

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

**Kapil Arora**  
Field Agricultural  
Engineer

**Kelvin Leibold**  
Farm Management  
Field Specialist

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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 Benefits to Iowa**

A structural investment

Sales of Iowa Ag Products in Other States

Better Service to Iowans at County Level

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## **Long-Term Benefits to Iowa**

A structural investment

Better service to Iowans 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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## **Long-Term Benefits to Iowa**

A structural investment

Exposure of researchers and extension educators from other states to Iowa agricultural products i.e., machinery, seed, value added, consumer food products, ag services, etc.

Dissemination of knowledge about Iowa's Agriculture back into rest of the states; thus, helping to increase sales and services.

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## **Direct Economic Benefit to Iowa**

An estimated \$1.1 Million will be spent in the State of Iowa over the next three 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 = .....\$1,100,000
2. Registration Fees @ 1,000 attendees = .....\$305,000
3. National Sponsors = .....\$80,000
4. Sub-total = .....\$385,000
5. Internal ISU Funds = .....\$100,000
6. Local County Funds = .....\$100,000
7. Association Funds = .....\$20,000
8. Iowa Businesses = .....\$140,000
9. Sub-total = .....\$715,000
10. Balance = .....\$300,000

\* Numbers revised due to COVID

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## State of Iowa Funding Support

\$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

**Thank You !!**

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