

Northern Plains Area

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# NPA Guide to Groundbreaking and Dedication Ceremonies

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## INTRODUCTION

This guide was developed to assist you in planning official ceremonies such as groundbreaking, renovation celebrations, and dedications. Each event will be different because of the uniqueness of the facility, location, and community.

If you have any questions, please contact:

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USDA-Agricultural Research Service  
Natural Resources Research Center  
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970-492-7057  
970-492-7065 (fax)  
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USDA-Agricultural Research Service  
Natural Resources Research Center  
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[michael.wiggett@ars.usda.gov](mailto:michael.wiggett@ars.usda.gov)

## INITIAL DETERMINATION

When a new ARS facility is to be constructed, a new building has been completed, or an existing building has been renovated, it is appropriate to conduct a ceremony. The determining factor in holding such an event should be the significance of the facility and the need to acquire publicity through the news media in an effort to draw attention to the facility or to express appreciation to those outside the agency whose contributions have made the building a reality.

- 1) The Research Leader or Center Director should make initial contact with the Area Director to determine the need for a ceremony.
- 2) Be prepared to discuss your keynote speaker preference and possible date(s) for holding the event.

## IDENTIFYING A DATE

The scheduling of special ceremonies and events that have a significant impact on the Agency must be made in consultation with the Area Director's and Administrator's Offices. Such scheduling is to minimize calendar conflict and to include the event on their calendars. For events where certain dignitaries are going to be invited to speak, you need to get started at least six to nine months ahead. Check with the Area Director and Administrator on their availability before making congressional contact. It's good to know dates that do not work for the Administrator and the Area Office Director before you get close to confirming a date with the congressional member.

- 1) Contact the Area Director's secretary to identify possible dates for Area Director participation in your event.

- 2) Contact the ARS Legislative Affairs Office to identify the best dates for your event based on the Administrator's calendar and upcoming congressional recesses. The ARS Legislative Affairs Office will get the tentative dates on the Administrator's Calendar.

ARS Legislative Affairs Office:  
Karen Pearce  
Legislative Affairs Advisor  
USDA- Agricultural Research Service  
1400 Independence Ave, SW  
353-A, Whitten Building  
Washington, DC 20250  
202-720-3173  
202-720-6882 (fax)  
[karen.pearce@ars.usda.gov](mailto:karen.pearce@ars.usda.gov)

- 3) After identifying several possible dates with the ARS Legislative Affairs Office, contact the Area Director's secretary so she can get the tentative dates on the Area Director's calendar.
- 4) Contact the scheduler for your congressional member(s) on their availability for your tentative dates. Having a range of dates increases the likelihood of their attendance. The scheduler may ask you to send them a fax with the specifics of the event. If they can't attend, ask if they're interested in sending a representative.

When you have a date confirmed with the congressional member, inform the ARS Legislative Affairs Office and the Area Director to confirm the date on their calendars.

## AGENDA

Try to keep the speaking ceremony to no more than one hour. You may want to have an awards breakfast just prior to the ceremony to recognize employees, builders, and other key players. A tour of the facility is recommended. If possible, the agenda should include the following speakers: congressional members, USDA Secretary's Office, REE Under Secretary's Office, Administrator's Office, Area Director's Office, mayor, university president, and contractor.

- 1) Draft an agenda (see Enclosure 1). Keynote speakers are usually members of Congress, university presidents, etc. The ARS Administrator or highest ranking USDA official typically introduces the member of Congress.
- 2) Coordinate the agenda with the Area Director.
- 3) After Area Director review, forward the draft agenda to the ARS Legislative Affairs Office for their review/comments.

## SPEAKERS

- 1) Draft letters of invitation to congressional members, the USDA Secretary, and/or the REE Under Secretary (see Enclosure 2). Include the building's square footage and total cost, if available. E-mail them to the Area Director for review. After Area Director review, e-mail them to the ARS Legislative Affairs Office for their review. Courtesy copy the Area Director on all correspondence you have with the ARS Legislative Affairs Office so we'll know the status of the event. The ARS Legislative Affairs Office will send out the final letters.
- 2) Draft letters of invitation to the other speakers on your agenda (mayor, university president, contractors, etc.) and e-mail them to the Area Director for review. After Area Director review, you can send out the final letters.
- 3) After acceptance from your speakers, send them a letter thanking them for agreeing to speak (see Enclosure 3). Include talking points (see Enclosure 4) and an overview of the day's events (see Enclosure 5). Include their VIP parking pass.

It's not uncommon for someone from the congressional member's office to contact you to say that the congressional member is unavailable but they have an aide that can speak on their behalf. Thank them for the offer and obtain the contact information for the aid so you can contact them directly. Send a letter or e-mail to the aid thanking them for agreeing to speak on the congressional member's behalf and that you look forward to having them participate in the ceremony - include the draft agenda and Talking Points.

## TALKING POINTS

Draft talking points for your speakers that provide background information on the building and research of your location (see Enclosure 4). Forward them to the Area Director for his review. After Area Director review, forward them to the ARS Legislative Affairs Office for distribution to the speakers they've been coordinating (Administrator, USDA Secretary, and REE Under Secretary).

## GENERAL INVITATIONS

Develop a VIP and general guest list. The guest list may include academia, architects, builders, contractors, media, customers/stakeholders, city council members, and current/retired ARS employees. You may decide to send letters to the VIPs and general printed invitations (see Enclosure 6) to everyone else. Wait as long as you can before printing and mailing the invitations, just in case the date changes. But don't wait so long that people have made other plans.

## MEDIA ADVISORY AND PRESS RELEASE

Planning of such ceremonies should ensure media coverage. Every effort should be made to promote good public relations within the community. The ARS Information Staff can provide guidance and assistance in this regard.

- 1) Alert ARS Information Staff as soon as an agenda is in place so they can start working with you to develop a media advisory and press release. The Information Staff will send out the media advisory to the local press a few days prior to the event (see Enclosure 7). The press release goes out to the Information Staff's subscribers on the day of the event - media that won't attend but may write about it (see Enclosure 8).
- 2) Alert the Deputy Administrator so the National Program Staff is aware of the planned event - the NPS writers will need to prepare speaking remarks for the Administrator.

## PLANNING THE EVENT

- 1) Determine the objectives of the event (e.g., celebrate the new facility or renovation, highlight our successful partnerships, etc.) How can we make this event successful? How can we "WOW" our attendees? The scope and goals of the facilities' research program (emphasizing problem solving, outcomes, and public benefits) should be conveyed in lay terms.
- 2) Determine the program: guests, speakers, tours, refreshments, etc. Have the Color Guard, Boy Scouts of America, Veterans of Foreign Affairs, or American Legion to perform the flag ceremony. Have a local vocalist sing the National Anthem. Determine who will be the Master of Ceremony. See Enclosure 9 for a sample program.
- 3) Establish the budget/funding. Estimate how many people will be at the event. Known expenses will include design and production of invitations and programs; envelopes and postage. Variable expenses may include canopy, tables, chairs, podium, microphones, sound system, refreshments, linens, decorations, monetary awards, plaques, take home gifts. Check with the building contractor to see if they would be willing to pay certain items such as food that government agencies cannot typically provide with government funds.
- 4) Select a chair for the event. This person will be the overall contact for the event. You may need subcommittees to handle hospitality, tours, parking, IT, graphics, infrastructure, and invitations. Ensure the appropriate staff is available to implement the event. See Enclosure 10 for an idea on subcommittee responsibilities.
  - **Invitations.** Develop a spreadsheet with contact information for all your speakers and invited guests. RSVP's should be included in the spreadsheet. This list can be used to generate sign-in sheets and nametags. You may want to have a dedicated phone line with a recording for handling RSVPs.
  - **Hospitality.** Hosts the registration, tour, and information booths. Generate a work-log for coverage of all booths (see Enclosure 11). Determine your registration process to eliminate bottlenecks. Generate a hospitality fact sheet for all sub-committee members (see Enclosure 12). Prepare welcome packages for your guests. Assign hosts to speakers and media – register them, show them around, and introduce them to key individuals. Members of Congress should not have to stand in line to register. After the speaking ceremony, the hosts should escort the speakers to the ribbon-cutting location, and to the VIP tour.

Sometimes members of Congress, their staff, or other VIPs will come in early or stay late for a meal to facilitate in-depth personal discussion.

- **Tours.** Determine the tour areas to be included in the routes (see Enclosure 13), how many routes will be needed, and how often to start the tours. You may want to run consecutive tours starting at different points to facilitate large crowds. You should limit the groups to a manageable count (approximately 15 per tour). Designate a front-end tour guide and back-end assistant per tour to keep the group together. Develop scripts for the tour guides. You should schedule a separate tour for the media and VIPs. Practice the tour before the event.
- **Infrastructure.** Determine the potential ceremony location (parking lot, conference room). If the event is being held outdoors, be prepared with a back-up location in case of bad weather. You may need to rent a canopy, stage, tables, chairs, standing heaters, port-a-potties. The canopy needs to be large enough to accommodate the stage and seating for your guests. Provide seating for the speakers on the stage or on the front rows. Designate seating for VIPs and the media. Determine the location for the canopy, port-a-potties, registration booth, tour booth, coat racks, and food set-up. Determine what needs to be plugged in and where plugs are located. Map out electrical needs. Plan to have extension cords available. Following the speaking ceremony, the setup under the canopy can be rearranged to accommodate tables and chairs for guests to relax and eat their refreshments (see Enclosure 14).
- **Graphics.** Generate the needed materials for all sub-committees (seating tent cards for speakers and VIPs, sign-in sheets, nametags, program, parking signs, etc.) Use ARS & USDA logos on printed materials whenever possible.
- **Parking.** Determine the parking situation, especially if you are putting the canopy in the parking lot. Are neighboring buildings going to be affected by the event? You may need to arrange for off-site parking for employees and provide shuttle service. Plan for VIP, media, and handicap parking. You may want to distribute special passes for VIPs (speakers, media, group presenting the flag, vocalist) that can be displayed on their windshield for easy visibility - the parking attendants would then direct them to VIP parking. You may want to obtain orange jackets for those assisting with parking during the event. Determine the level of security at the event. You may need to contact the Federal Protective Service, campus police, or city police. Have cellphones available for those serving as parking attendants.
- **Information Technology (IT).** Determine your IT needs for the event. You may want to have the event on your website. You may want to have a Powerpoint presentation highlighting your research running throughout the event.

## PRE-EVENT

Determine how much time you will have for set-up. How will the space be set-up? What can be set-up the day before? Create a schedule of events that outlines what's expected of everyone (see Enclosure 15). Share this with the staff at an all-employees meeting prior to the event so they will know what is expected of them - ask them to tidy up their space for the event, give them an opportunity to ask questions and make comments. Create a

spreadsheet of vendor contact information and set-up times. Create a point of contact list including names, roles, and cellphone numbers for each sub-committee chair.

- **Refreshments:** Check with the building contractor to see if he/she would be willing to pay for the refreshments. The university catering office can be contracted to provide and deliver the refreshments. They can provide heavy hors d'oeuvres, assorted meat and cheese trays, fresh vegetable trays, seasonal fruit and cheese trays, lemonade, iced tea, water, coffee, and all the paper products. If it's a warm day, you may want to have large containers filled with ice and bottled water throughout the area for your guests. The university catering office can also provide and deliver the ice and bottled water. You may want to order a cake from a local vendor and have it delivered. If the contractor is unwilling to provide the refreshments for your event, you may provide light refreshments (cake, mixed nuts, mints and vegetable tray, etc.) provided the majority of people are federal employees traveling to the event. See Northern Plains Area Policy Memorandum, PM-07-001 for more details.
- **Decorations:** You may want to consider decorations for your event. Flowers on the platform, serving tables, and centerpieces for the dining tables.
- **Photography:** Have one or two people available to take pictures of the event. Be sure pictures are taken of the flag presentation, singing of the national anthem, each speaker talking, and the ribbon cutting.
- **Ribbon Cutting:** Arrange to have someone position the ribbon in the designated area (usually in the entryway to the building) just prior to the conclusion of the speaking ceremony. Have large scissors available. Have photographer available for picture taking of the group.
- **Welcome Packets:** Contact Ruth Coy with the ARS Information Staff for ARS bags, ARS folders, ARS brochures, *Science in your Shopping Cart* magazines, *Agricultural Research* magazines. Small mementos (pens, measuring tapes, etc.) are appropriate to include in the welcome packets just as long as you have your contact information printed on them (i.e. website address).

ARS Information Staff:  
Ruth Coy  
Branch Chief  
USDA- Agricultural Research Service  
Information Staff - Products and Services Branch  
5601 Sunnyside Avenue, Room 1-2234  
GWCC-BLTSVL  
Beltsville, MD 20705  
301-504-1660  
301-504-1641 (fax)  
[ruth.coy@ars.usda.gov](mailto:ruth.coy@ars.usda.gov)

- **Awards Ceremony:** The ceremony provides an opportunity for recognizing those individuals who have contributed to the planning and completion of the building and the event. Schedule it early in the morning before the event. Arrange for light refreshments served buffet style to expedite the process. Have a master of ceremony designated. Have talking points generated for the master of ceremony. This is a wonderful opportunity to have the Administrator, if available, present the employees with the award/recognition. Plaques or certificates of appreciation are appropriate.

## DAY OF EVENT

It would be helpful for your guests if the event volunteers are easy to identify – volunteers could wear an agency shirt or nametags with ribbons. Use cellphones to coordinate with vendors and each other. Provide a list of cellphones for key players to each sub-committee chair and your security guards. Bring copies of all permits and signed contracts to the event in case there are any areas of dispute.

Coordinate the location for posting of the flags prior to the flag ceremony. Ensure the flags are not posted too close to the speakers.

## POST-EVENT

Send thank you letters to your speakers immediately after the event (see Enclosure 16). Include a picture of the person while speaking and during the ribbon cutting as a keepsake. Send an e-mail to your entire staff thanking them for their support of the event.





USDA, ARS, NPA  
CROPS RESEARCH LABORATORY  
RENOVATION CELEBRATION  
Friday, July 7, 2006

Enclosure 1



## Ceremony

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9:30 a.m.	Registration & Sign in	
10:00 a.m.	Flag Recognition National Anthem	Associated Veterans of Loveland Honor Guard Ann Johnson
10:10 a.m.	Welcome and Opening Remarks Special Recognition of Guests	Dr. Will Blackburn Director, ARS Northern Plains Area
10:20 a.m.	USDA-ARS	Dr. Edward Knipling Administrator, Agricultural Research Service
10:30 a.m.	USDA-REE	Dr. Gale Buchanan Under Secretary
10:35 a.m.	Keynote Address	U.S. Senator Wayne Allard
10:40 a.m.	Congressional Comments	Zane Kessler, Regional Representative of U.S. Senator Ken Salazar
10:45 a.m.	Congressional Comments	Deb Carlstrom, Constituent Advocate U.S. Representative Marilyn Musgrave
10:50 a.m.	Colorado State University	Dr. Marc A. Johnson Vice Provost for Agriculture and Outreach Dean College of Agricultural Sciences
10:55 a.m.	City of Fort Collins, Colorado	Doug Hutchinson Mayor of Fort Collins, Colorado
11:00 a.m.	Flintco Inc.	Mark Grimes Sr. Vice-President
11:05 a.m.	Ribbon Cutting & Closing Remarks	Dr. Will Blackburn Director, ARS Northern Plains Area

## Refreshments & Guided Tours

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11:10 a.m. – 1:00 p.m. Refreshments & Guided Tours.  
(For tours, please sign up at the Registration Table)

<leave date blank>

## **DECISION MEMORANDUM FOR THE DIRECTOR OF SCHEDULING**

**THROUGH:** Gale A. Buchanan  
Under Secretary  
Research, Education, and Economics

**FROM:** Edward B. Knipling  
Acting Administrator

**SUBJECT:** Request for the Secretary to be a Speaker at the Dedication of the USDA-Agricultural Research Service (ARS) Building at the Natural Resources Research Center (NRRC)

### **ISSUE:**

The Secretary is cordially invited to speak at the dedication ceremony for the new 99,371 square foot, state-of-the-art, USDA-Agricultural Research Service (ARS) building at the Natural Resources Research Center (NRRC) in Fort Collins, Colorado, starting at 10 a.m. on Tuesday, April 20, 2004. This ceremony will provide us an occasion to also celebrate ARS' 50<sup>th</sup> anniversary milestone. We expect 300 to be in attendance for this event. Senator Wayne Allard, Senator Ben Nighthorse Campbell, and Congresswoman Marilyn Musgrave have also been invited.

### **BACKGROUND:**

Although ARS as a Government entity can trace its heritage back to the early 19<sup>th</sup> century seed collection activities of the U.S. Patent Office, as an Agency by our current name we are only 50 years old. In 1953, the USDA consolidated most of its research functions into the newly named Agricultural Research Service. Our anniversary is an excellent opportunity for us to reflect on the core values that have made ARS a success—scientific quality, relevance, and outstanding customer service—while looking forward to the next 50 years and beyond.

In the works for a decade, the NRRC is bringing together agencies of the Department of Agriculture (USDA) and Department of the Interior (USDI) in a campus setting at Colorado State University's Centre for Advanced Technology. The ARS building is scheduled for completion in November 2003.

The 30-acre campus will feature five structures dedicated to administrative, laboratory, research, and storage functions for the federal agencies involved, all dedicated to research on natural

DECISION MEMORANDUM FOR THE DIRECTOR OF SCHEDULING

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resources. Partners are the Animal and Plant Health Inspection Service (APHIS), the Agricultural Research Service (ARS), the Farm Service Agency (FSA), the Forest Service (FS), the Natural Resources Conservation Service/Information Technology Services (NRCS/ITS), the Office of Chief Information Officer-National Information Technology Center (OCIO-NITC), the Office of the Inspector General (OIG), and the U.S. Geological Survey (USGS).

The NRRC project was designated a Reinvention Laboratory by the USDA and the USDI, and the planning team for the Center was presented with Vice President Gore’s Hammer Award for “building a government that works better and costs less.” The proximity of Federal and University researchers will enhance work on important environmental and agricultural issues, allow interdisciplinary and multidisciplinary approaches to problems, and provide researchers access to the University’s facilities. The NRRC will be consolidating more than 1,200 federal research and development scientists and professionals currently working in rented facilities. Overall savings are expected to reach about \$115 million during the next 30 years.

**OPTIONS:**

The Deputy Secretary is welcomed to attend if the Secretary is unavailable.

**RECOMMENDATIONS:**

We recommend the attendance of someone from the Secretary’s office as we will be recognizing our partnerships within USDA since the NRRC campus is comprised mostly of USDA agencies.

**STAFF CONTACT:**

ARS Natural Resources Research Center: Dr. Will Blackburn, Area Director, 970-492-7057, [will.blackburn@ars.usda.gov](mailto:will.blackburn@ars.usda.gov)

Headquarters: Karen Pearce, ARS, 202-720-3173, [karen.pearce@ars.usda.gov](mailto:karen.pearce@ars.usda.gov)

**DECISION:**

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

Discuss with me \_\_\_\_\_

Date \_\_\_\_\_

Reviewed by \_\_\_\_\_

<leave date blank>

**DECISION MEMORANDUM FOR THE UNDER SECRETARY, RESEARCH,  
EDUCATION, AND ECONOMICS**

**FROM:** Edward B. Knipling  
Administrator

**SUBJECT:** Request to Speak at the Dedication Ceremony in Brookings, South  
Dakota on April 20, 2006

**ISSUE:**

The Under Secretary is cordially invited to speak at the dedication ceremony for the new Agricultural Research Service (ARS) North Central Agricultural Research Laboratory (NCARL) in Brookings, South Dakota, on Thursday, April 20, 2006, at 9:30 am. We expect 125 to be in attendance for this event. A draft agenda is attached. Representative Stephanie Herseth, along with Senators Tim Johnson and John Thune have been invited. Senator Johnson has agreed to be the keynote speaker.

**BACKGROUND:**

The Northern Grain Insects Research Laboratory (NGIRL) was completed in 1961 in response to continued insect infestation problems faced by grain farmers in the north central region of the U.S. The insect research conducted during the early years at NGIRL, as well as at other research facilities, indicated that problems in controlling and eradicating insect pests were very complex. Over time, research at the NGIRL gradually focused upon corn rootworms and small grain cereal aphids (and aphid-vector disease). Research in these economically-important pests was augmented by the addition of a world-class [insect rearing facility](#) to the NGIRL in the mid 1980's.

In the 1990's NGIRL added research on soils, crop production and cropping systems to their insect activities. The most recent addition to the Mission at the lab is a research project to develop improved uses and add value to the byproducts of the ethanol industry. The North Central Agricultural Research Laboratory (NCARL, recently renamed from NGIRL) continues to grow and expand today. With the addition of new scientists with new disciplines, future research at NCARL will continue to change and adapt to the dynamic agricultural industry.

Construction on a new laboratory wing and technology transfer area began in Spring 2004 and was completed in early 2006. The lab wing will provide much needed lab and office space for growing research needs, and the technology transfer area provides a means of sharing research with customers.

DECISION MEMORANDUM FOR THE UNDER SECRETARY, RESEARCH,  
EDUCATION, AND ECONOMICS

Page 2

**OPTIONS:**

1. The Under Secretary participates in the dedication ceremony.
2. The Deputy Under Secretary is designated to participate in the dedication ceremony.
3. The Under Secretary's Office does not participate in the dedication ceremony.

**RECOMMENDATION:**

The Under Secretary participates in the dedication ceremony.

**STAFF CONTACTS:**

ARS North Central Agricultural Research Laboratory: Dr. Kenton Dashiell, Research  
Leader, 605-693-5201, [kdashiell@ngirl.ars.usda.gov](mailto:kdashiell@ngirl.ars.usda.gov)

Headquarters: Karen Pearce, ARS, 202-720-3173, [karen.pearce@ars.usda.gov](mailto:karen.pearce@ars.usda.gov)

**DECISION:**

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

Discuss with me \_\_\_\_\_

Date \_\_\_\_\_

Reviewed by \_\_\_\_\_

<leave date blank>

Honorable John Thune  
United States Senate  
383 Russell Senate Office Building  
Washington, D.C. 20510

Dear Senator Thune:

On Thursday, April 20, at 9:30 a.m., the Department of Agriculture (USDA), Agricultural Research Service (ARS) is planning a Dedication Ceremony at the North Central Agricultural Research Laboratory (NCARL) in Brookings, South Dakota, in celebration of the completion of new, and renovation of existing facilities that will enhance the agricultural research carried out at the location. It is my pleasure to invite you to be a speaker at this ceremony.

The dedication will commemorate the addition of 13,000 square feet of new laboratory and office space and the renaming of the laboratory. Formerly the Northern Grain Insects Research Laboratory (NGIRL), this location represents over 40 years of innovative research. NCARL's mission is to develop, evaluate, and transfer sustainable production and bioprocessing systems to enhance environmental quality and provide profitability for agriculture, with emphasis on integrated pest and crop management and agricultural product development.

We appreciate very much the support Congress has provided ARS over the years, especially the help in making NCARL a world leader in entomology, cropping systems, and ethanol coproduct research. Accordingly, we would be honored to have you participate in this ceremony. Other invited speakers include Dr. Gary Lemme, Dean of the College of Agriculture and Biological Sciences at South Dakota State University; the Honorable Scott Munsterman, Mayor of Brookings; and the other members of the South Dakota congressional delegation.

We anticipate approximately 125 attendees for this event including significant representation from public and private officials and media coverage. Please respond to this invitation by contacting Dr. Kenton Dashiell, Research Leader of NCARL, at 605-693-3241 or [kdashiell@ngirl.ars.usda.gov](mailto:kdashiell@ngirl.ars.usda.gov) by Monday, March 27, 2006.

Sincerely,

EDWARD B. KNIPLING  
Administrator

<leave date blank>

Honorable Stephanie Herseth  
U.S. House of Representatives  
331 Cannon House Office Building  
Washington, D.C. 20515

Dear Congresswoman Herseth:

On Thursday, April 20, at 9:30 a.m., the Department of Agriculture (USDA), Agricultural Research Service (ARS) is planning a Dedication Ceremony at the North Central Agricultural Research Laboratory (NCARL) in Brookings, South Dakota, in celebration of the completion of new, and renovation of existing facilities that will enhance the agricultural research carried out at the location. It is my pleasure to invite you to be a speaker at this ceremony.

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We anticipate approximately 125 attendees for this event including significant representation from public and private officials and media coverage. Please respond to this invitation by contacting Dr. Kenton Dashiell, Research Leader of NCARL, at 605-693-3241 or [kdashiell@ngirl.ars.usda.gov](mailto:kdashiell@ngirl.ars.usda.gov) by Monday, March 27, 2006.

Sincerely,

EDWARD B. KNIPLING  
Administrator

March 12, 2004

Ms. B.J. Nikkel  
Loveland District Office for Congresswoman Musgrave  
5401 Stone Creek Circle  
Loveland, CO 80538

Dear Ms. Nikkel:

Thank you for agreeing to speak at the dedication ceremony for the Department of Agriculture (USDA), Agricultural Research Service's (ARS) new building at the Natural Resources Research Center (NRRC) in Fort Collins, Colorado on April 20 at 10 a.m. We look forward to having you participate in the day's events.

Enclosed is a draft agenda and overview of the day which includes the general flow of the dedication ceremony, time allotments for each speaker, and key points that might be included by each speaker. We have scheduled a tour for our speakers, dignitaries, and media at 9 a.m. We hope you are able to join us on this tour.

Following the speaking ceremony, you will be free to visit more than 20 exhibits showcasing our collaborative science efforts and illustrating ARS work across the region. We hope you will be able to visit these to learn more about our work and perhaps identify future opportunities for collaboration.

We will have reserved parking for our speakers, dignitaries, and media in front of the building – please display the enclosed permit on your windshield so that you are directed to the appropriate parking area as you enter the NRRC campus.

Again, thank you for joining us as we celebrate the dedication of our new building and the 50<sup>th</sup> anniversary of the Agricultural Research Service. Please don't hesitate to contact me or my secretary, Ms. Olga Lee, at 970-492-7057, if you have questions or need additional information.

Sincerely,

W.H. BLACKBURN  
Area Director

Enclosure



**NRRC Building D Dedication**  
**April 20, 2004**  
**Fort Collins, Colorado**

*Talking Points:*

**General Agricultural Research Service Information**

- ARS is the U.S. scientific research agency responsible for solving agricultural problems of national importance. ARS research develops solutions to a wide range of problems related to food and agriculture – problems requiring long-term commitment of resources and problems unlikely to have solutions with the quick commercial payoff that would convince private industry to do the research. These problems range from protecting crops and livestock from costly pests and diseases to improving quality and safety of agricultural commodities and products, determining the best nutrition for humans from infancy to old age, sustaining natural resources, and ensuring profitability for producers and processors while keeping costs down for consumers.

**Agricultural Research Service's 50<sup>th</sup> Anniversary**

- Although ARS can trace its heritage back to the early 19th Century seed collection efforts of the U.S. Patent Office, as an agency ARS is only 50 years old. In 1953, during a major reorganization, the Department of Agriculture consolidated most of its research activities into the newly named Agricultural Research Service. November 2, 2003, marks the 50th Anniversary of the establishment of the Agricultural Research Service. ARS will celebrate this milestone throughout 2004 at its more than 100 locations and headquarters offices. In recognition of our history of public service/partnerships/something like that, our 50th year will be a year of outreach. Throughout 2004, each location will host open houses and other public events celebrating the unique role and contributions of ARS. As a public institution, ARS conducts agricultural research exclusively for the public good. ARS scientists and other employees serve the Nation in their capacity of public servants and are accountable to the American people. Our research is often long-term and costly, and unlikely to be undertaken by the private sector. The work we do touches the lives of every American through the food we eat, the clothes we wear, and the environment in which we live. We have helped improve the quality of life for Americans and people everywhere. We have helped relieve hunger and malnutrition, increased food safety and quality, and improved the lives of farmers. While we look back and celebrate our history and many achievements, we also look forward to an exciting future.

**Natural Resources Research Center**

- The Natural Resources Research Center project is a collaborative effort among the GSA, USDA, the City of Fort Collins, and the U.S. Department of Interior. The project is in a campus-like setting on approximately 30 acres of land leased from Colorado State University, just south of the main CSU campus. The goal of

the NRRC campus is to develop facilities to house natural resources research, operations and support functions.

- Result in significant scientific and economic benefits, and offer customers a convenient, highly visible, “one stop” location for information and services.
- Allow integration of expertise, knowledge, experience and resources which will better accommodate budgetary restrictions and serve clients in the most effective way possible.
- Enhance interactions between agencies and cooperators, and CSU faculty and students.
- Significantly improves technology transfer.
- Support the Administration’s mandate to reinvent a government that “works better and costs less.”
- Save more than \$115 million over a 30-year period for the agencies that will occupy the Center.

**United States Department of Agriculture (USDA)**

Agricultural Research Service (ARS)  
Animal and Plant Health Inspection Service (APHIS)  
Farm Service Agency (FSA)  
Forest Service (FS)  
Natural Resources Conservation Service (NRCS)  
Office of the Chief Information Officer (OCIO) /  
National Information Technology Center (NITC)  
Office of the Inspector General (OIG)

**United States Department of the Interior (USDI)**

U.S. Geological Survey (USGS)

**Building D Occupants**

- Northern Plains Area Office – mission is to provide access to agricultural information and develop new knowledge and technology needed to solve technical agricultural problems of broad scope and high national priority to ensure adequate availability of high-quality, safe food and other agricultural products to meet the nutritional needs of the American consumer, to sustain a viable and competitive food and agricultural economy, to enhance quality of life and economic opportunity for rural citizens and society as a whole, and to maintain a quality environment and natural resource base.
- Great Plains Systems Research (GPSR) – mission is to enhance the economic and environmental sustainability of agricultural systems by: (1) Quantifying and enhancing scientific knowledge at the whole-system level; (2) Developing integrated computer models of agricultural systems and supporting their application to field research projects and the analysis of major issues--including, but not limited to: production, resource conservation, climate change, and

precision farming; (3) Providing farm-level computerized decision support technology packages to farmers, ranchers, agricultural consultants, and action agencies for evaluating the sustainability of alternative integrated farming and ranching systems.

- Soil-Plant-Nutrient Research (SPNR) – mission is to develop and evaluate new knowledge required to efficiently manage soil, fertilizer and plant nutrients (emphasis on nitrogen) to achieve optimum crop yields, maximize farm profitability, maintain environmental quality, and sustain long-term productivity.
- Rangeland Resources Research (RRR) – mission is to learn how plants, animals, soil, water, air, weather and management interact on grazinglands. This knowledge will be used to develop sustainable and profitable management systems to produce desirable goods and values on grazinglands.
- Water Management Research (WMR) – mission is to integrate applied and basic principles to develop improved water, chemical and alternative weed management systems and irrigation system designs. Improvements are directed towards sustainable, environmentally sound and efficient systems based on soil, water, fertility, energy, and weed ecology principles. This encompasses understanding physical and biological phenomena and developing computer simulation models and precision farming systems to transfer new technologies to producers, consultants, action agencies, industry and scientists.
- National Software Support Center (NSSC) – mission is to allow ARS scientists to concentrate on the research aspect of software development while working with NSSC to deliver a user software package to the customer in a “user-friendly” format. This approach minimizes the cost to ARS for developing and supporting user software and maximizes customer satisfaction by delivering consistently uniform software.

# Overview for Speakers

NRRC Building D Dedication

April 20, 2004

- 8:45 a.m. Registration: Please stop by the registration booth for your nametag. A host will assist you with your registration and escort you to the designated starting point for the VIP tour.
- 9:00 a.m. VIP Tour for Dignitaries, Speakers, and Media: Guided tour should take 30 minutes.
- 9:50 a.m. All speakers need to gather at the large Dedication tent by 9:50 am. Designated seating for the speakers will be set up on the platform.
- 
- 10:00 a.m. Dedication ceremony begins.
- Will Blackburn: Asks the group to stand for the national anthem.
- Color Guard Approaches the platform for presentation of the colors after Dr. Blackburn asks the group to stand.
- Kennan Blehm: Approaches the platform for singing of the National Anthem. A cordless microphone will be available.
- Will Blackburn: Speaks for 10 minutes. Welcomes the group. Key points include: mission of ARS-NRRC Research and benefits of NRRC partnership; acknowledges NRRC agency heads.
- Blackburn introduces Dr. Knipling.
- Edward Knipling: Speaks for 10 minutes. Key points include: benefits of ARS, as part of the NRRC, benefits of new facility in achieving ARS' mission and addressing natural resource issues of the nation.
- Blackburn introduces Ms. Salisbury.
- Carol Salisbury: Speaks for 5 minutes. Key points include: congressional support of the NRRC effort; need and benefits of ARS's work, and other NRRC agencies, in addressing the pressing natural resource issues facing Colorado and our nation.
- Blackburn introduces Ms. Nikkel.

- B.J. Nikkel: Speaks for 5 minutes. Key points include: congressional support of the NRRC effort; need and benefits of ARS's work, and other NRRC agencies, in addressing the pressing natural resource issues facing Colorado and our nation.
- Blackburn introduces Mayor Martinez.
- Ray Martinez: Speaks for 5 minutes. Key points include: history of city's involvement with the NRRC effort; need and benefits of ARS and NRRC presence/economic impact to the city of Fort Collins.
- Blackburn introduces Dr. Penley.
- Larry Penley: Speaks for 5 minutes. Key points include: history of CSU's involvement with the NRRC effort; history of CSU/ARS partnership in addressing natural resource issues; need and benefits of ARS/NRRC/CSU partnership in addressing natural resource issues facing our city, state, and nation.
- Blackburn introduces Mr. Bieda.
- Michael Bieda: Speaks for 5 minutes. Key points include: GSA's participation in the construction of the NRRC and ARS building.
- Blackburn introduces Mr. Hill.
- John (Buddy) Hill: Speaks for 5 minutes. Key points include: His participation as the developer.
- Will Blackburn: Speaks for 5 minutes. Closing remarks. Invites all to the ribbon cutting at the front of the building.
- All Speakers: Gather in front of building immediately after Dr. Blackburn's closing remarks for the ribbon cutting. Photographers will be on hand to take pictures of the ribbon cutting.
- All Speakers: Lead the way to the food line in the auditorium. Tables will be set up in the large Dedication tent for dining. Free to visit exhibits.



*Crops Research Laboratory  
Renovation Celebration*



The USDA Agricultural Research Service  
and CNI Construction LLC/Flintco Inc.  
invite you to a Renovation Celebration for  
the newly modernized  
Crops Research Laboratory

Friday, July 7, 2006  
10:00 a.m.

Crops Research Laboratory  
1701 Centre Avenue  
Fort Collins, Colorado

Tours and Refreshments to follow.  
Please RSVP by June 28, 2006 to  
970-492-7149

**MEDIA ADVISORY**

United States Department of Agriculture	Agricultural Research Service	Information Staff	5601 Sunnyside Avenue Bldg. 1, 2224A Beltsville, Maryland 20705
			Media Contact: David Elstein (301) 504-1654 (301) 275-7771 4/17-4/21 delstein@ars.usda.gov

**April 20 Dedication for 100,000 Square Foot Agricultural Research Building**

FORT COLLINS, Colo., April 16—The Agricultural Research Service (ARS) will dedicate a new 100,000 square-foot research and administrative building April 20 on the grounds of Colorado State University's (CSU) Natural Resources Research Center.

More than 120 ARS employees—including 18 research scientists—work in the new building. These employees previously worked in separate buildings throughout Fort Collins.

The building includes three research laboratories: the Soil-Plant-Nutrient Research Unit; the Water Management Research Unit; and the Great Plains Systems Research Unit. Administratively, the new building contains employees of ARS' Northern Plains Area Office and their National Software Support Center.

Expected speakers include USDA deputy undersecretary for research, education, and economics Rodney Brown, ARS acting administrator Edward Knipling, CSU president Larry Penley, and Fort Collins mayor Ray Martinez.

More information about the building can be found at [http://www.npa.ars.usda.gov/nrrc/ARS\\_NRRC\\_Main.htm](http://www.npa.ars.usda.gov/nrrc/ARS_NRRC_Main.htm)

**WHAT:** Dedication of a new agricultural research building

**WHEN:** Tuesday, April 20, 10 a.m.

**WHERE:** Building D of the Natural Resources Research Center on CSU's campus, 2150 Centre Ave.

**HOW:** Reporters are welcome to attend the event

## **PRESS RELEASE**

New ARS Building Dedicated  
by David Elstein

**FORT COLLINS, Colo., April 20**—The Agricultural Research Service (ARS) dedicated a new research and administrative building this morning on the grounds of Colorado State University's (CSU) Natural Resources Research Center.

“This building will allow ARS scientists to work in state-of-the art laboratories right on campus with their CSU collaborators,” said Rodney J. Brown, deputy undersecretary for research, education, and economics, for the U.S. Department of Agriculture. In addition to Brown, ARS acting administrator Edward Knipling, CSU president Larry Penley, and Fort Collins mayor Ray Martinez spoke at the event.

More than 120 ARS employees—including 18 research scientists—work in the new building. These employees previously worked in separate buildings throughout Fort Collins.

The 100,000 square-foot building includes three research laboratories: the Soil-Plant-Nutrient Research Unit; the Water Management Research Unit; and the Great Plains Systems Research Unit. The new building also houses employees of ARS' Northern Plains Area Office and their National Software Support Center.

The scientists at the Soil-Plant-Nutrient Research Unit study ways to improve crop yields while minimizing environmental impact of farming. They study the use of chemicals including nitrogen and phosphorus on traditional crops, such as corn and wheat.

At the Water Management Unit, researchers study precision agriculture—the act of farming areas of a field differently based on soil and water characteristics. Farmers who use precision agriculture are likely to save money by applying fewer chemicals and less water.

The Great Plains System Research Unit is a laboratory that has designed many agricultural models. Farmers and researchers can enter variables about their field and the program will give them suggestions on a wide range of topics such as how much fertilizer should be used to obtain optimal yields.

Other ARS labs located in Fort Collins not part of the complex include the National Center for Genetic Resources Preservation, the Sugarbeet Research Unit, and several researchers with the Rangeland Resources Research Unit of Cheyenne, Wyo.

ARS is the U.S. Department of Agriculture's chief scientific research agency.



**PROGRAM**

***Natural Resources Research Center  
Building D Dedication***

***Tuesday, April 20, 2004***



**Showcasing Collaborative Research**

The NRRC is a unique campus being developed in Fort Collins, Colorado, to support and enhance research on natural resources issues. It represents a partnership of six federal agencies from the Department of Agriculture and the Department of the Interior, the U.S. General Services Administration, and Colorado State University. The NRRC will house research and support functions of the six federal agencies on a 30-acre campus-like site leased from Colorado State University and managed by the U.S. General Services Administration. The campus is scheduled for completion in 2004. When finished, it will consist of six buildings and house more than 1,200 professionals.

The NRRC effort is the first time numerous agencies have collaborated to consolidate and share work space, resources, and staff. This collocation will enhance service to customers; speed dissemination of useful natural resource-related information within the government and to other researchers, students, and taxpayers; minimize overlap of research activities and facilitate joint research opportunities; improve technology transfer; enhance collaboration with the university's academic community; and streamline support services.

***The Agricultural Research Service  
Welcomes You  
To Our Building Dedication***



## Dedication Ceremony

**Flag Recognition**  
F.E. Warren Air Force Base Color Guard

**National Anthem**  
Kennan Blehm  
Student - Computer Assistant  
ARS Water Management Research Unit

**Welcome**  
Dr. Will Blackburn  
Director  
ARS Northern Plains Area

**Remarks**  
Dr. Edward Knippling  
Acting ARS Administrator  
Agricultural Research Service

**Carol Salisbury**  
Local District Office Director  
U.S. Senator Wayne Allard

**B. J. Nikkel**  
Local District Office Director  
U.S. Representative Marilyn Musgrave

**Raymond Martinez**  
Mayor  
Fort Collins, Colorado

**Dr. Larry Penley**  
President  
Colorado State University

**Michael Bieda**  
Special Advisor  
GSA Regional Administrator

**John (Buddy) Hill**  
Developer  
Everitt-Keenan, Inc.

**Closing Remarks / Ribbon Cutting**  
Dr. Will Blackburn  
Director  
ARS Northern Plains Area

## Dedication Agenda

**Appreciation Breakfast for Key Players**  
7:00am University Park Holiday Inn (by invitation only)

**VIP Tours**  
9:00am Dignitaries, Speakers, and Media  
Administrators Council  
Workshop Participants - Group A  
Workshop Participants - Group B

**Dedication Ceremony**  
10:00am - 11:00am  
In Large Tent

**Guided Tours**  
11:10am - 2:00pm  
Tours of ARS Building - Get Your  
Tour Ticket at the "Tours and  
Information Booth"

**Food Service**  
11:15am - 2:00pm  
Light Buffet and  
50th Anniversary Cake



# NRRC Dedication – April 20, 2004

## Subcommittee Checklist

### Tours / Exhibits Committee

*Eric Roos - Lead, Mike Blue - WMR, Liz Pruessner - SPNR,  
Doug Grant - RRR, Gale Dunn - GPSR*

- Identify tour guides and tour followers
- Develop schedule
- Develop script
- Tour signs
- Tour tickets
- Interact with media
- Identify desired exhibits (invite NRRC partners)
- Rent displays, tables, tablecloths, chairs, etc
- Develop schedule for setup/breakdown
- Assign exhibitors to certain spots
- 30 posterboards
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### Parking Committee

*Ernie Affa - Lead, Gabe Smith – SPNR, Ted Bernard – WMR,  
Mike Murphy – GPSR*

- Arrange for off-site parking for employees, and neighbors
- Estimate space for visitors, handicap, dignitaries, media, vendors
- Provide, in advance, parking passes for media, speakers, exhibitors, and distinguished guests – easily displayed on windshield
- Work w/CSU on parking and not issuing tickets
- Need parking facilitators (shifts)
- Rent parking equipment (cones, etc.)
- Have signs for directing traffic
- Golf carts for transporting items/some folks
- Provide shade/water for parking facilitators
- Vans for shuttling
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### Hospitality Committee

*Olga Lee - Lead, Karl Mauch – SPNR, Carol Bernard – WMR,  
Linda Armand – GPSR, Linda Sundstrom/Sylvia Buggle – A/O*

- Host speakers – assist speakers with registration, escorting them to the VIP tour, showing them to their designated seats at the platform, escorting them to the location for group picture (if so scheduled)
- FAQ sheet – where water/food/restrooms are located, etc.
- Provide hospitality packets to attendees
- Host “welcome booth” (outside)
- Provide t-shirts for staff
- Provide token gift for attendees
- Handle registration of attendees/speakers
- Distribute nametags
- Generate nametags (ribbons for speakers, exhibitors, & hosts)
- First Aid Station
- Individually wrapped candy for booths
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### IT Committee

*Hank Davis - Lead, Nadene Grow, Heather Gossel, Chuck Andre, Bill Dailey, Rich Miskimins*

- Set up a dedicated line with a recorded message and e-mail address for RSVPs
- Determine audio/visual needs
- Develop history video
- Post event pictures on website
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### Graphics Committee

*Mary Brodahl - Lead, Ken Rojas – GPSR, Ed Buenger – SPNR,  
Kris Stahl – WMR*

- Generate signs – food, tours, traffic, parking, restrooms, parking passes/permit/handicap, welcome booth
- Generate tour tickets
- Design/generate program brochure
- Design nametag
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### Infrastructure Committee

*Lynn Williams - Lead, David Smith – RRR, Doug Barlin – WMR, Dan Palic – GPSR, Kurt Reule - SPNR*

- Recruit volunteers
- Tell exhibitors what's expected of them
- Make a breakdown plan and assign people to tasks
- Arrange for strong backs for moving things back
- Have trashbins w/liners by refreshment tables, everywhere
- Have recycle bins for nametags, brochures, paper
- Setup and breakdown
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### Invitations

*Olga Lee - Lead*

- Mail out invitations by \_\_\_\_\_
- Send out e-mail invitations by \_\_\_\_\_
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**Media**

*Mike Wiggett - Lead*

- Develop press release
- Develop media packets for media attendees
- Arrange for knowledgeable, media-savvy person(s) to accompany media
- Sensitive issues?
- Get Sandy Hays' staff to assist
- Get *Coloradaon* to visit prior to event
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**Security**

*Ernie Affa - Lead*

- Coordinate with Federal Protective Service
- Arrange for police to direct traffic on Center Ave
- Decide what parts of building are closed to visitors (post NO ACCESS signs)
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**Photography**

*Benny Wong – Lead, Harold Duke – WMR, Liwang Ma – GPSR, Earl Ruppel – Retired, Sue Crookall - SPNR*

- Take picture of each speaker as they speak
- Capture event in photos
- If taking group picture of dignitaries, arrange for them to stick around
- Need digital pictures too
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**Food**

*Mike Wiggett - Lead*

- Estimate amount of food/drinks needed (guests, speakers, workers, employees) – buy extra
- Get someone to fund the food (developer/construction company/CSU)
- Vendors – CSU caterer
- Tables/tablecloths/chairs/utensils/napkins/plates/cups
- Vendor staff food tables
- Arrange for food/drinks for exhibitors
- Heavy hors d'oeuvres
- Birthday cake for ARS' 50<sup>th</sup> celebration
- Popcorn for Fab shop
- Served in auditorium – backup is hydrology lab
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**Party Rental**

*Mike Wiggett - Lead*

- Estimate what you'll need plus extras
- Rent tents (w/sides)/bleachers/tables/chairs/propane heaters
- Rent port-a-johns for parking lot and by Fab shop
- Arrange for firm number 2 weeks before event
- Arrange drop-off and pick-up times
- Record what comes in and goes out
- Let rental vendor do the stacking and pick-up
- Make a list of number and kind of things rented
- Check the final tally of goods with the driver before they leave
- Sign pedestals
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**Decorations**

*Mike Wiggett - Lead*

- Fresh flowers for around podium
- Live plants for platform
- Fresh flower arrangements for restrooms
- Live plants for lobby
- Fresh flowers for refreshment tables
- Outside decorations
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**Misc**

- Develop talking points for speakers (include 50<sup>th</sup> Anniversary info, General ARS info)
- On April 1, send an e-mail to all NRRC employees asking them to clean their space by \_\_\_\_\_
- Include picture of speaker with thank you letters
- Get ribbon/scissors for ribbon cutting
- Invite NRRC Agency Heads to provide an exhibit
- Arrange to have someone monitor the toilet paper and soap frequently in port-a-johns
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## Hospitality Committee

SPEAKER HOSTS: 8:30 a.m. - 11:00 am.

- Assist speakers with registration, get their nametags and hospitality packages.
- Show them to the VIP tour starting location (Hydraulics Lab).
- After the VIP tour (Lobby), show them to their designated seat on the platform in the Dedication tent.
- After the ceremony, show them to the ribbon cutting area (front of the building).
- After the ribbon cutting, the speakers will lead the way to the food line (speaker hosts no longer needed after the ribbon cutting).
- Speakers are free to visit the exhibits.

REGISTRATION BOOTH: 8:00 – 12:00 and 12:00 – 3:00

- Welcome them to the Dedication.
- Have them sign in.
- Provide a nametag (preprinted or blank).
- Provide a hospitality package.
- Let them know their program agenda is in their hospitality package.
- The Dedication ceremony begins at 10:00am in the big tent.
- Open seating except where designated.
- A reception will be hosted in the Auditorium (North & South Platte Conf Rms) following the ceremony and ribbon cutting.
- Cake will be served in the Dedication tent following the ribbon cutting.
- Encourage guests to register for building tours prior to the ceremony.
- Direct guests to the Tours/Info Booth for a tour ticket.

TOURS/INFO BOOTH: 8:00 – 12:00 and 12:00 – 3:00

Tours:

- Distribute pre-printed tour tickets to individuals interested in a tour.
- Each tour group will consist of 15 people.
- Guided tours will begin at 11:10 and conclude at approx 2:00pm (tours start every 10 minutes).
- Need to be registered for a tour by 2:00pm.
- Tickets are required.
- Blank tour tickets will be available if needed.

Info Table:

- Assist folks with questions that may come up.
- Frequently Asked Questions (FAQ) package available to assist.
- Cellphone numbers for key personnel.
- Employees needing a shuttle (outside of the normal schedule – GOV van sitting by the bike enclosure) will be obtaining this service through the Info Table – call Terry Standridge.
- First-aid kit available – call Bonnie King if needed.

Morning Group – Setup the materials (registration lists, nametags, hospitality packages, first-aid kit, pens, tour tickets, etc.) in the booths. Items will be ready and available in the South Platte Conf Rm.

Afternoon Group – Breakdown the materials (registration lists, nametags, hospitality packages, first-aid kit, pens, tour tickets, etc.) in the booths. Items need to be returned to the empty Assoc. Area Director's Office (Rm 3095).



## **Hospitality Booth FAQ and Answers**

### **REGISTRATION**

#### **Will everyone be required to register/sign in?**

Every person attending the Dedication (except members of Congress) will be required to register/sign in and wear a nametag. Members of Congress should not have to stand in line to register. Nametags must be visible at all times. Blank nametags will be available.

#### **Where do people register?**

From 9am-2pm: Registration and general information at the Welcome Booth.

Please have them sign in, get a nametag and a hospitality package.  
If they would like a tour of the building, show them to the Tour Booth.

#### **Where do people get tour tickets?**

From 9am-2pm: At the Tour Booth.

There will be 15 tickets assigned per tour, however, blank tour tickets will be available so you can let someone go on a full tour, if needed. We want to be flexible.

Tours will run for 30 minutes – departing every 10 minutes. (see attached tour guide)

#### **What do we do with VIP's (Speakers, Dignitaries, Media)**

##### Registration:

Please assist them with registration – have them sign in, get their nametag and hospitality package, and show them to their designated “greeter.” Members of Congress should not have to stand in line to register. They may want you to hold on to their hospitality package – be sure to give them the program.

##### Designated Greeters:

VIP's will be arriving around 8:45am; after registration, please escort them to the main entrance for the 9:00am VIP tour. After the VIP tour, escort your VIP to the Dedication Tent – they have been asked to be at the Dedication Tent by 9:50am.

All VIP's arriving after the 9:00am tour has begun; after registration, please escort them to the building to the VIP tour already in progress.

All VIP's arriving just prior to the 10:00am ceremony; after registration, please escort them to the Dedication Tent.

Speakers will have designated seating on the platform – please let them know where their seats are located.

Media will have designated seating with the audience – please let them know where their seats are located.

All VIP's are free to view the exhibits and get food after the ceremony – designated greeters are no longer needed after the ceremony.

## **GENERAL INFORMATION**

### **Location and times of Dedication events**

See attached agenda

### **Where is the food located?**

Food is available for everyone in the North/South Platte Conference Rooms after the speaking ceremony and ribbon cutting. After the speaking ceremony, the Dedication Tent will be set up with tables and chairs for dining. The ARS Birthday cake will be provided in the Dedication Tent.

The Speakers/Dignitaries will lead the way to the food after they cut the ribbon.

### **When/where is the ribbon cutting taking place?**

The ribbon cutting will take place right after the speaking ceremony at the main entrance. The speakers have been asked to immediately go to the main entrance after the closing remarks. A photographer will be on hand to take pictures of the ribbon cutting.

### **What do we do we do in the case of a medical emergency?**

The first aid booth will be located in the empty chemical storage room (Rm. # \_\_\_\_\_) across from the Hydrology Lab. A red cross will be posted on the door to identify the location. Bonnie King will be available to respond to minor first aid situations. Her cellphone number is: \_\_\_\_\_

Cell phones will be available to call 911 in the event of a life-threatening emergency.

A wheel chair will be available at the First Aid Booth.



**Is there a place where a person can rest or relax (inside)?**

There is seating in the main lobby and the large breakroom in the main floor will be available for resting.

The Wellness Room will be available. Nursing mothers or anyone who needs to be seated in a private area can use this room. – please escort them to this room –

**Is there a public phone?**

Two courtesy phones are available in the main lobby.

**How to locate someone?**

There will be a message board at the main booth. If you know the individual and know where to locate them, deliver the message, otherwise just post the message inside an envelope with their name clearly marked on the envelope.

**General Fort Collins information**

A local telephone book will be located at each booth. We will not provide a map of the general area. If you are a Fort Collins “native” please be as helpful as you can with general directions to local eateries and attractions. (if asked)

A supply of the Fort Collins Official Guide from the Visitor’s Center and coupons from the Loveland Outlets Mall will be available in the Tours Booth for those who are interested.

**Location of water and restrooms**

Bottled water will be available in the large breakroom on the main floor. Drinking faucets are also available in the main lobby.

There will be port-a-potties under a separate tent. The restrooms in the main lobby area will be available to the public as well.

**EVACUATION AND SECURITY****Is there on-site security?**

Yes. We will have extra security guards on hand for the event.

**What kind of security do you have here?**

We have a state-of-the art security system which is linked to both the Federal Protective Service and Colorado State University. Fort Collins Police is our first line of defense in case of a 911 call.

**Is there an Occupant Evacuation Plan?**

Evacuation plans are posted in the elevators and each of the stairwells. Employees should be aware of all emergency exits and assist visitors as needed with the evacuation of the building.

**Is the entire building open to the public?**

No. There are areas of the building that are off limits to the general public, these areas will be posted with “no access” signs. Guided tours and personal escorts (e.g. employees and family members) will be allowed access throughout the building.

**Security Threats**

All threats of personal and building security are to be taken seriously and should be immediately reported to the security guard (extension 7115) and Mike Wiggett (cellphone \_\_\_\_\_).

**AUTOMOBILE ISSUES AND COMPLAINTS**

**How do we handle automobile issues? (Locked keys, dead batteries, parking issues, etc.)**

Contact Ernie Affa. His cellphone number is: \_\_\_\_\_

**How do we handle general complaints?**

The hospitality committee is not responsible for resolving any problems or complaints. Please refer such issues to Mike Wiggett. His cellphone number is: \_\_\_\_\_

**GENERAL QUESTIONS**

**Why did you move from your old building location?**

This was a reinvention effort of the federal government. This co-location of natural resource efforts will enhance work on important environmental and agricultural issues – and provides us access to CSU’s facilities.

**Do you have any animals here?**

No we don’t.

## NRRC Dedication – Tour Schedule

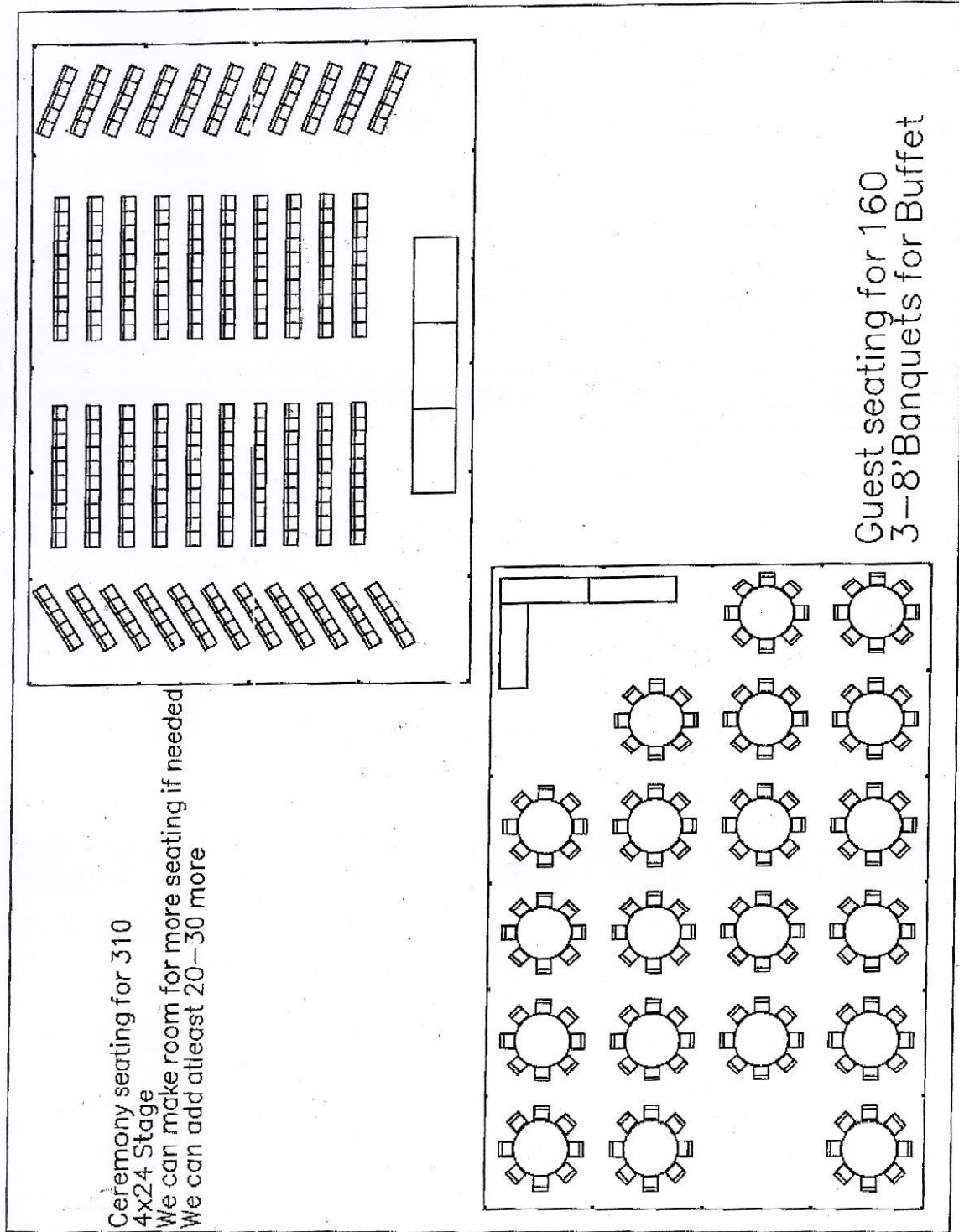
TOUR TIME	TOUR GUIDE	ASSISTANT	NOTES
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### VIP TOURS:

Note: VIP tours will start at 9:00 AM and MUST finish by 9:45 AM to give people plenty of time to make their way to the dedication tent by 10:00 AM. These tours will be starting at different stops along the route.

9:00 AM	Eric Roos	Chuck Andre	<b>Tour for Dignitaries and Speakers Starts in Hydraulics Lab at Tour Stop #1</b>
9:00 AM	Gale Dunn	Harriet Rector	<b>Tour for Administrator's Council Starts in Area Office at Tour Stop #5</b>
9:00 AM	Jim Ascough	Greg McMaster	<b>Tour for GPSR Workshop Participants Starts outside SPNR Mass Spec Lab at Tour Stop #8 (You may want to gather this group in the main lobby and then lead them down.)</b>
11:10AM	Gale Dunn	Mark West	
11:20 AM	Harriet Rector	Marcie Currie-Gross	
11:30 AM	Lucretia Sherrod	Heather Gossel	
11:40 AM	Arvin Mosier	Nadene Grow	
11:50 AM	Chuck Andre	Heather Gossel	
12:00 Noon	Doug Grant	Heather Jensen	
12:10 PM	Dan LeCain	Mark West	
12:20 PM	Liz Pruessner	Genny Holzapfel / Scott Peterson	
12:30 PM	Walter Bausch	Lori Wiles	
12:40 PM	Ardell Halvorson	Joe Kozak	
12:50 PM	Jim Hunter	Marcie Currie-Gross	
1:00 PM	Gerald Buchleiter	Harriet Rector	
1:10 PM	Greg McMaster	Heather Gossel	
1:20 PM	Jim Ascough	Nadene Grow	
1:30 PM	Jorge Delgado	Arvin Mosier	
1:40 PM	Doug Grant	Heather Jensen	
1:50 PM	Lori Wiles	Dan LeCain	
2:00 PM	Liz Pruessner	Genny/Holzapfel / Scott Peterson	<b>Tour attendance will probably drop off by 2:00 PM, but we will schedule guides thought 3:00 PM just in case.</b>
2:10 PM	Lucretia Sherrod	Kenan Diker	
2:20 PM	Ardell Halvorson	Mark West	
2:30 PM	Walter Bausch	Joe Kozak	
2:40 PM	Jim Hunter	Greg McMaster	
2:50 PM	Gerald Buchleiter	Jorge Delgado	
3:00 PM	Chuck Andre	Liz Pruessner	

# SEATING FOR CEREMONY AND REFRESHMENTS



**NRRC Building D Dedication  
Tuesday, April 20, 2004**

**Schedule of Events:**

<b>Time</b>	<b>Group</b>	<b>Action</b>
<b>Fri, Apr 16</b>		
1:30 p.m.	Infrastructure	Ensure tables & chairs are removed from auditorium
3:00 p.m.	Parking	Ensure Gov vehicles are moved to designated temporary parking
<b>Mon, Apr 19</b>		
1:30 p.m.	Infrastructure	Oversee set up of tents and port-a-johns
1:30 p.m.	Tours/Exhibits	Set up all posterboards, exhibits, and outside exhibit equipment
2:00 p.m.	Graphics	Set up all interior signs
2:00 p.m.	Hospitality	Move all registration, tours & info material/supplies to auditorium
3:00 p.m.	Infrastructure	Oversee set up of trough
4:00 p.m.	Parking	Barracade parking lot where tents/outside exhibits will be set up
<b>Tue, April 20</b>		
5:00 a.m.	Mike	Decorations being delivered
6:00 a.m.	Graphics	Set up all exterior signs
6:30 a.m.	Mike	Take awards to appreciation breakfast
7:30 a.m.	Infrastructure	Ensure tents, tables, chairs, and equipment are set up
7:30 a.m.	Infrastructure	Set out trashcans in designated spots
7:30 a.m.	IT	Ensure sound system and microphone is working
8:00 a.m.	Hospitality	Set up Registration and Tours/Info Booths
8:30 a.m.	Mike/Olga	Decorations being delivered – set up around tents
8:30 a.m.	Mike/Olga	Cake arrives – store in Main Floor Breakroom
8:30 a.m.	Mike/Olga	Bottled water/ice being delivered – set up in trough
8:30 a.m.	Parking	Direct VIP guests to designated parking
8:45 a.m.	Speaker Hosts	Speaker Hosts assist speakers, dignitaries, and media with registration
9:00 a.m.	Infrastructure	Ensure revolving door is locked
9:00 a.m.	Mike/Olga	Florist delivering flowers
9:00 a.m.	Tours/Exhibits	Provide VIP tour for speakers, dignitaries, media and workshop participants
9:00 a.m.	All Employees	Register at registration book and sign-up for a tour, if interested
9:15 a.m.	Parking	Be prepared to begin handling parking of guests
9:15 a.m.	Hospitality	Be prepared to begin handling registration of guests
9:30 a.m.	Mike/Olga	Caterer arrives – set up in North/South Platte Conf Rms
9:50 a.m.	Hospitality (Speaker Hosts)	Ensure speakers, dignitaries, and media, start gathering at the Dedication Tent
9:50 a.m.	IT	Ensure Color Guard and Kennan Blehm start gathering at the Dedication Tent
10:00 a.m.	All	Ceremony begins
10:15 a.m.	Mike/Olga	Set up ribbon
10:45 a.m.	Mike/Olga	Ensure North/South Platte Conf Rooms are ready for food lines
11:00 a.m.	All	Ribbon Cutting – main entrance
11:00 a.m.	Infrastructure	Ensure dining tables are set up in the Dedication tent for dining
11:10 a.m.	Infrastructure	Help with flow of food lines in North/South Platte Conf Rooms
11:10 a.m.	Mike, IT	Set up table decorations in Dedication tent
11:10 a.m.	Olga	Ensure cake/coffee/punch is moved to the Dedication tent
11:15 a.m.	All	Speakers and Dignitaries will lead the way to the food line in the North/South Platte Conference Rooms
11:15 a.m.	Tours/Exhibits	Guided tours begin
12:15 p.m.	Graphics, IT	Assist committees with coverage of lunch hour, if needed
2:00 p.m.	All	Conclude event - end tours
2:00-3:30 p.m.	Infrastructure	Oversee clean up and party rental returns
2:00-3:30 p.m.	All Employees	Help with clean up and assist with returning tables and chairs to auditorium – Thanks for your help!

## General Guidelines:

- Mike Wiggett is the coordinator for the event. Please direct issues or concerns to him. If he isn't available, please check with Olga Lee, Lynn Williams, Hank Davis, or Eric Roos.
- Dress is casual attire. The theme for the Dedication is western.
- All employees that RSVP'd need to register at the registration desk.
- All employees may sign up for guided tour and receive a hospitality package.
- Committee members will wear event nametags, NPA Polo Shirt, and bandannas – **everyone wears their ID badges.**
- Please do not address questions from the media. Please direct the media to speak with David Elstein, ARS Information Staff, or Mike Wiggett.
- It is very important that everyone arrive on time and stay to help clean up. Thanks for all your help!

## Parking:

**Team:** Terry Standridge, Ted Bernard, Phil Dailey, Angela Drudick, Dick Jansen, Mike Murphy, Jim Quaratino, Lee Shea, and Gabe Smith

- Employees will be parking at the Market Centre (empty Steele's Parking lot) on Drake Street. Government vehicles will be shuttling employees from Steele's to Building D every 10 minutes from 6:30am to 8:00am and from 3:00pm to 4:30pm. They will be dropping off and picking up at the loading dock.
- Guests will be parking in Building A's parking lot, at the "The Gardens" across the street, and the west side of our Building D parking lot.
- Speakers/Dignitaries/Media/Handicap parking will be the parking spots just south of our loading dock.
- A-Z Party Rental and the CSU Caterer will be parking at the loading dock.
- Government vehicles will be parked at the Fabrication Shop and at the CSU parking lot by the Crops Lab on Friday, Apr 16.
- Direct all deliveries for Building D to APHIS in Building B. They have agreed to accept our deliveries on the 20<sup>th</sup>.

## Security:

**Team:** Terry Standridge

- There are areas of the building that are off limits to the general public, the doors to these areas will be locked. (Terry Standridge and Mike Wiggett will take care of this on Monday, Apr 19).
- There will be 6-8 Federal Protective Service officers on duty the day of the dedication – they will provide traffic control.
- It is okay for people to take photos inside the building.

## Hospitality:

**Team:** Olga Lee, Linda Armand, Pat Bartling, Carol Bernard, Becky Braun, Anna Brownell, Sylvia Buggle, Jedd Carrol, Marcie Currie-Gross, Louise Dalton, Garnet Francesca, Heidi Gerstung, Tim Green, Sarah Henderson, Barbara King, Karl Mauch, Dan Palic, Mary Smith, Kris Stahl, Linda Sundstrom, Megan Thorne, and Kathi White

- Greet guests as they register at the Registration Booth.
- Refer guests to the Tours/Info Booth if they are interested in a tour.
- An Information Desk will be set up in the Tours/Info Booth to assist guests with questions.
- Determine where the nearest bathrooms and water fountains are located.
- A first-aid kit will be available at the Information Desk.
- A message board will be located by the Tours/Info Booth.
- A large program of the ceremony agenda will be displayed near the Registration Booth.
- Preprinted nametags for preregistered guests will be provided. Blank name tags will also be available.
- Hospitality packages will be provided to each guest.
- Committee key personnel will be assigned a cellphone for the event.
- Make sure that trashcans are located by both booths.

## **Dignitary/Speaker Hosts**

**Team:** Linda Armand, Pat Bartling, Carol Bernard, Marcie Currie-Gross, Louise Dalton, Barbara King, and Kathi White

- Will welcome dignitaries and speakers.
- Will assist them with registration and escort them to the starting point for the VIP tour.
- After the VIP tour, will escort them to their designated seating in the Dedication Tent.
- Speakers will have designated seating at the platform.
- Media will have designated seating on the first row.

## **Ribbon Cutting**

**Team:** Mike Wiggett/Olga Lee

- Set up the ribbon during the ceremony.
- Starting right after the ceremony (around 11:00am) – in front of the main entrance to the building.
- Ensure that big scissors are available.

## **Tours/Exhibits**

**Team:** Eric Roos, Chuck Andre, Jim Ascough, Walter Bausch, Mike Blue, Gerald Buchleiter, Marcie Currie-Gross, Louise Dalton, Jorge Delgado, Kenan Diker, Gale Dunn, Ron Follett, Heather Gossel, Doug Grant, Nadene Grow, Ardell Halvorson, Genny Holzapfel, Jim Hunter, Heather Jensen, Joe Kozak, Dan LeCain, Greg McMaster, Arvin Mosier, Scott Peterson, Liz Pruessner, Harriet Rector, Cretia Sherrod, Mark West, and Lori Wiles

- Will set up poster boards on Monday, Apr 19.
- Will ensure exhibitors are aware of their designated spot.
- Will provide tour tickets for the scheduled tours.
- Will display a poster with the approximate tour schedule.
- Tours will run for 30 minutes – departing every 10 minutes.
- Developed scripts for the tour – same script for each tour.
- Make sure that trashcans are on the tour route.

## **Food**

**Team:** Mike Wiggett and Olga Lee

- CSU will be catering and serving the food – being set up in the North/South Platte Conference rooms.
- Anniversary cakes will be stored in the main floor breakroom before/during the ceremony.
- A-Z Party Rental will remove rows of seating from the Dedication Tent after the ceremony and set it up with round tables and chairs for dining.
- The cake will be served by CSU caterers at the Dedication tent after the ceremony.
- Food and cake are to be consumed in the Dedication tent.

## **Infrastructure**

**Team:** Lynn Williams, Doug Barlin, Cathy Cannon, Rob Erskine, Brad Floyd, Becky Gomez, Jan Jones, Robin Montenerri, Ray Moreno, Dan Palic, Kurt Reule, Curtis Reule, Justin Scharton, and David Smith

- Assist with smooth flow of people at the food lines. We will have two rows of tables set up with the same food on each row. This will enable for 4 serving lines.
- Oversee A-Z Party Rental set-up/breakdown.
- Ensure supply of toilet paper/paper towels at the porta-johns and lobby restrooms.
- Set-up trashcans near the tents, throughout the building tour routes, and near the main entrance to the building.
- Oversee clean up.

## **IT**

**Team:** Hank Davis, Chuck Andre, Bill Dailey, Heather Gossel, Nadene Grow, and Rich Miskimins

- Check the sound system.
- Ensure the podium/microphone is properly set up.
- Ensure that the Powerpoint presentations are running properly.
- Ensure that the Color Guard and Kennan Blehm are assembled near the Dedication tent prior to the ceremony.

**Media**

**Team:** Mike Wiggett and David Elstein

- Meet/greet media personnel.
- Handle all questions.

**Photography**

**Team:** Benny Wong, Sue Crookall, Dave Jensen, Bonnie King, and Liwang Ma

- A photographer will be taking pictures from the top of the building during the ceremony.
- Photo shots we'd like to include:
  - Each speaker (at the podium).
  - Colorguard presenting the colors and Kennah Blehm singing the National Anthem
  - GSA team associates
  - Shots of the events staff
  - Ribbon cutting
  - Guests mingling inside and outside of the building.
  - Exhibits

**Graphics**

**Team:** Mary Brodahl, Ed Buenger, Brian Ebel, Ken Rojas, Gabe Smith, Kris Stahl, and Bruce Vanderburg

- Post signs for event (hospitality, tours/info, tours, program, parking, etc).
- Be available to generate signs on short notice.
- "Float" among the various activities and help out as needed.



April 26, 2004

Ms. B.J. Nikkel  
Loveland District Office for Congresswoman Musgrave  
5401 Stone Creek Circle  
Loveland, Colorado 80538

Dear Ms. Nikkel:

Thank you for joining us on April 20, 2004 as we dedicated our new building and celebrated Agricultural Research Service's 50<sup>th</sup> anniversary.

Your speech was well received and appreciated. We had excellent interaction with our customers, cooperators, and colleagues and received numerous positive comments about the day's events. Your efforts certainly contributed towards this accomplishment.

Enclosed are some photos from the event for your keepsake. Again, thank you for your support.

Sincerely,

W.H. BLACKBURN  
Area Director

Enclosure