

**2010 NACAA AM/PIC
Progress Report to OAEAA and NACAA
July 2008**

**2010 NACAA AM/PIC
Chair, Bob Woods**

Looking over this report I think the OAEAA members and NACAA board will agree that our committee chairs have done a commendable job of moving us toward hosting NACAA in 2010. Special thanks go to the tireless efforts of our fundraisers Stan Fimple and Ron Vick and our meals chair Greg Highfill. Also, to our publicity committee for the outstanding logo and theme, our treasurer Bill Burton for setting up our accounts and bookkeeping procedures and to the many others who have contributed to this great start.

The Tulsa Convention Center and the City of Tulsa have set a September groundbreaking for beginning renovations to the Convention Center. They assure us that renovations to the meeting space and construction on a new adjoining banquet hall will be complete in late winter 2010. Downtown Tulsa is currently under a major transition associated with an effort to revitalize the downtown district. Streets are being repaired and updated, a new arena is opening in September 2008, and the current front page news is how to fund a new downtown baseball park. We expect Tulsa will be an exciting place to visit in 2010.

Following are committee reports as submitted for our OAEAA AM/PIC held July 1-3, 2008.

**Budget & Finance Committee
Co Chairs, Stan Fimple, Ron Vick**

Committee members have made the following contacts:

1. Phil Pratt and Stan met with Jim Hill of Southwest Dairy Association. He has agreed to make a monetary donation of at least \$5000 to \$10,000 plus donation of product for the Wednesday breakfast. He wants to also donate items to go into the bags that all receive at registration.
2. Visited with Ms. Friggell with Quick Trip and she has agreed to donate donuts and pastries for the Wednesday breakfast. Thanks to Brian Jervis for providing this lead and making initial inquiries.
3. Ron and Stan attended the Oklahoma Ag Expo conference held last December. We visited many of the exhibitors and handed out information on the 2010 Meeting.
4. 200 letters were sent out in May to Fertilizer, Chemical and other Ag related business informing them of the 2010 meeting and requesting sponsorships and donations. Will make phone contacts to these companies in the next few weeks.
5. Phone conversations have been had with representatives at Chesapeake Energy and Devon Oil Company. Both are having meetings in July to discuss items such

- as our request. Information, pledge forms and support letter from Senator Justice, Vice President Whitson, Mason Mungel and Joe Neal Hampton were sent to both companies.
6. Ron is working on getting a donation from ONEOK Energy to sponsor the portfolios and the retired agents' tour day.
 7. Greg Highfill and Stan made visits to the Oklahoma Pork Council and the Oklahoma Cattlemen's Association. The Pork Council will donate \$5000 for a meal. Cattlemen's Association is going to do something but just hasn't decided yet.
 8. Stan has sent reminders out to Ag Educators having Cattlemen's Associations to request donations from them. Also reminder letters have gone out to Educators requesting that if they have not already made a pledge we are asking them to do so if they see they can afford too.
 9. A \$15,000 pledge has been made by Oklahoma Farm Bureau thanks to Will Cabbage and Rick Clovis.
 10. Ron has made contact with American Farmers and Ranchers Mutual Insurance (Farmers Union) and is waiting for a reply from them.

Donations, Pledges and verbal commitments for the 2010 NACAA National Meeting in Tulsa as of 6-26-08

\$14,250 – OSU Extension Educators, Retirees and others
 \$15,000 – Farm Bureau
 \$10,000 – Oklahoma Legislators
 \$5,000 – Soils Lab
 \$5,000 – Oklahoma Pork Commission
 \$4,000 – Poultry Federation
 \$4,000 – Seaboard Farms
 \$4,000 – OAE4-HA
 \$4,000 – OEAFCS
 \$3,500 – Arkansas Ag Educators
 \$3,500 – Louisiana Ag Educators
 \$3,500 – Georgia Ag Educators
 \$3,000 – Elanco (Beef Night)
 \$3,000 – Oklahoma Cattlemen's Association (Beef Night)
 \$3,000 – N.W. Cattlemen's Association (Beef Night)
 \$2,500 – Oil Seed Processors
 \$2,500 – Port of Catoosa
 \$2,000 – Quick Trip (product- donuts and pastries)
 \$1,000 – Canadian Co. Cattlemen's Association
 \$1,000 – Ottawa-Craig County Cattlemen's Association
 \$500 – Hammond Tree Farms
 \$275 – Chain Ranch
 \$100 – Ottawa County 4-H Leaders Association

\$94,625 – Total

Meals Committee

Chair, Greg Highfill,

- Identified the Management Team Sub-Committees and assigned responsibilities
- Met on site with Tulsa Convention Center staff
- Developed Proposed Budget
- Worked with the Budget & Finance Committee Co-chairs to develop menu themes and identify potential donors for the designated events.
- Bob LeValley attending 2008 NACAA AM/PIC representing Meals Committee

Meals Committee Management Team:

Greg Highfill, Chair – Dinners and Banquet

Bob LeValley – NACAA Sponsored Meals

Keith Boevers – Educational Seminars Meals

Marty New – Off Site Meals

Tony Johnson – Breaks, Receptions and Socials

Work has begun to develop industry alliances to sponsor the evening dinners.

Sunday Evening – Poultry group

- Poultry Federation
- Tyson

Monday Evening – Pork group

- Seaboard Foods – Pork loins for 1500 people
- Oklahoma Pork Council – \$5000
- Hitch Pork group

Wednesday (Discoveryland) – Beef Alliance

- Oklahoma Cattleman's Association/County Cattlemen's Associations
- Elanco -\$3,000.00
- Livestock Marketing Association
- Allied Industry Groups
- Prominent Beef Ranches

State Association Sponsorships

- Arkansas Ag Agents – Break - \$3500
- Louisiana Ag Agents – ½ Ice Cream Social \$3500
- Texas Ag Agents – Partial meal Sponsorship
- Tennessee Ag Agents– ½ Ice Cream Social \$3500 (not confirmed)

Wednesday Breakfast

- Quick Trip is donating Donuts and Pastries
- Milk donation – part of large donation from Dairy Producers group.

Tulsa Convention Center: The TCC has a new company that will take over all catering in the facility on July 1, 2008. I met with the catering director and she agreed to all of the key details that the previous group had made arrangements to allow. There will be a new catering menu and price list, but I was assured that there would be a good selection of comparably priced meals in the new menu. The agreement to allow sponsored meat dishes at the Sunday and Monday night meals with the TCC providing the remaining

menu was confirmed as acceptable. Various snack options for the Sunday and Monday night social events are being explored.

Tours Committee

Co Chairs, Randy Pirtle and Will Cabbage

* Our goal is to have a minimum of 25 tours confirmed by the end of 2008 with expectation to reach up to 30 tours. However, a relatively small number of extremely popular tours will be expected to count multiple times with additional busses running but in an order such that no two busses are in the same location at once.

* These tours will all have a tour host that will have made arrangements for a sponsored lunch or will have a detailed background on the cost of the lunch per participant. The host along with the tours committee will also provide a description of the tour with a local flare.

* Fifteen tours are planned and confirmed in detail at this point with numerous others in the planning stages. Please review the sheet of possible locations we are currently working to add to the list of confirmed tours.

* A variety of tours will be offered spanning all directions from the Tulsa Metro area including several near Oklahoma State University. These will include tours of research stations and projects on all aspects of livestock, range management, wildlife, horticulture, and plant and soil sciences. Tours are scheduled in the northeast section of the state to visit numerous cattle operations, poultry producers, mushroom farms, agronomic crop producers, and several large commercial nurseries. In addition, there will be stops in the Tulsa area and some of the northeast tours that will feature wineries and small fruit production. There will be tours in the southeastern portion of the state to visit milling companies, commercial swine operations, and pecan growers. The north-central area of Oklahoma will be the destination of several tours to visit a number of farms and ranches. One of the tours will truly feature the opportunity to see the buffalo roam on the prairie in the Tallgrass Prairie Preserve.

A number of tours are being planned to feature recreation components such as visits to the Tulsa Zoo and casinos. Also at least two tours will have stops at the Gilcrease Museum, Will Rogers' Museum, and the National Cowboy and Western Heritage Museum to view western art and relics of life on the plains over a century ago.

Oklahoma is a state very diverse in agriculture and culture. Every effort is being made to include as many components as possible to ensure that it is both educational and enjoyable.

Publicity Committee Chair, David Nowlin

The publicity committee has completed a logo and theme.



Members met with the OSU department of Ag Communications in January 2008 to begin plans for developing a promotional video and discussed possibilities for an informational video to be shown on the tour buses. We are still waiting on a more accurate list of tours, and hope to begin putting together footage after the NACAA AM/PIC in July 2008. An “Oklahoma Rising” video with Vince Gill, which was put together by the Oklahoma Centennial Committee and used by the Oklahoma Tourism Department may be a theme we can adopt and edit to our purpose. Our Ag Communications contact, Craig Woods, is looking into getting permission to use the “Oklahoma Rising” format.

Things to include in the Promotional Video:

- Name of the conference
- Tulsa 2010 logo
- NACAA Logo
- Conference dates
- Hotel
- Conference site
- Featured speakers
- Highlights of Oklahoma
- Highlights of Tulsa
- Tour highlights
- Phil Pratt - NACAA President
- Oklahoma Rising music
- Agriculture in Oklahoma – livestock, crop production,
Alternative Ag

Press Room and Newsletter Supplies

Supplies for the newsletter and communication equipment for the Publicity Committee will be looked into further at the North Carolina Meeting. The Publicity Committee will focus more on these items after the Promotional Video is shown in Portland, Oregon in September 2009.

Exhibits and Posters Committee Chair, Kent Barnes

- Met on site with Tulsa Convention Center staff three times
- Midwest Decorating Company letter of agreement for drapes, etc.
- Developed Proposed Budget
- Compiled potential commercial exhibitor list
- OAEAA member will personally contact potential exhibitors
- 8 booths (10% of goal)
- 6 Members on this committee will attend AM/PIC in Greensboro

The Exhibits and Posters Committee for the 2010 AM/PIC to be held in Tulsa Oklahoma has two guiding objectives.

- 1) Raise money for the NACAA AM/PIC 2010 meeting.
- 2) Improve the overall enjoyment and educational value of the meeting.

Financial. The goal is to have a minimum of 80 commercial, educational, and National donor/sponsor booths in the exhibit hall. The overhead cost per booth is \$152 and we collect \$500 for a 10' by 10' space. If an exhibitor requests more space we can provide that at \$152 (cover our overhead) per extra booth. The proposed budget will net \$23,110 for the AM/PIC.

Educational. There will be a variety of exhibits including production agriculture, horticulture, physical fitness/health care, technology, Oklahoma tourism and others. We will have sub-exhibit areas. For example, a section where university related exhibits can be found. All of the "Made in Oklahoma" booths will be set up together and other "theme areas" may be identified.

Sponsor Relations. It is very important that our sponsors have a pleasant experience; therefore our Exhibits and Posters Committee will investigate ideas to make the trade show exhibitor friendly. The Sunday through Tuesday schedule being used in Greensboro will be adopted. However, we want to explore scheduling specific times (1-2 hours a couple times a day) that exhibitors will be at their booth. The exhibit hall would be open at other times but not "manned". This would facilitate exhibitors being able to attend part of the AM/PIC. Also, thirty minute trade show breaks in the morning and afternoon that do not conflict with times of other major activities would greatly improve exhibit area traffic. At the break, Borden-Meadow Gold or Braum's Dairy could provide a sausage biscuit and orange juice for the morning break and Blue Bell Creameries could provide ice cream to those at the trade show in the afternoon. This has not been cleared with the Tulsa Convention Center yet.

Commercial exhibitors will spend a lot (booth rental, travel and hotel expense, and 3 days of their time) to help sponsor the meeting. They are happy to support NACAA but also expect to see some folks in the trade show and better yet, talk to a few of them. To encourage commercial exhibit visitation, AM/PIC registration packets will contain a card listing exhibitors with instructions to get 15 exhibitors to initial their card. Their card

(name) is then included in a drawing each day for a significant “door prize” purchased from the exhibit committee budget.

Special Events. Oklahoma has livestock and western heritage of which we are very proud and folks from other parts of the country find interesting. The Exhibits Committee has discussed scheduling events in the exhibits area to increase awareness of the trade show and participation for our sponsors. Examples are: Indian dancer, fiddle player, trick roper, elite purebred cattle carousel, horses (quarter and Clydesdale) etc.

DECORATIONS & SIGNS COMMITTEE

Chair, Mick Jones

Responsibilities of the committee will be to provide decorations and signage for the 2010 AM/PIC Conference. Our mission is to provide a pleasant atmosphere and assure that attendees have easy-to-follow signage directing them to events and activities.

Decorations:

- Contact with local Master Gardeners to assist with decorations.
- Contact with local florist to provide flowers, center pieces, corsages, boutonnieres and other needed decorations.
- Use potted plants when possible for reuse during entire conference.
- Create a welcoming decoration at registration area.
- Decorate main stage area appropriate for use during all events.
- VIP decorations.
- First Timer Luncheon table decorations.
- Spouse Luncheon decorations.
- Life Member decorations.
- Inspirational Session decorations.
- Other decorations as needed.

Signs:

- Collect information from each committee regarding their signage needs.
- Create standardized signs with conference logo to which specific information can be added as needed.
- Create banners for stage area and other appropriate locations.
- Secure equipment needed to use during conference for making additional signs.
- Secure easels and tables for sign placement.
- Establish a working room at conference for sign making and decoration storage.
- Discuss with facilities committee locations where signage is needed to direct people to appropriate events.
- Recognition signage for sponsors and donors, contact Treasurer.
- Tour signs.
- Welcome signs.

- Other signage as needed.

Responsibilities and duties of the decorations and signs committee will be reviewed and adjusted as deemed necessary between now and 2010.

A budget was developed after review and consideration of the Ohio-Kentucky, Michigan and North Carolina budgets. The final estimate of \$13,697 was determined by factoring a percentage increase in their numbers to reflect projected cost changes relative to changes in the economy. A current copy of the projected 2010 AM/PIC Decorations and Signs Budget is included in the treasures budget attached with this report.

I am in the process of recruiting two individuals to serve in co-chair positions. My intent is to serve as chair and select a co-chair for decorations and co-chair for signs. I will continue recruiting at our state conference in Elk City and complete the process soon after returning from North Carolina. I will also be assembling a full committee of individuals interested in serving on the decorations and sign committees. The exact number of individuals needed is yet to be determined. I have included a brief description of duties and responsibilities of the committee(s).

Once I return from North Carolina, I should have a clearer understanding of the direction our committee needs to address. As soon as the committee positions are filled, meetings will be scheduled and details will be addressed. Our committee will be somewhat stymied until other committees advise us as to their needs. I anticipate this will occur later this summer or early fall.

Spouse's Committee Co Chairs, JJ and Jean Jones

The spouse's committee met in Tulsa on June 18 to discuss and sketch out the spouses' program at the 2010 NACAA AM/PIC.

First order of business was to discuss possible tours for the spouse's. Approximately 10-12 tours will be needed for the AM/PIC. The following tours were discussed as probable tours.

- **Cowboy Hall of Fame (2½ hours) , Oklahoma Bombing Memorial (1 hour) and Remington Park (Remainder of day)**– This tour could be changed to include something different or have two groups with each visiting the hall of fame and then going to different locations.
- **Tulsa Zoo (all day)**
- **Jenks antique markets**
- **Gilcrease and Philbrook museums**
- **Work with Tulsa Master Gardeners on 1 or 2 horticulture tours**
- **Float the Illinois river**
- **Tahlequah – Cherokee Heritage Center**
- **Turf grass and golfing tour**

- **Bluebell Ice Cream plant**
- **Aquarium at Jenks**

Details about admission costs, times and lunch availability would need to be worked out over the next few months.

Next order was discussing possible workshops for Tuesday and Thursday. First it was decided that there would only be workshops offered on Thursday morning allowing the spouses to enjoy the sights of Tulsa that afternoon. We determined that we would need approximately 20 workshops for the spouses. It was suggested that we visit with the Family and Consumer Science educators for ideas about possible workshops. JJ would look into that before we meet again in the fall. Some of the workshop ideas discussed:

- **Indian Crafts (i.e. Dream catchers and etc.)**
- **Flower and plants workshops (Done with the Tulsa area Master Gardeners)**
- **Estate Planning**
- **Self Defense – Lori Fulbright (Local Television News Personality)**
- **Wicked Weather – Travis Myers (Local Television Weather Personality)**
- **Quilting**
- **Financial and Retirement Planning**
- **Using Quicken to keep financial records**

Next issue was the Spouse's luncheon. Finding a keynote speaker would be important and we are looking for a speaker that would be educational, entertaining and relate to Oklahoma. Possible speakers might be an Indian Story Teller or Will Rogers Impersonator. Cost would be the limiting factor. There is \$2,000 in the budget for the speaker. There is also a \$25/person cost for the meal.

Normally at these meetings the spouse's receive a small gift. This gift is the financial responsibility of the host state. Ideas were discussed about possible doing a Made-in-Oklahoma gift basket with the basket shaped like Oklahoma. The committee will talk to Rodney Holcomb at the Food and Ag Product Center about products that would work.

Also it was discussed that the spouse's hospitality room. The committee would like to see this room be a spot that were spouses could come in and find out local and statewide information. Also this room should be manned at all time to help spouses with any question or problems they may have.

The budget for the spouse's program was discussed. (See attached budget.) The idea of talking to other women's groups for sponsorship of either the keynote speaker or hospitality was mentioned. Groups like the Red Hat Ladies or the Statewide Women in Agriculture committee.

While in North Carolina the committee will do some shadowing of the spouse's committee members and talk with them about how they pulled this year's meeting

together. Also while in North Carolina the spouse's committee will meet to further discuss the 2010 program and any new ideas.

Life Members Committee

Chair, Ron Vick

The life members committee has prepared a budget and assembled a list of tour possibilities from which 4 to 6 will be selected and then planned. This committee is expecting and planning on 152 participants including both life members and their guests or spouses.

Registration Committee

Chair, Scott Price

The goal of the Registration Committee is to conduct registration in a smooth profession manner that will provide a positive first impression as guests arrive for the annual meeting.

3 members of Registration Committee will be attending NACAA AM/PIC in Greensboro. We have contacted the North Carolina Registration Committee Chair, Gerda Rhodes, concerning OAEAA members shadowing during the 2008 meeting in Greensboro. We are welcome and more than likely will be put to work.

Visited with Kathleen Borgne with the Tulsa Convention and Visitors Bureau to discuss their involvement in registration to provide local information in the downtown and surrounding areas. We will keep in contact and as the event gets closer coordinate arrangements.

Coordinate with other committee chairs to have committee members present during registration to assist with 4-H Talent, First Timers, Life Members, Sons and Daughters, Professional Development Tours, Spouses, and Educational Lunches.

Transportation Committee

Chair, Wes Lee

Recent fuel price increases have made transportation a more costly issue for our conference. I have checked with a few companies including OSU to get an idea of where we are going with rates before 2010. Prices seem to be up around 10% since last summer at this time. Our cheapest source of transportation appears to be using OSU vans, mini buses, and BOB Buses. Keep in mind we will need full time OSU staff or faculty drivers for OSU vans and mini buses.

I have had no firm commitments from any of the other committees on transportation needs; however I have visited with the VIP committee, and the Spouse Committee and Sons and Daughters. At this time they are estimating needing 2 to 3 vans all week for the

VIP, 3 Tour buses for Sons and Daughters on the 12th and 13th and 15 vans + two buses for spouses on the 12th. There may be a possibility to share equipment on Monday between spouses and sons and daughters. For the big tour day I am still calculating figures on 1500 people needing 30 buses for 10-12 hours each. This will give us time to tour and go to Discoveryland. There is still a possibility to use a few Tribal buses but that will depend on tour locations (Rick Clovis).

Estimated 2008 Prices are as follows:

57 Passenger Bus, 12 hours (Red Carpet) \$1088 + 3.45 a mile over 280 miles.

57 Passenger Bus, 8 hours (Red Carpet) \$940 + 3.45 a mile over 187 miles.

31 Passenger Bus (Red Carpet) will all be sold before 2010. (Will Contract at any time)

53 Passenger Bus (OSU BOB) \$80 per Hour/4 Hour Min. They have 9 buses but will only verbally commit to 3 right now. (3 are housed in Tulsa, others in Stillwater)

12 Passenger Van (OSU Motor Pool) \$45 per day/.47 cents per mile (12 available).

15 Passenger Van (OSU Motor Pool) \$55 per day/.47 cents per mile (11 available).

15 Passenger Mini Bus (OSU Motor Pool) \$55 per day/.58 cents per mile (5 available)
(OSU will not commit until Feb. of 2010 and will not contract on prices)

With the commitments I have from the committees mentioned I estimated the total transportation budget as follows:

2,880 + 29,376 = \$32,256 for tour day (Using BOB buses whenever possible, filling in with Red Carpet or other company)

\$1,239 for VIP to have 3 15 passenger buses all week

\$5,760 for Sons and Daughter to have 3 BOB buses on Monday and Tuesday

2,176 + 3,000 = 5176 for Spouse Committee on Monday.

Total budget = \$44,431 in today's prices

10% increase in 2009 = \$48,874.10

10% increase in 2010 = \$53,761.51

Committees not reporting at this time.

Facilities – Vernon Scogin

Hospitality – Justin McDaniel

4-H Talent Review – Alan Parnell

Opening Ceremony – Dirk Webb

VIP/Airport Reception – Doug Maxey and Randy Burris

Banquet (reassigned to Meals Chair)

Labor Pool – Mark Gregory

2008 NACAA AM/PIC evaluation – Al Sutherland