

MINUTES OF THE SHARE COUNCIL ANNUAL MEETING

Hilton UF Conference Center, Hawthorne Room

Friday, September 25, 2015

2:00 pm – 4:00 pm

Members in Attendance: Chair Wayne Smith, Jeff Bass, Reggie Brown, Betty Duda, Jim Emerson, Hugh English, Kate English, Ray Goldwire, Rick Minton, Erny Sellers, Dr. John Woeste, Cody Helmer, and Carré Saunders.

Guests: Dr. Jack Payne, Dr. Jackie Burns, Dr. Nick Place, Dr. Elaine Turner, Paul Caspersen, Christy Chiarelli, Julie Conn, Roger Davis, Erin Freel, Michael Garcia, Caylin Hilton, Chris Moran, and Mike Sopko.

Call to Order*Wayne Smith*

Smith called the meeting to order at 2:04 p.m.

Welcome.....*Wayne Smith*

Smith welcomed the Council members and asked that each person introduce his or herself. He recognized that there were several invited guests and potential new SHARE Council members:

- Roger Davis was born and raised in Santa Fe on a tobacco farm. He attended Lake City Junior College, then came to UF to get a degree in Economics. He bought a tobacco farm and then brokered tobacco. He currently has cattle and pine operations.
- Erin Freel is the owner of The Market Place, an ag marketing company. She has degree in Agricultural Education and Communication. Her first experience with the SHARE Council was when she attended with Chip Hinton in her communications role for the Florida Strawberry Growers Association.
- Michael Garcia is the president of the Florida Olive Council. He served for 26 years in the US military and got involved with agriculture initially in the 1970s, growing certified seed. He is now involved with the olive industry and trying to bring money to UF.

Minutes of Previous Meeting.....*Carré Saunders*

K. English motioned to waive the reading and approve the minutes and Brown seconded. Minutes approved unanimously.

IFAS Development Report.....*Cody Helmer*

C. Helmer provided an update on the activities of the IFAS Development office, focusing on 4 major areas:

- 1) Fiscal Year 2015 Results – For FY15, the development team had a goal of \$20 million and exceeded it by 4%. He reported that there were two good-sized gifts (\$5 million +) expected, which did not happen. Despite that, the team still managed to meet and even slightly exceed the goal.

- 2) Campaign Update – Helmer shared that we have begun counting for the next campaign, so we are officially in the silent phase. We are at about 9.6% of our campaign goal at this point despite being 17.2% of the way through the campaign, but this is not cause for worry. The majority of the giving will come during the active part of the campaign. He discussed the breakdown of sources of support. One of the largest sources of support has been corporate entities, which is why Conn was hired on to focus on corporate relationships. He also related the breakdown of support by purpose, which was overwhelmingly dedicated to program support and research.
- 3) Gift Announcements – Helmer discussed several new gifts to IFAS:
 - a. Ashley and Michelle White have made a commitment to IFAS through their estate plan and plan to make a series of smaller gifts as they wind down their farm and prepare to move to Gainesville.
 - b. Charles and Billie Conover created a charitable remainder unitrust to support the Mid-Florida REC.
 - c. An anonymous donor has committed to an \$850,000 gift to benefit CALS.
 - d. A dairyman made a \$300,000 gift to support the Center for Leadership.
- 4) Endowment Society – Development staff launched the Endowment Society in the spring of 2014 to recognize donors who created endowments through gifts of \$30,000+. Four endowment holders in attendance at the meeting were recognized for their support of IFAS:
 - a. Wayne Smith for the Wayne Smith and Mitzi Austin Forest Resources Law and Policy Endowment.
 - b. Jeff Bass for the Graves Eminent Scholar Chair in Biotechnology in Agriculture.
 - c. Debbie Swindle for three endowments.
 - d. John Woeste for the John and Martha Woeste Professional Award and as a representative for Florida Rural Rehab for multiple endowments.

Committee Reports.....*Kate English*
Christy Chiarelli (for Regina Thomas)
Reggie Brown

Membership Committee – K. English

English shared that the membership committee is responsible for developing new members and identifying leadership to add to the Council. She summarized the discussion of the Aug. 31st conference call.

- Invite new members to the fall meeting so they can see who the Council is and what we do before they are formally nominated/voted on by the membership. The committee will continue to do so until a full slate of 48 members is reached.
- Committee has a concern that there are people who continue to be involved but are not doing the work of the Council, so new people are required. To that end, the committee invited 10 new people to the meeting, including Davis, Freel, and Garcia.
- The committee is also responsible for the new officer slate for the coming year and identified Mike Stuart as nominee for Vice Chair. Identifying a chair for the committee has been a challenge because the responsibilities of the position have changed a great deal. Because of Wayne Smith, the Council has had consistent leadership. It is the recommendation of the Committee that Smith continue in the position of chair.
 - **Nomination: Wayne Smith, Chair**
Mike Stuart, Vice Chair
R. Brown moved for a vote of the nomination slate as is. K. English seconded. Motion passed.
- Committee also tasked with identifying committee chairs. All chairs agreed to continue in their seats except Regina Thomas on the Communication/Education Committee.

- **K. English moved to approve the current chairs remaining in their seats. T. Hart seconded. Motion passed.**
- **S. Spratt agreed to accept nomination as chair of the Communication/Education Committee. K. English moved for a vote to accept Spratt. R. Brown seconded. Motion passed.**
- Committee nominated P. Chaires as a new member, which he accepted.
 - **K. English moved for a vote to approve P. Chaires as a new Council member. R. Brown seconded. Motion passed.**
- The committee has provided nomination cards for Council members to suggest prospective members. The nominations are kept confidential and members of the committee will follow up with suggested individuals. If they are not interested, the committee moves on.
- Committee also recommends review and possible revision of Council bylaws. As the committee has tried to increase membership, the bylaws were temporarily suspended so the needs of the Council could be determined in order to work efficiently. The committee recommends the creation of an ad hoc bylaws committee to create new bylaws to be brought forward for approval no later than the next fall meeting.
 - W. Smith accepted the recommendation and will act accordingly.
- The committee also recommended the creation of the Vision Award to recognize an individual whose work has moved the Council forward and helped to maintain its relevance. The committee selected W. Smith as this year's awardee.

Communication/Education Committee – C. Chiarelli (for R. Thomas)

C. Chiarelli reported on the activities of the Communication/Education Committee. Chiarelli shared the progress that the IFAS Development Office has made on the recommendations brought forward by the committee and Council.

- The URL for the Development Office has been changed to give.ifas.ufl.edu to make it simpler. Three sliders will be included on the homepage to highlight each area of IFAS. Through the About Us page, there will be a SHARE Council page with the goals of the Council listed as well as a membership list, which will include pictures of each member. Chiarelli asked that members send a picture to be used if one is not already on file. Meeting minutes will also be made available on this page. The website will also include ways to give – outright gifts, planned gifts, corporate support, etc. The giving page is broken down by areas of support – teaching, research, and Extension that highlights different areas of need. To accomplish that, broad categories based on interest area were created that would help donors to drill down to specific funds in areas they are interested in supporting. There will also be a Focus on Philanthropy section to demonstrate the impact of giving on those who are benefiting. The next addition would be to interview donors about why they wanted to give. There is also an FAQ section and Chiarelli encouraged Council members to review it and submit any feedback for additional information they would like to see. Also, on the Give Now page, all funds are searchable by keyword.
- Chiarelli also shared details of the Behind the Scenes tour, which was taking place at the same time as the Council meeting. The tour was designed to give donors and stakeholders a hands on experience with IFAS programs, rather than hearing about it from development officers. Jeanna Mastrodicasa hosted this year's tour, which 30 people attended. The tour included visits to Nematology and Entomology, where attendees had the opportunity to sample alternative protein sources and experience the bug petting zoo, as well as a visit with Dr. Linda Bartoshuk for a flavor panel to learn about adding flavor without adding more sugar and additives to products.
- Chiarelli also discussed faculty training in fundraising which is currently underway, beginning in early 2015. Because of the \$250 million goal in the next campaign and the limited number of development officers, faculty engagement is going to be critically important moving forward. Development staff has

been working with departments, Extension offices, and RECs to provide them with the tools they need to discuss fundraising with potential donors. Recently, the North Florida REC hosted a 1 ½ hour training for about 30 faculty members. The session wound up being 3 hours with the question and answer session. Jack Rechcigl, director of the Gulf Coast REC would like to host the next training. The goal is to reach all 13 RECs before the launch of the campaign.

- This year also saw the return of the annual report. It will highlight three stories from donors, including the daughter of J. Wayne Reitz, Marjorie Turnbull. Dr. Turner and Chiarelli worked with her to create an endowment in honor of Dr. Reitz.
- Another new initiative is new Council member onboarding in order to welcome new members more effectively. The committee would like feedback from the Council on how to welcome new members and get them excited about participating. Once the member is voted in, a development officer will go have a face to face with them to create buy in.
 - B. Duda shared that she routinely receives multiple fundraising letters asking her for money. The most impressive organizations to her were the three that called and introduced themselves and thanked her for being interested in the organization, but did not ask for money. The personal touch would be the first step and then offer the opportunity for a face to face visit.
 - Woeste suggested that when new members come on board, development officers work with them to get a sense of their passion and interest and then schedule a visit to an REC doing work in that space so they can see firsthand what's happening. Also engaging faculty in those visits to discuss current project, future direction/needs, what's developing and what's possible will help to engage new members to buy into what's going on in IFAS.
 - Smith recommended including an area where private support has made an impact.
 - Bass commented that members should be provided with a packet that outlines the expectations during their term. He shared that he was on the committee for two years before he knew what he was supposed to do. He also suggested providing information on giving expectations, how members can give, and who they can contact.
 - Sellers asserted that members who are not giving themselves cannot expect to be able to ask others to do so.

Fundraising – R. Brown

Brown shared that in the spring the committee undertook asking Council members to identify potential donors by conducting a rating and screening on a list provided by the Development Office. This effort identified two dozen new potential donors to IFAS. The information provided by members is critical in helping in a quarter billion dollar campaign.

Additionally, the committee, in conjunction with development staff, has identified major campaign fundraising initiatives:

- Center for Leadership
- Plant Innovation Center – Center is focused on genetic research across all areas of plant science. At the previous fall meeting, the Council recommended that a second Flavors of Florida event be hosted at the President's House. It was a good fundraising, which captured Dr. Fuchs' attention. He has a good understanding of IFAS. Brown shared the feeling at FFVA is that this is the first time UF has a president who has an understanding of the land grant mission and IFAS.
- Institute for Sustainable Food Systems
- Coastal Communities and Ecosystems

Although these are the top projects that have been identified, other traditional areas within IFAS continue to need support and will play an important role in the campaign. If a donor has an interest in an area of IFAS, development staff will find a way to make it work. To be successful in the coming campaign, Council members

must continue to engage with development staff to identify potential donors that they are not aware of who might have interest in supporting IFAS programs. Brown encouraged Council members to communicate quarterly with development staff.

Smith commented that the IFAS umbrella is big enough for everyone to find a place under it. Brown clarified that the committee does not have an expectation that members will make direct asks of donors, but rather act as “professional people finders” and help to make connections for professional staff. English also suggested further engaging with center directors as they have a good understanding of IFAS needs and the opportunities for support; they need to be leveraged more. Brown agreed that center director training is a very important piece in order to bring further resources into the system. Helmer clarified that although the trainings provide faculty with some fundraising information, the key objective is to build trust and educate them on what development officers do and services offered.

English asked about the resources available through recently passed Amendment 1 and what IFAS was doing in that space. Payne shared that there hasn’t been any requests for proposal. The funds are to be distributed at the discretion of the legislature. This is controversial because lobbyists who worked to get the amendment passed say that the money is not being used at it was intended. It’s up to the legislature how it’s spent and they have not requested any proposals. English asserted that IFAS has a wealth of knowledge that isn’t being utilized properly. He shared that there is a need for more land in the southwest part of the state. SWFWMD had purchased land in the area and they have been trying to get about 250 acres to do citrus research. This could be tied into the Amendment 1 efforts and be a wonderful research site for Immokalee, but they need in-kind services to make it happen.

Emerson commented that he comes to meetings during which the Council spends time on discussing fundraising priorities and budget needs, however, IFAS and industry don’t do enough to highlight the good work that IFAS is doing to improve industry. The Council needs to be a part of reminding people of what IFAS has done to help the success of various industries, outlining the improvements and developments. It’s easy to become mainstream and forgotten. People need to understand how IFAS benefitted them in order to engage them in wanting to give back. Payne responded that it’s very difficult to make an elevator speech because there’s so much that IFAS does. He has designated \$600,000 taken from IDC to invest in communications to create a branding campaign to promote what IFAS does. Payne mentioned the recent billboard campaign on I-75 and in the Tallahassee airport, which is part of an overall information campaign about what IFAS does for the general public. Industry knows well what IFAS does, through articles in industry publications and direct contact about what research and Extension is doing to support industry. The information campaign is focused on outreach to the general public through radio spots, banners, billboards, etc. IFAS Communications hired Frankel Media Group to promote the campaign. IFAS has typically focused on creating solutions, not telling its own story. Brown affirmed that IFAS needs to tell positive stories around applied science that is having an impact in order to get the public involved in the campaign. Payne also commented that IFAS needs to be more involved in social media to get the message of IFAS out.

***Continuing Education.....Paul Caspersen
Mike Sopko***

Caspersen and Sopko provided a training session regarding planned and estate giving.

***IFAS Administration Updates.....Elaine Turner
Nick Place
Jackie Burns
Jack Payne***

Turner provided an update on the College.

- The College recently updated its quick facts and student lookbook.
 - The lookbook is a recruiting tool that was developed in conjunction with Frankel Media, which they were able to get in time for freshman orientation.
 - Tomorrow is FFA Day at TailGator.
 - The College is reaching out to new audiences and identifying new opportunities but not forgetting its traditional audience.
- The College just launched a Bioinformatics Master's degree, which combines Big Data and agriculture. It has been offered as a minor through the College for a number of years.
- Excellence in Teaching - The College has created an Advanced Teacher's College, which is essentially a boot camp for more seasoned teachers to help them improve their skills.
- Society Ready Graduates – Last year, the College launched the Partnership Program to provide professional development opportunities for students, including expanding study abroad programs and undergraduate research. They would like to increase the number of partners and the funding to program.
- Engaging Stakeholders – This week, Joe Collins hosted an event in support of the College at Lykes Brothers. More than 800 people will attend TailGator tomorrow. The starting right tackle for tomorrow's game is a CALS student.

Research Update – J. Burns

Burns provided an update on Research.

- This was a record breaking year in research awards, with \$125.8 million in awards in 2015. Faculty members had 1,222 referred publications, which provide the foundation of science-based solutions.
- The university is undergoing a goal setting process which faculty are participating in. Faculty have outstanding ideas of where research needs to be going and the overall culture of research.
 - There needs to be investment in core programs in whatever program area to be ready to respond to any issues and fill in any gaps that occur; there needs to be investment to address issues that arise.
 - Climate change presents an opportunity to see research in all areas.
 - They are creating new programs for success for new faculty members by providing seed funding for their research.
 - The Nature Coast Biological Station was launched, which is a pristine area providing lots of opportunities for meaningful research.
 - Two Distinguished Professorships were awarded for the first time in many years.
 - Lynn Sollenberger – Grassland research
 - Nan Yao-Su – Termite research
- IFAS is hiring preeminence faculty both on campus and at the RECs, to move research forward around the state. Burns is hopeful what she will be able to continue to add faculty.

Extension Update – N. Place

Place shared that the new president has visited three county offices – Bradford, Leon, and Miami-Dade counties. Fuchs sees an opportunity to capitalize on the statewide Extension system and partner with Business, Engineering, Health Sciences, etc. to ensure that Extension truly is the front door to the University. There are three major initiatives underway for Extension – revenue enhancement, strategic staffing, and urban Extension.

Place shared that Extension has partnered with UFF to establish foundation accounts for all 67 counties so they can begin accepting gifts to their programs. The dean's office, in conjunction with IFAS Development,

dedicated time during an in-service for a short session on fundraising basics. Place has challenged all of the CEDs to pursue more fundraising opportunities for their counties.

Place also shared that 4-H had held its first ever Gator Soiree at the President’s House, hosted by Commissioner Putnam. It was a successful event, netting about \$21,000 to be reinvested into 4-H. Florida 4-H will also be partnering with National 4-H Council on a branding/marketing campaign to get more youth involved. There are 3 million 4-H aged youth in Florida, but only slightly more than 200,000 are involved in 4-H programs.

Place also discussed the status of the 4-H camping program. He shared the nascent relationship between Florida 4-H and the Florida Forest Service and FDACS for a new camp. He envisions creating a camp/retreat facility that can be used by 4-H as well as other University groups. He identified a \$10 million fundraising goal, which is probably a fairly low estimate.

Senior Vice President Update – J. Payne

Payne shared that this is his sixth year as SVP of IFAS and is a very exciting time. He will deliver his State of IFAS report next week and will send out the text of his remarks once delivered. He congratulated Smith on his reelection as Chair and thanked him for his service.

He shared that Dr. Fuchs traveled from Atlanta to Palm Beach to deliver a speech at the FFVA meeting. He recognizes that UF cannot be a preeminent institution without being preeminent in agriculture. Payne echoed Burns’ remarks about the amount of research grants awarded to IFAS faculty, which makes UF the number one ag research institution in the US, as it has been for 10 years. He complimented Burns for making sure her faculty are always made aware of grant opportunities, holding workshops, and equipping her faculty with the tools for success. Payne remarked that this is a banner year for CALS as well, with 5,397 students enrolled.

He reported that this was the best year in the legislature during his tenure, however IFAS lost a lot during the recession years and still hasn’t yet recovered lost ground. This year IFAS asked for \$5.5 million for the workload increase and while the representatives were on board with it, the senate started out at \$1 million. Through much skilled negotiation and the help of stakeholders and partners advocating on IFAS’ behalf, the \$5.5 million came through. That has allowed for the hiring of 40 faculty positions, with a focus on REC positions, to help stakeholders throughout the state.

Another win in the legislature was through the help of CALS alum, Rep. Greg Steube, who worked to push through \$1 million in funding to assist in the renovation of the Beef Teaching Unit. However, there are still facilities needs to be met on campus. IFAS has a deferred maintenance list totaling \$60 million, and the university’s list totals \$200 million.

Payne also shared that three regional Extension agents had been hired to work with the water management districts on water issues, which is the number one issue facing the state of Florida.

Payne thanked the Council for their loyalty, friendship, and support.

Other Business.....Wayne Smith

SHARE Council Volunteer of the Year

Smith shared that there were two volunteers who would be awarded Volunteer of the Year at the Dinner of Distinction, Robert Harding and Kevin Malone. Both gentlemen are CALS alumni and lawyers who are enthusiastic supporters of IFAS. Harding is the largest donor to the CALS Dean Circle and held an event to

introduce others to the College and opportunities to support it. Malone has sponsored a lecture series through the Climate Institute, the speakers of which then meet with students.

SHARE Council Bylaws Committee

Acting on the recommendation of the Membership Committee, Smith appointed a committee to review and update the bylaws as necessary. He appointed the three past chairs, Brown, Woeste, Goldwire, and the membership committee chair, English. He appointed Saunders to be the liaison to be the staff liaison to the committee. He requested a motion to approve. **Sellers motioned to approve the ad hoc committee and members. Hart seconded. The motion passed.**

Recognition of Outgoing Officers

Smith took the opportunity to express the Council's appreciation for outgoing officers. Frank Giglia stepped down as vice chair. Regina Thomas also stepped down at the chair for the Communications/Education Committee, but he was pleased to announce that she would continue as a Council member.

SHARE Council Spring Meeting

Smith announced that the tentative date for the spring meeting would be March 21st and would be held in conjunction with the third Flavors of Florida.

There being no other business, the meeting adjourned at 4:24 p.m.

Reported and respectfully submitted by:



Carré Saunders, Secretary

Date