

HISTORICAL REPORT

By President

This report is due to the NEAFCS Historian after the annual session.

REPORT OUTLINE

Year 2016

President's Name-Debby Mathews

Goals for the Year: clear communications by board with membership on a consistent basis; engagement of membership in attendance at both JCEP conferences-Leadership and PILD; increased readership of electronic newsletter; 600 at Annual Session

List of Board Meetings (include winter, mid-year, pre-board, post-board and teleconferences)

Post Annual Session 2015 November 6-7 at The Greenbrier Resort, White Sulphur Springs, West Virginia.

Winter Board Date: January 12-14, 2016 –Location: Clearwater Beach, FL at The Association Source Headquarters

Mid-Year –via Go to Meeting Video Conference System-May 17-19, 2016

Pre Annual Session 2016- September 10-11 at Big Sky Resort, Montana

Monthly teleconferences were held via Go to Meeting November 2015, December 2015, February, March, April, June, July and August 2016

In April the president presided via Go to Meeting from her daughter's townhouse in Springfield, VA following the birth of her granddaughter at Walter Reed National Military Medical Center. Debby also "visited" her Alabama Affiliate for the annual meeting via Scopia during her stay with her new grandchild!

List of Leadership Workshops

November 6 –Post Annual Session at The Greenbrier

Past President Mary Ann Lienhart-Cross led the board through an ethics training session entitled *Code of the West*

May 18- During Mid-Year Board Treasurer Nancy Stehulak of The Ohio State University who is also a board trainer in her Extension role, led the board through a session on fiscal responsibility of board members and how to read financial reports.

Annual Session Information

Date September 12-15, 2016 at Big Sky Resort, Montana

Theme: *Discover, Connect, Engage*

Objectives:

Discover new frontiers in research and information

Connect to strengthen the vitality of individuals, families and communities

Engage with colleagues to expand program impacts

Number of attendees- 687

NOTE: Twenty –one spouses registered for the full conference. Thirty –seven program leaders attended and twenty-two of those were registered for the full conference,

367 of the 576 full time member registrants participated in the **in-depth sessions**.

Ten off site in depth sessions and six on site

List of Any First Time Events, Activities, Happenings, etc.

Two pre-conference trainings – Marsha Goetting of Montana State on finance, and Temple Grandin- renowned for her work in the field of autism.

Welcome Event at Big Sky-was highly interactive with a football tailgate theme. Thirty-five states had parade wagons entered in the wagon parade event/contest led by the Montana State University Spirit Marching Band. There were also games for all to play like corn hole toss, “cattle” roping practice, barrel races and more. There was also a balloon artist (past president Kathy Olson’s husband, David) who stayed busy throughout the event. It was cold outside and Mother Nature even provided a little snow to add to the atmosphere! After the tailgate we headed indoors to enjoy the band a bit more and for a tailgate theme supper followed by “campfire” singing, photo booth fun and more balloon art.

President’s Reception hosted by the Alabama Affiliate

Major Accomplishments (narrative to be used in written history)

This is an excerpt from the President’s Message in eNEAFCS April 2016:

- It’s hard to think about April and not think about tax prep, records, forms and numbers. Numbers are indicators that we use to determine strength and status in many realms. For NEAFCS, our numbers are looking good and indicate we are a strong association. They show we are involved in discovering, connecting and engaging.

Here are some examples:

35 state affiliates submitted 209 impact data reports

42 members registered for PILD

30 state affiliates sent officers to the JCEP Leadership Conference

525 awards applications were submitted in a total of 26 categories

135 Concurrent Session/Showcase Proposals were submitted
An average of 625 members read eNEAFCS monthly

President Mathews planned and led two Association night out events during the two JCEP conferences for 2016.

- JCEP Leadership Conference-Chinese New Year outing in Las Vegas. This was a walking tour of Chinese New Year displays at The Bellagio, Caesar's Palace, and The Venetian following dinner at The Venetian. Prior to the outing a Chinese New Year orientation was presented by President-Elect Terri Mayhew and President Mathews
- JCEP PILD Conference –Following three years in a row at various D.C. theaters for Association Night Out at PILD, NEAFCS members enjoyed a relaxed evening at Madame Tussaud's' Wax Museum in Washington. We had fun posing for pics with famous athletes, movie stars and historical figures. Then, dinner at a nice upscale restaurant capped the evening's entertainment.

Engaged Gears contest and drawing via Facebook Live:

How good it was to meet with thirty-six affiliate officers from thirty states at the JCEP Leadership Conference February 10 and 11! Energy and engagement filled the air as President-elect Terri Mayhew, the two senior Regional Directors and I enjoyed two afternoon sessions with these leaders. Senior Regional Directors, Daryl Minch (Eastern), and Joey Peutz (Western) led a “futuring “session where several very doable proposals were presented. One proposal was to add a listing of study travel opportunities to eNEAFCS. So, please send those opportunities to Julie Cascio, eNEAFCS editor at jmcascio@alaska.edu .

Also, at the Leadership Conference JCEP's new Award for Creative Excellence was announced. Encouragement of innovation and creativity in addressing both existing and emerging issues is a key purpose of this award. The encouragement comes in the form of \$250 to the award winner from each JCEP association. Association winners will then compete for the \$1,000 “grand prize”. To apply for this award go to www.jcep.org and submit your application online. Check that you are submitting as an NEAFCS member. May 1 is the deadline for NEAFCS members. The winner of this award will be determined by the NEAFCS national board.

From the thirty-five states that submitted Impact Statement reports to VP Public Affairs, Glenda Hyde recently, I know that NEAFCS members are getting amazing response to highly innovative programs and projects. So, please apply for the JCEP award! Good luck!

From the President's Annual Report

Although my year as president has been shorter than usual due to the late dates for Annual Session 2015, our board has worked together to accomplish our regular tasks on schedule. That is quite an accomplishment! In addition to that, we worked diligently to get the Endowment Fund fully funded with our treasurer leading the way. This had been a

goal for NEAFCS in 2009. Under the leadership of our Eastern Region Director, Daryl Minch, we also developed a pilot model for Annual Session planning for 2019. The need to find a way to plan Annual Sessions to relieve affiliates of burdensome responsibilities was recognized and studied in 2007 and again this year. Thus, we not only got the normal tasks checked off the list, we also addressed two concerns that NEAFCS has had for several years. As I move into my year as your Past President, rest assured that I pledge my support to those to follow me because I firmly believe in the work Extension FCS does to build strong families, communities, and ultimately, our nation. Thank you for allowing me to serve as your president!

Also please send a photo of yourself and your board. Names, position and home states of board members.

Debby Mathews- President: Alabama

Terri Mayhew- President-Elect: New York

Julie Cascio-Secretary: Alaska

Nancy Stehulak-Treasurer: Ohio

Glenda Hyde-VP Public Affairs: Oregon

Patty Merk-VP Professional Development: Arizona

Margie Memmott-VP Member Resources: Utah

Rebecca Travnichek- Central Region Director: Missouri

Daryl Minch-Eastern Region Director: New Jersey

Karen Munden- Southern Region Director: Virginia

Joey Peutz- Western Region Director: Idaho

Montana Affiliate Co-liaisons to the board: Tara Andrews, Sheila Friedrich

How many members were in the association this year?

(active 1800, and life 1100 members)

Dues \$100 national plus affiliate dues as determined by affiliate

Friend of Extension Winner-Sharon Hoelscher Day

Why were they selected? Sharon was chosen for her role in creation of the NEAFCS Endowment in 2004-2005. This was appropriate for 2016 because this was the year that the endowment became fully funded at \$300,000.

Other people receiving special recognition this year.

Where is the national office? Clearwater Beach, FL
Executive Director was Jody Rosen Atkins a graduate of the University of Georgia in Family and Consumer Sciences
Cindy Rosen- also a UGA graduate
Kerrin Naeff-from Massachusetts

Feel free to add quotes from your speeches or from keynote speaker that will give a “feel” for the theme of the meeting or the tone of the year.

Was there a major concern or focus of the board this year?

1. Fully funding the endowment and understanding more fully the finances of NEAFCS.
2. Creating a pilot model to follow for Annual Session site selection when a host state affiliate cannot be secured.

The following is a report following President Mathews’ meeting in Georgetown, Virginia with the **National Dairy Council**. Mathews attended this meeting as a follow up to Jean Ragalie—Carr’s address at Annual Session 2015. Mathews attended this meeting because Past President Peg Ehlers could not attend and she asked Mathews to attend in her place knowing that Mathews was in the D.C. area at that time for the birth of her granddaughter. NOTE: One goal of this meeting has not yet been realized-gaining National Dairy Council as a NEAFCS Partner member.

March 16, 2016 Meeting Notes National Dairy Council (NDC) and National Extension Association of Food and Consumer Sciences (NEAFCS)

Participants

Jean Ragalie-Carr, NDC
Debby Mathews, NEAFCS
Lisa Watson, NDC consultant
Carole Clemente, NDC (by phone)

Highlights

Jean talked about the common focus between Extension/NEAFCS members and NDC in terms of the science foundation for constituent and consumer outreach on food and nutrition issues. Jean also referenced the changing perspectives of consumers about food choices – nutrition is just one way that the public thinks about food today, with a growing focus on elements such as environmental responsibility, sourcing, method of production, etc. We must be able to effectively respond and participate in these shifting areas of public dialogue.

Jean asked about possible ways that NDC and NEAFCS might forge a stronger and synergistic relationship. A first suggested step was that **NDC become a formal partner member of NEAFCS**. This status ensures benefits such as the opportunity to propose pre-conferences associated with the annual meeting and obtain exhibit space at the annual meeting. It also would allow NDC to propose webinars and submit articles to the NEAFCS newsletter. *(Note: the “partner” membership as defined on the website is for individuals; we will need to obtain additional information re: corporate partnership membership.)*

Debby cited the biggest need of NEAFCS members as “good information.” Resources referenced on the NEAFCS site are reviewed to ensure grounding in science, but they are not required to go through any official Extension clearance process. Jean shared the NDC need of effectively disseminating and amplifying resources that have already been developed.

Many ideas were discussed, and several appeared to hold particular promise:

- **Leadership Webinar:** Offer to NEAFCS leadership (BOD, state affiliate presidents) webinar(s) on the changing consumer perspective and relevant resources to address consumer interest. Based on leadership feedback, repeat as a NEAFCS monthly webinar offering to its membership.
- **Formal Information Sharing Page:** Creation of a joint splash page or “digital toolkit,” accessible from the NEAFCS site. The page/kit would include descriptions and links to resources of value to both NEAFCS members and dairy/nutrition professionals could be housed. (The kit likely would need to be focused on a particular topic, for example, “where food comes from,” or “what does ‘sustainable’ mean?”) Benefits of creation of this page include:
 - NEAFCS members have one place to access the resources of most interest to them and their clients;
 - Reduces the need for sorting through multiple sites and content sources;
 - Resources would be clearly identified in terms of topic area and target audience;
 - Because of the strong demand for farm tours, the site could include both virtual farm tour videos, as well as contact information for live tours;
 - State/regional contact information of NEAFCS and NDC staff in the kit would further grassroots relationship building;

- The page could be made available to Extension subgroups beyond NEAFCS (e.g., 4-H); and
 - An interactive “bulletin board” component could be built to facilitate information exchange.
- **Additional ideas included:**
 - Submit a series of articles for NEAFCS newsletter, including examples and ideas of local synergistic connections and collaboration;
 - Develop a series of articles with content suitable for NEAFCS submission to local newspapers and newsletters (target: public audiences);
 - Explore Extension work relative to the “farm to school” connection;
 - Sponsored Award or Fellowship:
 - NDC sponsors a fellowship whereby one or more NEAFCS members receive a farm immersion experience, then return to offer presentations/training for other members at annual session or other venues;
 - NDC offers, through NEAFCS, small (~\$500) local awards for individuals who demonstrate effective use, application or dissemination of existing NDC materials;
 - Work with 4-H to identify to offer more economical “mobile dairy” experience for Farm Days;
 - Develop a “worlds of work” dairy-based experience;
 - Keep in mind opportunities to build relationship with JCEP leadership umbrella. Joint Council of Extension Associations include the National Association of County Agricultural Agents, the National Association of Community Development Extension Professionals, Association of Natural Resources Extension Professionals, NEAFCS, National Association of Extension 4-H Agents, Epsilon Sigma Phi, and the National Association of Extension Programs and Staff Development Professionals. Note: Those highlighted would be good partners.

The group ended the meeting with a commitment to think further about immediate next steps, and to reconnect via email and/or phone in the next several weeks.