Annual Report for 2007

Extension Committee-Minutes July 28, 2007

ATTENDANCE: Loren Giesler, Kevin Ong, Dean Malvick, Karl Steddom, Megan Kennelly, Beth Gugino, Michelle Grabowski, Don Ferrin, Jason Woodwind, Clarissa Balbalian, Annemiek Schilder, Gail Ruhl, Jessica Engle, Larry Osborne, Amy Ziems, Brad Ruden, Tamra Jackson, Carl Bradley, Stephen Vasquez, Anne DeMarway, Albert Tenata

Guests: Martin Draper, Malcolm Shurtleff

1. Welcome and introductions
2. Read and accept 2006 minutes
3. Pass Attendance Sheet and discuss membership. Several non-members and members with ending terms indicated willingness to serve on Extension Committee.
4. Old Business
   a. Web site: We agreed to maintain a single page with no additional links
5. New Business:
   a. Ask the Plant Doctor, 2007: This event took place at Quail Garden, with speakers including Anton Plogue, Ann Chase, and others. Topics included avocado root rot, diseases, and native plants. 60 master gardeners from a 3-county area participated
   b. Extension committee breakfast: Scheduled for Monday July 30, 6:30 am in Sunrise room. Tickets were sold out.
   c. List of specialization: APS is frequently contacted about specific plant diseases and other topics. APS requested a list of APS membership with expertise in various topics who are willing to speak with the media.

Introduction--Marty Draper

1. Dawn Thilmony - Incorporation of Economic Components in Agricultural Research. 8:35 - 9:05.
4. Sally Miller - Identifying Successes In Integrated Projects: 10:30 – 11:00
5. Carol Pilcher - Program Evaluation and IPM—Integrating Outcome Level Measures into Your Program and Improving Your Reporting Methods: 11:00 – 11:30 Discussion: 11:30 – 12:00
2008: The theme for next year’s APS Meeting in Minneapolis will be “History of Excellence, Future of Promise” The committee discussed ideas for the 2008 meeting, building on our preliminary idea from 2006 to address history of extension. Many ideas were suggested. Dean Malvick, Megan Kennelly, Kevin Ong, and Beth Gugino agreed to meet again to come up with specific topics, and they are listed here:

6 Title: Transferring scholarship from campus to community: 100 years
   a. A historian, such as Paul Peterson, will discuss the land grant mission and the origins of Extension.
   b. Barry Jacobsen—transitions, changing roles of Extension
   c. Examples of different Extension models from several states
   d. The voice of Extension: where do we fit in today’s cluttered information world (internet, crop consultants, Home Depot, etc)
   e. Vision of future of Extension

   e. Town Hall Meeting: Meet the Plant Doctor A motion was put forth to organize a town meeting in Minneapolis at the Centennial Meeting. Michelle Grabowski, U of Minnesota, agreed to be the local coordinator.
   f. Welcome new chair: Megan Kennelly, Kansas State
   g. New vice-chair: Kevin Ong agreed to serve as the new vice-chair for 2007-2008