

Minutes
NAAE Board of Directors Meeting
February 3 and 4, 2008

The NAAE Board of Directors conducted a board meeting on February 3 and 4, 2008 at the Hilton Downtown Hotel in Indianapolis, Indiana. Board members and others in attendance included: Harold Eckler (MO), President; Sally Shomo (VA), President Elect; Hugh Mooney (CA), Region I Vice President; Kathy Conerly (LA), Region II Vice President; Tom Hofmann (NE), Region III Vice President; Greg Curlin (IN), Region IV Vice President; Ray Nash (MS), Region V Vice President; Ken Couture (CT), Region VI Vice President; and Dr. Wm. Jay Jackman (KY), Executive Director. NAAE staff members present included Alissa Smith, Associate Executive Director, and Julie Fritsch, Communications/Marketing Coordinator.

The minutes of the meeting are as follows:

Sunday, February 3, 2008

1. **Call to Order** – President Harold Eckler called the board meeting to order at 8:00 a.m.
2. **Reflections and Pledge to the Flag** – Sally Shomo presented reflections and led the group in the Pledge to the United States Flag.
3. **Approval of the Agenda** – Ray Nash moved, Greg Curlin seconded, to approve the agenda with flexibility. The motion carried.
4. **Approval of Minutes** – Tom Hofmann moved, Ray Nash seconded, to approve the minutes from the 2007 NAAE Convention including the following sets of minutes: December 11, 2007 Pre-convention Board Meeting; December 12 and December 15, 2007 NAAE Convention Business Meeting; and December 15, 2007 Post-convention Board Meeting. The motion carried.
5. **Board and Staff Reports** – Harold Eckler asked each board and staff member to present a brief report of their NAAE activities since the 2007 NAAE Convention in Las Vegas. Harold suggested that board members concentrate their efforts on the top five priorities from the strategic plan evaluation.
6. **Membership Update** – Alissa Smith and Harold Eckler presented the membership update.
7. **Comments from Doug Loudenslager** – Doug Loudenslager presented an update on the 10x15 initiatives and a FFA report.
8. **Member Services Committee Meeting** – Ray Nash, Board Member Services Committee Chair, conducted the first half of the Member Services Committee

meeting. Erica Whitmore, Idaho, Full Member Services Committee Chair, joined the meeting via conference call. The committee meeting was continued later in the day. (Refer to the committee report for the details of the committee meeting.)

President Harold Eckler recessed the board meeting from 12:15 - 1:00 p.m. for a lunch break.

- 9. Professional Growth Committee Meeting** – Hugh Mooney, Board Professional Growth Committee Chair, conducted the Professional Growth Committee meeting. Jeremy Plumb, Arizona, Full Professional Growth Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 10. Strategic Planning Committee Meeting** – Sally Shomo, Board Strategic Planning Committee Chair, conducted the Strategic Planning Committee meeting. Archie Sauerheber, Indiana, Full Strategic Planning Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 11. Policy and Bylaws Committee Meeting** – Kathy Conerly, Board Policy and Bylaws Committee Chair, conducted the Policy and Bylaws Committee meeting. Darlene Gilles, California, Full Policy and Bylaws Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 12. Member Services Committee Meeting (continued)** – Ray Nash, Board Member Services Committee Chair, conducted the second half of the Member Services Committee meeting. Erica Whitmore, Idaho, Full Member Services Committee Chair, was not available via conference call for the second half of the committee meeting. (Refer to the committee report for the details of the committee meeting.)
- 13. Finance Committee Meeting** – Greg Curlin, Board Finance Committee Chair, conducted the Finance Committee meeting. Tara Berescik, New York, Full Finance Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 14. Marketing Committee Meeting** – Ken Couture, Board Marketing Committee Chair, conducted the Marketing Committee meeting. Randy Plattner, Missouri, Full Marketing Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 15. Public Policy Committee Meeting** – Tom Hofmann, Board Public Policy Committee Chair, conducted the Public Policy Committee meeting. Brian Feldpausch, Iowa, Full Public Policy Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)

President Harold Eckler recessed the board meeting for a break from 5:05 - 5:30 p.m.

- 16. 2008 NAAE Convention Planning** – To begin preparation for the 2008 NAAE Convention, Alissa Smith presented the results of the 2007 NAAE Convention evaluation.

President Harold Eckler recessed the board meeting from 6:10 - 9:30 p.m. for a dinner break.

- 17. Professional Growth Committee Report** – Hugh Mooney presented the Professional Growth Committee report and then moved to adopt the Professional Growth Committee report as presented. There was an implied second to the motion. The motion carried.
- 18. Public Policy Committee Report** – Tom Hofmann presented the Public Policy Committee report and then moved to adopt the Public Policy Committee report as presented. There was an implied second to the motion. The motion carried.
- 19. Marketing Committee Report** – Ken Couture presented the Marketing Committee report and then moved to adopt the Marketing Committee report as presented. There was an implied second to the motion. The motion carried.
- 20. Member Services Committee Report** – Ray Nash presented the Member Services Committee report and then moved to adopt the Member Services Committee report as presented. There was an implied second to the motion. The motion carried.
- 21. Policy and Bylaws Committee Report** – Kathy Conerly presented the Policy and Bylaws Committee report and then moved to adopt the Policy and Bylaws Committee report as presented. There was an implied second to the motion. The motion carried.
- 22. Strategic Planning Committee Report** – Sally Shomo presented the Strategic Planning Committee report and then moved to adopt the Strategic Planning Committee report as presented. There was an implied second to the motion. The motion carried.
- 23. Finance Committee Report** – Greg Curlin presented the Finance Committee report and then moved to adopt the Finance Committee report as presented. There was an implied second to the motion. The motion carried.

President Harold Eckler recessed the board meeting for the day at 9:50 p.m.

Monday, February 4, 2008

President Harold Eckler called the board meeting back to order at 8:06 a.m.

24. 2008 Convention Planning (continued)

Spouse Program – As per the Professional Growth committee recommendation, the board agreed to add a spouses program for the 2008 convention.

Pre-convention Tour – Kathy Conerly moved, Ray Nash seconded, to include Roger Teeple's Biltmore Estates Tour in the program as a non-NAAE sanctioned event. The motion carried.

Friday Afternoon Off-site Industry-based Tours and Workshops – Sally Shomo moved, Greg Curlin seconded, to offer a few off-site professional development industry-based tours and a few on-site professional development workshops on Friday afternoon. The motion carried.

Host State Social – Ray Nash moved, Greg Curlin seconded, to invite the North Carolina Association to have a host state social on Thursday evening. The motion carried. The board suggested that the event include a good meal and that the venue be fairly close to the convention hotel to avoid long drives to the event.

Convention Theme – Tom Hofmann moved, Hugh Mooney seconded, to have a convention theme and that board members submit suggestions for the theme to the NAAE staff. The motion carried.

Teachers Turn the Key Program – The University of Arizona agricultural education faculty have respectfully requested to no longer be in charge of the professional development program for Teachers Turn the Key during the convention. It was agreed that staff would develop a Request for Proposals to secure another university to deliver the program.

Hotel – The NAAE convention will be at The Blake Hotel in Charlotte. The Blake has excellent meeting space; however, it may not have enough sleeping rooms to accommodate all NAAE convention participants. NAAE staff will secure an additional hotel for overflow.

Committee Meetings and Regional Meetings – Hugh Mooney moved, Ray Nash seconded, to change the order of committee meetings and regional meetings from regional-committee-regional-committee to committee-regional-committee-regional. On voice vote, the motion carried. Division of the house was called for and the motion carried by a count of four to three.

25. Board Book Items

State Conferences – state conference dates and locations are included in Tab 6.
NPS Registration and NAAE Hotel – information is included in Tab 11.
National Committee Chairs and Vice Chairs – information is included in Tab 14.
Leadership Handbook – included in Tab 13. Note that duties of board members and regional secretaries are provided in the Leadership Handbook.
Board Representation – information is included in Tab 15.

26. 2008 ACTE National Policy Seminar – Board members should plan their Capitol Hill visits on Tuesday afternoon during the ACTE National Policy Seminar.

27. 2008 National FFA Convention – The board authorized the staff to plan another excellent Career Show booth with a teacher recruitment focus.

28. 2008 Regional Meetings – It was agreed that information for state associations would be sent directly to the states rather than provided it to the states during the regional conferences.

29. 2008 Summer Board Meeting – Ray Nash moved, Tom Hofmann seconded, that the 2008 summer board meeting will be July 16-18, 2008 in the Washington, DC metropolitan area. The motion carried. The board will meet all day on July 16 and 17 and until 2:00 p.m. on July 18. July 15 and July 18 after 3:30 p.m. will be travel days. A half day of Capitol Hill visits will be scheduled during the board meeting.

30. National Agricultural Education Inservice – The board agreed that the National Agricultural Education Inservice is a valuable meeting that the NAAE board should attend.

President Harold Eckler recessed the board meeting from 9:30 - 9:50 a.m. for a break.

31. Spending Priorities

Hugh Mooney moved, Kathy Conerly seconded, that NAAE develop an interim marketing plan for teacher recruitment. The motion carried.

Other spending priorities discussed included electronic version of *The Agricultural Education Magazine* for all NAAE members, membership cards, recognition for Teacher of Teachers, lanyards to teachers, luggage tags, webinars.

The Agricultural Education Magazine – Hugh Mooney moved, Kathy Conerly seconded, that NAAE prepare options for taking *The Agricultural Education Magazine* to electronic format.

The board agreed that the funds that once were used to provide pocket diaries to NAAE members will be used for teacher recruitment or other priority initiatives.

32. Executive Session – The board went into executive session at 10:45 a.m. and came out of executive session at 11:30 a.m.

33. Executive Director Contract Renewal – Ray Nash moved, Greg Curlin seconded, to offer to rehire Wm. Jay Jackman as NAAE Executive Director for an additional one year with a 3.5 percent increase in base salary. The motion carried.

Sally Shomo moved, Greg Curlin seconded, that Jay Jackman develop personal goals in the areas of advocacy, prospective teacher recruitment and retention, and monthly board communications concerning progress and updates from the NAAE office and staff with specific measurable goals in each area and other goals as specified by Jay to be shared with board members. The motion carried.

34. Parting Comments from NAAE President Harold Eckler

Advocacy – the board must be committed to doing what we agreed to do in the Public Policy committee meeting, that is establish advocacy program in our own states

Communications – the board must communicate effectively with state leaders, committee chairs, each other

FFA Alumni Challenge – the board should ensure that they are members themselves and start/strengthen local alumni affiliates

Professional State Application – the board must review the PSA application and send suggestions for additions/improvements to the staff

News & Views – the board must be cognizant of deadlines for regional updates and the next deadline is February 15, 2008

35. Comments from Tom Hofmann – Tom Hofmann announced that he will not be running for NAAE president elect at the 2008 NAAE Convention due to family commitments.

36. Adjournment – With no further business to be transacted at this NAAE Board of Directors meeting, Harold Eckler declared the meeting adjourned at 12:05 p.m.