



PROGRAM

2022 System-Wide Conference
*1890s Positioning Extension
for the Next Generation*

Orlando, Florida • July 31–August 4





130 Years of Providing Access and Enhancing Opportunities

Alabama A&M University
Alcorn State University
Central State University
Delaware State University
Florida A&M University
Fort Valley State University
Kentucky State University
Langston University
Lincoln University
North Carolina A&T State University

Prairie View A&M University
South Carolina State University
Southern University and A&M College
Tennessee State University
Tuskegee University
University of Arkansas at Pine Bluff
University of Maryland Eastern Shore
Virginia State University
West Virginia State University



2022 System-Wide Conference
Orlando, Florida • July 31-August 4



Table of Contents

Welcome Message	2
Conference Mobile App	4
About	5
At a Glance Schedule	6
Agenda	8
Guest Speakers	21
Sponsors	30
Exhibitors	34
Planning Committees	36

WELCOME



Vonda H. Richardson
Chair

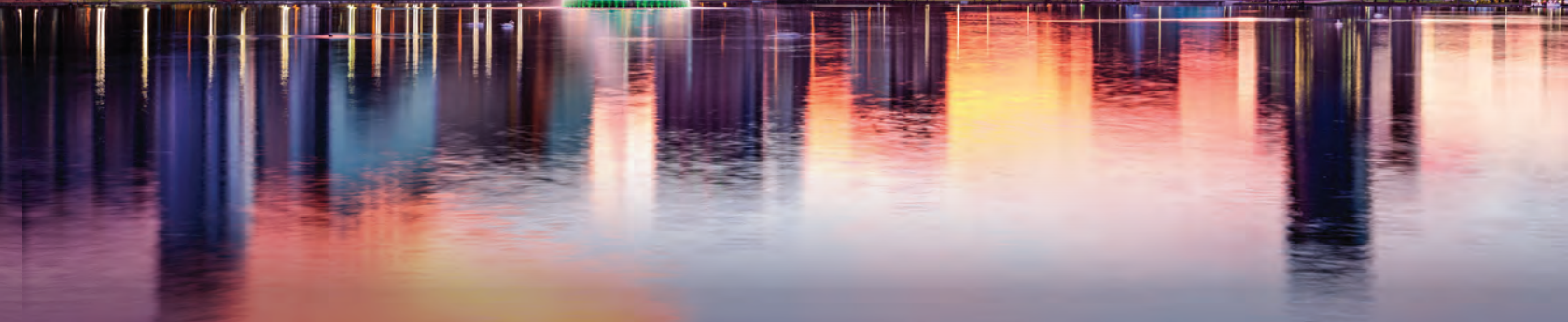


On behalf of the Association of Extension Administrators (AEA), I would like to welcome you to Orlando, Florida, for the 2022 AEA System-Wide Conference. The theme for the conference is “1890s Positioning Extension for the Next Generation.” The planning for this conference has been a labor of love. The COVID-19 pandemic caused us to postpone for two years. After several years of planning, the conference committee is excited to provide participants with professional development in the following areas:

- Enhance knowledge and skills needed to develop practical, transformative education that addresses current and emerging societal issues and stakeholders’ priorities.
- To increase understanding of the requirements needed to write impact statements that demonstrate relevance, measurable impacts and communicate the value of Extension programs to stakeholders.
- To share best practices, strategies and innovative methods for developing and implementing programs that respond to issues and needs of underserved populations.
- To provide opportunities for networking and collaborations across disciplines, institutions and states.

Historically, 1890 Cooperative Extension serves as the outreach arm of the 1890 Land-Grant University. As the front door to our institutions, we provide research and evidence-based educational programming and direct technical assistance to improve the lives of the citizens of our respective states. 1890 Cooperative Extension has a rich history of addressing the needs of persons and communities with limited resources, those unserved and underserved.

1890 Cooperative Extension has changed over the last decade, including integrating a new generation of Extension professionals and integrating new methods of delivery to reach a new generation of clientele.



Although the COVID-19 pandemic posed challenges throughout the system, 1890 Cooperative Extension exercised innovation and nimbleness to adjust to the new environment while still reaching, teaching and serving the most vulnerable communities.

In my 27 years, Cooperative Extension has been the most fulfilling and rewarding work because we meet the community and bring them together where they are. This conference will help you become more effective in these efforts. Over the next few days, I encourage you to open your minds and hearts to further sharpen your commitment to this work with youths, families, small farmers and communities to improve quality of life. 1890 Cooperative Extension is the solution our communities are looking for. We are an EDUCATION PARTNER for life.

Best wishes for a successful conference,

Vonda H. Richardson
Chair, Association of Extension Administrators and Conference Planning



MOBILE APP



Conference Mobile App

There's an App for That!

We have created a mobile app for this year's event. Use the app to plan your conference experience, stay up to date with the latest news and announcements, see your personal schedule, view presentations, submit evaluations, ask questions and much more.

Once you download, do not forget to create your profile so you can network with other attendees using your unique QR code.

How To Download The App

- Download the **Ignite Event Launcher** from the app store or by using the QR code.
- Make sure to accept notifications
- Enter the event code: **AEA2022**
- Access the app



If you do not have a smart capable device, you can also access via the web app: aea2022.entegyapp.com.

Questions? Visit the conference registration desk for assistance.



The image shows a smartphone displaying the app's launch screen. The screen features a background of red and purple circles and the text "Let's Launch" with a right-pointing arrow. Below that is the "Ignite" logo and "Powered by Entegy".

Ignite
Powered by Entegy

Please select appropriate device type.

- Available on App Store
- Get it on Google Play

ABOUT



2022 AEA System-Wide Conference

Theme: 1890s Positioning Extension for the Next Generation

Mission Statement

The 1890 Cooperative Extension System assists diverse audiences, with emphasis on those who have limited social and economic resources, to improve quality of life and vitality of communities and individuals through transformational engagement and outreach education.

Vision Statement

The 1890 Extension System is the premier provider of university engagement and outreach education to underserved and diverse audiences and promotes sustainable economies, environments, communities and families.

Conference Goals:

- To provide participants with knowledge and skills needed to develop practical, transformative education that addresses current and emerging societal issues and stakeholders' priorities.
- To increase participants' understanding of the requirements needed to write impact statements that demonstrate relevance, measurable impacts and communicate the value of Extension programs to stakeholders.
- To share best practices, strategies and innovative methods for developing and implementing programs that respond to issues and needs of underserved populations.
- To provide opportunities for networking and collaborations across disciplines, institutions and states.



At a Glance Schedule

Complete Agenda found on page 8.

Saturday, July 30

- 1:00 – 5:00 PM **Steering Committee Meeting with AEA – Peninsula 3**
- Registration Committee Meeting – Coral C**
- Technology Committee Meeting – Peninsula 3**

Sunday, July 31

- 1:00 – 5:00 PM **Registration – Crystal Office / Registration Desk**
- 1:00 – 5:00 PM **Exhibit and Poster Setup – Oceans 1–6**
- 3:00 – 4:00 PM **Facilitator’s Meeting – Tarpon**
- Committee Meetings – Grouper**
- 4:00 – 5:00 PM **Poster Judging Meeting – Tarpon**
- 6:00 – 8:00 PM **Opening Reception – Crystal Ballroom**
- 8:00 – 10:00 PM **Poster Judging – Oceans 1–6**

Monday, August 1

- 5:30 – 6:15 AM **Wake Up and Get Fit with Denzel Veale,**
Extension Agent, Health Promotions, Tuskegee University
- 6:30 – 8:00 AM **Breakfast – Crystal Ballroom**
- 7:30 AM – 5:00 PM **Registration – Crystal Office / Registration Desk**
- 8:15 – 10:00 AM **Opening General Session – Oceans 7–12**
- 10:00 – 10:30 AM **Break, Exhibits/Posters – Oceans 1–6**
- 10:30 AM – 12:00 PM **Second General Session – Oceans 7–12**
- 12:00 – 1:30 PM **Luncheon – Crystal Ballroom**
- 1:30 – 3:00 PM **ARD Summer Meeting – Damselfish Room**
- 1:30 – 3:00 PM **Extension Administrators Dialogue**
with Mansfield (Pete) Key III – Fantail Room
- 1:30 – 3:00 PM **Concurrent Sessions**
- 3:00 – 3:30 PM **Break, Exhibits/Posters – Oceans 1–6**
- 3:30 – 5:00 PM **Extension Administrators Dialogue**
with NIFA IYFC Deputy Director – Fantail Room

3:30 – 5:00 PM **ARD Summer Meeting – *Damselfish Room***
 3:30 – 5:00 PM **Concurrent Sessions**
 6:00 PM **Dinner on Your Own**
 6:00 – 8:00 PM **Extension Administrators Dialogue
 & Dinner with Southern SARE – *Canaveral 1 Room***

Tuesday, August 2

5:30 – 6:15 AM **Wake Up and Get Fit with Denzel Veale,
 Extension Agent, Health Promotions, Tuskegee University**
 6:30 – 8:00 AM **Breakfast – *Crystal Ballroom***
 7:30 AM – 5:00 PM **Registration – *Crystal Office / Registration Desk***
 8:15 – 10:00 AM **Third General Session – *Oceans 7–12***
 10:00 – 10:30 AM **Break, Exhibits/Posters – *Oceans 1–6***
 10:30 AM – 12:00 PM **Fourth General Session – *Oceans 7–12***
 12:00 – 1:30 PM **Luncheon – *Grand Ballroom***
 1:30 – 3:00 PM **Extension Administrators Dialogue
 with Paul Brathwaite – *Fantail Room***
 1:30 – 3:00 PM **Concurrent Sessions**
 3:00 – 3:30 PM **Break, Exhibits/Posters – *Oceans 1–6***
 3:30 – 5:00 PM **Extension Administrators Dialogue
 with National 4-H Council & Verizon – *Fantail Room***
 3:30 – 5:30 PM **Concurrent Sessions**
 6:00 PM **Dinner on Your Own**

Wednesday, August 3

5:30 – 6:15 AM **Wake Up and Get Fit with Denzel Veale,
 Extension Agent, Health Promotions, Tuskegee University**
 6:30 – 8:00 AM **Breakfast – *Grand Ballroom***
 7:30 AM – 12:00 PM **Registration – *Crystal Office / Registration Desk***
 8:30 – 10:00 AM **Extension Administrators Dialogue
 with Extension Foundation – *Fantail Room***
 8:30 – 10:00 AM **Concurrent Sessions**
 10:00 – 10:30 AM **Break, Exhibits/Posters – *Oceans 1–6***
 10:30 AM – 12:00 PM **Extension Administrators Dialogue
 with 1890 Universities Foundation & Update by
 SDFR Policy Research Center – *Fantail Room***
 10:30 AM – 12:00 PM **Concurrent Sessions**
 12:00 – 1:30 PM **Lunch on Your Own**
 1:30 – 5:00 PM **Special Sessions**
 6:30 – 9:00 PM **Awards & Recognitions Banquet – *Oceans 7–12***

Thursday, August 4

7:30 – 9:00 AM **Breakfast & Wrap-up Session – *Crystal Ballroom***
 10:00 AM **Adjourn**



Saturday, July 30

1:00 – 5:00 PM

Steering Committee Meeting with AEA – Peninsula 3
Registration Committee Meeting – Coral C
Technology Committee Meeting – Peninsula 3

Sunday, July 31

1:00 – 5:00 PM

Registration – Crystal Office / Registration Desk

1:00 – 5:00 PM

Exhibit and Poster Setup – Oceans 1–6

3:00 – 4:00 PM

Facilitator’s Meeting – Tarpon

Committee Meetings – Grouper

4:00 – 5:00 PM

Poster Judging Meeting – Tarpon

6:00 – 8:00 PM

Opening Reception – Crystal Ballroom

Welcome

Vonda Richardson, *Extension Director, Florida A&M University*

State Roll Call

Boyd Owens, *South Carolina State University*

Receipt of State Gifts

Harry Thayer, *Delaware State University*

Closing Comments

Vonda Richardson, *Extension Director, Florida A&M University*

8:00 – 10:00 PM

Poster Judging – Oceans 1–6

Monday, August 1

5:30 – 6:15 AM

Wake Up and Get Fit with Denzel Veale,
Extension Agent, Health Promotions, Tuskegee University

6:30 – 8:00 AM

Breakfast – Crystal Ballroom

7:30 AM – 5:00 PM

Registration – Crystal Office / Registration Desk

8:15 – 10:00 AM	<p>Opening General Session – Oceans 7–12</p> <p>Presiding Vonda Richardson, <i>Extension Director, Florida A&M University</i></p> <p>Welcome Honorable Nikki Fried, <i>Florida Commissioner of Agriculture</i> Dr. Larry Robinson, <i>President, Florida A&M University</i></p> <p>1890 Extension Video</p> <p>Introduction of Keynote Speaker Dr. Barbara Board, <i>Interim Associate Dean and Extension Administrator, North Carolina A&T State University</i></p> <p>Keynote Speaker Congresswoman Dr. Alma Adams, <i>U.S. Representative for the 12th Congressional District of North Carolina</i></p>
10:00 – 10:30 AM	<p>Break, Review Exhibits and Posters – Oceans 1–6</p>
10:30 AM – 12:00 PM	<p>Second General Session – Oceans 7–12</p> <p>Presiding Dr. Courtney Owens, <i>Associate Extension Administrator, Kentucky State University</i></p> <p>Extension Program Development and Evaluation: Ensuring Relevant Impactful Programs in the Next Generation Dr. Joseph Donaldson, <i>Associate Professor and Extension Specialist, Director of Graduate Programs Agricultural and Extension Education, North Carolina State University</i></p> <p>Navigating USDA Programs for Underserved Audiences Dr. Dewayne L. Goldmon, <i>USDA Senior Advisor for Racial Justice & Equity</i></p>
12:00 – 1:30 PM	<p>Luncheon – Crystal Ballroom</p> <p>Presiding Dr. Edmund Buckner, <i>Dean & Director of Land-Grant Programs, School of Agriculture and Applied Sciences, Alcorn State University</i></p> <p>Greetings Dr. Robert Taylor, <i>Dean & Director, College of Agriculture and Food Sciences, Florida A&M University</i>; Dr. Andra Johnson, <i>Dean and Director, University of Florida IFAS Extension</i></p> <p>Recognition of Exhibitors and Sponsors Dr. Mark Latimore, <i>Associate Dean & Extension Administrator, Fort Valley State University</i></p> <p>Introduction of Speaker Dr. Raymon Shange, <i>Extension Administrator, Tuskegee University</i></p> <p>Luncheon Address Mansfield (Pete) Key III, <i>Growth Development Strategist and International Motivational Speaker, Ole Pete Key Inc.</i></p>
1:30 – 3:00 PM	<p>ARD Summer Meeting – Damselish Room</p>
1:30 – 3:00 PM	<p>Extension Administrators Dialogue with Mansfield (Pete) Key III – Fantail Room</p>

1:30 – 3:00 PM

Concurrent Sessions

- *Room - Coral A*
“Minimizing Pharmaceutical Impacts in the Home and the Environment Utilizing a One-Health Approach” Karnita Garner, Extension Specialist; Paul Okweye, Associate Professor; and Allyson Shabel, Urban Regional Extension Agent, Alabama A&M University
- *Room – Coral B*
“Sustaining the Growth of Small Farm Operations through Education and Outreach Programs” Margeria Smith, Agriculture Educator, Alcorn State University
- *Room – Coral C*
“TEAM Success – Teaching, Enlightening, Achieving and Mentoring” Kena M. Torbert, Family Life Specialist, and Phillip Petway, 4-H Agent, Fort Valley State University
- *Room – Tarpon*
“The Capacity to Support: Developing the 1890 Multi-State Community Nutrition Education Conference” Andrea Morris, Extension Specialist, Alabama A&M University; M. Shea Austin Cantu, Director of Community Nutrition Education, Tennessee State University; and Teresa Henson, Program Outreach Coordinator, University of Arkansas at Pine Bluff
- *Room – Grouper*
“A Focus on the 1890s’ and Advisory Councils’- Collaborations that Achieve Community Goals and Address Gaps in Our Workforce” MaKelia D. Mitchell, Midlands Regional Director; Boyd Owens, Upstate Regional Director; Cornelius Hamilton Regional Director; and Deborah Hardison, Pee Dee Regional Director, South Carolina State University
- *Room – Labrid*
“Florida’s Family Heirs’ Property Title Clearing and Resolution Program” Sandra Thompson, Community Resource Development Program Leader and Specialist, Florida A&M University
- *Room – Nomeus*
“Two Birds, One Stone: An Urban Environmental Science Education Youth Spotlight Program” Roosevelt Robinson, Urban Regional Extension Agent, Alabama A&M University
- *Room – Palani A*
“Engaging, Empowering and Educating Next Generation Stewards of Urban Green Communities” Rudy Pacumbaba, Extension Specialist; Haynes Jackson, Regional Extension Agent; and Allyson Shabel, Regional Extension Agent, Alabama A&M University
- *Room – Palani B*
“The Digital Divide Between Senior Citizens and Society” Marla Moore-Collins, Regional Coordinator and Educator, Lincoln University
- *Room – Walu*
“When Leadership is Not in Your DNA” Cynthia Canfield, Extension HR Manager, Alabama A&M University

3:00 – 3:30 PM

Break/Review Exhibits and Posters – Oceans 1-6

3:30 – 5:00 PM

**Extension Administrators Dialogue
with NIFA IYFC Deputy Director – Fantail Room**

3:30 – 5:00 PM

ARD Summer Meeting – Damselfish Room

3:30 – 5:00 PM **Concurrent Sessions**

- *Room - Coral A*
“The Master Goat and Sheep Certification Program” Angela McKenzie-Jakes, Program Leader, Florida A&M University
- *Room – Coral C*
“Healthy Grandfamilies Program” Melissa Lilly, Director, Center for Healthy Grandfamilies, West Virginia State University
- *Room – Tarpon*
“Blend It: Nutrition Education Using Blender Bikes” Shewana McSwain, SNAP-ED Coordinator, North Carolina A&T State University
- *Room – Grouper*
“Food Insecurity Intervention Strategies in Selected Oklahoma Communities” Nirodha De Silva, Assistant Professor, Langston University
- *Room – Labrid*
“Integrating Disaster Education into Your Extension Work” Michelle Eley, Community and Economic Development Specialist, North Carolina A&T State University; Noel M. Estwick, Assistant Professor of Agribusiness, Prairie View A&M University; Rita Fleming, Assistant Professor and Health Education Specialist, Tennessee State University; and Kimberly Davis, Extension Agent and Emergency Management Specialist, Florida A&M University
- *Room – Nomeus*
“Promoting and Growing 4-H Programs Utilizing Common Measures and Lesson Study” Manola Erby, Youth Specialist, Alcorn State University, and Tiffany Wilkinson-Franklin, Program Leader, 4-H Youth Development, Southern University
- *Room – Palani A*
“Lights, Camera, Awareness Program” Mariann Wright, Area Educator, 4-H and Youth Development, and Dawn Jordan, Program Assistant, Lincoln University
- *Room – Palani B*
“Writing Winning Grant Proposals in 90 Minutes” Sayako Seymour, Extension Agent, 4-H Youth Development, Prairie View A&M University
- *Room – Walu*
“Building Self-Efficacy in Beginning Farmer Training” Alcinda Folck, ANR Program Leader, and Mark Amante, Regional Educator, Central State University

6:00 PM **Dinner on Your Own**

6:00 – 8:00 PM **Extension Administrators Dialogue & Dinner with Southern SARE – Canaveral 1 Room**

Tuesday, August 2

5:30 – 6:15 AM **Wake Up and Get Fit with Denzel Veale, Extension Agent, Health Promotions, Tuskegee University**

6:30 – 8:00 AM **Breakfast – Crystal Ballroom**

7:30 AM – 5:00 PM **Registration – Crystal Office / Registration Desk**

8:15 – 10:00 AM **Third General Session – Oceans 7–12**

Presiding

Dr. Allen Malone, *Extension Director/Administrator, Alabama A&M University*

Speakers

Dr. Dionne Toombs, *Acting Director,
USDA, National Institute of Food and Agriculture*

Dr. Doug Steele, *Vice President
Food, Agriculture & Natural Resources, APLU*

Dr. John Green, *Director,
Southern Rural Development Center*

Terry Cosby, *Chief,
USDA, Natural Resources Conservation Service*

10:00 – 10:30 AM **Break/Review Exhibits and Posters – Oceans 1–6**

10:30 AM – 12:00 PM **Fourth General Session – Oceans 7–12**

Presiding

Dr. De'Shoin A. York, *Vice Chancellor, Extension & Outreach,
Southern University Ag Center*

Panel Discussion

Impact Writing – Focusing on why impact writing is important, how it is used and by whom, and based on this knowledge, how each attendee can improve their impacts, so they are better utilized and more impactful.

Presenters

Faith Peppers, *Director of Communications,
USDA National Institute of Food and Agriculture*

Frankie Gould, *Associate Vice President and
Professor, Strategic Communications and Outreach Relations,
LSU Ag Center*

Latasha Ford, *Research Communications Specialist,
Fort Valley State University*

Michelle Olgers, *Communications Officer,
Foundation for Food & Agriculture Research (FFAR)*

12:00 – 1:30 PM **Luncheon – Grand Ballroom**

Presiding

Dr. Mark Latimore, *Associate Dean & Extension Administrator,
Fort Valley State University*

Recognition of Exhibitors and Sponsors

Introduction of Speaker

Dr. Carolyn Williams, *Executive Associate Director,
Prairie View A&M University*

Keynote Address

Honorable Dr. Jewel Bronaugh, *Deputy Secretary
of Agriculture, USDA*

1:30 – 3:00 PM **Extension Administrators Dialogue: Best Practices Around
Advocacy and Legislative Engagement – Fantail Room**

Presenter

Paul Brathwaite, *Chief Strategist, Federal Street Strategies*

1:30 – 3:00 PM **Concurrent Sessions**

■ *Room – Coral A*

“Hemp Program at N.C. A&T Extension Provides Guidance to Small Farmers”

Sanjun Gu, Extension Specialist Horticulture, and Randy Fulk, Extension Associate,
North Carolina A&T State University

- *Room – Coral B*
“Connecting the Dots: Developing a Resilient Statewide Community Garden Network” M. Alyssa McKim, Community Garden Coordinator, North Carolina A&T State University
- *Room – Coral C*
“Walking Like a CHAMPION” Tamara C. Warren, Extension Specialist; Juana Macias Christian, Urban Regional Extension Agent; Nkenge Hyter, Urban Regional Extension Agent; Shanetria Orr, Urban Regional Extension Agent; and Taylor Palmer, Urban Regional Extension Agent, Alabama A&M University
- *Room – Tarpon*
“Risky Behaviors: Roadblocks to Disease Prevention” Crystal W. Wiltz, Family and Community Health Extension Agent, and Grace Guerra-Gonzalez, Family and Community Health Extension Agent, Prairie View A&M University
- *Room – Grouper*
“Igniting Opportunities for Civic Engagement” Michelle Eley, Community and Economic Development Specialist and Kittrane Sanders, Community and Resource Development Agent, North Carolina A&T State University
- *Room – Labrid*
“Positioning Extension for Generational Impact through Public-Private Partnerships with Prairie View A&M Cooperative Extension’s Businesses in Development (B.I.D.) Academy Program” Natriez Peterson, Extension Program Specialist, Community and Economic Development, and Talia Washington, Extension Program Specialist, Prairie View A&M University
- *Room – Nomeus*
“Youth and Law” Carla Lippett, Coordinator Academic Support Services; Keith Parker, Professor; and Kenya Washington-Johnson, Assistant Professor, Florida A&M University
- *Room – Palani A*
“Empowering Mississippi Youth Through the 4-H Food Smart Families Healthy Living Program” Manola Erby, Youth Specialist and Sheba Moses, 4-H Youth Educator, Alcorn State University
- *Room – Palani B*
“Multi-Channel Marketing & Communications: Smart Approaches to Extending Knowledge Where the Public Goes for its Information” Erica Shambley, Acting Director of Marketing and Communications, Virginia State University
- *Room – Walu*
“The Impact of Trauma on the Lives of Extension Clientele” Sabrina Simon, Program Specialist and Gloria Carter, Extension Agent, Prairie View A&M University

3:00 – 3:30 PM **Break/Review Exhibits and Posters – Oceans 1–6**

3:30 – 5:00 PM **Extension Administrators Dialogue
with National 4-H Council and Verizon – Fantail Room**

3:30 – 5:30 PM **Concurrent Sessions**

- *Room - Coral A*
“Enhancing Capacity of Louisiana’s Small Farmers and Businesses and Technical Assistance Certification Program” William Augustine, Project Coordinator; L’Asia George, Research Associate; and Marlin Ford, Urban Agriculture Specialist, Southern University
- *Room - Coral B*
“Working with Veterans and Veteran Farmers Throughout Tennessee” Jennifer W. Goodrich, Extension Agent Adult Agriculture and County Director; Finis Stribling, Area Extension Specialist; and Karla Keen, Extension Agent, Tennessee State University

- *Room – Coral C*
“Integrating 4-H Youth Development and the Expanded Food and Nutrition Education Program (EFNEP) to Build a Healthy Lifestyle for Youth and Families” Teki Hunt, Director of 4-H Youth Development, and Teresa Henson, EFNEP Coordinator, University of Arkansas at Pine Bluff
- *Room – Tarpon*
“Community Engagement and the Culture of Health Initiative: Successes and Challenges Well Connected Communities (WCC) Project on the Lower Eastern Shore of Maryland” Virginie Zoumenou, Nutrition and Health Program Director; Naveen Kuman Dixit, Assistant Professor, Horticulturist; and Marie Therese Oyalowo, Associate Professor and Drug Information Director, University of Maryland Eastern Shore
- *Room – Grouper*
“Entre to Entrepreneurship” Amber Twitty, Community and Economic Development Educator, Central State University
- *Room – Labrid*
“Learn to Facilitate Civil Dialogues Around Racial Issues and Their Intersections with the Food System” Lindsey Lunsford, Assistant Research and Extension Professor for Food Systems, Education and Policy, and Natilee McGruder, Program Manager, Tuskegee University
- *Room – Nomeus*
“BRED for Excellence 4-H Ignite Youth Conference” Patrice Thompson, 4-H Extension Agent, and Louis Milligan 4-H Extension Agent, Kentucky State University
- *Room – Palani A*
“Building a Community Youth Partnership from the Ground Up” Adrian Hendricks, State Specialist and Callie Newsome, Area Educator, Lincoln University
- *Room – Palani B*
“Communications with Farmers in the Digital Age” Homero Salinas-Gonzalez, State Extension Specialist Small Ruminant, Lincoln University
- *Room – Walu*
“Extension Evaluation: How to Get the Best Outcomes for the Biggest Impact” Lauren Hargrave, Evaluation and Accountability Coordinator, North Carolina A&T State University
- *Room – Zander*
“Get LIT! Implementing Residential Leaders in Training Programming” Shannon Wiley, 4-H Specialist, and Keli Boone, 4-H Agent, North Carolina A&T State University

6:00 PM

Dinner on Your Own

Wednesday, August 3

- 5:30 – 6:15 AM **Wake Up and Get Fit with Denzel Veale,**
Extension Agent, Health Promotions, Tuskegee University
- 6:30 – 8:00 AM **Breakfast – Grand Ballroom**
- 7:30 AM – 12:00 PM **Registration – Crystal Office / Registration Desk**
- 8:30 – 10:00 AM **Extension Administrators Dialogue**
with Extension Foundation – Fantail Room

8:30 – 10:00 AM **Concurrent Sessions**

- *Room – Coral A*
“What’s New in USDA Resources for Organic and Transitioning Farmers”
Taurus Preston and Candice Harvey, Compliance Specialists, USDA National Organic Program
- *Room – Coral B*
“Overview of Organic Farming Activities in the Southeast United States”
Kokoasse Kpomplekou-A, Researcher and Professor, Plant and Soil Science, Tuskegee University
- *Room – Coral C*
“Minding My Own Business: An Innovative Youth Entrepreneurship Program for Today’s Youth” Larry A. Connatser, Assistant Professor, Family Financial Management Specialist, Virginia State University
- *Room – Tarpon*
“Revitalizing Community Economic Development Through Farmers’ Needs Assessment in Agriculture” Lila B. Karki, Extension Program Evaluation Specialist; Enrique N. Escobar, Associate Dean for Extension; and Suzanne W. Street, Agricultural Communications Specialist, University of Maryland Eastern Shore
- *Room – Grouper*
“Preserving Cultures and Open Spaces: CIVIC Addresses Land-Use Planning in Historically Black Communities” Kimberly Davis, Extension Agent and Emergency Management Specialist, and H. Dreamal Worthen, FCS Extension Specialist, Florida A&M University
- *Room – Labrid*
“Take Control of Your Health, Learning to Make Healthy Choices: Diabetes Empowerment Education Program” Pratibha Gupta, Extension State Specialist, Central State University
- *Room – Nomeus*
“3D Printing Without a Printer: 3D Drafting with 3Doodle Pens” Semaj Johnson, 4-H STEM Associate, North Carolina A&T State University
- *Room – Palani A*
“Empowering Tomorrow’s Leaders of Health Today” Dawn Burton, Health Coordinator, Prairie View A&M University
- *Room – Palani B*
“Delivering an Online Educational Course to a Global Audience” T.A. Gipson, Acting Associate Administrator and Goat Extension Leader, and R.C. Merkel, Associate Professor, Langston University
- *Room – Walu*
“Sustainable Urban Agriculture Certification Program at Virginia State University” Leonard Githinji, Assistant Professor and Extension Specialist, Virginia State University

10:00 – 10:30 AM **Break/Review Exhibits and Posters – Oceans 1-6**

10:30 AM – 12:00 PM **Extension Administrators Dialogue with 1890 Universities Foundation & Update by SDFR Policy Research Center – Fantail Room**

10:30 AM - 12:00 PM **Concurrent Sessions**

- *Room - Coral A*
“STEM Education for Youth through Outreach Activities in Aquaponics and Hydroponics” Chris Mullins, Assistant Professor and Extension Specialist, Virginia State University

- *Room – Coral B*
“Delmarva All Worms All Day” Kwame Matthews, Assistant Professor and Small Ruminant Specialist, Delaware State University; Dahlia O’Brien, Professor and Small Ruminant Specialist, Virginia State University; Niki Whitley, Extension Specialist, Fort Valley State University; and Enrique N. Escobar, Associate Dean for Extension, University of Maryland Eastern Shore
- *Room – Coral C*
“Successful Kentucky Immunization Project” Allison P. Young, Extension Associate Professor, and Nilima Mishra, Extension Associate for Dietetics and Human Nutrition Coordinator, Kentucky State University
- *Room – Tarpon*
“Simply My Food: Cooking with Herbs and Spices” Pratibha Gupta, Extension State Specialist, Central State University
- *Room – Grouper*
“Increasing Small Business Confidence through the Filing for Success Program” Jon Jacobson, Urban Regional Extension Agent, Alabama A&M University
- *Room – Labrid*
“Summer Day Camp as a Vehicle to Make Agriculture Relevant to Underserved Audiences” Cynthia Pierfax, 4-H Youth Development Specialist, Prairie View A&M University
- *Room – Nomeus*
“Teaching the Unreachable: Increasing Engagement Among Youth with Diverse Learning Styles” Charity M. Schaffer, 4-H Extension Agent, Southern University
- *Room – Palani A*
“The Alternative Service Delivery Model” Boyd Owens, Upstate Regional Director; Cornelius Hamilton, Low Country Regional Director; and Deborah Hardison, Pee Dee Regional Director, South Carolina State University
- *Room – Palani B*
“Introduction to Texas Apprenticeship” Laura Jones, Workforce Extension Program Specialist, Prairie View A&M University
- *Room – Walu*
“Delivering Programs in the Midst of a Pandemic: What We Learned” Angela Williams, Extension Specialist, Alabama A&M University

12:00 – 1:30 PM **Lunch on Your Own**

1:30 – 5:00 PM **Special Sessions**

1:30 – 5:00 PM Room – Coral A

SARS-Cov-2 Training Workshop Produce Safety during COVID-19 Grower Training Course

Moderator - John Clendaniel, *Extension Specialist, DSU*

Presenters: Dr. Barbara E. Liedl, *Associate Professor, West Virginia State University*, and Dr. Jessica Epple-Farmer, *Assistant Professor of Animal Science, Lincoln University*

This Train-the-Trainer Workshop will assist Extension staff to strengthen their understanding on the specific details related to SARS-CoV-2 - COVID-19 along with any future pandemic-based issues in food safety and how farms can expand their existing food safety plan to include worker training, standard protocols and signage to use. Participants will receive example standard operating protocols and record sheets to modify for their own operation. In addition, they will receive factsheets and signage to use in their operation. Upon completion of the workshop, participants will be awarded a certificate of completion to document this food safety training.

1:30 – 5:00 PM Room – Nomeus

Renewable Energy Opportunities for Underserved Communities – Panel Discussions

A. Renewable Energy Application in Agriculture

Presenter – Dr. Cedric Ogden, *Extension Specialist, Fort Valley State University*

Global concerns, energy costs and utility access in rural areas have been catalysts in the many efforts to increase the use of alternative energy sources and develop more efficient agricultural practices. This session presentation aims to provide examples of alternative energy use in traditional farming applications at Fort Valley State University (FVSU) from solar energy on farms to postharvest food processing.

B. Rain Up – Renewable Energy Income Opportunities for Minority Landowners

Presenter – Paul Reeves, Director, Upepo Groups

The U.S. will need to add roughly 125 GW of renewable energy per year for the next 10 years. The U.S. is estimated to inject \$120 billion annually into the economy and employ more than 1 million Americans and offset nearly 700 MMT of CO₂ annually. Solar power on that scale will require approximately 625,000 additional acres of land per year dedicated to solar energy production. This presentation will cover opportunities and potential economic benefits for minority landowners to participate.

1:30 – 3:00 PM Room – Grouper

A. Navigating the Landscape of NIFA Funding Opportunities

Presenter – Dr. Muthusami Manoharan, National Program Leader, USDA National Institute of Food and Agriculture

In this session, presenters from the National Institute of Food and Agriculture (NIFA) will discuss Extension funding opportunities, including the flagship Agriculture and Food Research Initiative (AFRI) Program.

3:00 – 3:30 PM **Break**

3:30 – 5:30 PM Room – Grouper

B. NIFA Mock Review Panel

Presenter – Dr. Venu Kalavacharla, Deputy Director, Institute of Youth, Family and Community, USDA National Institute of Food and Agriculture

1:30 – 3:00 PM *Room – Palani A*

Telling Your Story and Building Your Philanthropic Efforts to Expand Your Programs and Services

Presenter – Dr. Ernie Hughes, *VP for University Advancement, Truman State University, Missouri*

Aligning your philanthropic efforts to the university mission — Understanding the fundraising structure at your institution. Strategies to incorporate the university's mission with the program and services. The Power of Storytelling — Knowing what is meaningful to individuals, corporations or foundations opens the door for you to tell stories about campus projects, places or programs that connect to those positive experiences and might create mutually rewarding story philanthropy and promote your institution. Turning your priorities into Big Ideas and collaborations (internal and external) — Strategies to provide more thought into collaborations and societal impacts.

Mobile Unit Exhibition and Demonstrations

1:30 – 5:30 PM *Location - Hotel Parking Lot*

I. Alabama A&M University – Alabama A&M University Mobile Nutrition Unit

The AAMU Mobile Nutrition Lab is a 36-foot mobile lab used to educate youth and adults about proper nutrition and the importance of physical activity, hand-washing and food safety practices. While touring the mobile lab, conference attendees can participate in the interactive hand-washing demonstration, take part in physical activity demonstrations and view educational videos.

II. Central State University – Extension Mobile Kitchen

Visitors will learn about the setup of the mobile kitchen trailer and about how 1890 Land-Grant Extension uses this trailer to demonstrate and provide hands-on training on healthful and affordable cooking to communities in poverty.

III. Southern University Ag Center – The Mobile Education & Technology Center

The Mobile Education & Technology Center (MTEC) is a high-tech training classroom outfitted with state-of-the-art equipment. The mobile lab travels across the state of Louisiana bringing internet access, hands-on testing and live instruction to the most marginalized areas and remote corners of the state. The unit is equipped with 10 computer workstations and a kitchen and can travel to any community or location to perform on-site computer or educational training.

IV. Virginia State University – Mobile Educational Unit

The Virginia Agriculture Mobile Education Unit is an interactive educational tool that showcases the Commonwealth's largest private industry, agriculture and forestry, while demonstrating the valuable role it plays in our daily lives. When visitors enter the unit, they will learn about the remarkable diversity of Virginia's agriculture, its history, its people and the latest innovations and career opportunities that are leading us into the future.

V. Delaware State University – Mobile Meat Processing Lab

Major hurdles that continue to face many of our current and prospective meat producers are access to USDA certified processing facilities and sufficient knowledge of animal slaughter and fabrication. This limits their ability to capitalize on the local food movement (more specifically access to locally produced meats) that is sweeping the nation. In FY2011, we applied to the 1890 Capacity Building Program and secured funding to upgrade the technology delivery abilities of DSU Cooperative Extension through the initiation of a Mobile Meat Processing Lab (MMPL). With this funding, we built the necessary infrastructure, namely a 40-foot all-aluminum trailer that we outfitted for use as a mobile slaughterhouse and fabrication facility. In FY2013, we received funding to create the necessary curriculum training modules and establish a network of demonstration “docking” stations. We have since transitioned this curriculum to self-paced, online training.

Visitors to the MMPL will have the chance to walk through the unit and talk with the project staff about the design, build and subsequent implementation of this initiative in Delaware.

VI. Fort Valley State University – Mobile Information Technology Center

Fort Valley State University’s Mobile Information Technology Center is a high-tech computer classroom housed in a 72 by 16-foot semi-trailer. With 20 individual training stations and an on-board 35kw generator, the unit can be set up in a variety of field locations. It is designed to provide a comfortable, non-threatening environment where users can gain hands-on access to computer hardware and software systems, which may be relevant to their individual or group needs. Workshops conducted include record keeping, gap certifications, Microsoft office suite, internet safety and digital literacy. Typical users include government agencies, farmers, community-based organizations, libraries and middle and high schools.

VII. Fort Valley State University – Mobile Farm Innovation Project

The Mobile Farm Innovation Project is a USDA funded collaboration between project partners Fort Valley State University, the Deep South Food Alliance, Alabama A&M University, Auburn University and the National Farmers Union Foundation. Influenced by the Jesup Wagons developed by Tuskegee University’s Dr. George Washington Carver, the project has created three Mobile Farm Innovation trailers equipped with hands-on and technological training aides that meet critical challenges faced by limited resource and socially disadvantaged growers wishing to implement both food safety and conservation practices. A grower advisory group guides the project by suggesting training topics that are relevant and impactful for target audiences.

VIII. Virginia State University – Small Ruminant Mobile Processing Unit

This mobile processing unit (MPU) is for sheep and goats and was in collaboration with VDACS and Delaware State University. When visitors enter the unit, they will see the different parts of processing and the structural setup for the unit.

6:30 – 9:00 PM

Awards & Recognitions Banquet – Oceans 7–12

Presiding

Dr. Carolyn Williams, *Executive Associate Director, Prairie View A&M University*

Conference Reflections

Multimedia Presentation

Introduction of Special Guest

Dr. Makola Abdullah, *President, Virginia State University*

Remarks

Rose Stuckey Kirk, *Chief Corporate Social Responsibility Officer, Verizon Corporation*

Introduction of Speaker

Dr. Mark Latimore, *Associate Dean & Extension Administrator, Fort Valley State University*

Banquet Speaker

U.S. Representative Sanford Bishop,
2nd Congressional District of Georgia

Dinner Served

Poster Competition Awards Presentations

**AEA Excellence in Extension Program
Awards Presentations**

Closing Remarks

Thursday, August 4

7:30 – 9:00 AM

Breakfast & Wrap-up Session – Crystal Ballroom

Presiding

Vonda Richardson, *Extension Director, Florida A&M University*

Conference Reflections Multimedia Presentation

Closing Remarks

10:00 AM

Adjourn

SPEAKERS



AEA 2022 Guest Speakers



Dr. Alma S. Adams, *Congresswoman,* 12th Congressional District of NC

Dr. Alma S. Adams was elected to her fourth full term representing the 12th Congressional District of North Carolina on Nov. 3, 2020. After winning a special election in November 2014, Adams was sworn in immediately as the 100th woman elected to the 113th Congress. She serves on the Committee on Financial Services, Committee on Education & Labor and the Committee on Agriculture. She holds committee leadership roles as chairwoman of the Committee on Education & Labor's Subcommittee on Workforce Protections and vice chairwoman of the Committee on Agriculture. Adams also serves on the following subcommittees: Civil Rights and Human Services (Committee on Education and Labor); Nutrition,

Oversight and Department Operations (Committee on Agriculture); and Oversight and Investigations (Committee on Financial Services). One of her outstanding legislative accomplishments is the enactment of H.R. 5363, the Fostering Undergraduate Talent by Unlocking Resources for Education (FUTURE) Act that permanently provides funding totaling \$255 million a year for all minority-serving institutions, including \$85 million for HBCUs.

Adams has previously served on the Joint Economic Committee and in several leadership positions, including assistant whip for the Democratic Caucus, vice ranking member of the Small Business Committee and ranking member of the Small Business Subcommittee on Investigations, Oversight and Regulation. The congresswoman is a co-founder and co-chair of the Black Maternal Health Caucus with Rep. Lauren Underwood of Illinois, as well as the founder and co-chair of the Congressional Bipartisan Historically Black Colleges and Universities (HBCU) Caucus. The Black Maternal Health Caucus works to reduce the unacceptable rates of mortality and morbidity for Black parents and has introduced the landmark Momnibus package in 2020 and 2021. The HBCU Caucus promotes bipartisan legislation that supports HBCUs and their graduates. Since its inception, the caucus has:

- Coordinated the Diversity & Tech program, which fosters engagement, collaboration and partnership between fortune 500 companies, government and industry leaders, and HBCUs.
- Fostered additions to the Farm Bill, which includes \$40 million to HBCUs for scholarships, funding for newly established centers of excellence in agriculture and additional funding for agricultural research and Cooperative Extension for 1890 Land-Grant Universities.
- Established the annual HBCU Braintrust, which allows faculty, staff and students from HBCUs to visit the nation's capital to promote their institutions with government officials and corporate leaders.

Adams is also a member of the Women's Caucus, Diabetes Caucus, Autism Caucus, Congressional Black Caucus, Progressive Education Caucus, Historic Preservation Caucus, AIDS/HIV Caucus, Hunger Caucus, Medicaid Expansion Caucus and the Art Caucus. Throughout her career, she has fought for quality education for all students, including legislation to provide nutritious breakfasts in schools and increased pay for teachers. For 40 years, she taught art at Bennett College.

Guest Speakers cont'd

While at Bennett, Adams led the effort to increase student civic participation, coining the phrase “Bennett Belles are Voting Belles” and organizing annual marches to the polls. As a former educator, she has dedicated her career to improving the lives of young people and her community. She is the recipient of numerous awards and honors, including the North Carolina A&T State University Human Rights Medal, the highest award presented by her alma mater to an individual who fights against social injustice and helps improve the world and was inducted into the National Black College Alumni Hall of Fame.

In 1994, Adams was appointed by her peers to serve in the North Carolina House District 26 seat. She went on to serve 10 terms in the State House. During her tenure, she rose to become the chair of the North Carolina Legislative Black Caucus and was instrumental in passing legislation that improved the climate for quality affordable health care in the state. She also pioneered the Displaced Homemakers Bill and successfully spearheaded the state’s first minimum wage increase in nine years.

Before serving as a member of the North Carolina General Assembly, Adams served nine years on the Greensboro City Council. Throughout her service to the 2nd District in Greensboro, she worked to create safe and affordable housing and for the revitalization of neighbors. She began her political career in the 1980s by becoming the first African American woman ever elected to the Greensboro City School Board. It was then that she made a lifetime commitment to effecting social change in her community and beyond.

Adams has a daughter, Linda Jeanelle Lindsay; a son, Billy E. Adams II; and four grandchildren, Joslyn Lindsay, Aaron Lindsay, Billy E. Adams III and Miracle Sumner.

Adams graduated from North Carolina A&T State University in 1968 and received her master’s degree in art education in 1972. She earned her doctorate in art education and multicultural education from The Ohio State University in Columbus, Ohio, in 1981.



Sanford D. Bishop Jr., Congressman, 2nd Congressional District of GA

Congressman Sanford D. Bishop Jr. is serving his 15th term in the U.S. House of Representatives, representing middle and southwest Georgia’s 2nd Congressional District. A leader among the fiscally responsible Democrats in Congress, Bishop has served on the House Committee on Appropriations since 2003. In addition to being the chairman of the Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Subcommittee, Bishop also serves as the co-chair of the Congressional Military Family Caucus, the vice chair of the Military Construction, Veterans Affairs, and Related Agencies Appropriations Subcommittee, and a senior member of the Financial Services and General

Government Appropriations Subcommittee. At the beginning of the 117th Congress, he joined the House Agriculture Committee and serves on the General Farm Commodities and Risk Management Subcommittee, as well as the Livestock and Foreign Agriculture Subcommittee.

Bishop was first elected to Congress in 1992 after serving in the Georgia House of Representatives from 1977–1990 and in the Georgia Senate from 1991–1992. He graduated from Morehouse College in 1968 and from Emory University Law School in 1971. He is an Eagle Scout, 33rd Degree Mason (PHA), Shriner, life member of Kappa Alpha Psi Fraternity, and a deacon and trustee of the Mount Zion Baptist Church of Albany. Bishop enlisted in the U.S. Army in 1969 and successfully completed basic training at Fort Benning, Georgia. He then enrolled in Advanced Reserve Officer Training Corps (ROTC) and later received an honorable discharge in 1971.



Dr. Jewel H. Bronaugh, *Deputy Secretary of Agriculture,*
U.S. Department of Agriculture

Dr. Jewel H. Bronaugh is deputy secretary of agriculture for the U.S. Department of Agriculture (USDA). She was appointed the 16th commissioner of the Virginia Department of Agriculture and Consumer Services in 2018 by Governor Ralph Northam. She previously served as the Virginia state executive director for the USDA Farm Service Agency (FSA), appointed by Governor Terry McAuliffe and then-U.S. Secretary of Agriculture Tom Vilsack in July 2015. Prior to her FSA appointment, she served as dean of the College of Agriculture at Virginia State University (VSU) with oversight of Extension, research and academic programs. Previously, she was the associate administrator for Extension programs and a 4-H

Extension specialist.

In spring 2019, Bronaugh launched the Virginia Farmer Stress Task Force to raise awareness and coordinate resources to address farmer stress and mental health challenges in Virginia. In fall 2020, she helped establish the Virginia Food Access Investment Fund and Program, the first statewide program of its kind to address food access within historically marginalized communities.

Bronaugh received her doctorate in career and technical education from Virginia Tech. She is passionate about the advancement of youth leadership in agriculture. She is from Petersburg, Virginia, and is married to Cleavon, a retired United States Army veteran.



Terry Cosby, *Chief,*
U.S. Department of Agriculture,
Natural Resources Conservation Service

Terry Cosby, chief of the U.S. Department of Agriculture's (USDA) Natural Resources Conservation Service (NRCS), leads a premier federal conservation agency known for its 3,000 field-office network that helps farmers, ranchers and private forest landowners nationwide plan and carry out voluntary conservation activities on their operations.

During Cosby's more than 40-year career with NRCS, he has held numerous leadership and staff positions. He began his career as an NRCS intern in Iowa in 1979 and rose through the agency's ranks to become its 17th chief on May 24, 2021. Prior to his current position, he served as NRCS's acting chief for several months.

Cosby's conservation and agricultural roots run deep. He grew up on his family's cotton farm and attended a land-grant university that prepared him well to serve all producers, including those who were historically underserved. His childhood, education and passion for conservation and agriculture paved the way for him to reach great heights throughout his NRCS career. Prior to being named acting chief, Cosby served as NRCS state conservationist in Ohio for 16 years. His other leadership positions include deputy state conservationist in Idaho, assistant state conservationist for field operations in Missouri and area resource conservationist in Iowa.

Cosby's great-grandfather purchased the family farm in Tallahatchie County, Mississippi, in the late 1800s. A Tallahatchie County native, he earned his Bachelor of Science in Agricultural Education from Alcorn State University in Alcorn, Mississippi, the nation's first Black land-grant college. Cosby and his wife, Brenda, are the proud parents of four children. His leisure activities include hunting, fishing and spending as much time as possible with his seven grandchildren.



Dr. Joseph Donaldson, *Teacher, Scholar, Program Evaluator and Researcher,*
North Carolina State University

Dr. Joseph Donaldson is a teacher, scholar, program evaluator and researcher at North Carolina State University. He teaches, mentors and advises undergraduate and graduate students. He also engages Extension professionals and stakeholders to amplify program development and evaluation. As the undergraduate coordinator for the Extension Education academic program, he works to prepare future Extension professionals for North Carolina and beyond. Donaldson coordinates the Extension Summer Internship program and serves as director of graduate programs in the Department of Agricultural and Human Sciences. He earned a Bachelor of Science in Agricultural and Extension Education and a doctorate in education psychology and research, concentrating in assessment and evaluation, from the University of Tennessee, Knoxville. Donaldson earned a Master of Science in Agricultural and Extension Education from Penn State. He has served as an Extension intern, agent, specialist and faculty member over the past 25 years. An accomplished program development and evaluation expert, Donaldson has led national evaluation initiatives, including the 4-H Science Career Pathway Model that reached more than 80,000 youths across 13 states. He is a native of Celina, Tennessee, where he grew up on a family farm raising tobacco, beef, swine and sheep. In his spare time, he enjoys gardening, reading and traveling.



Latasha Ford, *Research Communications Specialist,*
College of Agriculture, Family Sciences and Technology,
Fort Valley State University

Latasha Ford is the research communications specialist for Fort Valley State University's College of Agriculture, Family Sciences and Technology (CAFST). She helps fulfill the 1890 land-grant mission by working with scientists in the CAFST to promote the impact of their research on farmers and communities across the state, country and world. Her role also involves highlighting students, alumni and the Cooperative Extension Program.

An award-winning journalist and agricultural communicator, Ford is a member of various national and international organizations. She is vice chair of the 1890s Land-Grant Marketing and Communications Committee for the Association of Extension Administrators (AEA) and Association of Research Directors, editor of the AEA's Extension Today newsletter and vice chair of the Southern Region Program Leadership Network Communications Committee.

Additionally, Ford serves on the Southern Research Communicators Consortium, which is a network of communicators at land-grant universities and partners within the southern region dedicated to promoting research with regional impacts. She previously co-chaired the National Association of Extension Program and Staff Development Professionals' Conference Planning Committee in 2020 and 2021. She was elected this year member services director for the Association for Communication Excellence.

For the last two years, Ford participated on the National Impacts Database writing and design team to demonstrate the value and collective impact of the nation's land-grant university mission areas of Cooperative Extension and agricultural research.



Dr. Dewayne Goldman, *Senior Advisor for Racial Equity to the Secretary of Agriculture, U.S. Department of Agriculture*

Dr. Dewayne Goldman is the U.S. Department of Agriculture's senior advisor for racial equity to the Secretary of Agriculture. Goldman has served for the past year as executive director of the National Black Growers Council (NBGC), a Washington, D.C.-based organization that advocates to improve the efficiency, productivity and sustainability of Black row crop farmers. He has more than 30 years of experience in the agricultural sector and is also a farmer in southeast Arkansas. Before joining the NBGC, he helped to form the organization and served as its initial adviser.

Goldman received his bachelor's and master's degrees from the University of Arkansas and his doctorate from Iowa State University, all in agronomy. After four years as a field researcher with American Cyanamid (acquired by BASF), he joined Monsanto Company (acquired by Bayer Crop Sciences) in 1995. He held various positions in technology development, where he conducted research on all southern row crops and managed research and development trials in soybeans, rice and cotton. Later in his career, he worked on Monsanto's government affairs team and in human resources, retiring as the outreach lead for Bayer Crop Sciences in 2019. Throughout his education and career, Goldman has worked on diversity initiatives and maintained working relationships with several land-grant universities and community-based organizations.



Frances I. Gould, *Associate Vice President and Professor for Strategic Communications and Outreach Relations, Louisiana State University Agricultural Center*

Frances "Frankie" I. Gould is the associate vice president and professor for strategic communications and outreach relations at Louisiana State University Agricultural Center. She provides strategic leadership, counsel and assistance to the vice president and executive council in areas of communication, marketing, crisis management and outreach. She serves as the co-chair of the National Land-Grant Impact writing team and serves on the National Land-Grant Impact Database Steering committee. The Southern Experiment Station Directors have a strategic roadmap steering committee that Gould serves as the communications

member and chairs the Southern Research Communicators Consortium. She is a 35-year member of the Association for Communication Excellence (ACE). She has a Master of Fine Arts from the University of Nebraska and a Bachelor of Fine Arts from Kansas State University.



Dr. John J. Green, *Director,*
Southern Rural Development Center

John J. Green, Ph.D., is director of the Southern Rural Development Center (SRDC), an organization focused on building capacity among the 30 land-grant institutions located in the region. The SRDC is one of four Regional Rural Development Centers in the country. Green also serves as professor in the Mississippi State University (MSU) Department of Agricultural Economics and Affiliated Faculty in the Department of Sociology. He received his Bachelor of Arts in Political Science and Master of Science in Sociology from MSU, followed by his doctorate in rural sociology from the University of Missouri-Columbia. His areas of interest include regional approaches to socioeconomic development, use of data on population change to inform public policy and outreach and Extension efforts, and models for fostering relationships across social, institutional and state boundaries. Green is president-elect of the Rural Sociological Society and editor of the *Journal of Rural Social Sciences* with the Southern Rural Sociological Association.



Mansfield Key III, *Growth Development Strategist and*
International Motivational Speaker

Mansfield (Pete) Key III is the leading growth development strategist and an international motivational speaker. He is a life coach, mentor, consultant, speechwriter and certified HIV/AIDS instructor. He holds multiple certifications in grief counseling and 21st Century Leadership. He is certified in Relationship Smarts, Fatherhood Initiative, Together We Can and Basic Training for Relationships from the Human Development Department at Auburn University. Key has provided technical assistance to the federal government's Health and Human Service for all 50 states and has worked directly with the U.S. Centers for Disease Control and Prevention. He has consulted for the Departments of Education and Public Health in several states. He has spoken to the Juvenile Justice System, Foster Care System, the Dream Development Center in Johannesburg, South Africa, and Liverpool, England's Hope Organization.

Key is the founder and creator of Lunch with the Keys. The outstanding youth services program won the School of Distinction recognition for Florence High School, which went on to be awarded the 2019 CLAS Banner School for Alabama School District 7. His fatherhood program also won the Community Action Head Start Fatherhood Program of the Year for Alabama. He was named Humanitarian of the Year for the Quad Cities from the Alpha Phi Alpha Fraternity and the recipient of the Auburn University's Hero Award. He is a member of the 2016–2017 Class of Leadership Alabama and the 2020 President of the Florence Rotary Club. He is also the character coach for the University of North Alabama's Athletic Department.

Besides his relationship with God, Key is most proud of his family — his devoted wife, Sharlene, and two beautiful daughters, Erin Ruth and Joi Da'Nae Key.



Rose Stuckey Kirk, *Chief Corporate Social Responsibility Officer, Verizon*

Rose Stuckey Kirk is the chief corporate social responsibility officer for Verizon. She is responsible for Verizon's Corporate Social Responsibility investment strategy and programmatic buildout. As a senior leader in the marketing organization, she oversees the strategic direction for all of Verizon's social impact marketing activity. Kirk's background as a senior leader in various P&L functions has primed her to advance the social innovation work of Verizon.

Kirk is a member of the board of directors for Casella Waste System and serves on the board of directors for the World Childhood Foundation. She is a member of the Leadership Board of the Women and Public Policy Program at the Harvard Kennedy School, the Robert F. Kennedy Human Rights Leadership Council, the Executive Leadership Council and C-200, a preeminent global organization for women business leaders.

Kirk also holds former positions as chair of the board, executive committee chair and governance committee member of Dress for Success Worldwide, as well as strategic planning chair and finance committee member of Gill Saint Bernard's School.

An award-winning journalist and the executive producer of the documentary "Without A Net: The Digital Divide in America," Rose holds a Bachelor of Science in Journalism from Arkansas State University and is completing a master's in international affairs at Washington University in St. Louis, Missouri.



Michelle Olgers, *Communications Officer, Foundation for Food & Agriculture Research*

Michelle Olgers joined the Foundation for Food & Agriculture Research (FFAR) as a communications officer this June. FFAR is a nonprofit organization that builds public-private partnerships to fund research addressing the biggest challenges in food and agriculture. In her new role, Olgers contributes to FFAR's mission to provide every person access to affordable, nutritious food grown on thriving farms. For the past eight years, she was Virginia State University (VSU) College of Agriculture's first director of marketing and communications. She served the last three years as the co-chair of the 1890s Land-Grant Marketing and Communications Committee, which provides support to the Association of

Extension Administrators and the Association of Research Directors in promoting the 1890s land-grant brand.

This year, Olgers was also a member of the National Land-Grant Impacts Database writing team. For the last three years, she served on the Program Leadership Committee of the Southern Region Program Leadership Network (SR-PLN) and was the SR-PLN 2016–2017 Communications Committee chair. Olgers is a 2018 graduate of VALOR, Virginia's premier agriculture leadership development program and is a 2022 class member of LEAD21, the national leadership development program for land-grant universities and their strategic partners. She is the Association for Communications Excellence (ACE) recipient of the 2020 Leadership and Management Award of Excellence. Prior to joining VSU, she held numerous communication jobs in the for-profit, nonprofit and government sectors.



Faith Peppers, *Communications Director,*
U.S. Department of Agriculture's
National Institute of Food and Agriculture

Faith Peppers is communications director for the U.S. Department of Agriculture's National Institute of Food and Agriculture. She joined USDA-NIFA in June 2020 after a 27-year career in agricultural communications, issues management, crisis communication and strategic communications at the University of Georgia College of Agricultural and Environmental Sciences. Prior to joining UGA, she worked for more than a decade as an Atlanta newspaper reporter, public information officer and health care marketing specialist. Peppers has degrees in journalism and communication from Middle Georgia College and Georgia State University. In 2016, she was recognized by the Association for Communication Excellence with their highest honor, the ACE Professional Award, which recognizes excellence and professionalism in agricultural communications over an extended career.



Dr. Douglas L. Steele, *Vice President,*
Food, Agriculture and Natural Resources for the
Association of Public and Land-Grant Universities

Dr. Douglas L. Steele is vice president for Food, Agriculture and Natural Resources for the Association of Public and Land-Grant Universities. He assumed his current position on Jan. 2, 2019. Prior to that, he was director of the Texas A&M AgriLife Extension Service (five years) and vice president for external relations and director of Extension at Montana State University (nine years). Steele has previously held Extension and administrative positions at Colorado State University and Purdue University. He has been active on several national Extension and research committees, providing leadership to issues of policy and program initiatives and budgets. He has received several distinguished awards, including the ESP Visionary Leadership Award, the F.A. Anderson Distinguished Service Award and the USDA Superior Service Award. Steele and his wife, Lori, reside in Bowie Maryland and have four grown children and two grandchildren.

He believes in the power of the land-grant university to provide access and affordability to higher education, increase the profitability of agricultural enterprises and transform families, youths and communities.



Dr. Dionne Toombs, *Acting Director*, National Institute of Food and Agriculture

Dr. Dionne Toombs is acting director of the National Institute of Food and Agriculture, the U.S. Department of Agriculture's extramural grant funding agency for agricultural research, education and Extension programs nationwide. Previously, she was director of the Office of the Chief Scientist, where she led science programs and science policy issues in agricultural research, education and economics.

Toombs also provided scientific leadership and coordination to the White House, Office of Science and Technology Policy, National Science and Technology Council working groups, across USDA and other federal agencies and the agricultural community.

With more than two decades of USDA service, Toombs has served at NIFA as the Division of Nutrition's national program leader for the Agriculture Food and Research Initiative, leading large competitive grant programs to fund research in nutrition, food science and technology, and food safety. She also was a program specialist for food science and nutrition.

Since she started at USDA as a student intern for the Agricultural Research Service, Toombs has been repeatedly featured as one of USDA's most impactful woman scientists and recognized by the Secretary of Agriculture for outstanding leadership.

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Funded by a USDA AFRI Grant
Project Dates: Nov. 1, 2020 – Oct. 31, 2022

Reducing the Impact of SARS-Cov-2 and Related Disruptions on the Local Food Supply Chain in Minority Communities in the 1890 Land Grant Regional Network

PD: Clendaniel, John - Delaware State University
CO-PD: Bartlett, Jannette R. - Tuskegee University
CO-PD: Epple-Farmer, Jessica - Lincoln University
CO-PD: English, Henry - University of Arkansas Pine Bluff
CO-PD: Latimore, Jr., Mark - Fort Valley State University
CO-PD: Liedl, Barbara E. - West Virginia State University
CO-PD: Mane, Ranjitsinh - University of Arkansas Pine Bluff
CO-PD: Parker-Woods, S. Janine - Virginia State University
CO-PD: Owens, Courtney - Kentucky State University



To reduce the spread and mitigate the infection of SARS-CoV-2 within small-scale, limited resource, minority farms, food processing, and food service communities. Using the strong collaboration among the 1890 Institutions, the plan is to create measurable impacts among targeted minority communities within 180 days and continue to make additional impact during its duration with the following objectives across 18 states.

**Come Join us for an important follow up workshop
dealing with your Ag clientele during any pandemic.
Wednesday 1:30- 5:00 p.m. on Coral A**

EXHIBITORS



2022 Conference Exhibitors



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EXTENSION
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**COOPERATIVE
EXTENSION**
COLLEGE OF AGRICULTURE AND FOOD SCIENCES



COOPERATIVE EXTENSION PROGRAM
College of Agriculture, Family Sciences and Technology



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VSU VIRGINIA STATE
Greater Happens Here
College of Agriculture



TUSKEGEE
UNIVERSITY



UNIVERSITY
of ARKANSAS
AT PINE BLUFF
1873
School of Agriculture, Fisheries and Human Sciences



UNIVERSITY *of* MARYLAND
EASTERN SHORE

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Alcorn

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AND RANCHERS POLICY RESEARCH CENTER

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to everyone on this year's Planning Committees

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Edmund Buckner, *Alcorn State University*
Franklin Chukwuma, *Alcorn State University*
Karen Craig, *Tuskegee University*
Rosalind Dale, *North Carolina A&T State University*
Albert E. Essel, *AEA Executive Administrator*
Mark Latimore, *Fort Valley State University*
L. Washington Lyons, *Consultant*
Allen Malone, *Alabama A&M University*
M. Ray McKinnie, *Virginia State University*
Courtney Owens, *Kentucky State University*
Vonda Richardson, *Florida A&M University*
Raymon Shange, *Tuskegee University*
Claudette Smith, *North Carolina A&T State University*
Alton Thompson, *ARD Executive Director*
Carolyn Williams, *Prairie View A&M University*
Terrence Wolfork, *Fort Valley State University*
De'Shoyn York, *Southern University*

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