

**Technical Director Goals: *Direction, Communication, Stable Funding***

**TD VISION** - We've been impressed with the amount of work the Hop Research Council has achieved, especially as up until last month all of the work was completed by volunteer members who have demanding day jobs. Realizing that volunteer members have limited time to devote to the organization, an HRC Strategic Plan was developed and the top priority was to hire a Technical Director. Your new co-Technical Directors are tasked with a majority of the goals and actions identified in the HRC Strategic Plan. To summarize our goals in three words, we feel if we accomplish *Direction, Communication, and Stable Funding*, we will achieve the overall theme of your HRC Strategic Plan.

**TD PLANS** - Our first month with the HRC has largely been spent acquainting ourselves with the research the HRC is currently funding and has funded in the recent past. We've met with all of the Oregon researchers, and in November we'll travel to Prosser to meet the researchers in Washington. This is important information collecting for us, as one of our goals is to ensure our industry hop research needs are being met. Going forward, we will be establishing a **HRC Research Priorities Plan** to align the needs of the HRC members with research proposals that strengthen the competitiveness of our hop industry. We'll be conducting a survey of our HRC members during our winter meeting in Palm Desert in order to help establish our industry driven research priorities plan.

An important part of the **HRC Research Priorities Plan** will include asking for stakeholder participation in HRC Research Working Groups. Each group will focus on specific research topics such as *Genetics and Hop Improvement, or Integrated Hop Production Systems*. Members of the HRC Research Working Groups will leverage their considerable talent and expertise to help us review RFP's, remain engaged for the duration of the research project, and ensure that outreach/education efforts are in place so that research outcomes benefit our industry.

**HRC PEOPLE** – This week I had the pleasure of connecting with Dr. James Barbour, Professor, Research and Extension Entomology, University of Idaho. Jim has had a remarkable career at the University of Idaho, where approximately 40% of his work is focused on hops. Recently he's been a needed resource of information for the new Idaho hop growers who have propelled their state's hop acreage to 7,169 acres (there were 3,743 hop acres in 2014). Sadly, in December of this year Jim will be retiring, and while we wish him well we will miss his depth of hop knowledge. Jim mentioned that to provide stimulus in keeping the hop research portion of his position ongoing, it's important to have letters of industry support sent to the new Dean of Agriculture at UI. Our HRC president is sending a letter of support, and if other stakeholders are interested in doing the same here's the contact information:

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*If you have any suggestions for content for our monthly newsletter, please contact your Co-Technical Directors, Bryan and Judy Thoet ([bryan@bjagriculturalconsulting.com](mailto:bryan@bjagriculturalconsulting.com)) ([judith@bjagriculturalconsulting.com](mailto:judith@bjagriculturalconsulting.com)) (503) 400-9147*

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