

## **Message from NACEB President**

Greetings to all of you for the Holiday Season. Please take the time as you exchange Holiday gifts to remember the incredible gift we receive throughout the year with Extension education, programming and research for Nebraska's future. As extension board members, advocacy is an important role that we play for UNL Extension and I would like to remind you of the top ten rules as we prepare for our annual board meeting and Senator luncheon on February 12, 2015. Remember, every county extension board member **IS a NACEB member**. Each county provides NACEB dues that allow for these benefits.

### **1. Consider yourself an information source.**

Legislators have limited time, staff and interest on any one issue. They can't be as informed as you, or they, might like to be on all issues. You can fill the information gap.

**2. Tell the truth.** There is no faster way to lose your credibility than to give false or misleading information to a legislator.

**3. Know who is on your side.** It is helpful for a legislator to know what other groups, individuals, state agencies and or legislators are working with you on an issue.

**4. Know the opposition.** Anticipate who the opposition will be—organized or individual. Tell the legislators what their arguments are likely to be and provide them with answers and rebuttals to those arguments.

**5. Make the legislator aware of any personal connection you may have.** No matter how insignificant you may feel it is, if you have friends, relatives, and or colleagues in common, **LET THEM KNOW**. Our legislative process is very informal and though it may make no difference in your effectiveness, it may make THE difference.

**6. Don't be afraid to admit you don't know something.** If a legislator wants information you don't have or asks something you don't know, tell them and then offer to get the information they are looking for.

**7. Be specific about what you are looking for.** If you want a vote, information, answers to a question—whatever it is—make sure you ask for it directly and get an answer.

**8. Follow up.** It is very important to find out if your legislator did what she/he said they would. It is then very important that you **THANK** them or ask for an explanation as to why they did not vote as they said they would, etc.

**9. Don't burn any bridges.** It is easy to get emotional over issues, you feel very strongly about. That's fine, but be sure that no matter what happens you leave your dealings with your legislator on good enough terms that you can go back to them. Remember, your strongest opponent may be your strongest ally on another.

We truly can make an impact!

Julie Jacobson, NACEB President

## **Email it ON!**

**Extension Educators, please take a few minutes to email this on to your County Extension Board Members.** It will be a quick way to inform them of our NACEB activities.

## **Important Dates**

**December 16, 2014** – 7:30 CT, 6:30 MT –  
Legislative Update and Advocacy Information  
Webinar from Dean Hibberd  
<https://connect.unl.edu/chatwithchuck>

**February 12, 2015** – NACEB Annual Meeting  
**March 15, 2015** – Scholarship Applications Due

## **NACEB Mission**

NACEB supports, advises, and advocates for Nebraska Extension Boards to enhance UNL Extension.

## **NACEB Website**

<http://go.unl.edu/naceb>

## ***Message from our Advisor***

Nebraska Extension provides remarkable research based resources across the state to learners who benefit from our programming in [Beef Systems](#), [Child & Youth Development](#), [Community Vitality](#), [Cropping Systems](#), [Nutrition & Health](#), and [Water & Environment](#). Lives are being impacted through transformational experiences across communities in all of our counties as a result of Nebraska Extension. Yet, just as I've heard while serving with three other university extension systems, here in Nebraska the term "Extension is a best kept secret" is no secret.

NACEB, in its critical advocacy role, seeks to change this best kept secret terminology by ensuring all of our stakeholders become fully aware of the amazing impact Nebraska Extension is having across our state. Extension administration is leaving no stone unturned in supporting our NACEB partner in executing its charge of a 180 degree turn around by changing the term '**best kept secret**' to Nebraska Extension being the '**best known resource**' for all people of Nebraska and beyond.

C. L. Wayne Moore  
Associate Dean/Associate Director

## ***Networking with Stakeholders***

Extension Board members play a key role in helping 'tell the story' about the impact of extension programs. Board members can brush up on their stakeholder skills by using the publication, *Networking with Stakeholders - "WHY" Matters*. The publication is attached with this NACEB newsletter. You can also watch a YouTube video created especially for Nebraska Extension Boards by Extension Educator Dr. Connie Reimers-Hild. The URL is: <http://youtu.be/s8fmO0imqm4>

Susan Williams  
Research and Extension Director

## ***NACEB Annual Meeting***

### **Thursday, February 12, 2015**

The Cornhusker Hotel – Marriot  
333 S 13<sup>th</sup> St, Lincoln, NE

8:30-9:30	NACEB Board Meeting
9:30	Registration begins
10:00	Welcome by NACEB President
10:15 to 11:30	Extension & Legislative Update Dean Hibberd, Ron Withem & Jill Brown
11:30	Greet Senators & Network
12:00-1:00	Lunch with Senators Vice Chancellor Ronnie Green-UNL Extension Impact on Nebraska Impact Stories from 4-Hers
1:15	Awards Presentation
1:45 to 2:30	Annual Business Meeting
2:30	Optional Personal Visits to Senators-Arrange on your own!

## ***HOSTING SENATORS***

This month, all State Senators will receive an invitation, then in January an email reminder from UNL Extension.

Personal invitations from constituents are the key to success in getting Senators to attend, so please plan on following up in January. Senators will be asked to RSVP to Linda Tempel, UNL Extension so we can design seating charts for Senators and Board members.

With the January newsletter we will send letterhead, luncheon flyer and impact statements. Educators in your area can help provide you with some key talking points for local impact. Several counties share Senators so Unit Leaders will be communicating with you and each other about details of the invitations and seating.

## **NACEB Annual Meeting Registration**

This year you will be able to register online at: <http://go.unl.edu/naceb-reg> or by hard copy form (*see form on next page*) Registration will be \$25.00. Make checks payable to **NACEB**. Registration payment and hard copy registration form are to be sent to:

Jo Bek, NACEB Treasurer  
39565 Hwy 23  
Curtis, NE 69025  
Home: 308-367-5523  
[tbek1@unl.edu](mailto:tbek1@unl.edu)

### **Hotel Reservations for February 11, 2015**

Staybridge Suites  
2701 Fletcher Avenue, Lincoln, NE 68504  
Phone: 402-438-7829  
Ask for **NACEB Conference** block before January 11, 2015.  
Room Price: \$87.99

**NACEB Annual Meeting Registration Form**

*Payment: \$25/person (please include payment with this form)  
Make checks payable to NACEB*

**Send registration and payment by January 30, 2015 to:**

Jo Bek  
39565 Hwy 23  
Curtis, NE 69025

Name: \_\_\_\_\_

County: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

My Senator/District is: \_\_\_\_\_

Special Diet or other Assistance Needed?

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