

MINUTES OF THE SHARE COUNCIL GENERAL MEETING
UF/IFAS Microbiology & Cell Science Conference Room | Gainesville, Fla.
Thursday, April 11, 2019
1:08 p.m. – 3:31 p.m.

Members in Attendance: Chair Kate English, Richard Barber, Reggie Brown, M/N Comm Chair Peter Chaires, Secretary Julie Conn (for Caylin Hilton), Roger Davis, Michael Garcia, Ray Goldwire, Tom Hart, Cody Helmer, CALS SPC President Nora Kassis, Mike Lester, Kenneth Parker, Ernest Sellers, Wayne Smith, and Vice Chair Sharon Spratt.

Member Prospect Guests: Patricia Dewar, Les Dunson, Roger Scarborough, Bernie Hamel, and Steve Smith.

Guests: Mendy Allen, John Beuttenmuller, Christy Chiarelli, Katherine Davies, John Hooker, Taylor Johnson, Jeanna Mastrodicasa (UF/IFAS AVP), and Robert Williams (4-H Foundation Board President).

Other Activities of the Council: Following the meeting, SHARE Council members attended the Partners Reception and Flavors of Florida 2019.

Call to Order*Kate English*

English called the meeting to order at 1:08 p.m.

Welcome..... *Kate English*

English welcomed everyone and reviewed the Council roles to create awareness, build relationships and generate support.

Recognized the five prospective member guests listed above, identified and invited by the Membership Committee led by Peter Chaires. English called for self-introductions from group including name, business/profession, location and interest/involvement in SHARE Council.

Minutes of Previous Meeting.....*Julie Conn*

English called for reading of the minutes from the meeting on October 5, 2018.

Reggie Brown motioned to waive the reading of the minutes and approve, Wayne Smith seconded. Motion passed unanimously.

Agenda and Chair's Update..... *Kate English*

English reviewed the meeting's agenda and then provided a recap of key council activities since the last meeting. Recognized Wayne Smith activity for Turpentine Education Site, including maintenance endowment. Ernest Sellers work with the Suwannee Pavilion project with commitments of more than \$150,000. Also shared funds of \$200,000 secured for SWFREC Immokalee dormitory project with plans to break ground soon.

English then asked Helmer to provide the Advancement and Campaign Update.

UF/IFAS Fundraising Report.....Cody Helmer

Helmer shared mid-campaign review with UF Foundation just wrapped up, and shared some key topics and trends including dollar progress, prospect pipeline, IFAS endowment now at \$143M and the tenure of IFAS leadership. Tenure looks great in leadership and good retention on team. Need for aspirational vision continues to be a key need. Continuing to work with Ruth Borger and IFAS leadership, as well as SHARE Council to identify the components and needs.

UF Go Greater Campaign currently at \$1.94 billion of \$3 billion goal. IFAS fiscal year unit dollars are lower than hoped but expected following a record year and have a lot of great conversations continuing to move forward over next six months. Overall still tracking ahead at \$122 million of \$200 million. Helmer shared some major commitments secured: Jeff Young, Central Florida Fern Co-op, 1923 Fund, Rockwoods, Swindles and Pi Kappa Phi. Staff shared quick notes about each, including the surprising of Dean Nick Place with an endowment in his honor to support 4-H. Hooker shared update on strategies with fraternity organizations on campus and driving some philanthropy to IFAS/University initiatives.

Helmer shared some anticipated commitments in the upcoming months totaling \$12.5 million. English highlighted that Boyds have been ongoing supporters and were recognized at Dinner of Distinction a couple years in the past.

Davies provided update on initiatives in Extension, including continued Road to 67 push for endowments to support county programs. Davies also stated all Florida counties now have their own fund and an online giving form presence. Extension continues to pilot a new form for agents and personnel to document gifts, especially gifts in kind. Form will be launched statewide in July. Then highlighted the upcoming launch of the summer internship program to connect CALS undergraduate students with Extension and opportunities there.

Chiarelli provided update on initiatives in CALS including an effort to identify donors that are student-centered and coding of scholarship recipients. CALS did its first Legacy Mailing project to encourage and talk about opportunities to include the college in their estate plans. Goal of repeating every 3-4 years. Classroom renovation continues to be a focal project, Hooker shared a bit more detail about the opportunity such as corporate namings and the Provost match.

Helmer and Conn provided updates in the research space. The Institute for Invasive Species as an interdisciplinary effort continues to be a potential upcoming project. Conn is working on an organized corporate donor strategy.

Helmer asked the Council to think about the idea of a campaign extension to add two additional years and \$2 billion as there is conversation from University. English asked we keep apprised and revisit in Fall. Smith asked about the driving factor, Helmer shared it's likely the strong momentum and the drive for jumping numbers for peer rankings.

Continuing Education.....John Beuttenmuller

English introduced Beuttenmuller, Executive Director with the Florida Foundation Seed Producers. Beuttenmuller shared brief history of the organization. He then shared overview of “foundation seed” and the importance of crop and variety development. UF/IFAS has 30 plant breeding faculty working with more than 30 different crops, mainly in horticultural sciences, environmental horticulture, agronomy and School of Forest Resources and Conservation. Productivity has grown substantially and Beuttenmuller provided brief overview

of licensing, and success of UF in inventions and discoveries to impact ag industry. Royalty program of FFSP is unique and aggressively invests back into research, with the highest ratio compared to peers such as UC Davis.

Beuttenmuller highlighted recent conversations about international licensing, and its importance in order to be able to limit and control dispersion. If it enters public domain, can be commercialized and used anywhere. The blueberry program has used royalties to create endowments to ensure permanent funds. Blueberry is a great example of a breeding program that has created an industry for Florida growers that tops \$80 million annually.

Question asked about determining royalty rate. Also questions about methods to deal with international licensing and markets. Barber mentioned the development of high oleic acid peanut and expiration of patent. Other questions arose as to contracts with international and ability to collect. ___ asked about the Terminator Gene and ability to produce but couldn't germinate but is no longer so much at play. Barber asked what had been most successful, and Beuttenmuller stated historically peanuts have been strongest, but tomato and other technology coming out of has been very impactful. Plant breeding continues to be a need, and UF is looking to drive training through a new graduate program. Forestry program has had significant economic impact. Over last decade blueberry and strawberry have been most significant revenue generators. Chaires asked about varieties that haven't done well or been adopted in Florida but have been elsewhere. Chaires encouraged that FFSP really message the importance of international licensing and protections.

English thanked Beuttenmuller for his time with the Council.

Committee Reports.....Peter Chaires and Sharon Spratt

Membership Committee – Chaires

Chaires provided an update on recruitment efforts, and committee's effort to identify industries and organizations not currently represented to diversify and to identify individuals within those areas that are engaged with UF/IFAS and beyond. Chaires also shared Mike Joyner has expressed interest, and English stated this would be great.

With Chair and Vice Chair up for election, staff shared the idea of requesting English and Spratt serve an additional term to continue momentum.

Brown moved to nominate existing officers for another term, Hart seconded. Motion passed unanimously.

Communication/Education Committee – Spratt

Sims not able to be here as Ava Grace arrived Saturday. Spratt shared report on member activity since last meeting, to include: Ray Goldwire – hosted an Oak Hammock lunch with Dean Turner and three other prospective donor couples; Tom Hart – very active in new membership recruitment; Sharon Spratt – provided guidance on the deer facility and a potential visiting fellow position for IFAS; Debbie Swindle and husband Larry endowed the Nick Place 4-H Leadership Endowment; Michael O'Hara Garcia – First 2019 Flavors of Florida sponsor; Luis Martinez (candidate) –cultivated an Institute of Food Technologist gift to CALS; Staci Sims – IFAS partnered with FFB for a spring DC Event; Peter Chaires – potential member/donor engagement/strategies; Kenneth Parker – hosted IFAS Research Leadership Administration during Strawberry Festival; John Woeste – provided insight into potential donor engagement/strategies; Wayne Smith – Turpentine Phase II project; Kate English – SWFREC Dorm Project; and Sellers – volunteer and donor to Suwannee Valley Pavilion Project fundraising and 4-H Camps fundraising.

Executive Committee Report – English

CALS Student Philanthropy Council – English called on Nora Kassis, President, for an update on the CALS Student Philanthropy Council efforts. Kassis shared student engagement activities including volunteer involvement in community and on campus. Goals for the upcoming year are for strong recruitment and networking.

Kassis shared that with the Council's match they secured nearly \$1700 dollars during Giving Day, which included social media campaign and an event for students. Thanked Council for helping SPC to fulfill their mission.

English motioned for the Council to again provide matching funds, Brown seconded. Motion passed unanimously.

English encouraged members to make their contribution by June 1 so scholarship decisions could be made for August.

2019 Volunteer of the Year – English presented nominees for the award presented by Council as Tracy Duda Chapman and Paul Willis. Information provided on each in relation to their contributions. Discussion followed on each nominee, with English highlighting that the one not chosen to be considered again in 2020.

Sellers motioned to award to Tracy Duda Chapman, Barber seconded. Motion passed unanimously.

Brown motioned Paul Willis be at the top of nominee list for 2020, Barber seconded. Motion passed unanimously.

Flavors of Florida Strategy Session – Chiarelli shared the attendee list and key attendees for SHARE Council to review, along with bio snapshots of individuals that members may want to know more about and highlighting a few verbally.

New Business

NAADA Bid – Chiarelli shared the National Ag Alumni & Development Association looking to UF to host annual June conference in 2021. It's been more than 20 years since UF hosted. Would require interesting speakers, ag tours/sessions and some sponsorship opportunity. Would look to host likely in West Palm Beach and Fort Myers. Discussion followed regarding timing and finances. Smith shared that he has participated in NAADA and was impressed with the organization and their recognition of stakeholders.

Smith motioned for SHARE to support Advancement office in hosting NAADA, Chaires seconded. Motion passed unanimously.

Olive Update – Garcia provided updates on efforts to identify olive as an alternative crop development for Florida. Currently growing in North Florida. At a \$20 per gallon farm gate price, California producing 200 gallons per acre. There has been a history of olives in Florida but didn't take off as a crop. Multiple research plots throughout the state at five IFAS research center locations from Jay to Balm. Issues with varieties needing more chill hours. Aim is to identify cultivars needing fewer chill hours and providing an option for growers to augment. Have endowed a Pioneer Plant Lab concept to encourage diversification and exploration, and identification of market viable crops. Australia has been successful.

Bylaws Committee – current requirement that each Council member be on a committee, but with limited committee needs and those working as-is, English and staff instead proposed the Council identify programs/areas within IFAS they are passionate about to plug into and focus efforts on. English shared the benefits emotionally and intellectually from being engaged with her local center.

Council Member Updates

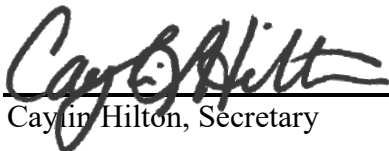
- Barber notated the changes in state government, and the importance of agricultural involvement on the water boards.
- Garcia encouraged importance of engaging with new Commissioner.

Closing Remarks and Adjournment..... Kate English

Evening activities include Partners Reception at the Field & Fork Farm and Gardens, with Flavors of Florida event at 6:00pm in Champions Club. There is a debrief call on Tuesday morning, number is on the bottom. English reviewed upcoming dates.

There being no other business, **Brown moved to adjourn the meeting and Hart seconded, meeting was adjourned at 3:31p.m.**

Reported and respectfully submitted by:


Caylin Hilton, Secretary
