

HISTORICAL REPORT

President Amy Peterson (NE)



Year: 2012

President's Name: Amy Peterson (NE)

Goals for the Year: These were not goals that were directly stated upon assuming the presidency but in reflection they would have been:

1. Establish management company needs and priorities for the Association that reflect the changing needs of NEAFCS and the membership.
2. Communicate with leadership from each affiliate about NEAFCS and the needs of the association.
3. Oversee transition process of management company with affiliate members, board, and association.
4. Represent NEAFCS and the Family and Consumer Science profession with JCEP organizations, stakeholders and other alliance organizations.

List of Board Meetings (include winter, mid-year, pre-board, post-board and teleconferences)

Date	Location
September, 2011	Albuquerque, NM – Post Board Meeting
January 2012	Columbus Ohio – Winter Board Meeting
May 2012	Adobe Connect Mid Year Board Meeting
September 2012	Columbus, Ohio – Pre Board Meeting

All monthly board meetings were held via Adobe Connect courtesy of the University of Nebraska – Extension. These were held on the third Monday of each month from 9:30 – 11:30 am CST.

List of Leadership Workshops

Date	Location
February 2012	JCEP Leadership Conference – San Antonio, TX
April 2012	JCEP – Public Issues Leadership Development Conference – Washington, D.C.

Annual Session Information

September 28 – 28, Columbus Ohio, Hyatt Regency.



ANNUAL SESSION OBJECTIVES

"EXPLORING Our Strengths, DISCOVERING Our Potential, LEADING the Way to Our Future."

- Explore innovative approaches to provide research-based education that meets the needs of individuals and families.
- Discover skills that strengthen personal and professional development.
- Lead an integrated response to emerging national and global issues.

Number of attendees : 611

Special guests would include the following:

Dr. Keith Smith, Associate Dean and Director of CES

Dr. E. Gordon Gee, President, The Ohio State University

*Caroline Crocoll, Director-Division of Family and Consumer Sciences,
USDA, National Institute of Food and Agriculture*

*JCEP Partners: – Deborah Thomason, ESP, Paul Craig, NACAA, Jeff
Holland, NAE4-HA, Michael Wilcox, NACDEP.*

Pre-Conference Workshop — Food Safety Education: Program Promotion Boot Camp

Get your food safety education programming in shape for 2013 - exercise your partnerships! Join in a lively discussion with the Partnership for Food Safety Education on how to join with national efforts to make consumer food safety education programming more targeted, effective, collaborative and measureable. Work out your "social media maximus" and learn how to flaunt your programming success. Get news about the best available consumer education tools and the latest research about consumers and home food safety behaviors.

SHELLEY FEIST, EXECUTIVE DIRECTOR Partnership for Food Safety Education

There was a substitute for the other Pre-Conference, due to family emergencies the week before Annual Session. Instead of Christine Price, Mary Ann Masur Singer was able to step in and present "Retirement for Women: How to Make it Meaningful"

Mary Ann Masur Singer, PCC, CPCC
Certified Professional Co-Active Coach
Author of Leadership Tips:52 Weeks to Business and Personal Success

KEYNOTE SPEAKERS

2012 Speakers Include:

Dr. E. Gordon Gee, President of The Ohio State University

Pamela Jett, CSP a professional and motivational keynote speaker, author and communication skills expert who delivers remarkable results. Her keynote presentations and interactive communication workshops win rave reviews!

CAP NOTE SPEAKER

Dr. Keith L. Smith, Associate Vice President, Agricultural Administration; Associate Dean, College of Food, Agricultural & Environmental Sciences; Director, OSU Extension; & Gist Chair in Extension Education & Leadership

First Timers met on Monday, September 24, 2012 for a session led by Vice President for Member Resources, Lora Lee Howard (KY). Refreshments were served and each First Timer received a complimentary copy of the Living Well, More than a Cookbook as a welcome gift from NEAFCS. Life Members met on Thursday, September 27, 2012 for a session led by Anna Mae Kobbe and Lora Lee Howard.

The Welcome Event was held at the Columbus Zoo and the Leadership Event was at the Franklin Park Conservatory.

New member categories were added in 2012, including Student and Partner Members. Partner Members that were added in 2012 were Exhibitors, and were personally greeted by myself and Past President Marsha Lockard and presented a certificate of appreciation. Exhibitor Forums were held during the Exhibit Hall time. Those who presented a Forum were:

1. National Endowment for Financial Education: Evaluate Your Financial Literacy Program with Online Toolkit.
2. Stouffers: Family Meals Research – What Constitutes a Proper Dinner Meal.
3. Learning Zone Xpress – Creating a Great Plate with My Plate: Putting the USDA Dietary Guidelines into Practice.
4. Share Our Strength's Cooking Matters: Shopping Matters for NEAFCS!
5. Organ Wise Guys, Inc.: Research-Based, Extension Led Nutrition Education for Children and Their Caregivers: Fun Programming Used in Multiple Settings to Address the Global Issue of Childhood Obesity
6. The Dibble Institute: Our Financial Future is In The Cards.



Caroline Crocoll was selected as the Friend of NEAFCS. Caroline is the Director-Division of Family and Consumer Sciences, USDA, National Institute of Food and Agriculture. Caroline has been a long-time supporter of NEAFCS and communicates with our membership frequently through presentations at JCEP, PILD and webinars. Her work at the national level has always kept FCS Extension in the forefront and she has been instrumental in keeping FCS at the front of the room for the discussion and is a true Friend of NEAFCS.

2011-2012 NEAFCS National Board



- **Back Row:** Theresa Mayhew (NY) – Eastern Region RD, Owida Franz (NM) – Western Region RD, Marian Ross (TX) – Southern Region Director, Gail Brand (NE) – Central Region Director, Lora Lee Howard (KY) – Vice President for Member Resources, Maude Kelly (MO) – Vice President for Awards and Recognition, Debby Mathews (AL) – Vice President for Public Affairs
- **Front Row:** April Martin (TN) – Secretary, Marsha Lockard (ID) – Past President, Amy Peterson (NE) – President, Carol Chandler (OH) – President Elect, Peg Ehlers (IN) – Treasurer, Kathleen Olson (MN) – Vice President for Professional Development

Ohio Affiliate Liaisons:

- Susan Crusey (OH)
- Cindy Oliveri (OH)



2012 NEAFCS Membership

1,823 Active Members

1,104 Life Members

7 Partner Members

Dues were \$90 per person for active/partner membership, \$270 for life members.

Major Accomplishments:








1. **The University of Nebraska-Lincoln provided the means for communication with the Board and the Membership for 2011-2012 by providing support via Adobe Connect and toll-free lines for Board and Annual Session Conference Calls.
2. Wrote and developed the Request for Proposal (RFP) for Management Company Services. Due to fiscal issues, the NEAFCS Board at the Post-Board Meeting voted to issue an RFP to evaluate the services needed from a Management Company to meet our ever changing technological and financial needs. A committee was appointed to oversee the RFP Process. This included myself, as President, President-Elect Carol Chandler (OH), Immediate Past President Marsha Lockard (ID), VP for Professional Development Kathy Olson (MN), Treasurer Peg Ehlers (IN) and Past Presidents Chris Kniep (WI) and Mary Ann Lienhart Cross (IN).
3. Communicated with Madeleine Crouch & Company (MCC) the specifications of the new RFP and how they differed from the contract held in place at that time. Submitted the RFP online for prospects. Thirteen companies submitted proposals. Organized proposals and sent to committee, oversaw the evaluation process of the proposals and develop spreadsheet to identify differences. Contacted all 13 companies about acceptance/decline of proposals. MCC was not selected to advance to the interview stage, thus, I communicated this information with them to discuss the situation.
4. Led the interviews that were done via Adobe Connect at a Pre-Winter Board Meeting. Four companies were interviewed. The contract was offered to The Association Source (TAS), based out of Boca Rotan, Florida, with Jody Rosen Atkins being our Executive Director. Cindy Rosen assists with Operations/Annual Session Planning and Ricky Atkins works with Member Services. Oversaw the transition between MCC and TAS through February and March, with the process smoothly completed by April 1, 2012.
5. Other changes in 2012 associated with the change in management companies to better serve our membership included changing the accounting system over to Quick Books Online for fiscal transparency and going to a new Association Management System for a more streamlined approach to connect our membership to technology. This transition should be completed by the end of 2012.

6. The Board voted at Winter Board to look at more aggressive ways to reduce the inventory of the Living Well More than a Cookbook Resource Book. The Regional Directors came up with promoting a Creative Program Grant to allow members to apply for books at a \$20 per case cost for use in programming. This would be for a non-profit purpose. When the program was approved, over 1300 cases remained in inventory. At the close of Annual Session, 400+ cases remained. The Board voted at Pre-Board to also offer a Fire-Sale for affiliates looking at using the books for-profit and approved a \$50 per case plus \$20 shipping as another option for affiliates. The original cost when the Book was introduced was \$25 per case. Through these aggressive initiatives, the inventory will hopefully be depleted by the end of 2012.
7. The Board approved several new awards for 2012, from suggestions from the Awards Sub-Committee. These were: Greenwood Frysinger (combined), Photography, Family Health/Wellness, Human Development/Family Relationships, Social Networking, and School Wellness.
8. The Professional Development Webinar Sub-Committee was officially added under this topic area. Webinars will now be peer-reviewed and a member benefit to our association. Attendance ranged from 40 – 180 online. Certificates for attendance for CEUS are available. These were hosted on the UNL Adobe site.

Webinars for 2011-2012 were:

- Happenings at NIFA: Extension FCS Leadership in Action
- Win It In A Minute – Home Energy Management
- Farm to School Engaging Participants from 'Seed to Table'
- BROWsing the Science of Gluten-Free Diets (Barley, Rye, Oats, Wheat)
- Residential Indoor Air Quality, Ventilation and Health
- Put Some Interest with Pinterest in Your Programs: How to Use Pinterest & Other HOT Forms of Social Media to Promote Extension Programming
- Presenting an NEAFCS Webinar – Simple Steps to Get Started
- Get Your NEAFCS Proposal Accepted in 2012
- Family Mealtime, Research, Reality, and Resources
- Writing and Reviewing for a Peer-Reviewed Journal

9. Public Affairs Impact Statements in 2012 were:

-  Food Safety
-  Childhood Obesity
-  Food, Nutrition, and Health
-  Protecting Our Resources - Family Life
-  Improving Children's Lives
-  Healthy Homes and the Environment
-  Financial Management

Respectfully submitted,

Amy Peterson
2011-12 NEAFCS National President