Assembly of SGEPL Executive Committee
Conference Call (9/30/03)

In attendance: Jay Rasmussen, Ralph Rayburn, Jim Falk, and Bill DuPaul

The meeting was called to order by Chairman Jay Rasmussen at 11 a.m. (EDT)

Sea Grant/NMFS Meeting

As reported in the July Assembly minutes (7/23/03), there is a SG/NMFS meeting planned at the next SGA meeting in Seattle, WA on November 5. NMFS administrators will meet with the SGA for part of the day and then SG extension will have time to "tell our story". B. DuPaul is scheduled to provide a 15-20 minute overview on SG Extension work in the area of fisheries. He will report on our Year 1 FEE efforts and discuss why SG works well in providing outreach education to fisheries audiences. There will also be 2 case studies presented to demonstrate SG efforts: (1) Shrimp Experience in the Gulf (R. Rayburn) and (2) Scallop Dredging/Turtle By-catch work (B. DuPaul).

The goal of this meeting is to educate NMFS on our research and extension efforts and encourage NMFS buy-in to support our fisheries extension efforts, especially if new money becomes available from Congress to continue our FEE efforts. We are also looking for a good exchange of ideas and create a healthy dialogue between the two NOAA partners.

The key point SG Extension will try to make is that if NMFS/SG/fishing industry are working together all are winners in the end. If anyone has exceptional ideas for Bill to use in his powerpoint presentation on how SG Extension delivers information to targeted audiences, e-mail them to him by mid-October.

2004 Assembly Meeting

The 2004 Assembly meeting has been set. Dates are April 25-28 at the Jekyll Island Club Hotel in Jekyll Island, Georgia. K. Gates has agreed to act as the formal host of the meeting. B. DuPaul, K. Gates and M. Spranger have agreed to serve on the program planning committee. J. Rasmussen will recruit others to serve on the committee as well. People mentioned include: M. Liffman, P. Olin and J. Schwartz.

A few topics have already been suggested that the planning committee should consider: (1) Presentation by someone from NASULGC on their e-extension program, (2) Presentation by a member of ECOP on issues relevant to SG extension, (3) Discussion by a NOAA, OCRM official on working more closely with SG Extension (suggest inviting new OCRM director, Eldon Hout), and (4) Discussion of Year 1 FEE projects. As the draft program gets developed, members of the Assembly will have the opportunity to review and provide input.

Assembly Elections (November 2003) – Nominating Committee Report

Two positions on the EXCOMM will be available beginning in January 2004: (1) **At-large** – currently held by Ralph Rayburn and (2) **Chair-elect** – currently held by Bill DuPaul. In January Bill will become our new chairman, Brian Miller's past-chair position will expire and J. Rasmussen will inherit that position for the 2004 calendar year. Ralph's two-year position as the at-large member will also expire.

A nominating committee comprised of J. Falk, B. Bacon and R. Wallace met via conference call on September 22, 2003 to identify a slate of candidates to present to the EXCOMM. According to our Assembly by-laws, the nominating committee's role is to nominate at least two candidates for each office to be filled in the upcoming election and report the nominees to the EXCOMM. J. Falk, the chair of the committee, reported the names of the nominees to the EXCOMM. He will be sending an e-mail message out to the Assembly within the next couple of weeks identifying the candidates and the guidelines for nominating other individuals, as well as other election matters.

Publications

<u>"Fundamentals" Brochure</u> – J. Murray (NSGO) has agreed to commit $5,000 to support printing of our "Fundamentals" brochure. Testimonial comments from various SG programs about marine extension are being added to the brochure. Once this is completed printing will commence. Individual state programs may be invited to buy-in on the print run in order to obtain additional copies.

<u>Outreach Growth Report</u> – Based on discussions the EXCOMM has had with D. Baker (chair of the Outreach Growth Committee), and others involved in the creation of the report, we have made a decision to publish the Outreach Growth Report as a "white paper" in order to begin disseminating it to various audiences and begin receiving some input on its contents. J. Rasmussen will ask his Oregon communicators if they can review the report and do some final editing and then prepare it for distribution. Since we understand that the SGA has plans to produce a research growth plan at some point, our finished product can be circulated and be reviewed by interested parties and eventually be incorporated into the SG research growth report when it is completed.

NOAA/Sea Grant Extension Brown Bag Seminars

Since we reported on this issue in the July minutes (7/23/03) J. Rasmussen and R. Rayburn have had a telephone conference call with SGA President (B. Stickney) and the SGA External Relations Committee chair (R. Devoe) to get their input and support for this effort. The conference call went well and Bob and Rick voiced SGA support on the Assembly's proposal to engage NOAA and other agencies through "brown bag" seminars. They encouraged us to maintain an open communication process with the SGA and work with Jennifer Greenamoyer (SGA's External Affairs Director) as our contact point for SGA.

After the conference call J. Rasumssen laid out a plan on how the Assembly should proceed with this effort. He appointed R. Rayburn to lead the effort and J. Falk and B. DuPaul agreed to assist him. The 6-point plan includes: (1) Development of a strategy and schedule for implementation of the Beltway "Brown Bag" Program, (2) Develop and coordinate with Jennifer Greenamoyer and staff of the National Sea Grant Office opportunities for external outreach with elements of NOAA and other agencies as opportunities arise, (3) Solicit the Sea Grant network for timely and relevant presentations to venues established within NOAA, other agencies, and Congressional staff, (4) Find opportunities to integrate the Sea Grant mission and capabilities into strategic plans of other NOAA agencies, (5) Enhance visibility of Sea Grant and the Sea Grant Extension programs within the Federal Government, and (6) Exercise opportunities for external outreach developed in the course of activities or in conjunction with the SGA External Relations Committee.

R. Rayburn is planning to be in Silver Spring, MD on November 12, 2003 and plans to meet with NSGO office staff to get their input and ideas on how to proceed with the "brown bag" seminars. We will keep everyone apprised of this effort as it continues.

Assembly Treasury Account Transactions

J. Falk made two motions for the EXCOMM's approval on financial matters: (1) Reimburse K. Gates for deposit money ($2,000) he has committed to secure the Jekyll Island Club Hotel for our Assembly meeting in April and (2) Provide funding ($300) support to J. Murray to offset costs for refreshments at the EPA/SG training session in Washington, DC in November. Both motions were approved by the EXCOMM.

The next EXCOMM conference call is scheduled for October 28, 2003 at 11 a.m. (EDT).

With no further business the conference call was adjourned at 11:55 a.m. (EDT).

If you have any issues you would like the executive committee to discuss or explore, on your behalf, contact any member of the committee (See e-mail addresses and phone numbers below).

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B. Miller – bmiller@fnr.purdue.edu (765-494-3573)
R. Rayburn – Ralph-Rayburn@tamu.edu (979-845-3854)
J. Falk – jfalk@udel.edu (302-645-4235)

Submitted by: James M. Falk, ASGEPL Secretary/Treasurer 10/10/03