

Spring 2004

NAC Corporate Documents Need Updating

NAC members Nancy Eberle of Bradshaw and Cheryl Stubbendieck of Lincoln are preparing draft articles of incorporation and bylaws for NAC. Although NAC changed its name from the Nebraska Council on Public Relations for Agriculture many years ago, it has continued to operate under the old NCPRA constitution and bylaws filed in 1977.

The new corporate documents will incorporate changes in legal requirements since that time, modernize language, and formalize NAC procedures. They also will provide legal protection for the volunteers who serve NAC in leadership roles.

Plans call for Eberle and Stubbendieck to draft the documents with input from NAC board members and other interested persons. A final draft will be submitted to legal counsel and revised if necessary. NAC members will be asked to approve the new documents at the 2005 annual meeting, and upon approval, they'll be filed with the Nebraska secretary of state.

To comment on what the documents should contain, please send email messages to both Eberle (eg55038@alltel.net) and Stubbendieck (cheryls@nefb.org)

NAC's Larry Hudkins Addresses Nebraska Agribusiness Club

NAC Member Larry Hudkins of Malcolm reported on his three-week trip to Brazil in February to members of the Nebraska Agribusiness Club at their May 3 meeting in Lincoln. What he saw while there changed his marketing plans for his soybeans and paid for the trip.

"Brazilian soybean producers can grow 2.3 crops a year," he said, "and it's not unusual to see a grain drill planting a field that had been harvested just minutes before." Brazil gets 70 to 90 inches of rainfall a year. It has only 12 degrees of temperate variation during the year and soybeans won't mature, he noted, so they are sprayed with Paraquat three weeks before harvest.

"Soybean yields are in the 70-bushels-per-acre range. In contrast, corn yields average only 85 bushels, because the soil pH is too low," he said. Because of the country's poor infrastructure, soybeans must be hauled 1,400 miles over poor roads to reach market.

Despite the climatic advantages, it became apparent to Hudkins during the visit that Brazil would have much less of a bean crop this spring than official sources were predicting. He called home and quit selling beans that were then in the \$7 range. He sold beans later when they topped \$10.

Ethanol, made from sugar cane, is very big in Brazil, Hudkins said. A 98.3 percent ethanol blend is used in 82 percent of passenger car because the country has very little petroleum. Brazilians joked to Hudkins that they should be exporting ethanol to the U.S., he said.

Hudkins showed slides from the trip and described other aspects of Brazil's culture and economy: Because of currency fluctuations, land is priced in bags of soybeans. Satellite technology is used for the country's excellent telephone service, but Brazil has few significant roads and recently there was a 38-mile traffic jam on a main corridor.

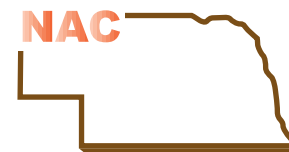
While Brazil has been criticized for the rate at which rainforest is cleared for crops, Hudkins said the clearing is similar to the clearing that occurred in the early U.S. and is mostly scrub and brush. The clearing does include some trees as tall as 40 feet, he said, but these are shallow-rooted because of their fast growth. Trees are salvaged for lumber if possible and if not, they are used to generate electricity and to dry soybeans.

in Lincoln in April. Bryce Kintigh of the Superior FFA Chapter was the winner. In addition to financial assistance, NAC assisted in selecting the recipient by reviewing the 30-some applications submitted for the contest. The contest promotes telling agriculture's story through public speaking and communications technology, including broadcasting and websites.

- NAC is a cosponsor and contributed \$750 to the Nebraska LEAD Alumni Association for its 2004 Ag Adventure Tour, set for July 16 & 17. Tour participants are members of Leadership Omaha and Leadership Lincoln and include persons in upper management positions who are opinion leaders in the community. The tour's theme is "From Water to Wine." It will follow the Elkhorn River and will emphasize discussion on water, I-300, BSE, LB 775, the livestock industry and other issues. Tour stops include a visit to Cuthills Winery to learn about the fastest-growing segment of Nebraska agriculture, the grape and wine business.
- NAC is cooperating with the Nebraska Alfalfa Marketers Association on a new effort to recruit dairies to Nebraska.
- NAC is participating in discussions led by Scott Merritt of the Nebraska Corn Growers about farm organizations' interest in holding their annual meetings/conventions jointly. Each group would have its own business session, but would pool resources to offer outstanding speakers and workshops and a joint trade show. The group is surveying organizations about the facilities they would need. Earliest possible date for a joint event is 2006.



Dan Lutz provided historical perspective and discussed current ag issues when he accepted the 2004 Nebraska AgRelations Award on March 26.



Nebraska AgRelations Council

104 ACB • University of Nebraska-Lincoln • P.O. Box 830918 • Lincoln, NE 68583-0918 • 402-472-2821 • FAX 402-472-0025

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Craig Buescher

President's Message

It's my pleasure to serve as president of NAC and I hope we can work together to promote agriculture in Nebraska. During my term, I hope to bring a new vitality to the AgRelations Council by increasing our efforts to promote agriculture in a variety of ways throughout the state.

Most of us in production agriculture realize that the "engine" that runs Nebraska's economy is fueled by agriculture. This broad term, agriculture, is inclusive of many occupations and Main Street businesses. We need to spread the message of agriculture's importance to both the urban and the ag sector.

Whether it is the decreased tax receipts that have required reduced funding requests for a number of state and government entities or an overall sluggish economy, we can trace many of our state's concerns back to challenges that agriculture has faced. On a positive note, with the increased crop and livestock prices we have seen in 2004, we can be hopeful that Nebraska's economy will continue to rebound.

I invite you to be active in NAC's efforts to spread the news about how a viable agriculture economy will help Nebraska's economy flourish. We all need to be spokespersons for agriculture and I hope your membership in the AgRelations Council affirms your commitment to this goal. Your membership gives us funds for this effort. Now we ask you to take the next step and help our effort to spread the message throughout Nebraska.

Here is something YOU can do immediately. NAC is supporting the work of the Nebraska Ag Industry Partnership and its "We're All Shareholders" livestock promotion campaign. NAIP is an organization that has brought together many farm groups and organizations to promote livestock production in Nebraska. I'm asking you to personally arrange to display the enclosed sign in a prominent place within your community. Ag-related businesses are good locations, but think, too, of asking other businesses in your community to display it. There's also a window sticker enclosed for one of your vehicles.

The "We're All Shareholders" slogan is designed to remind ALL Nebraskans that they benefit from the livestock industry that helps drive our economy. If you need additional signs or brochures, let us know and we will be happy to get them to you.

Until next time, I hope you have a safe summer.

Highlights from NAC's March 26, 2004 Annual Meeting

- Craig Buescher of Deweese was elected to a two-year term as president. Other officers: Cheryl Stubbendieck of Lincoln, vice president; Larry Bitney of Lincoln, treasurer; and Ted Hartung of Lincoln, executive secretary.
- Outgoing NAC President Duane Eversoll expressed thanks to NAC members for their participation and support during his term.
- NAC's current bank balance was about \$23,000 as of the annual meeting.
- The 2003 Ag at the Crossroads conference made about \$1,500 above expenses.
- Recent membership promotion efforts have resulted in several new members. Solicitations were directed to Omaha Agri-Business Club members and members of the LEAD Alumni Association.
- Meeting participants approved a motion to waive registration fees (about \$700) for the LEAD XXIII fellows to attend the 2004 Ag at the Crossroads Conference. Recently graduated Lead Group XXII fellows will receive a one-year free membership in NAC.
- Five public officials discussed strategies for "Moving Ahead in Lean Times": IANR Vice Chancellor John Owens, State Sens. Roger Wehrbrin and Ron Raikes, Lancaster County Commissioner Larry Hudkins and Ogallala Mayor Paul Foy.
- Dan Lutz, retired UNL professor of agricultural communications and former NAC executive secretary, was presented NAC's 2004 AgRelations Award at a banquet.

New NAC Directory Enclosed

Your personal copy of NAC's 2004 Membership Directory is enclosed. Many thanks to NAC Executive Secretary Ted Hartung for his work on this project.

The year noted after members' names indicates whether they hold a one-year (\$20), two-year (\$35) or three-year (\$50) membership. New this year are several corporate members who pay \$125 annual dues. Our thanks to these companies and organizations:

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|------------------------|--|
| AK-SAR-BEN | Lower Platte South NRD |
| Chief Industries, Inc. | Midwest Laboratories |
| J.C. Robinson Seeds | Nebraska Alfalfa Marketing Association |
| Leonard Cattle Co. | Nebraska Information Network |

'We're All Shareholders' Livestock Campaign Ready for Next Steps

The "We're All Shareholders" livestock promotion campaign sponsored by the Nebraska Agricultural Industry Partnership has nearly completed the first phase of its efforts to inform all Nebraskans about the importance and impacts of the livestock industry, NAIP Coordinator Dave Buchholz of Hastings told NAC board members May 18. "We have only one major project left for which we have funding, but funders who helped with our initial projects are now asking about what we need for 'Round 2,'" said Buchholz, president of David and Associates advertising and marketing agency in Hastings.

The major remaining project is a multi-media presentation that features interviews with Nebraskans from many occupations and areas who explain the importance of the livestock industry to the state's economy and to their personal well-being. The production work should be finished by late-July and copies will be available on DVDs and VHS tapes at no charge. NAIP is seeking volunteers to show the 15- to 18-minute presentation to civic groups, zoning boards and other organizations in their local area.

NAIP also is wrapping up production of TV and radio commercials, Buchholz said, but has no funding at this time to broadcast them. TV spots were broadcast in March during the state high school basketball tournaments because Farm Credit Services provided funding. Buchholz said his "wish list" includes additional funding to air the commercials and what he called a reaction fund that could be tapped when an opportunity arises. For example, very desirable broadcast time may be available at a very good price at the last minute when a routine sports program suddenly becomes a hot ticket because of the teams that qualify.

In addition to David and Associates, the three other Nebraska ad agencies that have the majority of agricultural accounts in the state are contributing to NAIP, Buchholz said. Swanson Russell Associates, Bader-Rutter and Ayres-Kahler have donated creative concepts to the campaign and accepted below-market rates for other work.

NAC supports the "We're All Shareholders" Campaign. To learn more about it, visit www.nebraskalivestock.org.



Communications Database Project – NAC Needs Your Information

One of NAC's chief purposes is to serve as an umbrella organization for promoting agriculture to all Nebraskans. In conversations at meetings of NAC and other organizations, it's been apparent that those of us in the ag industry know what's up with the organizations we belong to, but know little about what other ag organizations are doing. This can lead to duplication of effort, when instead, collaboration could be possible.

For example, many organizations conduct their individual activities during National Agriculture Week in March. If it were possible to know what other groups plan, ag organizations could work together to use their resources more effectively.

Another example: a group you belong to is planning an event or exhibit and you're wondering what other ag groups might have in the way of brochures. Or, there's

an ag issue or concern that should reach everyone involved in agriculture as rapidly as possible.

To meet these needs and others, NAC has worked with the Distributed Education/Active Learning Lab (DEAL Lab) on East Campus to develop a web-based database of the many different kinds of communications vehicles used by Nebraska's various ag organizations. Cheryl Stubbendieck of Nebraska Farm Bureau has headed the project.

"The database is up and running, but it's currently 'parked' at <http://citnews.unl.edu/neagrelations> because there's not much data in it yet," Stubbendieck said. "Please visit the site and give it a try. You can search by organization name, event and publication type. There's complete contact information to

encourage sharing of materials and collaboration," she said.

The database will be moved to the NAC website and publicized outside of NAC when it has more contents, she said. Stubbendieck has entered all of the information received from NAC members, but many organizations haven't responded.

"Please complete the form that's enclosed with this newsletter, or call me at 402/421-4405 and we can go from there," Stubbendieck said.

Newsletter design and printing courtesy of Nebraska Farm Bureau.



Nebraska AgRelations Council Communications Database

Search Documents Search Organizations Search Events

Search Documents

Search In: ALL

Keywords: _____

Search Type: Any Word All Words

Search:

Name

Audience

Purpose

Description

Click on **Submit** if you wish to search by above parameters

Or You may click **Show All** to show all documents in the database