

**Minutes of NCR-9
Midwest Plan Service (MWPS) Annual Meeting**

**Kansas City Airport Marriott Hotel
Monday, May 19 – Wednesday, May 21, 2003**

Administrative Adviser	Chair	Secretary and ex-officio member
Dr. Catherine Woteki Dean of Agriculture Iowa State University 138 Curtiss Hall Ames, IA 50011-1050	Dr. Jay Harmon Iowa State University ABE, Davidson Hall Ames, IA 50011-3080	Mr. Jack Moore MidWest Plan Service 122 Davidson Hall Iowa State University Ames, IA 50011-3080

Members attending

Ted Funk and Yuanhui Zhang, University of Illinois; Jay Harmon, Iowa State University; Pat Murphy, Kansas State University; Bill Wilcke, University of Minnesota; Bill Casady and Joe Zulovich, University of Missouri; Rick Stowell and Rick Koelsch, University of Nebraska; Ken Hellevang, North Dakota State University; Randall Reeder, The Ohio State University; Don Jones, Purdue; Dick Nicolai, South Dakota State University; Brian Holmes and David Kammel, University of Wisconsin; Jack Moore, Bill Koenig, and Judy Johnson, MWPS Headquarters, Ames

Members not attending.

Dwaine Bundy, Steve Hoff, Jeff Lorimor, Stewart Melvin and Hongwei Xin, Iowa State University; Melvin Paulsen, University of Illinois; David Shelton, University of Nebraska; Tom Scherer, North Dakota State University; Steve Pohl, South Dakota State University; Ron Schuler, University of Wisconsin

Guests

Gerald Miller; Iowa State University (representing Catherine Woteki, Administrative Advisor), Ivan Graff; USDA/CSREES

Executive Committee Meeting

The MWPS executive committee meeting was held from 1:00 p.m. until 9:00 p.m. on Monday, May 19, 2003. The executive committee consists of : Jay Harmon, chair; Bill Casady, chair-elect; Steve Pohl, past chair; Bill Wilche, member; Rick Stowell, member; and Jack Moore, ex-officio. The major topics of discussion were the financial status of MWPS, planning the format for the full committee meeting, and the renewal of NCR-9.

Because of the seriousness of the financial situation, the executive committee decided to change the format of the annual meeting and use the opportunity to engage the full committee in a series of breakout sessions and discussions to develop a strategy for ensuring the continuation of MWPS.

Jay Harmon called the meeting of the full committee to order at 8:00 a.m. on Tuesday, May 20, 2003.

The meeting began with a discussion of financial issues. Jay Harmon announced that the NCR Extension Directors had voted to discontinue funding for MWPS. The cut in funding was \$216,000 and represented approximately 40% of the MWPS budget. In light of that decision, and based on the plan for the meeting submitted by the executive, the full committee agreed that the main goal of the 2003 annual meeting would be to develop a plan to try to keep MWPS operating. The overall goal of the meeting was to use a series of breakout sessions and discussions to develop a strategy for continuing MWPS based on four main topics as the foundation for planning activities for the upcoming year:

- Marketing MWPS materials.
- Finding funding from entities other than the NCR Directors.
- Setting up an organizational structure as an NCR committee.
- Agreeing on priorities and strategies for publishing materials.

Report on projects in 2002-2003

Completed the Conservation Tillage CD, contains MWPS-45, plus Powerpoints, movie clips, and additional publications on the history and philosophy of conservation tillage.

Published MWPS-4SD14, Proceedings for a Four-State Dairy Conference

Published MWPS-4SD15, Proceedings for a Four-State Dairy Conference

Published NCR-610F, Part VI of the series Business Management for Farmers, done with the NCFMEC.

Published NCFMEC-233, *Planning and Managing Your Farm Business Center*, done with the NCFMEC.

In the past year, MWPS mailed 9,000 catalogs to customers. The MWPS catalog also is on the Conservation Tillage CD.

Bill Koenig reported that he has spent most of the past year working to complete sections of *The Structures and Environment Handbook*, MWPS-1. The project was to have been completed by January 2004. This project will have a lower priority in the future so Bill can focus on projects that have broader appeal or funding to support their development. There was some discussion of making MWPS-1 into a 3-5 part series so we can start getting some income from the time that has been spent already. MWPS staff will factor this into planning for the upcoming year.

MWPS staff also spent time redrawing figures for *The House Planning Handbook* and working on the *Farmstead Planning Handbook*.

MWPS continues to be a partner in efforts to secure additional funding for the Livestock and Poultry Environmental Stewardship Curriculum Project, and MWPS is a partner in an ongoing effort to develop fact sheets to explain the 2003 CAFO rules and to secure additional funding to enhance and maintain the LPES curriculum. MWPS also

participated in writing a proposal to develop a National Information Outreach Model for Animal Agricultural Water Quality Issues.

Financial Details

The budget for 2003-2004 is based on receiving no funding from the NCR Extension Directors. Iowa State University and Purdue have agreed to provide funding at some level next year, but the amount is unknown at this time. The operating account balance after the close of this fiscal year would be about \$264,000. MWPS will have to rely on these reserves and increased sales income to finance activities in the coming year. The budget cut likely means that MWPS headquarters will lose staff and will have a difficult time recruiting new staff; quality and output may suffer because of this. MWPS will need to do projects that can be completed quickly to generate money.

Marketing MWPS materials

A committee discussion of how to better market and distribute MWPS materials resulted in the following conclusions:

- Centralize marketing and sales.
- Review the retail pricing structure of all MWPS materials.
- Advertise and publicize more aggressively and consistently.
- Seek new audiences and determine how to reach them.
- Incorporate cost of MWPS books into the registration fee for seminars and workshops.
- Update sales per month for MWPS representatives.

Develop incentives

- Eliminate front-end incentives.
- Make volume discounts the dominant incentive.
- Possibly provide rebates for heavy-marketers.
- Provide rebates to states that provide financial or logistical support.
- Provide rebates for HQ sales into state.
- Provide discounts to states that support with full amount.
- Offer package deals to government agencies.
- Examine the possibility of compensating authors for their time and expertise.

Develop timely news releases to publicize MWPS materials

May 2003	Outdoor Air Quality	Don Jones
June 2003	NCFMEC/Cooling	Joe Zulovich
July 2003	Grain	Ken Hellevang
August 2003	LPES	Rick Koelsch
September 2003	Dairy	David Kammel
October 2003	Ventilation	Steve Pohl
November 2003	Tax Management/Web site	Jay Harmon
December 2003	Lease-NCFMEC/Cons. Tillage	MWPS HQ/Randall Reeder
January 2004	Horses	Pat Murphy/Jay Harmon
February 2004	Houses	Pat Murphy

March 2004
April 2004

Wiring

Ted Funk

Reach targeted audiences and sell through targeted channels (2 by end of summer)

- CCAs
- PEs/Ag Engineers
- County Educators Nationally *
- Vo Ag Instructors
- NRCS
- Planning & Zoning Boards
- Ag Suppliers/Businesses/Contractors/Lending Institutions
- ADEC (e-extension)
- Retail Home Building Supply Stores
- Community Colleges & Tech Schools****
- State-based educational programs****
- Association training****
- Teaching faculty at our universities
- Workshops
- Amazon.com/Tech Street
- Producer Associations

Market and distribute publications electronically

- Send e-mail news releases.
- Develop several appropriate subject-matter-related e-mail groups.
- Put all current books on-line in PDF format; first chapter or section online-free.
- Feature a publication sale of the month on the web site; offer 25% discount incentive.
- Feature conference proceedings. Post the first page and a summary of each paper.
- Post parts of The Structures & Environment Handbook. Put the first chapter of each section on-line free & table of contents of rest. Put existing chapters on-line.
- Finish the Farmstead Planning book and put chapters 1 & 2 on line by September 2003.

Finding funding from entities other than the NCR Directors

In the long term, states won't want to subsidize NCR/MWPS, and base support, if any, may fade away. So, MWPS will need to seek funding from a variety of sources. To develop financial support, a group decided that the MWPS executive committee should be heavily involved with headquarters in this effort and discussed the following possibilities.

Examine business practices.

- Eliminate current member state perks.
- Revise volume discounts.
- Review and revise pricing.

Secure support for specific publications.

- Find companies that have an interest in a product, e.g. Deere and conservation tillage.
- Make MWPS part of proposals for grants, especially those that involve technology transfer and publications or reports.
- Work with other NCR committees and encourage them to include MWPS in proposals.
- Seek direct grants to MWPS; e.g. Homeland Security.
- Develop promo materials to send to PI's and potential PI's.
- Talk to grant program managers.
- Encourage University administrators to promote MWPS with RFP's.
- Send promo materials to other NCR committees.
- Explore committees outside of NCR.

Explore other ideas.

- Offer services to states that have cut communication units.
- Seek endowment funds.
- Hire lobbyist or at least find champions.
- Work to develop ways to deliver certification programs.
- Continue education curriculum materials.

Setting up an organizational structure as an NCR committee

Gerald Miller, representing the NCR-9 administrative advisor, presented the following overview of the process to renew NCR-9:

- The NCR committee structure is now web based. Minutes from last year are on the web.
- Make a request to renew NCR-9.
- Decide to take the number, NCR-1090 or keep NCR-9.
- Complete the renewal application by September 15, 2003.
- Present a mission statement, justification, and objectives.
- Post meeting minutes on the web.
- Look to expand to other states.

The MWPS executive committee should work with the Ag and Natural Resource program leaders to keep them informed.

After much discussion, the MWPS committee decided that the NCR-9 committee should renew and should interact with other NCR committees to have a broader focus. The consensus was not to separate the MWPS committee from NCR-9 at this time. The MWPS committee wants to send a strong message that it wants to maintain MWPS, add additional members to the committee, and make sure that the directors understand the states and committee members are working together.

Work out details in the future

- Agree on a name with the prominent placement of MWPS in the title e.g.. MWPS Research & Extension Educational Materials

- Determine the relationship between NCR-9 & MWPS.
- Determine the focus of NCR-9.
- Decide if the MWPS executive committee & NCR-9 officers would be the same people.
- Decide who from the sponsoring states would be representatives on the MWPS committee.
- Decide if MWPS and NCR-9 should be multi disciplinary writing and publication services.

Identify states with ag engineering programs that might be interested in joining NCR-9.

Kentucky	Oklahoma	Pennsylvania	Alabama	California
Virginia	Texas	South Carolina	Florida	

Contact states that might be interested in participating in NCR-9.

- Letters with talking points or a personal call
- Informal Dinner meeting at Tri-Conference/ASAE

Publication development

The committee agreed on the following strategies for publishing materials.

- Prioritize publication development.
- Assess the impact of publications.
- Develop standards for manuscripts.
- Expand the role of the author committee in developing publications.
- Develop manuscript standards to fit reduced staff (minimum standards).

Priorities for publications. (previous sales, survey, high-priority issue)

- Determine who will read, who will buy, and what will they pay.
- Estimate potential sales for the first year.
- Base price on net income.
- Consider true costs (grant dollars, upfront income).
- Determine resources used at HQ (dollars for time).
- Have realistic expectations.
- Consider non-financial priorities such as national visibility.

Author responsibilities

- Submit complete materials.
- Respond to reviewer comments.
- Recruit expertise needed to complete gaps in the material.
- Complete materials in a timely manner.
- Release claim to authorship when unable to complete materials in a timely manner.
- Consider paying % of sales to author committee if on time.

Author committee responsibilities

- Set guidelines (timeline, etc.).

- Follow up-provide formal written reminders to authors.
- Recommend alternative authors or procedures when necessary to complete projects.
- Provide complete instructions so headquarters can develop a design format.
- Appearance may be accommodated

Work committees for 2003-2004

Establishing Publication Priorities and Recruiting New Publications Committee:
Stowell, Kammel, Koenig, Huntrods


Marketing Implementation Plan Committee:
Wilcke, Holmes, Hellevang, Moore, Walker, Harmon

NCR-9/MWPS Expansion Committee/Recruiting new states:
Harmon, Koelsch, Moore, Nicolai, Bickert

Pricing Strategies to Increase Income Committee:
Casady, Murphy, Moore, Johnson, Funk

Electronic Marketing/Access to Partial Publications:
Jones, Zulovich, Reeder, Pohl, Wetterauer.

Priority projects for 2003-2004

1. Continuation of LPES Project.
2. Dairy Heifer Manual.
3. House Planning Handbook.
4. Hoop Structures for Animal Housing.
5. Comprehensive Nutrient Management Planning Materials (CNMP).
6. Horse Housing Handbook.
7. Continued Support for NCFMEC. Publish books and bulletins to support the work of the farm management specialists.
8. Continued Support for Four-State Dairy Group. Publish the proceedings from Four-State Dairy Conferences.
9. Structures and Environment Handbook. Complete as soon as time allows or monetary support becomes available.
10. Farmstead Planning Handbook. Look at ways to make this available electronically. 
11. Private Water Systems. Examine sales potential and see if resources will become available to work on this book.

Business meeting actions

Motion made by Ken Hellevang to renew NCR-9; seconded by Bill Casady. Motion passed.

Motion made by Randall Reeder to accept NCR-1090 as new number; seconded by Bill Casady. Motion passed.

Motion made by Bill Casady to rephrase the MWPS Mission Statement as follows; seconded by Brian Holmes. Motion passed.

The mission of MWPS is to enhance the outreach, research, and teaching programs of the Land-Grant universities of the North Central Region by developing and distributing resources to support educational programs. These materials should be based on the coordinated recommendations of the Extension and Research units of the participating institutions and should include publications relevant to engineering, agriculture, natural resources, rural living, and other issues Land-Grant universities address.

Motion made by Ken Hellevang to focus NCR 1090 on engineering and associated areas. Motion died for lack of a second.

Motion made by Bill Casady to keep the current Executive Committee (chair, Jay Harmon; chair-elect, Bill Casady; past-chair, Steve Pohl; members, Bill Wilche and Rick Stowell; secretary and ex-officio, Jack Moore) in place for this year because of the issues that need to be dealt with; seconded by Don Jones. Motion passed.

The MWPS committee agreed that as of July 1, 2003, there will be no special price or free postage for "Member States". The discount on all sales to bookstores will be 20%. Quantity discounts will be 10% and 20% based on the number of publications ordered. As we get a better understanding of how MWPS will operate, we will consider ways to provide rebates to states that provide financial and other support. We will also look at ways to compensate authors for their contributions of time and expertise.

The 2004 meeting of NCR-9 will be at approximately the same time in May as in past years and will be in Kansas City at the same location as in previous years.

The meeting adjourned at 1:00 p.m. on Wednesday, May 22, 2003.

Approved:

Jay Harmon 09/03/03

Jay Harmon Date
NCR-9 Committee Chair

Catherine Woteki 09/03/03

Catherine Woteki Date
NCR-9 Administrative Advisor