

## Advisor For Diverse Perspectives - **Highlighted**

### Section GOV 10.0 Cotton Board Advisors

#### GOV 10.1 Purpose

Policies and procedures, related to the Board's authority to select and nominate *Advisors* for appointment by the Secretary of Agriculture, are intended to assist the Board in broadening its expertise and perspectives with respect to consumer activity, safety concerns, agricultural research needs, product research needs, and specific producer needs - including additional insight on production, promotional, and research issues affecting minority, young, and under-represented cotton producers.

#### GOV 10.2 Background

Section 7 of the Cotton Research & Promotion Act states that the Secretary of Agriculture "may appoint a number of "consumer advisors" to the Cotton Board not to exceed 15 per centum of the membership...." With the current number of members on the Cotton Board, the Secretary could appoint up to 5 consumer advisors. In appointing past consumer advisors, the Cotton Board has presented the Secretary of Agriculture with two nominees for each position and the Secretary has chosen the advisor. The Cotton Board has nominated consumer advisors to the Secretary of Agriculture using this authority for over 30 years.

Informal letters and memorandum have been issued by officials within the Agricultural Marketing Service discussing possible criteria to be used by agricultural promotion boards when nominating such "public members." However, no regulations have ever been proposed or adopted setting for specific procedures for the appointment of advisors.

#### GOV 10.3 Policy & Procedures

The Board will select and nominate candidates to serve in either of two categories of advisors, namely, Advisor for Apparel and Products or Advisor for Diverse Perspectives.

#### GOV 10.4 Advisor for Apparel and Products

The Advisor position for Apparel and Products is a non-voting advisor to the Board appointed by the Secretary to serve for a term of three years. Expenses for travel and other required participation is reimbursed in the same manner as Board Members and Alternates. He/she will be invited to attend the three regular Cotton Board meetings held each year. All advisors will be assigned to Program and other committees of the Cotton Board, similarly to members and alternates.

1. General Criteria. The general criteria for the Advisor for Apparel and Products is as follows:
  - a) The nominee should demonstrate significant background within the apparel or home furnishing supply chain from textiles forward; knowledge of fiber and textile construction and trends; background in marketing and advertising; knowledge of consumer products and consumer preferences and trends; background in cotton product processing methods and practices; or knowledge of environmental impacts of production or processing of cotton or cotton products.
  - b) The nominee should demonstrate a willingness to participate in the work of the Cotton Board and to use his/her perspective to increase the credibility of public information and accountability.
  - c) The nominee should not be an employee of, or have an interest in, any individual or company that has representation on the Cotton Board.
  - d) The nominee should enhance the work of the Cotton Board by either helping represent consumer interests and the interest of the general public, or by presenting new perspectives and information to the Cotton Board concerning consumer preferences or

impacts, environmental and processing impacts and issues, and other perspectives that will contribute to the Cotton Board's overall mission.

e) The nominee may not be a registered lobbyist.

## 2. Search and Nominating Process

a) The search for an Advisor for Apparel and Products will be conducted by the Cotton Board staff, with input from interested organizations and individuals.

b) Whenever there is an opening in this position, staff will consult with the Cotton Board Governance Committee and propose a process and timeline for the solicitation and review of candidates, then advancement of nominees to the full Board for recommendation to the Secretary of Agriculture.

c) The Cotton Board will submit nominee/s to the Secretary of Agriculture (first choice, second choice) for each advisor position to be filled.

d) The nominations will be submitted as a part of the Secretary's normal appointment process for Cotton Board members and alternates.

### **GOV 10.5. Advisor for Diverse Perspectives**

The Advisor for Diverse Perspectives is a non-voting advisor to the Board appointed by the Secretary to serve for a term of three years. Expenses for travel and other required participation is reimbursed in the same manner as Board Members and Alternates. He/she will be invited to attend the three regular Cotton Board meetings held each year. All advisors will be assigned to Program and other committees of the Cotton Board, similarly to members and alternates.

#### 1. General Criteria. The general criteria for the Advisor for Diverse Perspectives is as follows:

a) The nominee should demonstrate a significant background and knowledge of the cotton industry, specifically issues affecting minority, young, or under-represented cotton producers and consumers within the cotton industry.

b) The nominee should demonstrate a willingness to participate in the work of the Cotton Board and to use his/her perspective to provide insight on production, promotional, and research issues affecting minority, young, and under-represented cotton producers or consumers.

c) The nominee should not be an employee of, or have an interest in, any individual or company that has representation on the Cotton Board.

d) The nominee should enhance the work of the Cotton Board by helping represent the interests of minority, young, or under-represented cotton producers or of similarly situated members of the public by presenting new, diverse perspectives and information to the Cotton Board concerning the impact of its programs on minority, young, or under-represented cotton producers or consumers and other perspectives that will contribute to the Cotton Board's overall mission.

e) The nominee may not be a registered lobbyist.

#### 2. Search and Nominating Process

a) The Cotton Board will periodically solicit nominations for Advisors for Diverse Perspectives for the Cotton Board. Certified Producer and Importer Organizations and other interested trade associations with a significant number of members who produce cotton or are involved in the importation of cotton and cotton products, as determined by the Cotton Board, will be asked to submit nominations of individuals who meet the criteria established by the Cotton Board for these positions.

b) The Cotton Board's Governance Committee will review all nominations received and submit recommendations to the full Board. The Cotton Board will submit nominee/s to the Secretary of Agriculture (first choice, second choice) for each advisor position to be filled. The nominations will be submitted as a part of the regular member/alternate appointment process for Cotton Board Members and Alternates.

- c) Whenever there is an opening in this position, staff will consult with the Governance Committee and propose a timeline for submitting nominations to the Secretary of Agriculture.