NC-213 Executive Meeting  
February 4, 2010  
Kansas City, MO

Present:
Mark Casada, USDA, Manhattan KS  
Leland McKinney, Kansas State University  
Brian Adam, Oklahoma State University  
Charlie Hurburgh, Iowa State University  
K.M. Lee, Office of State Chemist, Texas A&M University  
Joe Needham, The Andersons, Inc.  
Bill Ravlin, The Ohio State University

The industry evaluator position.

The membership would have break-out groups during business meeting on Friday.

Mark Casada discussed the Ad hoc committee’s recent conference call. Conclusion was that before investing time, effort, and money into this position, the group would need to think about what specifically is needed. In addition, the group felt that the committed need more discussion of what we as NC-213 want to be. Bill Ravlin wants to be sure that The Andersons’ dollars are spent well. Discussion that followed included:

- Would it help to have a little more structure to the discussion?
- We already have a five year plan and could that be used as a beginning?
- Bill Ravlin and Charlie Hurburgh had already noted that NC-213 is large group, sub-units could come together to put together grant proposals.
- Bill Ravlin noted that each of the last two years a specific project group was highlighted by USDA.
- Joe Needham made the comment that a year ago he felt a need to make industry connection before hiring evaluator need to get better prepared.

NC-213 Mid Term.

Ravlin distributed the midterm review form that he has to complete. Important elements of the midterm review to remember:

- Progress Report – NC-213 is more comprehensive.
- Linkages – hard for Ravlin to put this part of the report together.
- Funding – how is NC-213 being used.
- Information and Technology Transfer – we do this well.

After much discussion it was decided to continue talks on the Mid-Term during Friday’s Business Meeting.

Summer Conference.
Suggestion of holding a summer conference was discussed especially a good way to keep connected. This could possibly be a web meeting or conference call. Joe Needham suggested that it be focused, perhaps by objective, rather than the whole group.


After some discussion, it was decided to meet in Kansas City, Missouri next year with Wheat Quality Council Elections.

After discussion, it was decided to approach Dr. Carol Jones, Oklahoma State University, to join the executive committee in the position of Secretary.

NC-213 Website.

Bill Ravlin distributed a mock-up of the revised website. After some discussion, it was decided to make any firm decisions during Friday’s Business Meeting.

Meeting adjourned.

NC-213 Business Meeting
February 5, 2010
Kansas City, MO

Present:
Mark Casada, USDA, Manhattan, Kansas
Leland McKinney, Kansas State University
Brian Adam, Oklahoma State University
Richard Stroshine, Purdue
Adrian Duehl, USDA, Gainesville, Florida
K.M. Lee, Office of State Chemist, Texas A&M University
Joe Needham, The Andersons, Inc.
Jim Stitzlein, Consolidated Grain & Barge
Bill Ravlin, The Ohio State University/OARDC
Christian Nanssen, Texas A&M University
Carol Jones, Oklahoma State University

The industry evaluator position.

The group asked Joe Needham to begin discussion on this topic. Joe made the following comments: “A year ago there was frustration about whether our work was relevant to industry—we’re doing good work, but does anybody know and care? I am enthusiastic about the prospect of hiring an industry evaluator. But I feel we need to work internally on what we want to do and be, before we move forward with hiring someone. What would we want that person to do?”
Much discussion followed. Here are some excerpts from the discussion.

Move to group discussion to address this:
Bill Ravlin: Two perspectives: 1) what the systems view of multistate projects is, and 2) our view.
Bill Raylin on linkages and funding. He struggles with these (at least knowing what is happening).
Linkage is getting groups together, sharing information, being more competitive in extramural funding competition.
How to measure that? Number of articles published together, etc.
It is occurring, but need way to measure it.
Funding – great opportunity for people here to get together and be competitive.
Mark Casada: How can we benefit industry?
Christian Nanssen: Is industry calling on us? Who is industry?
Mark Casada: As individuals, how can we combine forces, taking advantage of individual strengths.
Joe Needham: Good points, reason we wanted to hire a consultant/bridge to let industry know about us.
Jim Stitzlein: Have had some good points of contact, but need to do much more. Opportunity with GEAPS is a good avenue. Most of his counterparts in industry don’t know we exist. If they don’t know NC-213 exists, how will we know what they need? Or, what should be our priorities among lots of needs?

After much discussion, it was decided that:

- The Administrative Advisor’s office will create a one pager for all members to distribute and use within their contact, etc.
- The ad hoc committee would (using Brian Adam’s draft) create a research matrix. This would include NC-213 researchers and their field(s) of expertise. This could be used in conjunction with the one pager. Ideal outcome? Industry would use the matrix and call upon NC-213 researchers for assistance, etc.
- Invite sponsors of research to our meetings.
Steps:
- The objective chairs, along with input from balance of executive committee, will develop research topics within each objective

2011 Annual meeting. To be held in Kansas City, Missouri with the Wheat Quality Council.

Officer Elections. Brian Adam nominated Dr. Carol Jones, Oklahoma State University, to serve in the executive position of Secretary – unanimously approved.

NC-213 Website. Bill Ravlin distributed a mock-up of the revised website. Once the site is built, it will be sent to the executive committee for input. Once we have all input and have edited, the site will be rolled out to all. All members are encouraged to submit their areas of research/expertise and send a photo.
Meeting adjourned.