

## NCAC-4 Annual Meeting

June 2 - 4, 2019

Crowne Plaza Hotel

Knoxville, Tennessee

### Minutes of Meeting

Participants: Vance Baird (Michigan State University), Patrick Krysan (University of Wisconsin), Erin Connelly (Penn State University), Erik Ervin (University of Delaware), Scott Steinmaus (CalPoly), Emily Hoover (University of Minnesota), Bill Braunworth (Oregon State University), Martha Mamo (University of Nebraska), Dave Kopsell (Illinois State University), Dean Kopsell (University of Florida), Jeff Iles (Iowa State University), Adam Davis (University of Illinois), Desmond Layne (Auburn University), Doug Buhler (Michigan State University), Thane Montague (Texas Tech University), Frank Louws (North Carolina State University), Robert Paull (University of Hawaii), Hazel Wetzstein (Purdue University), Patricia Klein (Texas A&M University), David Wright (South Dakota State University), Mike Evans (Virginia Tech), Scott Senseman (University of Tennessee). Other Guests: Jake Nelson (University of Tennessee), Andy Pulte (University of Tennessee).

The group arrived in Knoxville, brought to the meeting site, the Crowne Plaza Hotel, and was then taken by the Plant Sciences staff (Dawn Seigel, Sandy Kitts and Jake Nelson) to the UT Gardens for a tour and reception in the McIlwaine Pavilion. James Newburn and Dr. Andy Pulte toured the group around the Gardens and came back for a reception and introductions to the University of Tennessee Institute of Agriculture. Scott Senseman presided over the evenings activities in the pavilion. Dr. Tim Cross (Chancellor of UTIA), Dr. Caula Beyl (Dean of the Herbert College), Dr. Hongwei Xin (Dean of AgResearch), Dr. Mike Buschermohle (Interim Assistant Dean of UT Extension) addressed the group to tell them about the three missions of Teaching, Research, and Extension. Mr. Jonathan Ball from the Rocky Top Wine Trail talked about the Tennessee wines that were served at the reception. Other guests included Dr. David White (Associate Dean for AgResearch) and Dr. Barry Sims (Assistant Director for AgResearch). NCAC-4 Administrative Advisor, Dr. Doug Buhler, also addressed the group to provide a historical background of the NCAC-4 group. Other guests included Norman Hammitt (speaker for Monday) and Vice Chancellor for Marketing and Communications, Lisa Stearns.

Monday morning started with three presentations from guests. Norm Hammitt discussed the Graduate Student Professional Bootcamp that he has been working with UTIA on related to communication of science. Next, Doug Edlund substituting for Lisa Stearns, discussed various marketing strategies for UTIA that are currently being employed. Then, Dr. Brandon Horvath

discussed the marketing of the Plant Science Turf program and the enrollment results from some key marketing strategies. The group had a substantial number of questions and there was excellent discussion.

We then went around the room to introduce the participants of NCAC-4 and then started discussion of marketing efforts, challenges and tactics that various departments at each of the institutions are working through. After lunch, Susan Yoder, the Executive Director for Seed Your Future discussed ways to enhance horticulture marketing efforts for the discipline. The group then adjourned to the vans to begin the afternoon tour. We met at the East Tennessee Research and Education Center (ETREC) where Dr. Bobby Simpson started the tour with an overview and discussion of REC activities. Dr. John Sorochan then toured the group through the turf plots and discussed sports surfaces and the equipment and methodology associated with this research. He was joined by several of his students that helped him present the work.

The group then got into the vans to get transported to Dr. Alan Solomon's property where we were met by Dr. Alan Solomon and Dr. Andy Pulte for a tour of his property. Dr. Solomon gave an overview of his arboretum and grounds. After a tour, we met at his house for a reception where we were joined by Dr. David Lockwood. Dr. Lockwood provided an overview of the wine and grape industry in Tennessee and answered several questions before we adjourned. Our last stop was Calhoun's Restaurant where we were joined by Dr. Caula Beyl, Dean of the Herbert College of Agriculture. Dr. Beyl gave a short presentation on the activities of the Herbert College and the endowment that initiated the naming of the college. We adjourned and took the group back to the hotel.

Tuesday morning's session started with more discussion on marketing efforts for horticulture programs. Our discussion revolved around various groups and strategies that we need to market our programs for. These groups included: legislators, students (undergraduates, graduate students, undecided students), general public, parents, advisors, ambassadors, junior colleges, middle schools, high schools, guidance counselors, 4-H, FFA, high school ag teachers, alumni, county agents, industry groups, and diversity populations. It was a good discussion that led into the Google Forms document that each of the representatives filled out. Dr. Emily Hoover led the discussion on results and asked about other questions that need to be included in next year's form. She discussed how this information could be useful in discussions with upper administration related to salary equity and other issues. Further discussion included the confusion caused by the difference between 12-month, 11-month or 9-month appointments. Dr. Hoover then led the discussion further about what key courses are the high-enrollment courses for each of our departments and institutions.

Dr. Dean Kopsell of the University of Florida agreed to host the meeting next year. More details on the specific plans and dates will be made in the coming weeks and months.

Our discussion ended just before noon and all adjourned to travel back home. The participants were very appreciative of the hospitality they had and for our staff's incredible work to organize such a great meeting.

Respectfully submitted,

Scott Senseman  
NCAC-4 2019 Chair