

## Joint Board Meeting of NAFBAS & NFRBMEA St. Paul, Minnesota Sept. 27 & 28, 2010

Those in attendance: Wayne Pike, Jay D. Olsen, Al Graner, Jim Kurtz, Bob Rhea, Tom Thaden, Jim Huschka, Renee Setzer, Rush Midkiff, Anthony Barrett, Jay M. Olson, Myron Oftedahl, Rick Morgan, Dale Nordquist, Deb Pike, Mike Schmitz.

The meeting was called to order at 1:00pm by Al Graner. Wayne Pike nominated Al Graner as chair and was seconded by Jim Huschka. Motion carried. Anthony Barrett nominated himself secretary and seconded by Bob Rhea. Motion carried.

Wayne Pike reviewed minutes from the June 13, 2010 meeting in Fargo, ND. Rick Morgan made a motion to accept the minutes as stated. This was seconded by Jay M. Olson and motion carried.

The Memorandum of Understanding between the two organizations was reviewed & read by Al Graner. No further discussion was held.

### **Annual Conference Items:**

Bob Rhea gave an overview of the evaluations from the 2010 conference in Fargo, ND. Roughly half of the attendees responded. Some of the main points were as follows:

- Suggest having a contact phone number on conference web page
- Suggest separate billing for family and attendees
- Very important to have family events (half of respondents say this)
- Tours are very important
- Notebooks very important, liked the pocket sized agenda
- There were no bad remarks on family content

### **Reasons for Not Attending:**

- Budgets and cost
- Inadequate content
- Many stated they would like more in-depth speaking content rather than many short highlight presentations.

Jay M. Olson would like to see info of upcoming conference on website ASAP even if it is only a tentative agenda. This helps in planning and budgeting.

Rush Midkiff talked about the 2011 Conference Agenda. It still has some blanks to fill in but overall it is going well. Many ideas are still floating around. The group gave some input on each day as to what could be done to improve the agenda. Tom Thaden brought up the tax preparer certification and who is a preparer. He suggested bringing in a good tax speaker so more tax CPE credits could be obtained.

The planning committee is addressing two new groups: young families and male spouses. Items of entertainment are being sought for these two new groups.

The 2011 conference budget to date was presented. The hotel is maybe a bit pricey with meals. One hundred twenty rooms are booked and 80% of those have to be sold. It is possible to get a room tax exempt if it is run thru your university and could save the attendee a fairly substantial amount of money.

For 2013, Michigan is the first choice as of now if possible with Kansas as a backup.

It was stated that the Extension Ag Econ participants receive an open invitation every year. Their three year meetings are coordinated with our groups' joint meeting. The 2011 group wants to invite Tennessee Farm Bureau and Tennessee Extension. We are always looking to add other groups.

#### **Committee Reports:**

**USDA Activities:** The committee identified grants that were awarded and identified grant applications. Pat Hipple's attendance in Fargo was cited as a good thing. It was encouraged to meet with other states to work together. NIFFA wants to become more familiar with our groups.

**Tech/Resource:** Anthony Barrett highlighted the items discussed in Fargo. The committee encouraged using the groups' websites as a tool to share spreadsheets, papers, etc. with other members. It was also stated that most states preparing taxes use Lacerte so that would maybe be a good session at the 2011 conference. The paperless office is always a topic of discussion. The last item was security concerns in the era of smartphones etc.

**Fundraising/Sponsors:** John Hobert is no longer chairing this position. The committee is picking up where he left off and Evan Conrad is taking charge.

**Analysis Database:** Jim Kurtz talked about the need for one database. However, this is very hard because many of the states have their own individual analysis programs. It was encouraged that each program be open to opportunities and ideas.

It was motioned by Jim Kurtz to adjourn for the day at 4:30. Mike Schmitz seconded and motion carried.

Tuesday September 28<sup>th</sup>, 2010 8:00 am

The meeting was called to order by Al Graner.

**IABME:** All grant funds have been disbursed from this group. They are creating a webinar for late October or early November. They are looking for new instructors to join.

**Farm Bill Initiatives, Grants, Education Opportunities, New States:** We need to identify a set of stats that a full farm education program has. Some of the items discussed were: members, staff, ties with educational institutions, and data. What do other states lack in these areas and how can we help?

#### **Consideration of Goals, Objectives, Needs, Wishes:**

##### **Goals:**

- Training: Continue IABME, continue professional development for existing staff, expand area for IABME, training/mentoring of staff, training checklist (DVD)
- Growth: Promote programs, return on investment, increase enrollment, add services, build relationships
- Stability: Retain staff, participation, worthwhile work, national conference
- Awareness: Applicant booklet for "what we do", internships, on campus presence/education, personal traits
- Value: Increased resources, increase fees, added services, CFO program, more time for staff and members, use of data, return on investment

##### **Opportunities:**

Focus on education to farmers, unique delivery system, MnSCU Relationship (and other state universities), utilization of data, relationships with other ag organizations, \$1.4 million grant from CFFM, USDA subsidies, CFO program (\$5,000/year used in Nebraska), serving larger farms (more service, higher fees), eating is an ag experience.

**Needs:**

Provide training for new instructors, CPE credits for IRS certification, steep learning curve for new employees, overcoming state budget deficits, increased enrollment, maintaining enrollment at retirement of employees, better connection to Ag Econ department, determine ROI for enrollment, serving beginning and part-time farms, analysis training, keep staff on cutting edge, exit survey/interview when employees leave.

**Wishes:**

Better applicant pool for hiring, mentor program, change masters requirement to BS plus experience, adequate salary to attract and retain staff, more time per member, more value per member, provide best education/service with resources available, high quality personal traits, training checklist/DVD

The next item discussed was first-time attendees to the conference. Each year there are roughly 10-15 new attendees at the conference. It was brought up as a possibility to provide gift cards to new attendees. IABME is basically paying for their 'students' to attend the conference each year. Wayne Pike made a motion to add \$1,500 to conference budget to be distributed to first time attendees (not including IABME attendees). This was seconded by Jim Kurtz and motion carried.

One-day registrations were also discussed. This would be promoted to leaders and others to come to conference for one day or bring two guys one day if they are a \$400 vendor. This would be scaled up to each level of vendor: more dollars = more attendees.

The discussion of a conference website was discussed. Do we want a specified website for the conference rather than just a website within the NFRBMEA website? Tom Thaden made a motion that the conference website be maintained through NFRBMEA by Deb Pike with Deb receiving a \$1,000 stipend from the conference for her work. Rick Morgan seconded and motion carried.

Rick Morgan made a motion that the next joint board meeting will be held at 4:00 pm Sunday, June 12<sup>th</sup> in Nashville, TN at the conference hotel. Also, the fall joint board meeting will be held in Bloomington, MN at the Holiday Inn Hotel & Suites (later to be named Crowne Plaza) at a date and time to be later determined. This motion was seconded by Jay M. Olson and motion carried.

Wayne Pike made the motion to adjourn, seconded by Jim Huschka. Motion carried and meeting adjourned.

Respectfully submitted,

Anthony L. Barrett  
Appointed Secretary for Joint Board Meeting