



# Tennessee Association of Agricultural Agents and Specialists

**2013-2014 Annual Meeting and Report**

*Paris Landing State Park  
Paris, Tennessee  
May 7-9, 2014*



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## Officers and Committee Chairs

### 2013-2014 State Officers

President	Anthony Shelton
President Elect	Troy Dugger
First Vice President	Sheldon Barker
Second Vice President	Adam Hopkins
Third Vice President	Ranson Goodman
Secretary	Rebekah Norman
Treasurer	David Bilderback
Past President	Anthony Tuggle
Life Member	Bill Wyatt

### 2013-2014 Regional Officers

Western	Phillip Shelby*	Region Director	Gibson County
	Amanda Mathenia	Secretary/Treasurer	Decatur/Perry County
Central	Justin Stefanski*	Region Director	Wilson County
	Darby Payne	Secretary/Treasurer	Giles County
Eastern	JD Estep*	Region Director	Greene County
	Ricky Thomason	Secretary/Treasurer	Johnson County

### 2013-2014 State Committee Chairs

#### Committee

#### Chair

#### Vice-Chair

#### **Professional Improvement Council**

Agronomy & Pest Management	*Debbie Joines, Nashville	Ed Burns, Franklin
Ag. Econ & Community Development	Alice Rhea, Blount	Kevin Ferguson, Rutherford Animal Science
	*Brad Greenfield, Dickson	John Goddard, Loudon Natural Resources
	*Scott Swoape, White	Bruce Steelman, Cannon Hort & Turfgrass
	*Tom Stebbins, Hamilton	Justin Stefanski, Wilson Sustainable Ag
	*Richard Groce, Maury	Finis Stribling, Maury

#### **Extension Development Council**

#### Chair

#### Vice-Chair

Public Relations & Ag Issues	* Chris Cooper, Shelby	Justin Rhinehart
Early Career Development	* Calvin Bryant, Lawrence	Rebekah Norman, Rutherford
Administrative Skills Dev.	Richard Powell, Jackson	Martin Koon, Central Region
Teaching & Educ. Technologies	Phillip Shelby, Gibson	David Yates

#### **Professional Recognition Council**

Communications	Melody Rose, Greene	
Extension Programs	* Chris Ramsey, Sullivan	Jerri Lynn Sims, Humphreys
4-H & Youth	* Jake Mallard, Madison	Matt Webb, Giles
Professional Excellence	Steve Harris, Coffee	Megan Bruch, CPA
Public Relations	* Tim Campbell, Dyer	Mitchell Mote, Rutherford
Recognition & Awards	John Wilson, Blount	Ty Petty, Unicoi County
Scholarship	* Ronnie Barron, Cheatham	Timmy Mann, Robertson <b>Life</b>
<b>Members</b>	* Bill Wyatt, Madison	J. W. McGuire, Wilson

\*These Chairs will rotate off July, 2014

\*\*Pending

# President's Report

*Anthony M. Shelton*

**2013-2014**

The past year has been a wonderful experience for me while serving as the TAAA&S State President. I cannot begin to express my gratitude for all the hard work that the state board has done for our membership over the past year. I feel we have a very strong organization with leaders who sincerely care about the future of the organization.

Association members have participated in a number of events over the past year. We had good attendance within our association at the Galaxy Conference held in Pittsburg, PA. The Conference was a little different from the usual AM/PIC meetings, but I feel that all had a great experience.

Ranson Goodman and Sheldon Barker both participated in the JCEP Leadership Conference in Memphis. We had the opportunity to give a short report on some of our state programs to many NACAA members throughout the country.

In April, Rebekah Norman and Troy Dugger attended the Public Issues Leadership Conference (PILD) in Washington DC. This conference gave them the opportunity for TAAA&S members to present important information regarding Extension to our elected officials in Washington DC.

I want to also congratulate Alan Galloway for being re-elected to another term as Treasurer of NACAA. Alan represents Tennessee extremely well on the national level and brings back timely information to the state board.

I congratulate Anthony Tuggle for being appointed Chair of the NACAA Committee on Diversity. I know that Anthony will do a great job on this three year assignment.

Looking forward, I encourage all members to consider attending the 2014 AM/PIC national meeting in Mobile, Alabama. The meeting will be July 20-24. Many exciting activities will be available and I am sure that State's Night Out will be a blast.

I also congratulate all of our award winners for their great work. I wish the best of luck to all seeking awards at the national meeting. Also, I would like to extend a special thanks to the administration at The University of Tennessee and Tennessee State University for their continued support of TAAA&S.

In closing, let me say "Keep up the good work." Our association starts with its membership, and I hope that each one of you continues to provide maximum encouragement to all to join this wonderful association. It has been a great year and a fantastic experience!!!

## Financial Report

### 2013 TREASURER'S REPORT

<b>Balance Sheet</b>			
	<b>December 31, 2012</b>	<b>March 17, 2014</b>	<b>December 31, 2013</b>
<b>ASSETS</b>			
Checking	\$13,226,85	\$7,027.19*	\$11,437.70
<b>LIABILITIES</b>			
Liabilities	0.00	0.00	0.00
<b>EQUITY</b>			
Equity	<b>\$13,226,85</b>	<b>\$7,027.19</b>	<b>\$11,437.70</b>

\* Have not received the Central Region's Dues

<b>Income/Expense by Category (State Checking)</b>	
<b>1/1/2013 through 12/31/2013 (Cash Basis)</b>	
<b>INCOME</b>	
Dues	6,410.00
Promotional Income (Caps & Shirts)	3,279.00
State Meeting Registration Fees	2,765.00
State Meeting Sponsorship	7,115.00
<b>TOTAL INCOME</b>	<b>19,575.00</b>
<b>EXPENSES</b>	
Annual Meeting Expenses	7,346.70
Awards	161.00
Board Expenses	2,767.46
Fees	20.00
National Dues	7,650.00
Postage	102.12
Promotional Items (Caps & Shirts)	2,638.87
Registration Fees	675.00
<b>TOTAL EXPENSES</b>	<b>21,361.15</b>
<b>OVERALL TOTAL</b>	<b>-1,786.15</b>

**NOTE:** TAAA&S sponsors two accounts in the UT System (technically, these are UT funds with no legal ties to TAAA&S). The first account is what many TAAA&S members refer to as the "B" account or "travel" account and its UT account number is R12-1040-048, account name "TAAA&S Travel Fund." The March 17, 2014 balance was \$1,007.97. This account is listed as a "public service" account. The second account is F12-0000-006 and is called "TAAA&S Endowment." This account is on the list for the UT family campaign and is set up as an endowment where the principal balance cannot be touched. The original value of this account was \$44,871 and the January 31, 2014 market value was \$65,634. Additional contributions can be made to the balance of this; the earnings of this account are placed into UT account R12-0140-005 from which the Hicks Award is paid. The March 17, 2014 balance is \$9,561.

**2013 TREASURER'S REPORT**

**FOUNDATION FUNDS**

<b>Balance Sheet</b>			
	<b>December 31, 2012</b>	<b>December 31, 2013</b>	<b>Difference</b>
<b>ASSETS</b>			
Checking	\$7,049.92	\$4782.92*	-2,267
Total Raymond James	225,606.84	247,404.21	21,797.37
<b>Total Assets</b>	<b>232,761.78</b>	<b>252,187.13</b>	<b>19,530.37</b>
<b>LIABILITIES</b>			
Liabilities	0.00	0.00	0.00
<b>EQUITY</b>			
Equity	<b>232,761.78</b>	<b>252,187.13</b>	<b>19,530.37</b>

(\*\*) The 12/31/13 balance-of-funds in the Raymond James Investment Account is: Base: \$230,542.15, Operating: \$16,842.06

(Growth for 2013, therefore base Increases and operating fund designated.)

	<b>12/31/2010</b>	<b>12/31/2011</b>	<b>12/31/2012</b>	<b>12/31/2013</b>
“State” Checking	\$12,821.20	\$17,617.30	\$13,226.85	\$11,437.70
“Foundation Checking”	9,195.77	6,349.35	7,049.92	4,782.92
<b>Total Discretionary Funds</b>	<b>22,016.97</b>	<b>23,966.65</b>	<b>20,276.77</b>	<b>16,220.62</b>
Raymond James Investment Account (Foundation BASE)	194,923.38	201,753.46	213,680.09	230,542.15
Raymond James Investment Account (Foundation Operating)	2,319.92	6,830.09	11,926.77	16,842.06
UT Account (R12-1040-048 TAAA&S Travel Fund)	2,969.58	3,724.34	1,007.97	1,007.97
UT Account (R12-0140-005 TAAA&S Endowment)	7,364.70	7,749.48	10,408.46	9,561.07
<b>Total Investment and UT Accounts</b>	<b>207,577.58</b>	<b>220,057.37</b>	<b>237,023.29</b>	<b>257,953.26</b>
<b>Total</b>	<b>\$229,594.55</b>	<b>\$244,024.02</b>	<b>\$257,300.06</b>	<b>\$274,173.88</b>

<b>Income/Expense by Category (Foundation Checking)</b>	
<b>1/1/2013 through 12/31/2013 (Cash Basis)</b>	
<b>TOTAL INCOME (from RJ account)</b>	<b>0*</b>
<b>EXPENSES</b>	
Awards	870
College Scholarship	0
National Meeting (city)	1,397
<b>TOTAL EXPENSES</b>	<b>2,267</b>
<b>OVERALL TOTAL</b>	<b>(-2,267)</b>

\* \$11,000 was transferred from RJ account to the checking but was not deposited until 1/17/2014

## Western Region

Region Director	Philip Shelby
Region Secretary/Treasurer	Amanda Mathenia
Current Regular Members	38
New Life Members	0
New Members	2

### Western Region Meeting and Activities Summary

The WTAAA&S held its 44th annual meeting on Wednesday July 24<sup>th</sup>, 2013 at the Ed Jones Agri-plex Center in Trenton, Tennessee in Gibson County. There were 24 members and guests in attendance. A delicious butterfly pork chop, with trimmings, lunch was enjoyed by all. President Jake Mallard presided and thanked Philip Shelby for hosting the meeting. A special guest in attendance was Matt Fennel, Regional Field Service Director for TN Farm Bureau Federation.

Amanda Mathenia gave the financial report along with the membership update.

Jake Mallard reported on state and national events. Ranson (DSA), Tonya Ashworth (AA), and Tonya Ashworth (Early Career) were recognized for winning awards at the state meeting. Ranson Goodman was also recognized as the newly elected State TAAA&S Third Vice-President.

Regional awards were presented to:

Ranson Goodman- Outstanding Agent of the Year  
Joetta White- Outstanding Young Agent of the Year  
Matt Fennel- Friend of Extension Award

Agents had a discussion on obtaining new members. It was pointed out that a complimentary membership is offered to newly hired agents and specialists with less than one year of employment who are interested. Agents said they would try to encourage more state specialists out of Jackson to become involved with the association. Troy Dugger announced that the state TAAA&S meeting for 2014 will be hosted by the Western Region. The meeting will be held on May 7-9<sup>th</sup> at the Paris Landing State Park. Ranson Goodman said that there will be two tours available for agents to go on to look at local ag production and alternative ag farming enterprises. There was a motion made and passed to form a committee to explore to potential combining of the Western Region TAAA&S annual meeting and agent share day for 2014. There was a motion made and passed to send a \$500 donation to the Montgomery County Cattleman's Association for the Montgomery County 4-H Livestock Arena in memory of Mr. John Bartee. A motion was made and passed to nominate Mrs. Lois Bartee as the "Friend of Extension" at the 2014 TAAA&S state meeting which will be hosted by the Western Region in Paris. Jeff Roach was selected as Vice-President Elect for the Western Region. Amanda Mathenia was selected to remain Secretary/Treasurer. The meeting was turned over to Philip Shelby. Jake Mallard thanked Philip Shelby for hosting the annual meeting and other activities. Some of the pre-meeting activities enjoyed by agents were fishing, golfing, and bowling. A fun time was had by all. Philip Shelby thanked everyone for their attendance and the meeting was adjourned. The Western Region TAAA&S bank account was audited and no discrepancies were found on April 8, 2014. The audit was conducted by Area Farm Management Specialist Andy Davis.



## Central Region 2013-2014

2013 Central Region Director- Justin Stefanski  
2014 Central Region Director Elect- Ronnie Barron  
2013-2014 Region Secretary/Treasurer- Darby Payne  
2015 Central Region Director Elect- Matt Horsman

### **Membership:**

Current Members- 50  
Lifetime Members- 5  
New Members- 5

### **Region Meeting and Activities Summary:**

The Central Region TAAA&S met on October 16<sup>th</sup>, 2013 in Lebanon, Tennessee. A total of 28 members attended the meeting. Two educational tours were conducted, which included a livestock and forage tour of Triple H Farms located in Lebanon, TN and an agritourism and horticultural tour at Triple H Farms located in the Laguardo community of Wilson County. At Triple H Farms, owner Ricky Haskin highlighted his herd management strategies and hay production methods in addition to showing off his antique tractor collection. At Triple S Farms, owner Donnie Steed served as lead tour guide and highlighted the many unique activities that take place at the farm. These include small fruit production, Christmas tree production, livestock and forage production, and agritourism attractions such as a pick-your-own farm stand and a unique woodland wedding area. Following the educational tours, members were treated to a fine lunch at the James E. Ward Agricultural Center in Lebanon. The meal was sponsored by Bayer Animal Health and Wilson County Farm Credit Services of Mid-America and was prepared by local volunteer chefs Christina McKee and Wanda Bates. Following lunch, the annual business meeting was conducted. During the meeting, Matt Horsman was elected Central Region Director Elect for 2015 and Darby Payne was re-elected as the 2013-2014 Secretary/Treasurer. In addition, it was voted upon that the Central Region would host the State Meeting at Fall Creek Falls State Park in 2015. Sheldon Barker will be leading the planning committee in charge of organizing meeting activities. It was also voted upon for the creation of a Central Region TAAA&S SharePoint team site that will be created by Brad Greenfield and serve to help members store, share and distribute documents efficiently. Awards were also presented for the Youth and Adult Agents of the Year.

### **2013 Central Region TAAA&S Award Recipients:**

Adult Agent of the Year- Sheldon Barker  
Youth Agent of the Year- Heath Nokes

## **Eastern Region 2013-2014**

Region Director: J.D. Estep (Has resigned from his position as Agent in Hancock County)

Region Director-Elect: John Hamrick

Region Secretary/Treasurer: Ricky Thomason

Current Regular Members: 59

Outstanding Young Agent: Steven Huff

Outstanding Young Specialist: Becky Bowling

### **Region Meeting and Activities Summary:**

The Eastern Region TAAA&S held its fall annual meeting on December 5, 2013, hosted by Mike Heiskell and J.D. Estep. The group convened at the Woodlake Country Club and enjoyed a reception and tour. The tour was led by Dr. Tom Samples and Larry Tankersley. Dr. Samples spoke about environmental issues associated with the fertilization and pesticide use on highly maintained turfgrass. Larry then addressed similar issues and how urban forestry and the proper use of tree management can help to filter out some of these nutrients and pesticides from the environment.

The business meeting was held in the clubhouse prior to lunch with J.D. Estep presiding. Shannon Perrin was nominated by Rick Thomason to serve as Secretary/Treasurer elect to begin her term in the fall of 2014. The nomination was seconded by John Goddard. Fred Allen made a motion for the nominations to cease and elect Shannon by acclamation which was seconded by Steven Huff. Motion carried unanimously. Steven Huff nominated John Hamrick to serve as Eastern Region Director elect which was seconded by Jonathon Rhea. Fred Allen made a motion that the nominations cease and we elect John by acclamation. Steven Huff seconded the motion. Motion passed unanimously. David Bilderback made a motion for the association to pay for lunch. Ty Petty seconded the motion. Motion passed. Anthony Shelton gave a report on the State Meeting scheduled for May 7-9, 2014 at the Paris Landing State Park. Jonathon Rhea brought up the point that we need to elect someone for the Early Career Award prior to the state meeting. It was decided to send out a survey with all eligible members names included to select someone for this award. David Perrin gave a brief report on the Strategic Plan for Extension. Steven Huff made the motion to adjourn the business meeting seconded by Mike Heiskell. Motion carried.

The group enjoyed a delicious lunch in the dining room of the clubhouse. We then traveled to Clear Creek Farms and Feed Mill and toured their facilities in the afternoon.

## **Committee Reports**

The following committees had no report for 2012-2013

- Ag Econ & Community Development
- Horticulture & Turfgrass
- Sustainable Agriculture
- Extension Programs
- Early Career Development Committee

### **Early Career Development (ECD) Committee**

*Calvin Bryant, Chair*

The Early Career Development (ECD) Committee is responsible for developing educational programs directed at NACAA members with five years or less tenure. Efforts are to develop programs, materials and partnerships to orient and assist Extension personnel early in their career. Many times these programs are relevant to all agents regardless of their tenure.

The objectives are:

- Solicit input from new members regarding their expectations and training needs.
- Develop means to encourage new and early career members to participate and continue involvement in NACAA and the AM/PIC.
- Improve communications with early career members.
- Provide opportunities for graduate, continuing education and other professional certification credits for professional improvement.
- Encourage the development and utilization of mentoring programs in individual states.
- Understanding the awards and professional improvement opportunities.

For more information visit the Committee link off the NACAA website at <http://www.nacaa.com/Committees>

### **Life Members Committee Report**

*Bill Wyatt, Chair*

*J. W. McGuire, Vice-Chair*

An Update on Recently Deceased Members

*Fletcher Luck, Director of Services, UTIA, October 20<sup>th</sup>, 2013*

*Benny J Gilliam Area Test Demonstration Agent, Henderson County, May 5<sup>th</sup>, 2013*

## Recognition and Awards Committee

John Wilson, Chair

The committee received four nominations for Achievement Award and three nominations for Distinguished Service Award this year. Our state, based upon membership, may recognize three AA's (beginning 2012) and three DSA's. Upon review and evaluation by committee, the below listed members were approved and will receive their national awards during the NACAA AM/PIC at Mobile, AL, July 20-24, 2014.

In addition, this is a special year for TAAA&S in that we have a nominee, Mr. Larry Moorehead, Agent & Director in Moore County, for NACAA Hall of Fame recognition. This is a national award and as our Southern Region winner Larry will be recognized at the NACAA AM/PIC in Mobile. We are very proud of Larry and his accomplishments as an Extension educator and his service to fellow agents and farmers across Tennessee.

### **Distinguished Service Award**

**Alan Bruhin** Alan has served as Sevier County Extension County Director for the past 22 years and was 4-H agent for 13 years. He is currently working with adult agriculture, community resource development and consumer horticulture. Alan is very actively involved with livestock producers association working with marketing and forage production. He started a new Master Gardener Group in Sevier County nine years ago. Alan has trained over 200 Master Gardeners to date, with over 100 current active volunteers each averaging over 100 volunteer hours yearly.



**Melody Rose** Melody maintains an effective Extension program in Greene County, Tennessee. She is recognized for her educational programming, leadership, and dedication in both agronomy and horticulture. She is most proud of her accomplishments in burley tobacco profitability/production and the Master Gardener Association. The impacts of these programs generate a significant economic impact to Greene County each year. In addition to her county responsibilities, she provides leadership and service in both the regional and state associations.



**John K. Teague** Teague has given extensive leadership to Extension programs in the largest agricultural income producing county in Tennessee as well other areas of the state. Focusing on livestock and forage management, his expertise in reproduction, genetics, selection and marketing has resulted in beef cattle breeders, horse owners, and small ruminant producers making substantial improvements in operations strategies and farm income. His early environmental efforts with waste management helped poultry growers with compliance issues. He was instrumental in the development of the Bedford County Ag Center complex.



### **Achievement Award**

**D. Jake Mallard** Jake strives to help Madison County through row crop production and horticulture work. He facilitates the Master Gardener Association and helps local landowners with their horticulture needs. The Master Gardeners donated more than 4,726 volunteer hours yearly to Madison County. He also facilitates the demonstration, variety trials, field days, and meetings to provide hard, research-based data to row crop producers and businesses that had an impact of more than \$2,915,137 for Madison County.



**Shannon Perrin** Shannon has responsibilities in Agriculture and 4-H. Fifty-seven Master Beef graduates and 88 Beef Quality Assurance producers certified resulted in over \$300,000 local financial impact. She was awarded \$4,100 in grants to manage the Farmers' Market, yielding an economic impact of \$62,250. In both 2012&2013, her 4-H program was recognized as the largest grossing Tractor Supply Company Fundraising Campaign in the nation. Ms. Perrin was elected Secretary/Treasurer of Eastern Region TAAA&S for 2014/15.



**Anthony Shelton** Anthony provides educational support to Washington County Tennessee livestock, forage and tobacco producers. Anthony has completed seven consecutive years of a 30 hour Master Beef Producer Program with 321 producers becoming certified. He has assisted with the development of innovative cattle marketing opportunities, such as the Washington County Cattlemen's Association Heifer and Bull Sales and the Tennessee Elite Video Cattle Alliance. Anthony strives to provide quality information to producers that allow for best management practices.



### **Hall of Fame Award**- Southern Region Winner, NACAA National Award\_

**Larry Moorehead** Sometimes referred to as the “Jack Daniels Agent”; Larry has been a familiar face and voice for agriculture and Extension education in Moore County and Tennessee. He has been instrumental in providing positive educational experiences for 4-Hers and farmers for 36 years and counting. Larry has mentored many younger agents through the years and has demonstrated a commitment to improving the lives of Tennesseans. Congratulations Larry on your forthcoming recognition as Tennessee’s newest member of the NACAA Hall of Fame.



## **Early Career Awards**

In recognizing agents and specialists by region for Early Career Awards, each region may nominate two county level members or two non-county level members or one of each to receive this recognition. TAAA&S member agents and specialists with less than 10 years of service are eligible to receive this award. The state association provides the award for presentation at our annual meeting.

The 2014 Early Career recipients are:

### **Western Region**

County Level Award – **Laurie Mobley**

Specialist – **Joetta White**

### **Central Region**

County Level Award – **Sarah Keenan**

Specialist – **Dr. Justin Rhinehart**

### **Eastern Region**

County Level Award – **Steven Huff**

Specialist – **Becky Bowling**

## 2013 Communications Awards Program

*Melody Rose, Chair*

A total of 13 members submitted 30 entries for the 2014 TAAA&S Communications Awards Program. A summary of entries, members participating and state winners by region is presented in the following table:

<i>Region</i>	<i>Entries</i>	<i>Members Participating</i>	<i>State Winners</i>
Central	16	6	6
Eastern	10	5	3
Western	4	2	1
Totals	30	13	10

The number of entries by class is presented in the following table:

<i>Class</i>	<i>Description</i>	<i>Number of Entries in State</i>
<b>1</b>	<b>Audio Recordings</b>	<b>0</b>
<b>2</b>	<b>Published Photo &amp; Caption</b>	<b>1</b>
<b>3</b>	<b>Computer Generated Graphics Presentation</b>	<b>2</b>
<b>4</b>	<b>Program Promotional Piece</b>	<b>7</b>
<b>5</b>	<b>Personal Column</b>	<b>2</b>
<b>6</b>	<b>Feature Story</b>	<b>4</b>
<b>7</b>	<b>Newsletter, Individual</b>	<b>2</b>
<b>8</b>	<b>Newsletter, Team</b>	<b>3</b>
<b>9</b>	<b>Video Recordings</b>	<b>2</b>
<b>10</b>	<b>Fact Sheet</b>	<b>5</b>
<b>11</b>	<b>Publication</b>	<b>2</b>
<b>12</b>	<b>Web Site</b>	<b>0</b>
<b>13</b>	<b>Learning Module/Notebook</b>	<b>0</b>
<b>14</b>	<b>Bound Book</b>	<b>0</b>
	<b>Total Entries in the State</b>	<b>30</b>

Special thanks are extended to the following for the judging of all entries: Craig Easterly, George Mays, Randi Nott, Kathy Noel, Earl Fletcher, Kitty Earl, Jeff Aiken, Jeanne Driese, Tammy Kinser, Sylvia Reynolds, Sandee Cook, Rob Ellis, Ronnie Sartain, Miriam Frazier, Jake Haun, Fred Souder, Cindy Carden, and Tom Dubois.



## 2014 Communication Awards State Placing by Class

First Name	Last Name	Team Members	County	Region	Category	Region Placing	State Placing
Melissa	Henry		Putnam	Central	2	1	1
Melissa	Henry		Putnam	Central	3	1	1
Mitchell	Mote		Rutherford	Central	3	2	2
David	Bilderback		Knox	Eastern	4	1	1
Melissa	Henry		Putnam	Central	4	4	6
Booker T.	Leigh		Tipton	Western	4	1	5
Rebekah	Norman		Rutherford	Central	4	1	2
Shannon	Perrin		Union	Eastern	4	2	7
Kevin	Rose		Giles	Central	4	3	4
Matthew	Webb		Rutherford	Central	4	2	3
Booker T.	Leigh		Tipton	Western	5	1	2
Christopher	Ramsey		Sullivan	Eastern	5	1	1
Melissa	Henry		Putnam	Central	6	1	1
Shannon	Perrin		Union	Eastern	6	2	4
Christopher	Ramsey		Sullivan	Eastern	6	1	3
Justin	Stefanski		Wilson	Central	6	2	2
Shannon	Perrin		Union	Eastern	7	1	2
Kevin	Rose		Giles	Central	7	1	1
Booker T.	Leigh		Tipton	Western	8	1	2
Tom C.	Stebbins		Bradley	Eastern	8	1	3
Justin	Stefanski		Wilson	Central	8	1	1
Christopher	Cooper		Shelby	Western	9	1	1
Melissa	Henry		Putnam	Central	9	1	2
David	Bilderback		Knox	Eastern	10	1	4
Melissa	Henry		Putnam	Central	10	3	3
Christopher	Ramsey		Sullivan	Eastern	10	2	5
Justin	Stefanski		Wilson	Central	10	2	2
Matthew	Webb		Rutherford	Central	10	1	1
Rebekah	Norman		Rutherford	Central	11	1	2
Lena Beth	Reynolds		McMinn	Eastern	11	1	1

**2014 State Communications Awards Summary**

First Name	Last Name	Team Members	County	Region	Category	Region Placing	State Placing	Award
David	Bilderback		Knox	Eastern	4	1	1	\$40.00
David	Bilderback		Knox	Eastern	10	1	4	\$0.00
<b>Total</b>								<b>\$40.00</b>
Christopher	Cooper		Shelby	Western	9	1	1	\$40.00
<b>Total</b>								<b>\$40.00</b>
Melissa	Henry		Putnam	Central	2	1	1	\$40.00
Melissa	Henry		Putnam	Central	3	1	1	\$40.00
Melissa	Henry		Putnam	Central	4	4	6	\$0.00
Melissa	Henry		Putnam	Central	6	1	1	\$40.00
Melissa	Henry		Putnam	Central	9	1	2	\$25.00
Melissa	Henry		Putnam	Central	10	3	3	\$10.00
Communicator of the Year								\$100.00
<b>Total</b>								<b>\$255.00</b>
Booker T.	Leigh		Tipton	Western	4	1	5	\$0.00
Booker T.	Leigh		Tipton	Western	5	1	2	\$25.00
Booker T.	Leigh		Tipton	Western	8	1	2	\$25.00
<b>Total</b>								<b>\$50.00</b>
Mitchell	Mote		Rutherford	Central	3	2	2	\$25.00
<b>Total</b>								<b>\$25.00</b>
Rebekah	Norman		Rutherford	Central	4	1	2	\$25.00
Rebekah	Norman		Rutherford	Central	11	1	2	\$25.00
<b>Total</b>								<b>\$50.00</b>
Shannon	Perrin		Union	Eastern	4	2	7	\$0.00
Shannon	Perrin		Union	Eastern	6	2	4	\$0.00
Shannon	Perrin		Union	Eastern	7	1	2	\$25.00
<b>Total</b>								<b>\$25.00</b>
Chris	Ramsey		Sullivan	Eastern	5	1	1	\$40.00
Chris	Ramsey		Sullivan	Eastern	6	1	3	\$10.00
Chris	Ramsey		Sullivan	Eastern	10	2	5	\$0.00
<b>Total</b>								<b>\$50.00</b>
Lena Beth	Reynolds		McMinn	Eastern	11	1	1	\$40.00
<b>Total</b>								<b>\$40.00</b>
Kevin	Rose		Giles	Central	4	3	4	\$0.00
Kevin	Rose		Giles	Central	7	1	1	\$40.00
<b>Total</b>								<b>\$40.00</b>
Tom C.	Stebbins		Bradley	Eastern	8	1	3	\$10.00
<b>Total</b>								<b>\$10.00</b>
Justin	Stefanski		Wilson	Central	6	2	2	\$25.00
Justin	Stefanski		Wilson	Central	8	1	1	\$40.00
Justin	Stefanski		Wilson	Central	10	2	2	\$25.00
<b>Total</b>								<b>\$90.00</b>
Matthew	Webb		Rutherford	Central	4	2	3	\$10.00
Matthew	Webb		Rutherford	Central	10	1	1	\$40.00
<b>Total</b>								<b>\$50.00</b>

## **2014 State Communications Awards Communicator of the Year**

The Fletcher Sweet Award honors the TAAA&S member who earns the title of Communicator of the Year. To be eligible, a member must enter at least four categories in the communications awards program. The winner is based on the number of entries and the quality of entries submitted. "Sweet Award" recipients must wait two years before they are eligible to receive this award again.

*In Memoriam*

The "Sweet Award" honors Mr. Fletcher Sweet, retired University of Tennessee Communications Specialist. Mr. Sweet began his career at the University of Tennessee in 1943 in the Public Relations/News Department on the main campus. Three years later, he came to the Agricultural Campus and the Extension Service as an Assistant Editor for the Information Department. In 1973, he became section leader of the Extension Communications section. He retired in 1974, and after a valiant battle with cancer, passed on December 20, 1995.

### **Finalist for the 2014 "Sweet Award"**

Melissa Henry

\*Members who had at least the minimum number of 2014 entries to qualify (4) but were ineligible due to having won in the past two years.

## ***2014 Fletcher Sweet Communicator of the Year Award Winner***

**Tonya K. Ashworth**

### **Previous Winners:**

Tonya K. Ashworth, 2013	Karla Keen, 2004
Thomas Stebbins, 2012	Kevin L. Rose, 2003
Melissa Henry, 2011	Glen E. Wolfenbarger, 2002
Tony K. Ashworth, 2010	Joseph Donaldson, 2001
Booker T. Leigh, 2009	John Campbell, 2000
Thomas Stebbins, 2008	Gary Kirchhofer, 1999
Ronald L. Barron, 2007	David A. Yates, 1998
Creig C. Kimbro, 2006	

## **2014 State Communications Awards Procedures**

Points for the Sweet Communicator of the Year Award are based on the following scale:

State Placing	1 <sup>st</sup> = 6 points	2 <sup>nd</sup> = 5 points	3 <sup>rd</sup> = 4 points
Regional Placing	1 <sup>st</sup> = 3 points	2 <sup>nd</sup> = 2 points	3 <sup>rd</sup> = 1 point

In the event of a tie for the title of Communicator of the Year, the following procedure is employed to determine the winner:

1. Number of state winning entries.
2. Number of entries in the state (includes 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place state entries).
3. Number of region first place entries.
4. Number of entries placing 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> in the region.
5. Total number of entries.

The Sweet Award winner receives a plaque and a \$100 cash award.

State winners receive cash awards as follow:

1<sup>st</sup> = \$40

2<sup>nd</sup> = \$25

3<sup>rd</sup> = \$10

### ***Budget for State Communication Awards***

State 1 <sup>st</sup> place \$40.00	X 14	\$560.00
State 2 <sup>nd</sup> place \$25.00	X 14	\$350.00
State 3 <sup>rd</sup> place \$10.00	X 14	\$140.00
Communicator of the Year \$100.00	X 1	\$100.00
"Sweet Award" Plaque \$30.00	X 1	\$30.00
Total Budget		\$1,180.00

### ***2014 Expenditures for State Communication Awards***

State 1 <sup>st</sup> place \$40.00	X 10	\$400.00
State 2 <sup>nd</sup> place \$25.00	X 9	\$225.00
State 3 <sup>rd</sup> place \$10.00	X 4	\$40.00
Communicator of the Year \$100	X 1	\$100.00
"Sweet Award" Plaque \$30.00	X 1	\$30.00
Awards Total		\$795.00

## Professional Excellence Committee

*Steve Harris, Chair*

It is our pleasure to report that eight TAAA&S members have submitted six abstracts for posters for the 2014 NACAA - AMPIC in Mobile, Alabama. Those submitting abstracts for posters were Megan L. Bruch in Applied Research, and Creig Kimbro, Adam Hopkins, David Bilderback, Megan Bruch, Rob Holland, Justin Rhinehart and Kevin Rose in the Extension Education category. We want to thank these members for participating and for helping to showcase the excellent work taking place in Tennessee. We will be hearing from the national chair later this spring whether these entries will be accepted for national competition at 2014 NACAA - AMPIC in Montgomery, Alabama.

We are also pleased to report that Rebekah Norman has submitted an application to conduct the presentation titled, "Unlocking Hay Test Results" at the 2014 NACAA - AMPIC in Montgomery, Alabama. She has also submitted a Search for Excellence in Livestock Production entry.....if accepted it is entitled: "Hay Chef: Producing Quality Hay Workshop."

### 2014 Poster Entries

<b>Applied Research</b>	
Megan L. Bruch	A Snapshot of Tennessee Agritourism: 2013 Update
<b>Extension Education</b>	
Creig Kimbro	Can I Farm ... and Be Profitable
Adam Hopkins	The Financial Benefits of Marketing Feeder Cattle Through the Use of Alternative Marketing and Group Sales
David C. Bilderback	Hawkins County Cattlemen's Association Video Sale
Rob Holland Megan L. Bruch Justin Rhinehart	Tennessee Value-Added Beef Program
Kevin Rose	Pasture & Fence Row Weed Control Tour

## **Scholarship Committee**

*Ronnie Barron, Chair*

The 2014 TAAA&S College scholarship recipients are Paul Steelman, son of Bruce Steelman (Cannon County, Extension Director) and Peyton Sammons, son of Lee Sammons (Hardeman County, Extension Agent). Paul is a graduating High School Senior and Peyton is currently a freshman at Tennessee Tech University.

Congratulations and good luck to these two young men.

### **Tennessee Assoc. of Agricultural Agents and Specialists Scholarship**

#### **SELECTION CRITERIA**

1. Two \$1,000 scholarships will be awarded annually, following submission of proof of completing one successful semester of coursework to the Scholarship chair who will notify the Treasurer of the Tennessee Association of Agricultural Agents and Specialists.
2. Recipient must be a child of a TAAA&S member or Life Member in good standing with three or more years of TAAA&S membership.
3. Recipient can be of any major with preference given to agriculture, family and consumer science, and other sciences (in descending order).
4. Recipient can attend any university with preference given to attendance in the University of Tennessee System, TSU and the Tennessee Board of Regents system.
5. Preference given to year in college: Freshman, Sophomore, Junior, Senior (in descending order).
6. Selection committee should use other information on the scholarship application if needed to select recipient. Examples: leadership activities, grade average, etc.
7. If recipient attends the University of Tennessee, Knoxville majoring in agriculture, the scholarship should be awarded at the Agriculture Awards Banquet if possible. Otherwise, arrangements can be made for the presentation of the scholarship.
8. A recipient can receive the scholarship only one time

## 2014-2015 State Officers

President	Troy Dugger
President Elect	Sheldon Barker
First Vice President	Adam Hopkins
Second Vice President	Ranson Goodman
Third Vice President	Justin Stefanski
Secretary	Rebekah Norman
Treasurer	David Bilderback
Past President	Anthony Shelton
Life Member	J. W. McGuire

## 2014-2015 Regional Officers

Western	Jeff Roach	Region Director	Benton County
	Amanda Mathenia	Secretary/Treasurer	Decatur/Perry County
Central	Ronnie Barron	Region Director	Cheatham County
	Darby Payne	Secretary/Treasurer	Giles County
Eastern	John Hamrick	Region Director	Washington County
	Shannon Perrin	Secretary/Treasurer	Union County

## 2014-2015 State Committee Chairs and Vice-chairs

<u>Committee</u>	<u>Chair</u>	<u>Vice-Chair</u>
<b>Professional Improvement Council</b>		
Agronomy & Pest Management	* Debbie Joines, Nashville	Ed Burns, Franklin
Ag. Econ & Community Development	Alice Rhea, Blount	Kevin Ferguson, Rutherford Animal Science
	* Brad Greenfield, Dickson	John Goddard, Loudon Natural Resources
	* Scott Swoape, White	Bruce Steelman, Cannon Hort & Turfgrass
	* Tom Stebbins, Hamilton	Justin Stefanski, Wilson Sustainable Ag
	* Richard Groce, Maury	Finis Stribling, Maury
<b>Extension Development Council</b>		
Public Relations & Ag Issues	* Chris Cooper, Shelby	Justin Rhinehart, Animal Scien
Early Career Development	* Calvin Bryant, Lawrence	Rebekah Norman, Rutherford
Administrative Skills Dev.	Richard Powell, Jackson	Martin Koon, Central Region
Teaching & Educational Technologies	Phillip Shelby, Gibson	David Yates
<b>Professional Recognition Council</b>		
Communications	Melody Rose, Greene	
Extension Programs	* Chris Ramsey, Sullivan	Jerri Lynn Sims, Humphreys
4-H & Youth	* Jake Mallard, Madison	Matt Webb, Giles
Professional Excellence	Steve Harris, Coffee	Megan Bruch , CPA
Public Relations	* Tim Campbell, Dyer	Mitchell Mote, Rutherford
Recognition & Awards	John Wilson, Blount	Ty Petty, Unicoi County
Scholarship	* Ronnie Barron, Cheatham	Timmy Mann, Robertson <b>Life</b>
<b>Members</b>	* Bill Wyatt, Madison	J. W. McGuire, Wilson

\*These Chairs will rotate off July  
\*\*Pending

## TAAA&S/Hicks Award Recipients

<b>1997</b>	James D. Taylor, Giles County Harry Bryan, Knox County Dean Northcutt, Coffee County
<b>1998</b>	Bob Whitworth, Tipton County Kevin Rose, Giles County David Perrin, Smoky Mountain District
<b>1999</b>	Jerry Parker, Lauderdale County Kevin Ferguson, Central District David Qualls, Lincoln County
<b>2000</b>	Chuck Danehower, Lauderdale County Mike Gordon, Haywood County John Teague, Bedford County
<b>2001</b>	Tim Campbell, Dyer County Scott Chadwell, Putnam County Steve Glass, Decatur County
<b>2002</b>	Warren Gill, Specialist, Animal Science Rob Holland, Center for Profitable Ag. Ron Johnson, Overton County
<b>2003</b>	John Campbell, Maury County Dewayne Perry, Williamson County David Yates, Loudon County
<b>2004</b>	Marcus McLemore, Hardin County Rick Skillington, Marshall County
<b>2005</b>	Larry Moorehead, Moore County John Wilson, Marion County Michael Smith, Williamson County
<b>2006</b>	Calvin Bryant, Lawrence County Alan Galloway, Putnam County Jim Neel Specialist, Animal Science
<b>2007</b>	Ronnie Barron, Cheatham County Tim Woods, McMinn County
<b>2008</b>	Tammy McKinley, Agricultural Economics Alice Rhea, Blount County Cynthia Zeitz, Jackson County
<b>2009</b>	Megan Bruch, Maury County Joseph Griffy, Stuart County Mitchell Mote, Rutherford County
<b>2010</b>	Ricky Thomason, Johnson County Jerry Lamb, Rhea County Clyde Lane, Animal Science
<b>2011</b>	Kevin Rose, Giles County Ron Blair, Henderson County John Ferrell, Franklin County
<b>2012</b>	Philip Shelby, Gibson County
<b>2013</b>	Jonathan Rhea, Monroe County Creig Kimbro, Grundy County Mike Buschermohle, Specialist



## Membership History

YEAR	TOTAL	CHANGE	% CHANGE
2005	187	0	0
2006	175	-12	-6.4
2007	176	+1	+0.6
2008	173	-3	-1.7
2009	165	-8	-4.6
2010	157	-8	-4.8
2011	159	+2	+1.3
2012	158	-1	-0.60
2013	153	-5	-0.03
2014	155	+2	+0.01
10 year Average	166		

## 2013 NACAA Awards and Recognition from Tennessee

### 2013 Entries

<b>Presentations</b>	
Megan Bruch	Pricing for Profit: Providing Guidance to Direct Farm Marketers and Value-Added Agricultural Entrepreneurs.
<b>Extension Education</b>	
David Perrin	Electronic Scoring for Eastern Region 4-H Events

## Friends of Extension Award Recipients

1982- Dan Wheeler, K. C. Dodson	1997-Fred Shuler, Claude Harris
1983- Rep. Roscoe Pickering, Rep. C. E. DePriest, William Walker III	1999-Dr. Joseph Johnson
1984- Sen. Anna Belle O'Brien, Sen. Tommy Burks, Bill Johnson	2000-Senator Charlotte Burks
1985- Sen. John Wilder, Sen. Ned McWherter, Rep. Ed Jones	2001-Nolan Turner
1986- Gov. Lamar Alexander, William E. Bailey, Clyde York	2002-Chip Blalock
1987- Jesse Safely	2003-TN Farmers Co-Op
1988- Flavius Barker	2004- Bill Mayfield
1989- A. C. Clark	2005- TN Livestock Producer
1990- Joe Hawkins	2006- Don Fowlkes
1991- Ray Wilson	2007- Joe Gaines
1992- Comm. L. H. "Co <del>o</del> on" Ivy	2008 – NRCS Area Biologist Team: Mike Hansbrough of West TN, Chris Wolkonowski of Middle TN and Robin Mayberry of East TN
1993- Rep. Shelby A. Rinehart	2009- Ken Givens
1994- Sen. Robert Rochelle	2010 - Julius Johnson of TN Farm Bureau
1995- Dan Wheeler	2011 - Dr. Jim Byford, University of Tennessee Martin
1996-Jim Webb	2012- Kevin Thomson, Director MTREC
	2013 - Ronnie Sartain, Farm Credit of Mid-America
	2014 –Lois Bartee

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### 2015 TAAA&S State Meeting

May 6 – 8, 2015

Fall Creek Falls State Park

### NACAA Annual Meeting and Professional Improvement Conference Dates

July 20-24, 2014 - Mobile, AL

July 12-16, 2015 - Sioux Falls, SD

July 24-28, 2016 - Little Rock, AR

July 9-13, 2017- Salt Lake City, UT