Tennessee



Joint Council of
Extension Professionals

Discovering your Leadership Potential

Mark your calendars to attend the 2013 JCEP Leadership Conference, which will be held **February 12-14, 2013** in the **Memphis Marriott Downtown** in Memphis, Tennessee. It is located at **250 N. Main Street, Memphis, Tennessee**.

Internationally renowned corporate speaker **Jay Rifenburg** will focus on: No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career.

Rooming reservations should be made between **December 1st** and **January 18th** by **5:00 p.m. EST**. **SIGN UP EARLY**, as rooms in the JCEP room block may fill up prior to the cut off date.

EARLY BIRD REGISTRATION (\$250.00) is from December 1- January 18 at: www.jcep.org. From January 19 until conference, registration is \$300.00.

Hotel Reservations may be made on line at: [JCEP Leadership Conference Registration](#); or by calling 877-901-6632. Identify yourself with the JCEP Leadership Conference to secure the group rate.

These rates do not include the 15.95% sales/local tax. WiFi is complimentary in the guest room.

Questions? – Call the JCEP Registration office at (208) 736-4495 or e-mail JCEPOffice@jcep.org.

APPLYING FOR 2013 NACAA AWARDS PROGRAMS

The General Application process is found on-line at <http://nacaa.com/awards/> and for the majority of the awards listed in this publication, on-line applications are mandatory.

Note: 1) NACAA policy states that all first place national winners and all national finalists must register and attend the AM/PIC to receive their award. (See below under "Attendance Requirement").

All program entries must be in possession of respective committee state chair by March 15, 2013, except where noted. Applying earlier is encouraged.

Current members of the NACAA Board may not enter the professional improvement programs with the exceptions of DSA and AA. State chairs, regional vice chairs, and national chairs may participate in the programs which their committees are administering according to criteria determined by the NACAA Board of Directors. Contact NACAA Vice President Mike Hogan for further details.

Attendance Requirement

NACAA policy states that all Achievement Award (AA), Distinguished Service Award (DSA), National Finalists, National Winners, and Poster Session Presenters must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the designated ceremony to receive their award (minimum 1 day registration fee). Decisions on requests for non-attendance and excused absences will be made on a case by case basis by consultation among the respective National Committee Chair, in concert with the National Committee Vice Chairs and the NACAA Vice President. Excuses may be granted to AA, DSA, National Finalists, and National Winners for extreme personal or family illness; circumstances which would seriously jeopardize their job; or similar extreme situations. The intent of this requirement is that awards are inclusive of cash, plaques, and certificates.

In the event a national winner does not receive an excused absence from attending the AM/PIC, the national winner's award will be presented to the next ranking National Finalist who attends the AM/PIC. If none of the National Finalists attend the AM/PIC, a national winner award will not be presented.

In the event a national finalist does not receive an excused absence from attending the AM/PIC, the national finalist award will be forfeited. If a national finalist award is forfeited, there will be no replacement from lower ranking entries.

Note: The National Winner who is asked to make a program presentation at the AM/PIC is eligible for a reimbursement of the AM/PIC registration fee. In case of a team presentation, the value will equal one registration.

WANT ASSISTANCE TO UNDERWRITE YOUR COSTS FOR ATTENDING THE AM/PIC? HERE'S ONE WAY TO DO THAT... PARTICIPATE IN THE NACAA INCENTIVE PROGRAM

Incentive program to members who bring in new sponsors.

The program is as follows:

Sponsor Level	Incentive
\$2,000 - \$4,999	AM/PIC registration fee reimbursed
\$5,000 - \$9,999	AM/PIC registration fee reimbursed and \$500 travel voucher to attend the AM/PIC
\$10,000 - up	AM/PIC registration fee reimbursed and \$1,000 travel voucher to attend the AM/PIC

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 PS Form 3526, August 2012 (Page 2 of 3)

ANIMAL SCIENCE COMMITTEE

POST-AM/PIC SEMINAR & TOUR

PURPOSE

This program is designed to provide the opportunity for NACAA members to study and analyze livestock systems in the AM/PIC host state of Pennsylvania (North East Region States). Topics to be featured on the tour will include beef cattle production and forage utilization. Potential tour sites also include dairy, small ruminants, and poultry operations. Participants will also have a chance for one on one exchange of ideas with local producers, industry personnel, and peers from around the country. For additional information, contact any of the Animal Science Committee Regional Vice-chairs.

ELIGIBILITY

NACAA members in good standing with responsibilities in livestock and/or alternative markets are eligible to participate in this Post-AM/PIC tour. The event will take place on Friday-Saturday, September 20-21 and will depart from the Pittsburgh area on Friday morning September 20, 2013.

ENTRY & JUDGING CRITERIA

Complete the entry form/application on the NACAA web site. Also, applicant must prepare a written plan, not to exceed one single spaced typewritten page on:

1. Why you wish to attend the tour.
2. How you intend to use the tour information in your educational programs.
3. Describe your major animal science program emphasis.

AWARDS

The plan is to offer the tour to Extension educators on a scholarship basis, with the only cost to the participant being transportation to Charleston. Donor support is pending, please contact the Animal Science Committee Chair to confirm the availability of scholarships (contact information listed below).

Each successful applicant is responsible for their transportation to Pittsburgh. Two nights of double occupancy lodging (Friday & Saturday) will be included in the tour scholarship as well as tour transportation and most meals. Submit entries by April 15, 2013 to Tammy Cheely, Animal Science Committee Chair at tcheely@uga.edu .

NACAA POST-AM/PIC

HORTICULTURE AND TURFGRASS WORKSHOP & TOUR

PURPOSE

This award provides the opportunity for selected NACAA members to study and analyze urban and commercial horticulture.

2013 TOUR INFORMATION

Exciting opportunities await you if selected to attend the 2013 Horticulture and Turfgrass Post-Conference Tour. This year's Post-AM/PIC tour is scheduled for September 20 & 21st. The Northeast Region boasts a diverse horticulture industry, and this tour will highlight operations and projects that are highly relevant for today's Extension educator.

ELIGIBILITY

NACAA members and life members in good standing with horticulture as a major responsibility are eligible to participate. The NACAA Post-AM/PIC tour will consist of a two-day tour to be held on Friday, September 20 and Saturday, September 21st.

ENTRY AND JUDGING CRITERIA

Complete the on-line entry on the NACAA web site and prepare a written plan not to exceed one double spaced typewritten page on: 1) Why you wish to attend; 2) How you intend to use this information in your educational programs; 3) What your present ornamental horticulture education thrusts are. The on-line application will then be electronically sent to their State Horticulture Committee Chair. If the State Horticulture Chair is one of the applicants, the Regional Vice Chair will act as judge. The State Horticulture Chairs will submit the ranked applications to their Regional Vice Chairs. Regional Chairs will then recommend seven candidates and seven alternates to the National Horticulture and Turfgrass Committee Chair. If insufficient candidates apply from a region, the National Chair will select the most qualified applicants from the pool of candidates.

AWARDS

Sponsorship of this tour is currently being sought to help offset costs, however, individuals who apply must understand that the Study Tour will take place regardless of commercial sponsorship.

Tour awards are not limited to, but may include: 2 nights lodging (generally sharing rooms to save costs), meals for travel day and 2 tour days, and transportation expenses during the tour. Each selected participant is responsible for their own transportation to Pittsburgh. Approximately seven members will be selected from each NACAA Region with a maximum of 30 participants eligible for the seminar and tour.

DEADLINE

Entry must be in possession of your State Horticulture Committee Chair by April 15, 2013.



SEARCH FOR EXCELLENCE IN SUSTAINABLE AGRICULTURE USDA SARE/NACAA RECOGNITION PROGRAM

PURPOSE

To recognize members who develop and implement outstanding educational programs in sustainable agriculture. Sustainable agriculture is defined as an integrated system of plant and animal production practices having a site-specific application that will, over the long term: satisfy human food and fiber needs, enhance environmental quality and the natural resources base upon which the agricultural economy depends, make the most efficient use of non-renewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls, sustain the economic viability of farm operations, enhance the quality of life for farmers and society as a whole.

ELIGIBILITY

All NACAA members in good standing with their state associations are eligible. Team entries are permitted. All team members need not be a current member of NACAA. State Extension Programs Chairs are eligible but must follow established guidelines. Application must be signed by a current NACAA member.

ENTRY

Entries should be submitted electronically (see NACAA web site). Complete on-line general application form and submit with entry that does not exceed 1200 words and reflects program activities and accomplishments within the past three years.

Entries should be organized according to, and will be evaluated according to, the following criteria: Educational Objectives, Program Activities, Teaching Methods, Results, Impact Statement, and Evaluation. All entries should clearly relate how the activities and accomplishments related to the definition of sustainable agriculture listed above. National and regional SARE staff will assist with judging of these entries.

The score sheet for all Search for Excellence Committee recognition programs is located on page 9 of this edition of *The County Agent*. Attach no more than three (3) supporting documents.

Abstract is required with application. Abstract totals do not count in the 1200 words. If team entry, team member names on the abstract must be the same as on the application form. See page 18 for abstract example and format that must be followed.

AWARDS

The SARE Regional Offices will provide each regional winner up to a \$500 honorarium. These awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

Each Regional Winner must present his/her program during the 2013 NACAA AM/PIC to be eligible for the honorarium. Consult AM/PIC Program for time and location.

In the event of a team winning entry, one honorarium will be given in the amount indicated above, along with an appropriate certificate/plaque for each team member who is a NACAA member.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

DEADLINE

On-line entries must be completed by March 15, 2013. State Chairs should send all state entries, with the winning entry designated, to their Regional Vice Chair by April 1, 2013.

Guidelines for the following seven SEARCH FOR EXCELLENCE PROGRAMS

ELIGIBILITY

All NACAA members in good standing with their state associations are eligible. Team entries are permitted. All team members need not be current members of NACAA. However, only NACAA members will receive award recognition. Please indicate the members of the team that are non NACAA Members. State Search for Excellence Chairs are eligible but must follow established guidelines. Application must be signed by a current NACAA member.

Entries will not be considered unless all required signatures are complete on the application form.

ENTRY

Submitting entry electronically is mandatory for all Search For Excellence Award Programs (see NACAA web site). Complete on-line application form and submit with entry that should not exceed 1200 words. Entry should reflect program activities and accomplishments within the past three years. Members are encouraged to apply for multiple Search For Excellence Awards, however members can only enter the same program in ONE

Search for Excellence Category.

Entry should be organized and will be evaluated on the following criteria: Educational Objectives, Program Activities, Teaching Methods, Results, Impact Statement, and Evaluation. The score sheet for all Extension Programs is located on page 9.

Attach no more than three (3) supporting documents.

Abstract is required with application. Abstract totals do not count in the 1200 words. If team entry, team member names on the abstract must be the same as on the application form. See page 18 for abstract example and format that must be followed.

AWARDS

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. Pending additional funding - *SFE in Young, Beginning or Small Farmers/Ranchers - National Winner*

\$1000, Regional \$500, State \$100 (per sponsor request and award is cumulative). The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC. Length of presentation should be 15 minutes maximum. Consult AM/PIC Program for time and location. Tickets will be required for Brown Bag Luncheon (if offered). Inquire for tickets through on-line registration process.

In the event of a team winning entry, one cash prize in the amount indicated along with an appropriate certificate/plaque will be given only to NACAA members of the team.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

DEADLINE

Entry must be in possession of your Search for Excellence Committee State Chair by March 15, 2013.

State Chairs should send all state entries, with the winning entry designated, to their region Vice Chair by April 1, 2013.

SEARCH FOR EXCELLENCE IN REMOTE SENSING/PRECISION AG AND AG TECHNOLOGIES

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in utilizing remote sensing and/or precision agricultural techniques.

SEARCH FOR EXCELLENCE IN CROP PRODUCTION

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in crop production.

SEARCH FOR EXCELLENCE IN LANDSCAPE HORTICULTURE

PURPOSE

To recognize a NACAA member who has developed and carried out an outstanding extension educational program in horticulture.

SEARCH FOR EXCELLENCE IN FARM AND RANCH FINANCIAL MANAGEMENT

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in farm and ranch financial management.

SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in livestock production.

SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING, OR SMALL FARMERS/RANCHERS

PURPOSE

To recognize NACAA members who have developed and carried out outstanding Extension educational programs for Young (<35 years of age), Beginning (< 10 years management experience), Small Farmer/Ranchers (<\$250,000 annual agricultural sales).

SEARCH FOR EXCELLENCE IN FARM HEALTH & SAFETY

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension educational program in farm health and safety.

NACAA SEARCH FOR EXCELLENCE SCORE SHEET

- _____ Crop Production
- _____ Livestock Production
- _____ Farm and Ranch Financial Management
- _____ Landscape Horticulture
- _____ Remote Sensing and Precision Agriculture
- _____ Young, Beginning or Small Farmers/Ranchers
- _____ Farm Health & Safety
- _____ Sustainable Agriculture Research and Education (SARE)

Area:	Points
Educational Objectives	20
Program Activities	10
Teaching Methods	10
Results	20
Impact Statement	20
Evaluation	20

(SARE) SEMINAR USDA SARE/NACAA FELLOWS PROGRAM

PURPOSE

This program is designed to provide hands-on experience and materials for selected NACAA members to study and become familiar with the basics of sustainable agriculture and alternative farm systems as currently practiced within the four regions of the US Department of Agriculture. An understanding of current trends, practices, and underlying strategies within the sustainable agriculture movement will help Cooperative Extension agents or farm advisors, and agricultural professionals with whom they work, build effective outreach programs to provide assistance to those who have made the transition or to help guide producers desiring to begin the transition toward sustainable production systems on their own farms and ranches.

Specific sustainable farming systems will be studied as selected fellows visit two of the USDA regions each year as part of the two year program. The fellows will hear discussions on sustainable agriculture as pertaining to each region and visit selected farms and ranches to view firsthand the application of sustainable agriculture principles studied in the classroom. For more details go to <http://www.nacaa.com> and click on the SARE Fellows button.

ELIGIBILITY

Members of NACAA in good standing with their state associations with responsibility in agricultural production systems are eligible to apply for the Fellows Program.

ENTRY & JUDGING CRITERIA

Complete the on-line general application form and provide information on the following, not to exceed two typewritten pages using a font size 12:

1. Why you wish to attend.
2. Details of your experience and past activities that would demonstrate the understanding of and interest in sustainable agriculture and alternative farming strategies.
3. A plan on how you intend to use the Fellows program information in your local Extension programs and the evaluation methods you will implement.
4. The potential impacts and expected results that your participation could have on your local Extension sustainable agriculture program.
5. The potential benefits to other professionals and clientele in their geographic area. Preference will be given to applicants who plan to train others (extension agents, other professionals and clientele) upon completion of the program.

Successful applicants will be selected on the basis of:

1. Geographic and other diversity considerations. The preference of the sponsor would be to have one individual selected each year from each of the NACAA regions.
2. Experience and past Extension activities in this area of emphasis (10 pts)
3. Plan of Extension work following training (60 pts)
4. Local Extension program expected impacts, expected results and program evaluation methods (30 pts)

It is expected that all applicants will have worked through the **Sustainable Agriculture: Basic Principles and Concept Overview** on-line course designed by USDA SARE. A thorough understanding of the basic principles and philosophies of sustainable agriculture are prerequisite to entry into the Fellows Program.

AWARDS

- Four individuals, one from each NACAA region, will annually be selected for this two year program on a competitive basis (after the initial year there will be 8 individuals in the program in any given year).
- The seminars will occur in the spring and fall of each year with the specific date determined by the host state and SARE region, with input from the participants.
- Economy air travel will be provided to successful applicants to attend each training seminar in the selected region.
- Meals and lodging expenses will also be paid by the program sponsors, but incidental and additional expenses will be the responsibility of the participants.
- Successful participants will also receive a complete USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC and a \$1,500 stipend to be used for program support, materials or hardware, including the purchase of equipment, such as computers, if desired.

DEADLINE

Entry must be completed on-line by March 15, 2013.

Support provided by: USDA National SARE Program and SAN. The availability of this program will be dependent upon the consent of USDA SARE and the availability of funds.

What is the SARE Fellows Program?

The SARE Fellows program is Opportunity!

It is not only excellent for the professional development of an Extension Educator's career, but provides the opportunity to:

- 1) forge new connections with colleagues from other parts of the nation
- 2) evaluate agriculture within a social, economic and environmental framework
- 3) visit innovative producers that are striving to sustain agriculture for future generations through the use of sustainable practices
- 4) improve your agriculture programs

What are sustainable practices?

They are something that need to be determined and developed by you.

As a past SARE Fellow, I have become committed to sustaining agriculture and the promotion of sustainable agriculture. Please take this wonderful opportunity to apply to become a SARE Fellow (view the USDA SARE/NACAA FELLOWS PROGRAM application and guidelines).

If you need any further information, feel free to contact me anytime.

Steve Van Vleet, PhD
NACAA Chair-Sustainable Agriculture
509-397-6290
svanvleet@wsu.edu

EXCELLENCE IN 4-H PROGRAMMING

PURPOSE

To recognize an NACAA member who has developed and carried out an outstanding extension youth development program(s) for 4-H and other youth.

ELIGIBILITY

All members of NACAA with 4-H and youth development programs who are in good standing with their state association may be considered for this program. Previous state and regional winners and national finalists are encouraged to participate again. State 4-H and Youth Chairs are eligible but must follow established guidelines. Team entries are permitted. All team members need not be current members of NACAA. Application must be submitted and signed by a current NACAA member. Entries will not be considered unless all required signatures are complete on the application form.

ENTRY

Entries should be submitted electronically including attached support material and supervisor letter (see NACAA web site). The entry should consist of 1) the on-line general application form; 2) a narrative not to exceed 1000 words; 3) support material not to exceed 5 pages; and 4) a letter from the entrant's immediate supervisor verifying the program accomplishments. Judging of the entry will be based on: problem identification - 10 points; specific target audience identified - 10 points; goals established - 10 points; teaching methods and activities - 25 points; measurable results, target audience reached, changes noted - 25 points; organization, clearness, readability - 20 points. An abstract of 150-250 words is *required* with application based on the above criteria. If team entry, team member names on the abstract must be the same as on the application form. See page 18 for abstract example and format that must be followed.

AWARDS

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA AM/PIC.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque to each NACAA member of the team.

All entries will be judged with the National award winner and National Finalists' abstracts being selected for publication in the AM/PIC Proceedings.

DEADLINE

Entry must be in possession of your 4-H and Youth Committee State Chair by March 15, 2013.

State Chairs should send all only the winning entry to their regional 4-H and Youth Committee Vice Chair by April 1, 2013. The Regional Vice-Chair should review the state winning entries for completeness and send one winning entry for each state submitting entries to the National Chair for judging by April 15.

Agricultural Awareness and Appreciation Award

PURPOSE

To recognize NACAA members or team of members for outstanding use of Public Relations in Daily Efforts that improves the understanding of agriculture in their communities.

ELIGIBILITY

All entrants must be members of both their State and National Associations of County Agricultural Agents. Regarding Team entries, only the lead applicant of the team must be a member of the State and National Association. Public Relations efforts submitted for judging must have been conducted between January 1, 2012 and March 15, 2013. Previous regional winners are ineligible for a period of one year. State Public Relations Committee Chairs are eligible but must follow established guidelines.

ENTRY

Each entry should follow the outline listed in the entry criteria section found below. The report should be typewritten and of sufficient length to cover each section of the entry criteria as outlined. Please title each section of your report according to the entry criteria. Along with each entry, submit an abstract of 150-250 words based on the entry criteria found below and according to the abstract example and format as outlined on page 18. There is not a separate category for team entries.

Complete the on-line application process found at <http://nacaa.com/awards/apps>, No hard copy applications will be accepted. All submissions must be completed by March 15, 2013. See page 17 for abstract example and format that must be followed.

ENTRY CRITERIA

Complete the on-line general application form and send it with the following support materials.

County Situation (10 points possible). Describe your county situation; total acreage, farmed acreage, agricultural income, major crops and livestock, total population and farm vs. non-farm shares of total population; economic importance of agriculture, agribusiness and other industries, and community attitudes toward agriculture and public relations opportunities.

Public Relations Objective (30 points possible). Explain how and by whom objectives were established. List Public Relations objectives. They should be pertinent, realistic, specific, measurable and aimed directly at achieving a better understanding of agriculture in your community. Explain the relationship of your objectives to the situation in your county.

Program Execution (30 points). Describe your Public Relations activities; what was done; your role and contributions; actions and responsibilities of others. Explain how activities related to objectives.

Results and Evaluation (30 points possible). Explain your results and how they relate to objectives. List number of persons reached personally through media, etc. Describe effects on attitudes toward agriculture.

RECOGNITION AND AWARDS

If adequate donor funds are secured, the National Winner will receive up to \$500; three National Finalists up to \$250; and state winners up to \$50. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

The National Winner will present his/her program during the NACAA

AM/PIC. Length of presentation should be 15 minutes maximum. Consult AM/PIC Program for time and location.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque will be given only to NACAA members of the team.

All entries will be judged with a designated number of abstracts selected for publication in the AM/PIC Proceedings.

DEADLINE

Entry must be in possession of your Public Relations Committee State Chair by March 15, 2013.

State Chairs should send the state winning entry to their region vice-chair by April 1, 2013. Regional vice-chairs must send the top three regional finalists to the National Chair by April 15, 2013.

NACAA HALL OF FAME AWARD

PURPOSE:

The purpose of the NACAA Hall of Fame Award is to recognize NACAA individuals for demonstrated commitment, dedication and effective leadership in job performance as an outstanding educator, consideration for association involvement at both the state and national level, and outstanding humanitarian service. This award recognizes NACAA members with sustained and distinguished careers.

This award will be presented annually to one person from each of the four NACAA regions. The Vice Chairs of Recognition and Awards from each region will be responsible for collection of applicants from the states. The Program Recognition & Awards Committee reserves the right to reject any applicant if minimum standards are not met.

ELIGIBILITY:

All current and life members of the National Association of County Agricultural Agents are eligible, except previous winners. The candidate must have previously been awarded the Distinguished Service Award (DSA).

NOMINATION:

Each state association has the opportunity to nominate one applicant from their state association to be forwarded to the Regional Vice Chair of Recognition & Awards. The nomination process at the state level will be determined by each state but the award deadlines will align with the Achievement Awards (AA) and Distinguished Service Awards (DSA). The state may choose a candidate or an applicant may apply to the State Chair of Recognition & Awards. State Chairs will submit State Winners' applications to Recognition & Awards Regional Vice-Chairs by January 15.

Nominations are to be double spaced, typed essays of not more than 500 words describing the activities listed in the criteria section. Nominations are to be accompanied by the application form, a letter from the state president (or vice president if the president is the nominee) verifying the state association's support of the nominee and that the nominee is a member in good standing of both the state and national associations. The nomination packet should contain 2 testimonial letters from clientele who have knowledge of the educational programming efforts. Nomination materials must be submitted on-line. A one-page bio-summary must also be completed (see sample on web <http://www.nacaa.com/awards/>).

CRITERIA:

- **40% Demonstrated commitment, dedication and effective leadership in job performance as an outstanding educator.** Quality of Extension Programs includes the scope, innovation and appropriateness of the nominee's program to the identified needs of the people and community within his or her assigned area or state.
- **30% Association involvement at the State and National level.** Involvement includes length of membership, committee assignments, offices held, AM/PIC attendance, and special assignments.
- **30% Humanitarian activities and leadership outside of normal Extension programming.** Humanitarian activities may span any length of time and involve any type of service to one's community beyond the normal call of duty.

Examples: Volunteerism (Red Cross, civic organizations, hospital, EMT, church, youth organizations, crisis teams, etc.); Leadership (Civic organizations, community action groups, church, schools, crisis teams, boards, etc.); Personal (Acts of heroism, care of foster children or elderly, philanthropy, etc.)

A cash award of up to \$1000 is to be awarded if donor funds are available. The winners must register for the NACAA Annual Meeting and Professional Improvement Conference and attend the Monday General Session to receive their award.

- One winner from each region will be recognized at the Monday General Session.
- All state winner applications received by the established deadline will be reviewed and judged by the NACAA Recognition & Awards Committee.

Donors are being solicited for this award.

2013 Service to American/World Agriculture Nomination Form

DEADLINE: March 15, 2013

ATTENTION North East Region NACAA Members. You or your state has the opportunity to nominate an individual to receive the Service to American/World Agriculture Award from NACAA for their contribution to agriculture.

PURPOSE:

To recognize a U.S. citizen who has made a major contribution to American/World Agriculture and is so recognized by peers and the general public. Recipient is expected to attend the 2013 Annual Meeting and Professional Improvement Conference (Galaxy IV) in Pittsburgh, PA to accept the award, and will receive appropriate expenses to attend the annual meeting.

GUIDELINES:

1. Nominations are encouraged by any member of NACAA in the eligible region. Nominees must be residents of the region hosting the annual meeting and must have the approval of the State Extension Director and the President of your State County Agent Association. The recipient of this award will be from the North East Region in 2013.
2. The nominee may be a public official, lay leader or other professional individual who has made a significant contribution to American and/or World agriculture, but not limited to, Cooperative Extension and/or research.
3. Entries must be received by March 15. Send to Mike Hogan, 831 College Ave., Suite D, Lancaster, OH 43130 or email to: hogan.1@osu.edu

4. Attach credentials in 1,000 words or less for nomination.

Nominee _____
Title or Position _____
Address _____
City _____ State _____ Zip _____
Primary reason for recognition (in 10 words or less) _____ _____
Private Citizen _____
Public Official _____
Other (specify) _____
Name of person making nomination _____
Approval Signature of State Association President _____
Approval Signature of State Extension Director _____

COMMUNICATIONS AWARDS PROGRAM

PURPOSE

To recognize NACAA members who excel in communicating programs and ideas to their clientele.

ELIGIBILITY AND JUDGING CRITERIA

Members of NACAA in good standing with their state association are eligible to enter, including team entry members. Extension editors and/or other paraprofessional Extension Communication specialists are not eligible. Submit only one entry per class per individual. All classes are open to entries from one or more NACAA members with the exception of Class 2 - published photo, Class 5 - personal column and Class 7 - individual newsletter, which are open to individual entries only. Entries must have been used by member between March 15, 2012 and March 15, 2013.

Entry materials that have already been state, regional or national winners are not eligible again. First place national winners may not repeat in consecutive years in the same category. Communications Committee State, Regional and National Chairs are not eligible to participate in this program **unless they are one member of a team entry with another person as the primary entrant.**

Judging criteria for each category follows on pages 15-16.

ENTRY

Electronic submission **must be** made for all 14 categories. However, categories 9 (Video Recordings), 13 (Learning Module/ Notebook) and 14 (Bound Book) may require materials being sent (mailed) to State Chair if file is too large to submit electronically or if unavailable in PDF format. Even in these cases there must be an electronic submission of an abstract and entry information. Maximum file size for submissions is 10MB. Refer to NACAA website for directions on submitting entries electronically.

Note: NACAA will do everything possible to safeguard entry materials. However, it is recommended that members duplicate valuable entry materials in case materials are lost.

ABSTRACT

Each entry must have an abstract. Include member's name, state and county (team entries should list all NACAA members who contributed to the entry); a short summary that includes objective, purpose (why, when, how, audience, audience number and results); and how the entry was prepared (i.e. recorded, edited, printed, or duplicated professionally or by field staff on field office equipment), how distributed and how many were distributed. The abstract should include the member's contribution to the final product. Abstracts for all regional and national winners will be published and posted on the NACAA website. **See page 18 or NACAA website for abstract example and format that must be followed.**

CATEGORIES

1. **Audio Recordings** - 1 to 15 minute presentation. Recording can be a complete program or segment of a radio program, podcast, etc. to be judged. Member(s) must have been a major contributor to the presentation or conducted the interview(s). In the abstract, indicate date and time(s) used, station(s) where program aired and where recorded (agent's office, station, etc.). Submit electronic entries using MP3 file or provide link (URL) in the abstract where recording is located on the web. 10 MB maximum file size.

2. **Published Photo & Caption** - One or more black and white or colored photos taken by member which tell a story. Include a scan of the clipping containing the photo (JPEG or PDF); outline and story, if used (PDF). Also, submit the original photo in JPEG format. Pictures should be at least 1024x768 pixels. Only photo and caption will be judged. 10 MB maximum file size for each file.

3. **Computer Generated Graphics Presentation With Script** - Maximum of 50 slides up to 15 minutes in length or if longer, entrant must designate portion of set to be judged by indicating that portion on the script. Upload in PowerPoint or PDF format. Presentations created with Adobe Presenter, web conferencing or similar software and published online as recordings should be submitted under this category. Include the URL in the abstract. 10 MB maximum file size.

4. **Program Promotional Piece** - One short promotional item used to advertise a program or event and/or alert the reader to an important current issue. It should create awareness and call for action. In the abstract, indicate audience to whom the item was sent and the number distributed as well as results of number registered. 10 MB maximum file size in PDF format.

5. **Personal Column** - Submit PDFs of original copy for two columns for two different dates. Also submit scanned copies of the final published articles. 10 MB maximum file size for each.

6. **Feature Story** - Submit PDF of original copy of one article. Also submit scanned copy of the final published article.

7. **Newsletter, Individual** - Submit PDFs of two issues of a newsletter written by a member that is informal and personal. It may contain several unrelated topics. In the abstract, indicate audience to whom newsletter was sent and the number distributed and how distributed.

8. **Newsletter, Team** - Submit PDFs of two different issues of a newsletter written by one or more members. Non-members may be a part of a team entry (i.e. NRCS). Entry may be a portion of a multi-county, area extension newsletter or multi-agency newsletter. In the abstract, indicate audience to whom newsletter was sent and the number distributed and how distributed.

9. **Video Recordings** - One presentation that one or more members contributed to or produced, not over 15 minutes long. It can be a segment of a longer program. Abstract must be submitted electronically with video being mailed to State Chair by deadline as DVD **if too large to upload/download**. In the abstract, indicate audience, purpose and how the presentation was used. In the abstract, provide link (URL) where video is located on the web (i.e. YouTube) or upload an MP4 file. 10 MB maximum file size for uploaded files.

10. **Fact Sheet** - An educational piece on a single subject produced on a single sheet of paper (size and format unspecified). In the abstract, indicate audience, purpose and number distributed. Submit as PDF or include URL in the abstract. 10 MB maximum file size.

11. **Publication** - An educational publication on one or more subjects that is more extensive than class 10 - Fact Sheet. Publication may be a fact sheet that is more than one page or a bulletin. In the abstract, indicate intended audience, purpose and

number distributed, agent/educator's role in the development, writing and production. Submit as PDF or include URL in the abstract. 10 MB maximum file size for uploaded files.

12. **Website/Online Content** - Entry will consist of abstract and URL address for the website/online content. If site is password protected, be sure to include access credentials. Person submitting should be the person primarily responsible for content, design and maintenance of the site/online content. Examples of online content include wikis, blogs, social media sites, etc.

13. **Learning Module/Notebook** (includes either a notebook form learning module or online learning module) - Entry will consist of total materials written and compiled as learning/teaching aids for specific Extension Programs, (i.e. Master Gardener Notebook). Entry materials can be of several media (print, audio, video, etc.). Significant portions of the entry material should be the work of the entrant(s). The abstract must be submitted electronically with the module/notebook being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If available online, indicate the URL in the abstract.

14. **Bound Book** - The entry will consist of a bound book on one or more subjects that is more extensive than 11 - Publication. The primary author must be a member in good standing. In the abstract, indicate the intended audience, purpose, number printed and the agent/educator's role in the development, writing and production of the book. The abstract must be submitted electronically with the bound book being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If the book is available online, indicate the URL in the abstract.

AWARDS

Awards in each of the fourteen (14) categories are as follows:

*National Category Winner – Plaque and cash if donor available.

*3 National Category Finalists - Plaque and cash if donor available.

*8 Regional Category Finalists – Certificate

*State Category Winners – Certificate

Donors are being solicited for these awards. If adequate donor funds are secured, the National Winner will receive up to \$500; and three National Finalists up to \$250. These cash awards are not cumulative. The Executive Program Committee reserves the right to adjust awards based on the availability of donor funds.

NOTE: First place National Winner and all National Finalists must register and attend AM/PIC to receive award. National winners are expected to prepare a poster display of their award winning entry for the AM/PIC.

In the event of a team winning entry, one cash prize will be given in the amount indicated along with an appropriate certificate/plaque to each NACAA member.

DEADLINE

Completed entry must be posted to the NACAA website by March 15, 2013 and any support material in the Video, Learning Module/Notebook and Bound Book classes that could not be submitted electronically must be in possession of your Communications Committee State Chair by March 15, 2013.

State Chairs must have winning entries selected/approved on the NACAA website by April 1. Regional Vice Chairs must have Regional Finalists selected/approved on the NACAA website by April 15.

SCORECARD CLASS 1 Possible Points
AUDIO RECORDINGS

1. CONTENT 30
Does the program contain useful information?
Is sufficient information given so listeners can use it?
Was there good reason for discussing selected subject at the time the program was aired?
Will it interest a majority of the audience?
Was information localized as appropriate?

2. FORMAT 20
Do opening remarks attract attention and arouse audience interest?
Do topics follow one another in logical sequence?
Does information discussed flow smoothly and naturally?
Is the closing friendly and direct?
Will it prompt the listener to tune in again?

3. STYLE 30
Does the entire show have zeal?
Does a pleasing and friendly personality show through?
Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?

4. TECHNICAL QUALITY 20
Does the technical quality of the recording meet broadcast standards?

TOTAL POINTS 100

SCORECARD CLASS 2 Possible Points
PUBLISHED PHOTO & CAPTION

1. STORYTELLING ABILITY 20
Does it contain all the elements necessary to tell the story?
Are the elements in a logical relationship?
Is it generally free of distracting or unnecessary elements?

2. APPROPRIATE CAPTIONS AND/OR TEXT 20
Do the caption and text provide orientation or cues as to how the picture are to be interpreted?
Do they avoid repeating what is obvious from viewing the photos?

3. PHOTOGRAPHIC QUALITY 40
Are the photos clear and sharp and of a high technical quality?
Do the photos have good composition?

4. IMPACT 20
Does the photo have the ability to capture the viewers' attention?

TOTAL POINTS 100

SCORECARD CLASS 3 Possible Points
COMPUTER GENERATED GRAPHICS PRESENTATION WITH SCRIPT

1. ORGANIZATION AND CONTINUITY 40
Maximum of 50 slides.
Is the presentation clear and logical?
Does each visual add to the message, and is there continuity from one visual to another?

2. APPROPRIATE SCRIPT 20
Is the script succinct and clearly written?
Does it complement the visuals rather than merely repeat their content?

3. QUALITY OF VISUALS 40
Are the visuals clear and sharp and of a high technical quality?
Do the visual aids have good composition?
Does creativity heighten interest?

TOTAL POINTS 100

SCORECARD CLASS 4 Possible Points
PROGRAM PROMOTIONAL PIECE

1. CONTENT 40
Does material open by interesting reader in topic or event?
Is it made clear for whom the information is intended?
Is information timely, vital, and helpful?
Is the writing concise while including all essential information?
Does piece ask clearly for reader action?

2. READABILITY 20
Is the piece clearly written using uncomplicated language, concise paragraphs, correct spelling and punctuation?
Are headings or subtitles used to organize information?
Is the tone appropriate for the message?

3. DESIGN AND APPEARANCE 40
Do the format and design attract and guide the reader to the intended action?
Do the illustrations clarify the information and support the message?
Is the design appropriate for the audience?
Is the tone appropriate for the message?

TOTAL POINTS 100

SCORECARD CLASS 5 Possible Points
PERSONAL COLUMN

1. CONTENT 25
Does the column contain useful, timely information?
Does it provide enough details for the reader to be able to use the information or tell the reader where to learn more?

2. PERSONALIZED APPROACH 25
Is the column written in a conversational style?
Does the writer make use of personal or local anecdotes to get his/her point across?
Does the writer talk to the readers rather than down to them?

3. CREATIVITY 25
Does the writer show originality in choice of topics or presentation of material?
Does the writer's personality come through in his/her writing?
Does the lead paragraph hook the reader and make him/her want to continue reading?
Is the column well-written?

4. READABILITY 25
Is the writing well-organized with good paragraph transitions, generally short sentences, short paragraphs and easily understood terms?
Is the writing free of spelling, grammar and punctuation error?

TOTAL POINTS 100

SCORECARD CLASS 6 Possible Points
FEATURE STORY

1. CONTENT 35
Is the subject important, interesting, timely and appropriate for the audience?
Is the central theme clearly and fully developed?
If human interest elements are incorporated, are they used purposely?

2. ORGANIZATION 30
Are the facts and ideas presented logically, building on each other and guiding the reader through the story?
Are extraneous, unrelated facts eliminated from the story?

3. READABILITY 35
Is the writing style direct, crisp and lively?
Is there variety in sentence and paragraph length and structure?
Is the writing free of spelling, grammar and punctuation errors?
Are capitalization, identification and other style considerations consistent throughout the story?

TOTAL POINTS 100

SCORECARD CLASS 7 Possible Points
NEWSLETTER, INDIVIDUAL

1. CONTENT 35
Two issues of a newsletter written and/or edited by a member.
Does the newsletter contain useful, timely information aimed at the intended audience?
Is the information developed logically with good progression of thought?
Does all content reinforce the newsletter objective?

2. READABILITY 35
Is the newsletter written clearly and directly in active style?
Is style personal, informal and reader-oriented?
Are grammar, punctuation, spelling and style correct and consistent?
Are active voice, familiar words and brief paragraphs used?
Do titles and headings identify topics and attract the reader?

3. APPEARANCE 30
Appearance becomes extremely important just to get the reader to look at it in the first place.
Competition for "eye time" is critical today.

TOTAL POINTS 100

SCORECARD CLASS 8 Possible Points
NEWSLETTER, TEAM

1. CONTENT 35
Two issues of a newsletter written and/or edited by one or more members.
Does the newsletter contain useful, timely information aimed at the intended audience?
Is the information developed logically with good progression of thought?
Does all content reinforce the newsletter objective?

2. READABILITY 35
Is the newsletter written clearly and directly in active style?
Is style personal, informal and reader-oriented?
Are grammar, punctuation, spelling and style correct and consistent?

Are active voice, familiar words and brief paragraphs used?

Do titles and headings identify topics and attract the reader?

3. APPEARANCE 30

Appearance becomes extremely important just to get the reader to look at it in the first place.
Competition for "eye time" is critical today.

TOTAL POINTS 100

SCORECARD CLASS 9 Possible Points VIDEO RECORDINGS

1. CONTENT 35

Does the subject matter reach the stated objectives?
Is the subject matter practical and educational?
Is the subject matter appropriate for the intended audience?
Is it pertinent to the locality?

2. FORMAT 30

Do opening remarks attract audience attention and arouse interest?
Does the presentation flow freely? Is the video and audio quality clear?
Does the agent make good use of the visuals and props (location, special effect, models and animation)?
Is the closing friendly and direct?
Has the viewer gained a new knowledge or skill about the subject?

3. STYLE 35

Does the entire show capture the viewers' attention?
Is the agent enthusiastic about his/her subject?
Does the agent use clear and concise terms?
Does the agent make the information easy to understand?
Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?

TOTAL POINTS 100

SCORECARD CLASS 10 Possible Points FACT SHEET

1. CONTENT 30

Does the title help the reader understand the content?
Is the information useful and timely?
Is the information written with the audience in mind and presented in a logical progression?
Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. READABILITY 30

Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation?
Are terms pre-defined and sentences concise?
Are sub-headings used to help organize the information?
Is the language suitable for the audience for which it is intended?

3. DESIGN AND APPEARANCE 40

Does the format and design attract and hold the attention of the reader?
Do illustrations support the information?
Is the design appropriate for the audience?
Is white space used effectively?
Are sub-headings used to help organize the information?

Is the reproduction clear and clean?

TOTAL POINTS 100

SCORECARD CLASS 11 Possible Points PUBLICATION

1. CONTENT 30

Does the title help the reader understand the content?
Is the information useful and timely?
Is the information written with the audience in mind and presented in a logical progression?
Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. READABILITY 30

Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation.
Are terms pre-defined and sentences concise?
Are sub-headings used to help organize the information?
Is the language suitable for the audience for which it is intended?

3. DESIGN AND APPEARANCE 40

Does the format and design attract and hold the attention of the reader?
Do illustrations support the information?
Is the design appropriate for the audience?
Is white space used effectively?
Are sub-headings used to help organize the information?
Is the reproduction clear and clean?

TOTAL POINTS 100

SCORECARD CLASS 12 Possible Points WEBSITE/ONLINE CONTENT

1. CONTENT 30

Is it immediately clear what the content of the site is?
Is the subject matter appropriate to the audience?
Is it in-depth, up to date relevant and factual (research-based)?
Does the site offer links to more detailed information?
Is it interactive; does it let the user leave message or provide feedback?
Is the content up-to-date?

2. EASE OF USE 30

Is it obvious how to find information?
Are the pages easy to understand?
Is it easy to navigate?
Are there unnecessary layers between the home page and the information you seek?

3. OVERALL APPEARANCE 20

Is there appropriate use of color and graphics?
Is there a consistent look through the site?
Is the site interesting?
Does it have continuity?

4. TECHNICAL QUALITY 20

Does the content load quickly?
Does everything function as it should?
Does it make good use of the medium (e.g. colors, links, sound, video, dynamic pages, databases, etc., which are not well suited in print or other media)?

TOTAL POINTS 100

LEARNING MODULE/NOTEBOOK

1. CONTENT 30

Is the material useful, relevant, and appropriate in the teaching/learning of the topic to the intended audience?
Are the instructional materials of high quality?
Does the Learning Module contain different types of media useful and applicable to the intended audience?

2. ORGANIZATION 35

Is the Learning Module/Notebook organized in a way to facilitate the learning/teaching process and arranged logically to follow the course/unit curriculum?
Could another Educator take the material and have the essentials to teach this subject?

3. MEMBER CONTRIBUTION 35

What is the contribution of the member in the overall teaching module?
Does it go beyond the compilation of relevant material?
Does it include some original work?

TOTAL POINTS 100

SCORECARD CLASS 14 Possible Points BOUND BOOK

1. CONTENT 30

Does the title help the reader understand the content?
Is the information useful and timely?
Is the information written with the audience in mind and presented in a logical progression?
Does it provide enough detail for the reader to be able to use the information for which it is intended?

2. READABILITY 30

Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation.
Are terms pre-defined and sentences concise?
Are sub-headings used to help organize the information?
Is the language suitable for the audience for which it is intended?

3. DESIGN AND APPEARANCE 40

Does the format and design attract and hold the attention of the reader?
Do illustrations support the information?
Is the design appropriate for the audience?
Is white space used effectively?
Are sub-headings used to help organize the information?
Is the reproduction clear and clean?

TOTAL POINTS 100

GUIDELINES FOR APPLIED RESEARCH AND EXTENSION EDUCATION POSTER SESSION

Mounting of the Poster:

Foam core display boards will be provided for you. Posters should not exceed the 44" x 44" size limitation. Pushpins must be used to mount the poster and you must provide your own.

Program Title, Author, Institution and Address:

Poster title, author names, and affiliations *should appear on the top* of the poster. A simple sans-serif typeface (i.e., Arial or Helvetica) should be used. Lettering for the title should be at least one half (1/2) inch.

Abstract:

The abstract that was submitted with the poster session application has to appear on the poster. The abstract title, author(s) and affiliations can be omitted in the abstract affixed to the poster. However, the word "abstract" should appear at the top of the abstract text. Minimum size for abstract typeface is 16 points.

Extension Education abstracts should show program impact. Applied Research abstracts should include research data.

Supporting Materials:

Material that supports the poster (i.e., workshop workbooks, handouts, etc.) may be placed below the poster on the floor. Room for supporting material is limited to space directly below your poster. A pocket will be attached below each poster to allow people who are interested in learning more about your program to drop their business card into it.

Content:

Do not prepare a poster as if it were a manuscript. Primarily use tables and figures and limit verbiage. Details of the work can be discussed during the "Meet the Author Sessions" with interested parties. Make sure that the selected typeface is easy to read. No more than two different typefaces should be used on the poster. Lettering for text and illustrations should range in size between 24 and 48 point type.

24 point 48 point

"Quality Matters When Preparing a Poster"

Adapted from Communicaid article by Evie Liss and Bernadine Strik, 1991

1. How well is the message conveyed (simplicity and clarity of the message)? Most people spend less than ten minutes at a poster. Each poster will be reviewed for one to three main points or themes the presenter wants people to retain. Also, each poster will be evaluated for a center of interest to identify and introduce the message.

2. How easy is the poster to read at three feet? The judges will look for posters with text tables and figures in letter (type) sizes that are easy to read at three feet. Readability of lettering style is also important.

3. Is the poster visually balanced and organized? Successful posters do not crowd the information. Details can be shared on a handout. Attractive posters have a logical order with figures, photos, and text throughout.

4. Does the poster use colors and contrast to visually attract the readers? Contrasting colors are used to lead the viewer's eye throughout the poster, and imaginative ways to add color might include photographs, illustrations, charts, or graphs.

Sample FORMAT FOR ALL NACAA ABSTRACTS

Search for Excellence in Landscape Horticulture

Banks, J.E.*¹

¹ Agriculture/4-H Youth Agent, Utah State University, Nephi, UT, 84648

People of all ages enjoy the benefits of gardening ranging from producing high quality produce to working with the soil. Due to water costs, shortages, and demands, gardeners need to be concerned about water conservation. One effective way to conserve water is by utilizing drip irrigation. A simple, user friendly, and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. To help educate gardeners about the system, the author produced a PowerPoint presentation and fact sheet titled "Designing a Basic PVC Home Garden Drip Irrigation System" and a 28 minute video titled "PVC Drip Irrigation with Jeff Banks". The PowerPoint presentation is available at <http://extension.usu.edu/juab>. The fact sheet is available at <http://extension.usu.edu/htm/publications/publication=9191>. The video is available at <http://www.local10.tv/>. All three items have been used in workshops taught on a county, state, and national level. As a result of the workshops and materials being placed on the internet since 2008, the author has been contacted by people in 50% of the counties in Utah, 24 states, and 3 countries that are using the system. Users have commented to the author that by using this system, they have lowered their water bills by up to \$200, reduced their water usage by up to 75%, and have reduced their weeding and watering time by up to 90%. Using a system like this can help add to the enjoyment and satisfaction of raising home gardens.

CALL FOR PAPERS TO BE PUBLISHED IN THE 2013 JOURNAL OF THE NACAA

PURPOSE:

To provide NACAA members an opportunity to publish in a recognized national professional improvement format.

To provide NACAA members an opportunity to share successful Cooperative Extension scholarly work such as on farm research demonstrations, applied research, and related Extension activities.

To provide the NACAA membership with additional professional improvement opportunities that will enable them to become a more knowledgeable Cooperative Extension professional.

ELIGIBILITY:

NACAA members in good standing must submit an electronic abstract and full article by following the entry rules listed below. Articles are to be submitted on-line (no hard copy/paper versions will be accepted).

Topics can include research, case studies and innovative ideas that would promote scholarship and professionalism in Extension.

The Electronic Journal Committee will have full authority to accept or reject a proposed article based upon reviews. Rejection or acceptance of a proposed article by the Journal Committee will be final. The Chair of the Journal Committee is listed on the Committee Leadership page.

Author(s) agree that submitted article(s) have not been published or are not currently under consideration for publication in other journals.

RECOGNITION:

Peer reviewed articles will be published on the NACAA website www.nacaa.com/journal.

ENTRY:

Abstract, and proposed article must be submitted online at www.nacaa.com/journal/post_editor.php by March 15 for the Summer edition or by October 15 for the Winter edition. See abstract example. The on-line entry form has designated areas to enter title, author, institution and address, additional authors, and then the main manuscript.

Manuscript Specifications:

Maximum of 2,000 words plus tables, graphics and abstract
First letter of words in title should be capitalized
Literature citations should follow the American Psychological Association style guide: <http://www.apastyle.org/>
In the abstract, Scientific names should be indicated by preceding with "<i>" and followed with "</i>".

Individual or Group NACAA Scholarship Application Process

Scholarship applications must be completed electronically at ncaa.com

1. Application must carry signature or electronic submission of State Association President or his/her designee, State Scholarship Chair and Appropriate State Extension Administrator.
2. For 2013 Scholarship requests - each participant must have contributed at least \$40 to the NACAA Scholarship Fund before the end of the 2012 AM/PIC. (Check with your State Scholarship Committee Chair to confirm this prior to submitting an application. (If one person within the group has not contributed \$40 by the deadline, it disqualifies the entire group). Beginning with the 2013 Scholarship requests - member vestment will be \$40 to qualify for up to \$1,000 scholarship and a vestment of \$100 (an additional \$60 contribution to the scholarship fund) to qualify for an additional scholarship awards from \$1,001 to \$2,000 (no more than \$1,000 in any one year will be awarded) before the end of the 2012 AM/PIC.
3. Study or training (1) must start within 14 months of the AM/PIC where scholarship is awarded & cannot be initiated before application is approved by the Scholarship Selection Committee and the Trustees of the NACAA Educational Foundation).
4. Applications will be judged and funded based on completeness, plan for training, how it will be used/ applied post training, and availability of funds.
5. Award is for individual or group professional improvement which may include advanced degrees, graduate credits, tours, seminars, research or other specialized training.
6. Maximum scholarship is \$1000 per year, & a total of \$2,000 during a member's Extension career. (This amount includes scholarships received as an individual or as part of a group.)
7. Scholarship funds will not be awarded until 60 days prior to study or training begins. It is the recipient's responsibility to advise the National Scholarship Chair if impending date of educational activity changes.
8. Report must be made to National Scholarship Chair within 30 days after the training is completed. That report must include a 75-word abstract of the approved educational activity and documentation that the expenses were spent according to the stated educational objectives of the application. The penalty for misuse of NACAA Scholarship Funds is repayment of the funds to NACAA & prohibition from future NACAA Scholarships.
9. Recipients will be selected by the Scholarship Selection Committee with final approval of the Trustees, NACAA Educational Foundation.
10. No scholarship will be awarded a person, if as a result of such grant, any member of the Scholarship Selection Committee, National Board of NACAA, or any Trustee of the Foundation shall derive a private benefit, either directly or indirectly.
11. Selection for Scholarships shall be made on an objective & nondiscriminatory basis, regardless of race, creed, color, gender, or religion of the applicant.

The application form must be submitted to the Scholarship Committee State Chair by June 1. State Chairs will then send onto the Regional Vice Chair prior to June 15. Applications must reach the National Chair by July 1. All attachments must be included with the on-line application process.

FOR GROUP APPLICATIONS - All tour members must meet criteria, including address, home and office phone, contribution of \$40 to the NACAA Scholarship Fund by the end of the previous AM/PIC, whether they received a previous scholarship and if so, how much. This information should be identified through the on-line application process.

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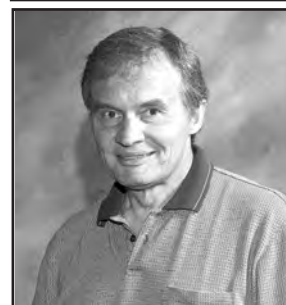
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OPEN COMMITTEE CHAIR AND VICE CHAIR POSITIONS 2013 - 2015

When you read through the Special Edition of The County Agent, it is obvious that committee work and related activities is the essence of what it takes to achieve NACAA's mission. Historically NACAA has been fortunate to have committed, hard working members fill those leadership positions. This year as every year there is an opportunity for members to expand and share their leadership and professional improvement skills by applying for committee positions that are open. Becoming active in the NACAA committee structure will provide you with a wealth of both professional and personal growth. Give serious consideration to any of the state and national committee positions that are available.

Application/nominations will be available on the NACAA web site shortly after January 1, 2013 and will be due no later than March 1, 2013. Appointments will be made at the Spring Board Meeting.

Professional Improvement Council	Region Open To Application	
Agronomy & Pest Management - Vice Chair	Southern and Western	2 year term
Ag Economics & Comm. Dev. - Vice Chair	North East and Western	2 year term
Animal Science - Vice Chair	North Central and Southern	2 year term
Natural Resources/Aquaculture - Vice Chair	North East and Southern	2 year term
Horticulture & Turf Grass - Vice Chair	North Central and North East	2 year term
Sustainable Agriculture	North Central and Western	2 year term

Extension Development Council	Region Open To Application	
Ag Issues & Public Relations - Vice Chair	Western and Southern	2 year term
Early Career Development - Vice Chair	North Central and North East	2 year term
Administrative Skills Dev. - Vice Chair	North Central and Southern	2 year term
Teaching & Educational Technologies - Vice Chair	North East and Western	2 year term

Program Recognition Council	Region Open To Application	
Communications - Vice Chair	North Central and Southern	2 year term
Search for Excellence - Vice Chair	North East and Southern	2 year term
4-H and Youth - Vice Chair	North Central and Southern	2 year term
Professional Excellence - Vice Chair	North Central and Western	2 year term
Public Relations - Vice Chair	North East and Western	2 year term
Recognition & Awards - Vice Chair	North East and Western	2 year term
Scholarship - Vice Chair	Western and Southern	2 year term

Council Chair Openings	Open to General Membership	
Program Recognition Council Chair	Open to General Membership	3 year term

National Committee Chair Openings		
*Administrative Skills	National Chair	1 year term
*Agricultural Issues & Public Relations	National Chair	1 year term
*Teaching & Educational Technologies	National Chair	1 year term
*Early Career Development	National Chair	1 year term
*Agricultural Economics & Community Development	National Chair	1 year term
*Agronomy & Pest Management	National Chair	1 year term
Animal Science	National Chair	1 year term
Horticulture & Turfgrass	National Chair	1 year term
*Natural Resources/Aquaculture	National Chair	1 year term
*Sustainable Agriculture	National Chair	1 year term
*Scholarship Chair	National Chair	2 year term
*Communications Chair	National Chair	2 year term
*Search for Excellence Chair	National Chair	2 year term
*4-H and Youth Chair	National Chair	2 year term

* Open to Vice Chairs

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The County Agent

POSTMASTER: SEND ADDRESS CHANGES TO:
The County Agent - NACAA, 6584 W. Duroc Rd.,
Maroa, IL 61756 - Attn: Scott Hawbaker

ANNUAL MEETING AND PROFESSIONAL IMPROVEMENT CONFERENCE DATES

2013
Pittsburgh, PA (Galaxy IV).....Sept. 16-20

2015
Sioux Falls, South Dakota.....July 12-16

2014
Mobile, Alabama.....July 20-24

2016
Little Rock, Arkansas.....July 24-28

