

# National Association of County Agricultural Agents (NACAA) 2023 National Meeting

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# Iowa Agricultural Extension Association

Not on Behalf of  
Iowa State University  
Or  
Board of Regents

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## Introduction

Extension staff involved in agriculture and natural resource education, including county, regional and state staff

Iowa to host the NACAA National Meeting in Des Moines from August 9 through 19, 2023

An opportunity exchange of ideas and knowledge to serve Iowans

Build relationship with cohorts in other states for better problem solving to help Iowans

Bring successful programs from other states to Iowa

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## Purpose

Showcase Iowa as the leading agricultural state in the country

Showcase the birthplace for Extension in the nation

Approximately 1,000 participants are expected to attend from across the nation

An additional 150 to 200 extension educators employed in ISUEO education at the county, regional, and state level are expected to attend

Bring knowledge at grass-roots level to communities in our counties

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## Long-Term Benefit to Iowa

A structural investment

Retirements within ISUEO

Restructuring

Professional Development at County Level

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## Long-Term Benefit to Iowa

A structural investment

Help develop new teaching methods, seek innovative approaches,  
and utilize new program learning models

Effectiveness of county staff and specialists to offer K-12 STEM  
educational programming and water quality education

Better service to Iowa clients involved in row-crop agriculture,  
horticulture, forestry, animal agriculture, natural resources, and  
4-H youth development education

New educational programs in community development,  
aquaculture, value-added agriculture, local foods programs, and  
related agricultural issues, thus serving Iowans at all age levels

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## **Economic Benefit to Iowa**

**An estimated \$1 Million will be spent the State of Iowa over the next four years to organize and host this conference**

**Additional - Multiplier effect for attendees' expenditures for travel, lodging, food, and entertainment**

**The conference dates purposely coincide with Iowa State Fair 2023 to allow participants to enjoy family events**

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## **Confirmed Facilities**

**Iowa Events Center**

**Hilton Hotel**

**Renaissance Savory Hotel**

**Marriott Downtown DSM**

**Full support from Catch Des Moines, Governor, Secretary of Ag, University President and Vice-President for Extension**

**NACAA 2023 Video**

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## Projected Conference Cost Estimates

1. Projected Cost in 2023 Dollars = .....\$1,000,000
2. Registration Fees @ 1,000 attendees = .....\$305,000
3. National Sponsors = .....\$100,000
4. Sub-total = .....\$405,000
5. Internal ISU Funds = .....\$100,000
6. Local County Funds = .....\$45,000
7. Association Funds = .....\$25,000
8. Local Iowa Businesses = .....\$125,000
9. Sub-total = .....\$700,000
10. Balance = .....\$300,000

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## Funding Request

**\$300,000**

Labor costs are all  
volunteer hours

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## **Repeatability**

**One-time request**

**Not likely to be repeated for several decades**

**Please note that we do not want these funds  
to be subtracted from the funding Iowa State  
University receives from the State of Iowa**

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**Thank You !**

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