



**National C-FAR Board of Directors  
November 30, 2004 Meeting**

Minutes, RTVA Revised Dec 3

**ACTION SUMMARY**

\* *100% Board Participation Achieved!*

- ✓ Staff Title: Changed to **Executive Director**.
- ✓ Research Success Profiles: **Continue Research Success Profiles in 2005, targeting frequency of 4-6, linking to current issues and complementing Hill Seminars as appropriate.**
- ✓ NIFA Action Plan: (1) **Endorsed recommended NIFA Action Plan**; (2) **Send letter to Bond, cosponsors**, commending for introduction of S. 3009; (3) **ROC & NIFA Work Group to evaluate S. 3009.**
- ✓ Advocacy Role in Research Funding Arena: (1) **Reaffirmed advocacy in support of maintaining and enhancing funding for food and agricultural research, extension and education in existing programs, but NOT taking positions on appropriations for individual programs**; (2) **support for NIFA, with key proviso of new funding, NOT taking from existing programs.**
- ✓ Hill Seminars: **Reaffirmed commitment to hill seminar series test, approved moving forward with two seminars, seeking to coordinate with other groups and adjusting plan as appropriate.**
- ✓ Investment Policy: Finance Committee directed to develop (1) **recommended policy re level of reserves**; (2) **protocol for investing reserves**; and (3) **whether dues should be inflation adjusted.**
- ✓ Budget: (1) **Approved \$12,000 bonus** for staff to compensate for extra effort beyond contract; (2) **Approved 2005 Budget** as proposed, to be refined as additional information becomes available.
- ✓ 2005 Membership Drive: **Endorsed staff draft plan. Goals include growing the membership from 65 organizations to 80, and dues income from \$75,000 to \$90,000, with a focus on enhancing the 'customer' component. Membership Committee to follow up on expedited basis, with support from all members encouraged.**
- ✓ Future Meetings: (1) **Next Board meeting subject to call of Chair**, staff to poll re availability; (2) **April 12**, as part of April 11-12 Annual/Board meeting. **AFBF hosting.**

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*Full Draft of Minutes follows.*

## MINUTES

- Chairman Joe Layton (ASA) called the meeting to order and made opening remarks with the following in attendance:
  - **Board:** Pueppke (Natl Ag Biotech); Patrick (ADA); Barr (NCFC), Glasener (CoFARM); Stallman (AFBF); Heider (AAVMC); Sabin (AVMA); Wideman (FASS); Dooley (CARET, by phone); Reid (IFT, by phone); Gianessi (CLF, by phone); Jordan (NCC, by phone)
  - **Board Alternates:** Glenn (for Phillips, BIO); Croker (NCGA, for Tumbleson)
  - **Member-Observers:** Cartwright (IFT); Hyps (ASPB); Meeker (NRA); Paul (ASA); McLain (Eversole)
  - **Guests:** Bill Leshner, Leshner & Russell; Mortimer Neufville (NASULGC); Eddie Gouge (NASULGC); Richard Wootton (NASULGC); Howard Gobstein (MSU)
  - **Staff:** Van Arsdall
  - A quorum of the Board was determined (*100% Participation!*)
  - **Action**—Approval of **September 23 Board minutes**. Moved, seconded and unanimously adopted.
  - Layton welcomed new 2005 member, *National Renderers Association*.
  - Layton discussed the organization's decision-making process, starting with the chairman and staff, and shifting decisions progressively to the Executive Committee, Board and membership as needed.
  - **Action**—Title for Van Arsdall changed from Liaison to **Executive Director**. Layton explained that it more accurately reflects role and is more understandable to outside audiences. Moved, seconded and unanimously approved.
  
- **Research Success Profiles.** Staff updated the Board.
  - Implementation has largely fallen on one person, Wagester (C-FARE).
  - 9 success profiles planned for 2004, but 3 issued.
  - Wagester needs support in finalizing profiles and logistical support in 2005.
  - Wagester has requested Board feedback on Profiles before moving forward, including frequency.
  - Stallman expressed continued support for Profiles as having value, and too early to evaluate since not that much experience and feedback yet.
    - Suggested focusing on quality, consistent with available resources—4-6.
  - Glasener-confirmed needs additional support.
  - Cartwright Suggested looking to Congress [legislation on agenda, staff feedback] as factor in selecting profiles. When sending, provide some indication or ideas to hill staff about how they might use information.
  - Patrick suggested linking it “issues” legislation where appropriate.
  - Hyps suggested follow up hill visits needed to help reinforce Profiles.
  - Staff suggested current issues could be added to decision criteria, and that transmittal half-pager could include reference to current issues or legislation as appropriate.
  - Croker suggested asking MC to circulate via Dear Colleague.
  - **Action**—**Continue Research Success Profiles in 2005, targeting frequency of 4-6, linking to current issues and complementing Hill Seminars as appropriate**. Encourage ROC to consider recommended enhancements during implementation. Moved by Heider, seconded by Reid. Unanimously adopted.

- **NIFA Action Plan.**

- Leshner briefed the Board on events leading up to introduction of S. 3009 by Senator Bond and cosponsors Mikulski, Bennett and Harkin—four leading members of Senate Appropriations. The Board engaged in extensive Q&A with Leshner.
  - Leshner emphasized that Bond is ‘fired up’ and that S. 3009 is intended to promote dialog and discussion and that stakeholders like National C-FAR are encouraged to provide input prior to introduction of legislation in 2005.
  - He noted that the concept will face a ‘stiff headwind’ in light of budget realities, but that this is the ‘right thing’ to do. Reality is that USDA funding is getting ‘third rate science, with university researchers discouraged from applying for USDA funds except as last resort due to imbedded problems in the programs [overhead, etc.].
  - Key—if this is going to happen, it will be grassroots—people ‘back home’ buttonholing their congressional representatives and urging that NIFA legislation be enacted.
  - He said that OMB is reportedly requesting 3 scenarios from USDA for FY 2006—3%, 5% and 10% cuts.
  - He indicated a much longer bill had been drafted by consultants retained by NASULGC, but Bond’s representative [Klippenstein] requested a shorter bill.
  - He advised that efforts are still underway to seek introduction of companion legislation in the House during the brief December 7-8 session, and that discussions are ongoing with staff representing Ag Chairman Goodlatte.
  - At a Board member’s suggestion, he confirmed that the House bill would also be bipartisan if introduced.
  - Leshner stressed that congressional representatives have been advised that any attempt to fund the Institute by taking funding from existing programs would doom the Institute concept.
  - He indicated a ‘grower group’ letter to the President in support of NIFA will be circulated shortly. S. 3009 will be mentioned.
  - USDA has generally not been supportive.
  - OMB meetings have gone well, but no firm commitment of support. OMB representatives were interested in problems identified with USDA research funding. It is possible that those problems might also received increased attention. Dr. Danforth and his representatives are seeking meetings with Karl Rove and other top Administration officials.
  - Board representatives (Croker, Hyps) asked who the leadership team is planning to meet with at NSF [Clutter] and suggested Danforth connect with NCSF leadership.
- NIFA Work Group Chair Dooley briefed the Board and presented the Work Group’s recommended action plan, which was endorsed by the Research Outreach Committee (ROC).
  - **Action—Endorsement of NIFA Action Plan.** Layton noted that the Committee motion required not second. After discussion, the motion was unanimously adopted.
  - It was agreed that National C-FAR would **send a letter to Bond** & cosponsors in near future commending them for their leadership and indicating National C-FAR’s support for the NIFA concept and interest in providing input on the legislation.
  - The **ROC and NIFA Work Group were charged with evaluating S. 3009** and any opportunities to take action and developing recommendations on a timely basis for the leadership. It was noted that work on S. 3009 should be expedited to ensure decisions are made prior to the next congress.
  - *National C-FAR will be represented at the December 7 NIFA meeting* hosted by NASULGC by Patrick, Heider, Glasener and Van Arsdall.

- **NASULGC Action Update.**

- Neufville updated the Board on the Food & Society Project, with a current focus on obesity. Regional meetings are scheduled to discuss most effective delivery of information. He also the Future Food Systems Leaders initiative, with an Institute operated by North Carolina State. He also mentioned the Rural Renaissance Act, sponsored by Sen., Norm Coleman.
- Gouge briefed the Board on CARET-led Exhibit session on the Hill, planned for early March. Van Arsdall requested information that could be shared with the ROC, to facilitate discussion about whether National C-FAR could help promote the event in a collaborative effort.
- Hutchison updated the Board re NASULG, BAC's advocacy efforts in support of CSREES funding.
  - He indicated that BAC tries to focus on 3 areas each year of the 60-70 line items in the CSREES budget.
  - He provided an analysis of the FY05 CSREES budget, pointing out that a 5% increase was achieved.
  - BAC uses a 10-month process each fiscal year, leading up to priority efforts. Priority themes selected for FY06 cycle are health, security and sustainability. Suggested these themes are compatible with National C-FAR's seminar series.
  - NRI funding has increased from \$10 million in FY02 to \$180 million in FY05, a 50% increase. BAC goal is \$200 million in FY06.
- Neufville discussed the parallel efforts underway to hold hill seminars.
  - He suggested a conference call or meeting within the next week among the parties to work out a coordinated plan of action.
  - Layton concurred, emphasizing National C-FAR leadership's interest in expediting this process so our plans could move forward in positive manner.
  - Hutchison advised the Fred Cholick, BAC Chair, is committed to working things out. The BAC will set aside its planned seminars and work to support coordinated effort on National C-FAR and other seminars. Cholick will be in DC for the Dec 7 NIFA meeting, and a seminar meeting might be arranged on the same day.
- Gobstein briefed the Board on the Dec 7 NIFA meeting, with Bobby Moser (Ohio State) and Pam Larkin (Washington University in St. Louis) as co-leads for NASULGC.
- Wootton briefed the Board on a DOE-NASULGC energy initiative, exploring ways DOE could use land grant research and extension capabilities, especially re education and outreach related to energy conservation, renewable energy and rural revitalization.

- **National C-FAR Role in Funding Arena.** The Board revisited National C-FAR's appropriate role in the budget and appropriations process. Following extensive debate, the consensus was that *National C-FAR's appropriate advocacy role remains (1) in support of maintaining and enhancing funding for food and agricultural research, extension and education in existing programs, but NOT taking positions on appropriations for individual programs; and (2) support for NIFA, with key proviso of new funding, NOT taking from existing programs.* It was suggested that National C-FAR's advocacy efforts in 2004 in support of enhanced funding were valuable and made a difference.

- **Hill Food & Ag Hill Search Seminar Series.** ROC Chair Heider briefed the Board on Hill Seminar efforts to date.
  - Two Seminars, Feb 11 & April 11, furthest along.
  - ROC remains committed to seminar series test concept, but moving forward with the February and April seminars, while deferring decisions on the other two seminars pending the outcome of efforts to coordinate with other seminar efforts.
  - Staff reported that sponsorship stands at \$5,700. Layton announced that USB is sponsoring at \$1,000, bringing the total to \$6,700. Several organizations pledged in-kind support, such as speaker travel, which has real impact on budget. Staff indicated BAC representative had suggested funding support could be provided as well as outreach support. Staff expressed optimism that Seminar funding needs will be met.
  - Layton asked whether all steps that need to be taken [e.g., reserve room for seminar, select moderator, etc.] are proceeding. Staff responded that a checklist of steps that need to be taken will be followed.
  - **Action**—Reaffirmed commitment to hill seminar series test, approved moving forward with two seminars, seeking to coordinate with other groups and adjusting plan as appropriate. Moved, seconded and unanimously adopted.
  
- **Finance Committee/Treasurers Report.**
  - 2004 Budget—Staff reported on the projected year-end 2004 budget, indicating the year will end with the organization in sound financial condition with an unrestricted net surplus of \$8,525 and year-end reserves of \$85,500 [plus \$1,500 dedicated to hill seminar sponsorships].
    - Staff was *directed to segregate hill seminar sponsorships* in a separate account or as a separate line item since restricted fund.
  - Investment Policy—Staff presented a recommended investment policy to enhance earnings from operating funds and reserves.
    - **Action**—Finance Committee was asked to undertake the following for consideration at the next Board meeting.:
      - What should policy be re **level of reserves**?
      - How should reserves be **invested**?
      - Should dues be **inflation adjusted**?
    - Staff was directed to leave current investments intact and not shift funds from Commercial Paper to bonds pending action on the Finance Committee’s recommendations re reserve policy, etc.
  - Executive Session—The Board moved to go into executive session to discuss personnel matters.
    - **Action**—Board approved a **\$12,000 bonus** for staff to compensate Exec Dir for time worked over and above that called for in professional service contract and to more closely reflect time actually worked.
  - 2005 Budget—A proposed balanced budget was presented by staff and discussed by the Board. It assumes a projected significant increase in membership dues. Potential impacts on the proposed budget of actions taken by the Board were noted, including Hill Seminar Series and Research Success Profiles.
    - **Action**—The chair was directed to **negotiate a new contract** with staff for 2005.
    - **Action**—**Approval of 2005 Budget as Proposed.** Moved, seconded and unanimously adopted.
      - It was agreed the 2005 Budget would be revisited at the next Board meeting, once the budget is updated to reflect changes made.

- **2005 Membership Drive.** Staff reported that the Membership Committee had not yet met, and [resented a staff recommendation for discussion purposes. The stated goal would be to grow the membership from 65 organizations to 80, and dues income from \$75,000 to \$90,000, with a focus on enhancing the ‘customer’ component of membership.
  - **Action**—The Board generally endorsed the proposed plan and **encouraged the Membership Committee to favorably consider it.**
  - Suggestions to *enhance the membership drive* included:
    - *Updated website* to refer prospective members to.
    - *Membership packet* if additional information beyond 1-pager requested, such as mission statement, recent testimony, examples of success profiles, etc.
  - Staff will facilitate meeting of Membership and follow up action on expedited basis.
  
- **Board Member Perspectives.**
  - Reid—Coalition provides value, emphasize integrated nature of food & ag system.
  - Glenn—complimented Board & staff for progress made. BIO happy with organization and values role as voice for research.
  - Pueppke—Wise to cooperative with other groups, but important to help them fully appreciate value-added role of C-FAR [customers].
  - Patrick—Getting to point where we’re operating as coalition.
  - Sabin—Concern about need to increase animal ag side of membership. Sees vast improvement in communications. Willing to help Wagester on Profiles if can do via long distance. AVMA elected not to sponsor Hill Seminars. Voted to endorse NIFA.
  - Meeker—Enthused about proactive C-FAR. National Renderers joining because believes value.
  - Hyps—Complimentary.
  - Heider—Going well.
  - Wideman—FASS supports, plans to continue to be involved.
  - Glasener—Going well, no longer dreads coming to Board meetings. Glad to see increased involvement by members.
  
- **Future Meetings.**
  - Next Board meeting, subject to call of the Chair.
    - Staff to poll Board re ‘Hold the Date’ availability for late Jan-early Feb.
  - Annual/Board meeting April 11-12.
    - April 11 is Hill Seminar, plus any committee meetings.
    - April 12 is Annual/Board meeting [roughly 8:30-3:30].
      - AFBF to host, including lunch!

There being no further business, the meeting was adjourned.

Respectfully Submitted,



R. Thomas Van Arsdall, Secretary/Treasurer  
Revised, December 3, 2004