

*Association of Extension Administrators  
Extension Conference*



**1890 Extension System:**  
Visible, Accountable and Viable

*June 24-28, 2012*

**Memphis, TN**

Memphis Marriott Downtown and Memphis Convention Center

**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 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.

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## CONFERENCE CHAIR'S MESSAGE

Dear Conference Participants:

On behalf of the Association of Extension Administrators (AEA), I would like to personally welcome you to the 1890 Extension Conference. The theme for this conference is "1890 Extension System: Visible, Accountable and Viable." For the past 18 months, the planning committee has focused on how the conference will provide participants with an experiential learning opportunity to:

- enhance their understanding of the requirements to develop and deliver quality and impactful programs that are measurable and relevant; and
- improve knowledge and skills to derive practical and innovative solutions that address emerging issues based on stakeholders' needs.

Beginning in 1972, the Cooperative Extension Programs at 1890 land-grant universities received dedicated funding for the very first time. For the past 40 years, the 1890 Cooperative Extension Program has served as the outreach arm of the 1890 land-grant universities, providing nonformal educational programs designed to help people value and understand research-based knowledge which is used to improve their lives. As we embark upon the next century, it is evident that one of the greatest opportunities, as revealed by the Census 2010 data, will be the increasing diversity of the United States population.

As you know, WE, the 1890 Cooperative Extension Programs, have a rich history of working with marginalized audiences, particularly those unserved and underserved by others. We have always worked with those citizens with limited resources, education and even communication barriers. Given this fact, who would be better to work with the new "demographics" of America, than "YOU," employed by the 1890 Cooperative Extension Program? I encourage you to take the lead in your counties and become more visible in doing what you do. As an organization whose work directly affects the daily lives of people, we have to position ourselves so that we can use fewer resources to do greater good. We must become accountable to ourselves and stakeholders. Our work must continue to meet the needs of our clients, open the doors for new discovery and become more viable for the broader audiences. This conference has been designed to equip a new Extension employee and to challenge an experienced Extension employee to design educational programs that are visible, accountable and viable.

For the past 18 years, I have found Cooperative Extension to be an exciting place to work because we greet, meet and bring people together to assist them based on their existing as well as projected needs. For the next few days, I challenge you to walk into each session with only one thought in mind, "I have come to the 1890 Extension Conference to sharpen, stimulate and sanctify my commitment to work with families, farmers, communities and youth to bring about a positive change."

Remember, YOU are truly the greatest asset to the 1890 Cooperative Extension Program today and tomorrow, and we could not accomplish what we do without your leadership.

Best Wishes,



Dr. Gina E. Eubanks

Chair, 1890 Extension Conference and Chair, Association of Extension Administrators



*Dr. Gina E. Eubanks*

**1890 Extension System: Visible, Accountable and Viable**

**Conference Goals:**

*To provide participants  
with an enhanced understanding of the requirements  
to develop and deliver quality and impactful programs  
that are measurable and relevant.*

*To provide participants with the knowledge and skills  
to derive practical and innovative solutions  
that address emerging issues based on stakeholders' needs.*

- 1:00 p.m. - 5:00 p.m.      **Registration** - Grand Lobby, Memphis Convention Center (1st Floor)
- 1:00 p.m. - 5:00 p.m.      **Exhibit and Poster Set-up** - Grand Lobby, Memphis Convention Center (1st Floor)
- 3:00 p.m. - 4:00 p.m.      **Facilitators Meeting** - Marriott Hotel  
General Facilitators - Knoxville Room  
Program Impacts Facilitators - Jackson Room
- 4:00 p.m. - 5:00 p.m.      **Poster Judging Meeting** - Jackson Room
- 6:00 p.m. - 8:00 p.m.      **Opening Reception** (dress in university attire) - Ballroom A, Memphis Convention Center
- Master of Ceremonies - Dr. Lawrence Carter, Director of Special Projects, Florida A&M University*
- Greetings** - Dr. Gina E. Eubanks, Chair, Association of Extension Administrators and Vice Chancellor, Southern University Ag Center
- State Roll Call** - Dr. Carter
- Receipt of State Gifts** - Dr. Claudette Smith, Family Resource Management Specialist, North Carolina A&T State University and Demier Richardson, Senior Extension Director for Community Education, South Carolina State University
- Closing Comments** - Dr. Eubanks
- 8:00 p.m. - 10:00 p.m.      **Poster Judging** - Grand Lobby, Memphis Convention Center

## MONDAY, JUNE 25, 2012

- 5:30 a.m. - 6:15 a.m.      **Wake Up and Get Fit** - Exercise Activity - Marriott Hotel, Heritage IV  
*Leaders - Dr. Carolyn J. Nobles, Associate Administrator, Cooperative Extension Program, Prairie View A&M University and Monica Aguirre, Extension Agent - Family and Consumer Sciences, Cooperative Extension Program, Prairie View A&M University*
- 6:30 a.m. - 8:00 a.m.      **Breakfast** - Ballroom A, Memphis Convention Center
- 7:30 a.m. - 5:00 p.m.      **Registration** - Grand Lobby, Memphis Convention Center
- 8:00 a.m. - 5:00 p.m.      **Cyber Café** - Lobby Level, Room L-9, Memphis Convention Center
- 8:15 a.m. - 10:00 a.m.      **Opening General Session** - Grand Ballroom (B, C, D and E),  
Memphis Convention Center  
*Presiding - Dr. Gina E. Eubanks, Chair of AEA and Vice Chancellor, Cooperative Extension, Southern University Ag Center*
- Welcome** - The Honorable A.C. Wharton, Mayor, City of Memphis and  
Dr. John Cade, Associate Provost, Tennessee State University
- Remarks** - The Honorable Barbara Cooper, State Representative,  
86th Legislative District, Shelby County, Tennessee
- Keynote Speech**  
Dr. Calvin Mackie, Managing Partner, Channel ZerO Group, Gretna, La.
- 10:00 a.m. - 10:30 a.m.      **Break, Review Exhibits and Posters** – Grand Lobby (1st Floor)
- 10:30 a.m. - 11:45 a.m.      **Second General Session** - Grand Ballroom (B, C, D and E),  
Memphis Convention Center  
*Presiding - Dr. Celvia E. Stovall, Associate Director, Urban Affairs and New Nontraditional Programs, Alabama Cooperative Extension System, Alabama A&M and Auburn Universities*
- Historical Overview of 1890 Extension**  
Presenter - Dr. L. Washington Lyons, Executive Administrator,  
Association of Extension Administrators
- The Extension Program Model: Its Evolution and How it Works**  
Presenters - Dr. Nancy Franz, Associate Dean for Extension and Outreach,  
College of Human Sciences, Iowa State University and Dr. Johnnie Westbrook,  
Program Evaluation Specialist, Alcorn State University

## MONDAY, JUNE 25, 2012

Noon - 1:20 p.m.

**Luncheon** - Ballroom A

*Presiding - Dr. Mark Latimore, Interim Assistant Vice President for Land-Grant Affairs, Fort Valley State University*

**Greetings** - Dr. Chandra Reddy, Dean, College of Agriculture, Human and Natural Sciences, Tennessee State University

**Reflections** - Andrian Hendricks, 4-H Youth Development Regional Educator, Lincoln University

*Lunch is Served*

**Recognition of Exhibitors and Sponsors** - James Hill, 1890 Land-Grant Liaison, Southern Region SARE Program, Fort Valley State University

**Introduction of Speaker** - Dr. Kimberly Holmes, Associate Dean, College of Agriculture, Food Science and Sustainable Systems and Associate Vice President for Inclusion and Innovation, Kentucky State University

**Luncheon Address** - Dr. Chavonda Jacobs-Young, Director, Office of Chief Scientist, U.S. Department of Agriculture

**Closing Remarks** - Dr. Latif Lighari, Associate Dean, College of Agriculture, Human and Natural Sciences, Tennessee State University

1:30 p.m. - 2:30 p.m.

**Extension Administrators Dialogue with Dr. Calvin Mackie** - Ballroom B

1:30 p.m. - 3:00 p.m.

**Facilitated Breakout Sessions of the Extension Model** - Grand Lobby Level

**At Risk Youth** - Room L-2

*Facilitators - Dr. Julie Middleton, Director of Organizational Development, University of Missouri and Manola Erby, Youth Specialist, Alcorn State University*

**Childhood Obesity** - Room L-3

*Facilitators - Dr. Debra Davis, Director, Organizational Development and Evaluation, Louisiana State University and Gerald W. Jones, Regional Coordinator, Alcorn State University*

**Environmental Sustainability** - Rooms L-4

*Facilitators - Dr. Lisa-Guion Jones, Assistant Dean, North Carolina State University and Celeste Allgood, Accountability Coordinator, Fort Valley State University*

**Environmental Sustainability - Room L-5**

*Facilitators - Dr. Joyce Martin, Director, Staff and Program Development, Oklahoma State University and Ralph Arrington, Area Agriculture Agent, Alcorn State University*

**Environmental Sustainability - Room L-6**

*Facilitators - Dr. Scott Cummins, Associate Department Head and Program Leader, Extension Education, Texas AgriLife, Texas A&M University and Helen Brooks, Marketing Coordinator, Alcorn State University*

**Economic Development - Room L - 10**

*Facilitators - Dr. Joseph Donaldson, Extension Specialist-Evaluation and Staff Development, University of Tennessee and Anthony Reed, Interim Assistant Administrator, Alcorn State University*

**Healthy Living - Room L-11**

*Facilitators - Mary Jane Willis, Associate Director, Rutgers Cooperative Extension and Urban Programs and Nikkya Moore-Coleman, Extension Grant Administrator, Alabama Cooperative Extension System, Alabama A&M and Auburn Universities*

**Healthy Living - Room L-12**

*Facilitators - Dr. Jennifer Wells-Marshall, State Leader for Program Evaluation, Alabama Cooperative Extension System, Alabama A&M and Auburn Universities and Dr. Carol Geiske, Extension Nutrition Specialist, Delaware State University*

**Sustainable Communities - Room L-13**

*Facilitators - Dr. Della Baker, Extension Associate, Staff Development, Clemson University and Gae Broadwater, Program and Staff Development Specialist, Kentucky State University*

**Sustainable Communities - Room L-14**

*Facilitators - Dr. Theresa McCoy, Assistant Director, Evaluation and Assessment, University of Maryland and Dr. Kenyetta Nelson-Smith, Assistant Specialist-Community and Economic Development, Southern University Ag Center*

3:00 p.m. - 3:30 p.m.

**Break/ Review Exhibits and Posters - Grand Lobby**

3:30 p.m. - 5:30 p.m.

**Breakout Sessions Continued**



## TUESDAY, JUNE 26, 2012

- 5:30 a.m. - 6:15 a.m.      **Wake Up and Get Fit** - Exercise Activity - Marriott Hotel, Heritage IV
- 6:30 a.m. - 8:00 a.m.      **Breakfast** - Ballroom A, Memphis Convention Center
- 7:30 a.m. - 5:00 p.m.      **Registration** - Grand Lobby, Memphis Convention Center
- 8:00 a.m. - 5:00 p.m.      **Cyber Café** - Lobby Level, Room L-9
- 8:15 a.m. - 10:00 a.m.      **Third General Session** - Grand Ballroom (B, C, D and E)  
*Presiding - Gloria J. Mosby, Program Director-Communications, College of Agriculture and Human Sciences, Prairie View A&M University*
- Tennessee State University Centennial Celebration Video**  
Dr. Chandra Reddy, Dean, College of Agriculture, Human and Natural Sciences, Tennessee State University
- Why Extension? Impacts Hold the Answer**  
Presenter - Robin Adams, Owner of Write Right, Greensboro, N.C.  
Effective impact statements aren't about correct grammar, sentence structure or use of eloquent words. Although these writing tools can help, creating an effective impact statement starts at the program development stage and with understanding the value, use and benefits of impact statements. These sessions will first, examine the value and benefit of impact statements and second, provide tips and hands-on experience for creating impact statements that answer the "who cares" and "so what" questions and show measurable change that justifies why Cooperative Extension should receive continued funding.
- 10:00 a.m. - 10:30 a.m.      **Break/Review Exhibits and Posters** - Grand Lobby
- 10:30 a.m. - 11:45 a.m.      **Breakout Sessions for Program Impacts** - Grand Lobby Level
- Room L-2 - Facilitator - Gloria J. Mosby, Program Director-Communications, College of Agriculture and Human Sciences, Prairie View A&M University
- Room L-3 - Facilitator - Sabrina Simon, Graphic Designer, Cooperative Extension Program, Prairie View A&M University
- Room L-4 - Facilitator - Debbie Archer, Communications Specialist-Section Leader, School of Agriculture, Fisheries and Human Sciences, University of Arkansas at Pine Bluff
- Room L-5 - Facilitator - Bobbie Crockett, Extension Specialist-Communications, School of Agriculture, Fisheries and Human Sciences, University of Arkansas at Pine Bluff

## TUESDAY, JUNE 26, 2012

Room L-6 - Facilitator - Cathy Gant Hill, Editorial Specialist and Interim Assistant Director, Agricultural Communications and Technology, North Carolina A&T State University

Room L-10 - Facilitator - Marquinta Bey Gonzalez, Interim Director, Agricultural Communications and Publications Designer, Cooperative Extension Program, Fort Valley State University

Room L-11 - Facilitator - ChaNae B. Bradley, Public Information Specialist, Fort Valley State University

Room L-12 - Facilitator - Troy Darden, Information Coordinator, College of Agriculture and Related Sciences, Delaware State University

Room L-13 - Facilitator - Matt Browning, Director of Communications, West Virginia State University

Room L-14 - Facilitator - Melissa Stewart, Agriculture and Natural Resources Extension Specialist, West Virginia State University

Noon - 1:25 p.m.

**Luncheon** - Ballroom B

*Presiding - Dr. Albert E. Essel, Associate Administrator, Delaware State University*

**Reflections** - Dr. Carolyn J. Nobles, Associate Administrator, Cooperative Extension Program, Prairie View A&M University

*Lunch is Served*

**Recognition of Guests** - Dr. James O. Garner Jr., Dean/Director, School of Agriculture, Fisheries and Human Sciences, University of Arkansas at Pine Bluff

**Introduction of Speaker** - Delbert Foster, Administrator, South Carolina State University

**Luncheon Address** - Don T. Floyd Jr., President and CEO, National 4-H Council

**Closing Remarks** - Yvonne Matthews, Associate Administrator, Lincoln University

1:30 p.m. - 5:00 p.m. **AEA Interactive Program Team Breakout Sessions** - Grand Lobby Level

3:00 p.m. - 3:30 pm. **Break** - Grand Lobby

1:30 p.m. - 5:00 p.m. **Agriculture and Natural Resources** - Room L-6  
*Facilitator - Dr. Fitzroy Bullock, Extension Professor, Tennessee State University*  
This session will focus on Risk Management Educational Concepts as a tool for programming across all disciplines in the Agriculture and Natural Resources (AgNR) program area. The session will begin with a general overview of the five areas of agricultural risks as identified by the USDA Risk Management Agency. The relevance and importance of managing risks will be emphasized, successful programs will be showcased and tools for implementation will be shared.

**Overview of the Five Areas of Agricultural Risks**

Presenter - Angela McKenzie Jakes, Extension Animal Sciences Specialist, Florida A&M University

**Financial Risk**

Presenter - Dr. Marion Simon, State Specialist for Small and Part-Time Farmers, Kentucky State University

**Marketing and Production Risks**

Presenter - Dr. Nelson Daniels, Program Specialist, Cooperative Extension Program, AgNR, Prairie View A&M University

**Break** - Grand Lobby

**Human and Legal Risks**

Presenter - Dr. Dawn Mellion-Patin, Extension Specialist, AgNR, Southern University Ag Center

**Risk Management Updates from USDA/Risk Management Agency**

Presenter - Roddrick Bell, Senior Risk Management Specialist/Outreach Coordinator, Jackson Regional Office, Mississippi

1:30 p.m. - 5:00 p.m. **Family, Health and Nutrition** - Room L-4

*Facilitators - Monica Fields, Senior Extension Director, Family Life Program, South Carolina State University and Dr. Kasundra Cyrus, Family and Human Development Specialist/Program Leader, Southern University Agricultural Research and Extension Center*

Showcasing Nutrition and Family Life Curriculum Development and Highlighting Implementation - "A Holistic Approach for Experiential Learning: Using the Family Wellness Connections." This curriculum helps educators provide families with strategies on improving their quality of life during tough economic times. Modules will showcase subject matter lessons, implementation strategies, marketing techniques and evaluation methods. Participants will receive a tool kit to implement and evaluate at their respective institutions.

**Family Life and Development**

Presenters - Jacquelyn White, Program Specialist and Interim Program Leader, Family and Consumer Sciences, Cooperative Extension Program, Prairie View A&M University and Monica Fields, Extension Director, Family Life Program, South Carolina State University

**Nutrition and Health**

Presenter - Dr. Kristopher Grimes, State Specialist for Nutrition Education, Kentucky State University

**Food Safety and Preservation**

Presenter - Dr. Fatemeh Malekian, Professor, Food Science Department, Southern University Agricultural Research and Extension Center

**Family Financial Management**

Presenter - Dr. Joanne Bankston, Extension Specialist, Family Economics and Management, Kentucky State University and Krystal Smith, Program Leader for Family and Consumer Sciences, West Virginia State University

**Break** - Grand Lobby

**Data Collection and Data Input**

Presenter - Dr. Kristopher Grimes, State Specialist for Nutrition Education

**Logic Model**

Presenter - Dr. Kasundra Cyrus, Family and Human Development Specialist

**Energizer**

Presenter - Monica Fields, Extension Director, Family Life Program

**Keys 4 Healthy Kids**

Presenter - Krystal Smith, Program Leader for Family and Consumer Sciences, West Virginia State University

**Family Financial Security**

Presenter - Dr. Joanne Bankston, Extension Specialist, Family Economics and Management, Kentucky State University

**Regional Caregiving Conference**

Presenter - Bonnie Dunn, Extension Specialist for Family and Consumer Sciences, West Virginia State University

**Questions and Responses**

1:30 p.m. - 5:00 p.m.

***4-H and Youth Development*** - Room L-2

Aligning the community needs with the NIFA priority areas and 4-H mission mandates is the focus of this workshop which will provide valuable input from USDA National Headquarters and National 4-H Council. In addition, this workshop will take an indepth look at the obesity epidemic and how the 1890s can make a difference in communities served. Age specific programs will be presented and reviewed to provide valuable takeaways that can be implemented in communities right away. The topics included are obesity prevention, movement science (exercise physiology) and proper nutrition.

**National 4-H Council Presentation**

*Facilitator - Manola Erby, Youth Specialist, Alcorn State University*

*Presenter - Andy Ferrin, Vice President-Marketing, National 4-H Council*

**National 4-H Headquarters**

*Facilitator - Boyd Owens, 4-H Youth, South Carolina State University*

*Presenter - Dr. Bonita Williams, USDA, NIFA, National Program Leader*

**Break** - Grand Lobby

**Obesity**

*Facilitators - Harry Thayer, 1890 Program Leader, 4-H/Youth and Javiette Samuel, Youth and Family Specialist, Tennessee State University*

*Presenter - Dr. Samuel Roberson, Program Specialist-4-H & Youth, Cooperative Extension Program, Prairie View A&M University and Woodie Hughes, 4-H/Youth, Fort Valley State University*

1:30 p.m. - 5:00 p.m.

***Community and Economic Development*** - Room L-10

*Facilitators - Jimmy Henry, Program Coordinator for Community and Economic Development, Cooperative Extension Program, Prairie View A&M University and Dr. Lawrence Carter, Florida A&M University*

This session will showcase entrepreneurial best practices among the 1890 institutions as they relate to minority business development and support for the purpose of disseminating these practices for inclusion in each institutions' delivery of entrepreneurial related programming. Participants will gain knowledge and skills for developing community resource and development programs that facilitate wealth creation for clientele.

**Spurring Innovation and Entrepreneurship: Extension's Role in Creating Entrepreneurial Communities**

*Presenter - Dr. Michael Wilcox, Assistant Professor, Department of Agricultural Economics, University of Tennessee*

**Opening Soon, Inc. : A Jumpstart to Success in Small Business**

*Presenter - Sandra B. Moss, Program Coordinator for Opening Soon, Inc. and Business Development Agent, West Virginia State University*

**How I Grew a Technology Business from the Start-up Stage and the Help I Received**

Presenter - Michael Pless, CEO, ED.U.TECH, West Virginia State University-EDC Client

**Break** - Grand Lobby

**Creating Entrepreneurially Literate Communities in North Florida Rural Communities**

Presenters - Donna Salters, Business Development Coordinator, 1890 Rural Entrepreneurial Outreach Program, Cooperative Extension Program, Florida A&M University and Sandra Thompson, Community Resource Development Program Leader, Cooperative Extension Program, Florida A&M University

**Learn By Doing**

Presenters - Thomas Fair, founding member of Made By Us, Inc., Tallahassee, Fla.

**Big Boom Business Institute**

Presenter - LaRachelle Smith, Program Specialist, Community and Economic Development, Cooperative Extension Program, Prairie View A&M University

**Individualized Business Support and Outreach to Limited English Proficient Clientele**

Presenter - Nancy C. Cálix, Interim Special Assistant for Hispanic Initiative, Kentucky State University and Victoria Burke, State Specialist for Economic Development and Community Vitality, Kentucky State University

**Round Table Q & A**

1:30 p.m. - 5:00 p.m.

***Professional Development*** - Room L-11

*Facilitator - Celeste Allgood, Accountability Coordinator, Fort Valley State University*

The ability of our land-grant system to be strong in the future is affected by the decisions we make when we hire new professionals and recruit volunteer leaders. There have been times when we feel as if we have made some great selection decisions. There may have been other times when, even though the candidate seemed perfect at the interview, we later wondered: "Why did we ever select this one?" This session will prepare participants for screening and interviewing applicants to assist in selecting the best-suited candidate possible. Participants will receive a handbook on conducting behavioral interviews, a reference list of recommended resources and other information on the Do's and Don'ts of interviewing. This session will be presented in two parts and you must attend Part I to attend Part II.

**Screening and Interviewing for Hiring Success**

Presenter - Gae Broadwater, Extension Specialist, Program and Staff Development, Kentucky State University

**Part 1**

1. Examine the role of a screening committee
2. Review the basics of behavior-based interviewing
3. Identify job-related competencies

**Break** - Grand Lobby

**Part II**

4. Practice writing behavior interview questions
5. Practice conducting behavioral interviews
6. Learn the STARs scoring format for decision making

1:30 p.m. - 5:00 p.m.

***Communications and Marketing*** - Room L-12

*Facilitator - Debbie Archer, Communications Specialist-Section Leader, University of Arkansas at Pine Bluff*

This workshop will focus on building the Extension Brand Value based on the Copernicus Study commissioned by the ECOP (Extension Committee on Organization and Policy). The workshop will feature:

- Research findings and recommendations
- How to position Extension to clientele as innovative, relevant and an engaged source of unbiased information
- How to become an Extension brand ambassador
- How to use the Branding Tool Kit to build messaging and branding in your state
- Do you have an elevator speech for Extension? Can you tell your brand story? Let's practice!
- Share examples of how you are branding your state's programs

Presenters - Frankie Gould, Director and Professor, Louisiana State University AgCenter Communications and Public Relations and ECOP Communications and Marketing Task Force Member and Elizabeth Gregory-North, Co-Leader, eXtension Brand Value CoP Principal, Cynosura Communications

1:30 p.m. - 5:00 p.m.

***Technology and Data Management*** - Room - L-13

*Facilitator - Karen Craig, Information and Technology Director, College of Agriculture, Environment and Nutrition Science, Cooperative Extension Program, Tuskegee University*

**Social Media in Extension** (Session 1) - This session will introduce participants to the types of social media and their use in extension programming. Speakers will focus on appropriate use of the tools, national efforts in extension, and will highlight current efforts in use by institutions within the 1890 extension system.

Presenter - Jonell Hinsey, Vice President of AE3 (Aspire to Educate, Empower and Encourage), Madison, Tenn. and Stephen Charles, Web Developer, School of Agriculture and Environmental Sciences, North Carolina A&T State University

**A Common Sense Approach to Security** (Session 2) - This interactive session will allow participants to test their knowledge on measures to protect and secure both personal and institutional information. Advances in technology, and the increased use of mobile devices, require that extension professionals take a more proactive approach to protecting their electronic footprint.

Presenters - Karen Craig, Information and Technology Director, College of Agriculture, Environment and Nutrition Science, Cooperative Extension Program, Tuskegee University, Lalit Rainey, Technology Support Analyst, Agricultural Communications and Technology, School of Agriculture and Environmental Sciences, North Carolina A&T State University and Terrence Wolfork, Coordinator of Information and Technology Services, College of Agriculture, Family Sciences and Technology, Fort Valley State University



## WEDNESDAY, JUNE 27, 2012

5:30 a.m. - 6:15 a.m. **Wake Up and Get Fit** - Exercise Activity - Marriott Hotel, Heritage IV

6:30 a.m. - 8:00 a.m. **Breakfast** - Ballroom A

7:30 a.m. - 12:00 p.m. **Registration** - Grand Lobby

8:00 a.m. - 1:00 p.m. **Cyber Café** - Lobby Level, Room L-9

8:15 a.m. - 10:00 a.m. ***Integrated Programs Concurrent Breakout Sessions***

### **1. Sharpening the Skills of Entrepreneurs: The Cashing in on Business Opportunities** - Room L-6

*Facilitator - Dr. Michelle Eley, CRD Specialist, North Carolina Cooperative Extension Program, North Carolina A&T State University*

*Presenter - Dr. Bo Beaulieu, Director and Professor, Southern Rural Development Center, Mississippi State University*

*Description - Participants in this session will be introduced to Cashing in on Business Opportunities. This comprehensive 22-module educational curriculum is designed to help home-based and micro-business owners understand and address a wide array of critical business-related topics. Cashing offers entrepreneurs and the educators who serve them the technical knowledge and skills needed to manage a home-based or micro-business.*

### **2. Improving Program Planning, Implementation and Reporting of EFNEP through Web-NEERS** - Room L-5

*Facilitator - Dr. Donnie Cook, Alabama Cooperative Extension System, Alabama A&M and Auburn Universities*

*Presenters - Dr. Helen Chipman, National Program Leader, Food and Nutrition Education, National Institute of Food and Agriculture (NIFA), USDA and Stephanie Blake, Program Specialist for the Expanded Food and Nutrition Education Program (EFNEP), NIFA, USDA and De'Shoin York Friendship, Assistant Specialist-Nutrition and Director of EFNEP and SNAP Ed, Southern University Ag Center*

*Description - This session is designed for all 1890 EFNEP and SNAP Ed educators. Participants will discuss the current status of EFNEP and SNAP Ed within the 1890 community. They will also have the opportunity to ask questions and get detailed information on the new web-based reporting system, which will be launched Oct. 1, 2012.*

**3. Urban Extension: Responding to Change and Challenges to Build Comprehensive and Impactful Programs - Room L-4**

*Facilitator - Dr. Joanne Bankston, Extension Specialist, Family Economics and Management, Kentucky State University*

*Presenters - Dr. Jannie Carter, Assistant Director, Alabama Cooperative Extension System, Alabama A&M and Auburn Universities and Dr. Linda Williams-Willis, County Extension Director, Texas AgriLife Extension, Harris County, Houston, Texas*

*Description - This session will address challenges and opportunities surrounding developing and implementing programs in urban areas. Tips and strategies will be shared on ways to garner support from local funders and how to position programs for maximum success. Session will also explore best practices and program models for urban, new and nontraditional audiences.*

**4. Understanding Emotions during Institutional Change - Room L-3**

*Facilitator - Sharon Wade-Byrd, Director of Accountability and Plan of Work, South Carolina State University*

*Presenter - Dr. Dionardo Pizaña, Diversity and Personnel Specialist, Michigan State University Extension*

*Description - Change can bring forth emotions ranging from mad, sad and scared to peace, power or joy. This interactive session will provide an opportunity to engage in a facilitated dialogue about emotions. Participants will learn ways to address various feelings and emotions while developing skills that may be helpful when navigating through institutional change.*

**5. Southern Region SARE Funding Opportunities - Room-L-2**

*Facilitator - Dr. Henry English, Director, Small Farm Program, University of Arkansas at Pine Bluff*

*Presenters - James Hill, 1890 Land Grant Liaison, Southern Region SARE and Candace Pollock, Public Relations Coordinator, Southern Region SARE*

*Description - Are you frustrated by the lack of solutions to a particular problem in farming or sustainable agriculture? Does the whole process of writing a grant just seem overly complicated? Getting grants funded is competitive and learning the tools to navigate grant writing is valuable. This workshop is designed to guide you through the individual steps of writing a grant for the Southern Region SARE Grant Program.*

**6. ABCs of Bio-Fuel** - Room L-10

*Facilitator - Glen Dixon, Associate Area Agent, Agriculture and Natural Resources, Southern University Ag Center*

Presenters - Dr. Jason de Koff, Extension Specialist, College of Agriculture, Human and Natural Science, Tennessee State University and Dr. Jimo Ibrahim, Extension Specialist, North Carolina Cooperative Extension Program, North Carolina A&T State University

Description - The session will focus on the basics of bioenergy related to cellulosic ethanol and biodiesel production. Current and proposed research projects at Tennessee State University will also be discussed. Topics of these projects will include native grass production for cellulosic ethanol, the economics of switchgrass and miscanthus for bioenergy, enzyme development for cellulosic ethanol production and using mobile demonstrations of biodiesel production.

**7. What Does It Matter and Who Cares?** - Room L-11

*Facilitator - Dr. Dawn Mellion-Patin, Extension Specialist, AgNR, Southern University Ag Center*

Presenter - Dr. Johnnie Westbrook, Program Evaluation Specialist, Alcorn State University Extension Program

Description - Are you struggling with evaluation and reporting? This interactive session will help participants develop evaluation plans to document program impact. Participants will leave the session with a better understanding of how to generate the “so what?” questions to drive your evaluation plan. Also, participants will receive evaluation resources to use at their universities.

**8. eXtension is Extension at Your Finger Tip** - Room L-12

*Facilitator - Gerald Jones, Regional Director, Alcorn State University*

Presenters - Dr. Anne Mims Adrian, Social Media Strategist with the eXtension Military Families initiative and Extension Specialist with Alabama Cooperative Extension System and Dr. Jonell Hinsey, Vice President, AE3, Madison, Tenn.

Description - It has been said that eXtension is a tool, is a website, is more than a website, or is something totally different. eXtension has been described in many ways and there remains some confusion on how Extension educators can use eXtension effectively. But, the bottom line is: eXtension is Extension!

We hope to clarify and demonstrate eXtension’s value in this session. We will demonstrate how eXtension can support programming at the state and local levels, how Extension clientele can benefit from eXtension and how eXtension can be integrated into current and future programs. Bring your questions and your comments. Prepare for the session by checking out: [www.extension.org](http://www.extension.org), [www.extension.org/people](http://www.extension.org/people), and [www.extension.org/learn](http://www.extension.org/learn).

**9. Professional Presentations: Materials, Dress and Delivery (MDD)**

Room L-13

*Facilitator - Dr. Ntam Baharanyi, Administrator, Tuskegee University*

*Presenter - Dr. Ethel G. Jones, Chairperson of the Department of Family and Consumer Sciences, South Carolina State University*

Description - Breaking News: There is a worldwide epidemic relative to dress codes, gender norms, group norms and making professional presentations. The disease is called NOT PREPARED. This interactive session will explore what the research tells us about dress code, and preparing and making exceptional, impactful and memorable professional presentations.

**10 - Utilizing your Contact Data Beyond Programmatic Functions - Room L-14**

*Facilitator - Dr. M. Ray McKinnie, Associate Dean and Administrator, North Carolina Cooperative Extension Program, North Carolina A&T State University*

*Presenter - Dr. Ernie T. Hughes, Vice President for Institutional Advancement, Southern University System and Executive Director, Southern University System Foundation*

Description - In an ever increasing marketplace, the use of data and data management is very important in the survival of a program and institution. This workshop is designed to offer approaches and solutions to help Extension educators and administrators to utilize Extension data to: Expand programs, initiate and enhance fundraising, improve resource allocations and better understand how collected data can help create better success stories and reports.

- 10:00 a.m. - 10:30 a.m.      **Break/Review Exhibits - Grand Lobby**
- 10:30 a.m. - 12:00 p.m.      **Concurrent Breakout Sessions Continued**
- 12:00 p.m. - 1:00 p.m.      **Lunch on Your Own**
- 1:00 p.m. - 3:00 p.m.      **Exhibit and Poster Breakdown**
- 1:30 p.m. - 3:00 p.m.      **Roundtable Discussion - 1890 Extension and Farm Service Agency Partnership**  
Grand Lobby, Room L-5
- 1:30 p.m. - 5:00 p.m.      **Program Team Meetings, Cross Team Meetings or Memphis Cultural/Educational Tours**
- 6:00 p.m. - 8:30 p.m.      **Awards Banquet - Ballroom A, Memphis Convention Center**
- 9:00 p.m. - Midnight      **Networking and Social Activity - Marriott Hotel, Heritage Ballroom Marriott**

## THURSDAY JUNE 28, 2012

6:30 a.m. - 8:00 a.m.      **Breakfast** - Heritage Ball Room - Marriott Hotel

8:00 a.m. - 10:00 a.m.      **Wrap-up Session**

**Hotel Checkout**

10:00 a.m.      **Conference Adjourned**

*Have a safe journey home!*

## OPENING SESSION KEYNOTE SPEAKER

**Dr. Calvin Mackie** is an award-winning mentor, a former engineering professor, an internationally-renowned motivational speaker and a successful entrepreneur. His message transcends race, gender, ethnicity, religion and time. After starting college in remedial reading because of weak SAT scores, Dr. Mackie earned a Bachelor of Mechanical Engineering degree from Georgia Tech and a B.S. in Mathematics from Morehouse College in 1990, a M.S. in 1992 and the Ph.D. in 1996 in Mechanical Engineering from Georgia Tech. He served on the Tulane University faculty from 1996-2007, where he received tenure and was promoted to Associate Professor in 2002. In 1992, he founded the Channel ZerO Group LLC (CZG), an educational and motivational consulting company and has presented to numerous civic, educational institutions and Fortune 500 corporations. Through his national and international travels and online mentoring presence, Dr. Mackie reaches millions of youth and professionals annually.

A member of the Phi Beta Kappa, Pi Tau Sigma and Tau Beta Pi National Honor Societies, his passion for scholarship is well established. His leadership qualities and social justice advocacy are well documented. In 2008, Dr. Mackie participated in the inaugural class of Fellows in the Effective Leadership Program of the Center for Leadership and Public Values at Duke University and the College of Business of Southern University (Baton Rouge). In 2005, former Louisiana Governor Kathleen Blanco appointed him to the Louisiana Recovery Authority (LRA), the guiding agency to lead the state's rebuilding efforts following Hurricanes Katrina and Rita.

Possessing instant social, political, cultural and technical credibility, Dr. Mackie was featured prominently in Spike Lee's HBO Katrina documentary, *When The Levees Broke: A Requiem in Four Parts* (HBO 2006), and its successor, *If God Is Willing and Da Creek Don't Rise* (HBO 2010). He has also appeared on numerous national and local news shows including the PBS News Hour with Jim Lehrer.

Dr. Mackie received international acclaim during and after a 2006 visit to Kuwait as an ambassador of the LRA and the guest of the U.S. Embassy in Kuwait, appearing on Good Morning Kuwait and in numerous international Arab newspapers. In 2004, President Bush awarded him the 2003 Presidential Award for Science, Mathematics and Engineering Mentoring in a White House Ceremony. Dr. Mackie has received numerous other awards including the 2003 National Title One Distinguished Graduate for Louisiana, 2002 Black Engineer of the Year Award for College Level Educator, the Pi Tau Sigma/ASME Excellence in Teaching Award in Mechanical Engineering for 1999-2000 and 2001-2002. In 1996, he received a patent on a device to retrofit luggage stowbins on 737 and 757 Boeing commercial airliners.

In 2009, Louisiana Lt. Gov. Mitch Landrieu appointed Dr. Mackie to the Louisiana Council on the Social Status of Black Boys and Black Men. As chairman, he is leading the state's effort to create policy and programs to positively impact the quality of life of Black males and families in Louisiana.

Dr. Mackie is currently a partner in Golden Leaf Energy (GLE), [www.GoldenLeafEnergy.com](http://www.GoldenLeafEnergy.com). GLE produces and distributes alternative fuels. GLE produces biodiesel and ethanol from waste streams and distributes it to numerous commercial clients, including Green Plains, the fourth largest biofuels distributor in the U.S.

He is the author of the book, *A View from the Roof: Lessons for Life and Business*. Dr. Mackie is a devoted husband to his wife, Tracy, and father to his two sons, Myles Ahmad and Mason Amir.



*Dr. Calvin Mackie*

## SECOND GENERAL SESSION SPEAKERS

**Dr. L. Washington Lyons** is the Executive Administrator for the Association of Extension Administrators (AEA). He represents all of the 1890 Land-Grant universities, but he is located at North Carolina A&T State University. Prior to assuming the role as Executive Administrator in 2005, Dr. Lyons was Dean of the School of Agriculture and Extension Administrator at Virginia State University for 12 years. He has more than 35 years of service in the land-grant system where he has served in positions at the county, district, state and regional levels.

Dr. Lyons has served in leadership roles in numerous organizations, including AEA, the Extension Committee on Organization and Policy, and the Board on Agriculture Assembly of the National Association of State Universities and Land-Grant Colleges. He served as co-chair of the CREATE-21 Committee that was responsible for developing new legislation for the 2008 Farm Bill for the land-grant system. In his role as executive administrator, he is actively involved at the national level in the budget and the legislative processes on behalf of the Association of Extension Administrators.

During his career, he has received many awards and recognitions from his peers and stakeholders. He earned both his B.S. and M.S. degrees from North Carolina A&T State University and his doctorate from Virginia Tech.

**Dr. Nancy Franz** serves as Associate Dean for Extension and Outreach in the College of Human Sciences and as the Director of Iowa State University to Families with Extension and Outreach in Iowa. She has served as an Extension agent, specialist, graduate student and administrator with Extension systems in Wisconsin, New York, New Hampshire, Virginia and Iowa. When she's not exercising her "Extension gene," she loves to read, be outdoors doing silent sports and to consume dark chocolate.

**Dr. Johnnie Westbrook** is a Program Evaluation Specialist with the Alcorn State University Extension Program. He received a Ph.D. in Career and Technical Education with emphasis in Extension Education from Virginia Polytechnic Institute and State University; a Masters of Science in Agricultural Education from North Carolina A&T State University; and a Bachelors of Science in Agricultural Education from North Carolina State University. He has been at Alcorn State University since 2010. Prior to coming to Alcorn, he taught secondary agriculture in North Carolina and worked as a Small Farm Management Agent with the North Carolina A&T Cooperative Extension Program. Dr. Westbrook is a native of Mt. Gilead, N.C.



*Dr. L. Washington Lyons*



*Dr. Nancy Franz*



*Dr. Johnnie Westbrook*

## MONDAY LUNCHEON SPEAKER

**Dr. Chavonda Jacobs-Young** is the Director of the Office of the Chief Scientist in the United States Department of Agriculture. In this role, Dr. Jacobs-Young is responsible for facilitating the coordination of scientific leadership across the Department to ensure that research supported by, and scientific advice provided to, the Department and external stakeholders is held to the highest standards of intellectual rigor and scientific integrity.

Most recently, Dr. Jacobs-Young served as Acting Director for USDA's National Institute of Food and Agriculture (NIFA). NIFA is one of the four agencies within the Research, Education and Economics mission area. NIFA awards grants to university researchers across the nation for a wide range of research that addresses the needs of farmers, ranchers and agricultural producers.

Prior to these roles, Dr. Jacobs-Young served as a senior policy analyst for agriculture in the White House Office of Science and Technology Policy. There, she supported the president's science adviser and others within the Executive Office of the President on a variety of agricultural scientific activities. She worked across the federal government to improve interagency cooperation and collaboration on high-priority scientific issues.

From 1995 to 2009, Dr. Jacobs-Young led competitive research programs as a National Program Leader in the USDA National Research Initiative, USDA's largest competitive program. She administered extramural funding programs in the areas of biobased products including non-food processing, biotechnology, metabolic engineering, bioenergy production and forest products research. Dr. Jacobs-Young was a member of the College of Forest Resources at the University of Washington in Seattle from 1995 to 2002, where she was Assistant Professor of Paper Science and Engineering. She was an active researcher and published in the area of biotechnology for the production of biobased products. Dr. Jacobs-Young's corporate experience involves working with various corporations including E.I. Dupont De Nemours, Kimberly-Clark Company, Federal Paper Board, Kraft General Foods and the Weyerhaeuser Company.

Dr. Jacobs-Young holds M.S. and Ph.D. degrees in Wood and Paper Science and a B.S. degree in Pulp and Paper Science and Technology from North Carolina State University. She is also a graduate of American University's Executive Leadership in Public Policy Implementation Program.



*Dr. Chavonda Jacobs-Young*



## TUESDAY LUNCHEON SPEAKER

**Donald T. Floyd Jr.** is the President and CEO of the National 4-H Council. He assures the strategic direction and execution of the Council's mission, vision, values and organizational culture. Specific focus is given to the Council's board of trustees, senior leaders and associates to ensure optimum organizational performance and to effectively communicate the operational and financial goals of the Council. He brings more than 35 years of experience in innovative leadership of youth-serving and non-profit organizations.

Under his leadership, National 4-H Council has led 4-H in the National Conversation on Youth Development in the 21st Century and created the first national action agenda for youth policy. In addition, he has led 4-H expansion in after school programs, science programs, technology and the creation of the Global 4-H network. In February 2011, Floyd convened the First International 4-H Executive Conference.

Over a period of 17 years, he held local and national level positions at Junior Achievement (JA), including national executive vice president. Floyd led the building and expansion of the international program and its first venture into classroom-based programming, which today is JA's largest program.

Floyd served as a trustee of Albright College and was secretary of the board, a member of the executive committee and vice chair of its governance committee. He is former chair of the International Leaders Committee of the Institute for Applied Research in Youth Development, Tufts University. He was one of six inaugural recipients of the International Fellows in Applied Developmental Science. Recently, he completed his term as chair of the National Collaboration for Youth (a coalition of the top 56 youth organizations). Floyd is a trustee with the America's Promise Alliance.

Currently, Floyd is co-founder and a member of executive committee of ImagineAfrica, and a member of the Alliance for International Youth Development. In 2011, he served as consultant for the Committee on Agricultural Innovation and Productivity for the 21st Century at DuPont and for Girls in Rural Economies from the Chicago Council on Global Affairs.

Floyd is a 1965 graduate of Reading High School, served in the U.S. Air Force (1966-1970), and is a 1973 graduate in sociology of the Albright College in Reading, PA. He has traveled to 35 countries to establish youth programs and has lived in Japan and Ghana. Floyd and his wife, Carolyn, have five children. He is an elder at Bridgeway Community Church, a large non-denominational multicultural congregation in Columbia, Md.



*Donald T. Floyd Jr.*

## THIRD GENERAL SESSION SPEAKER

**Robin Adams** is the owner of Write Right, offering writing and editing services for organizations where every word counts. She has served as the Director of Agricultural Communications and Technology at North Carolina A&T State University, director of university news at the University of North Carolina at Greensboro, and has more than 30 years experience in communications including writing, editing, strategic communications planning, project development and crisis communications training.

Adams is a native of Burlington, North Carolina, and is a graduate of Elon College. She is married and has two children and one grandchild.



*Robin Adams*

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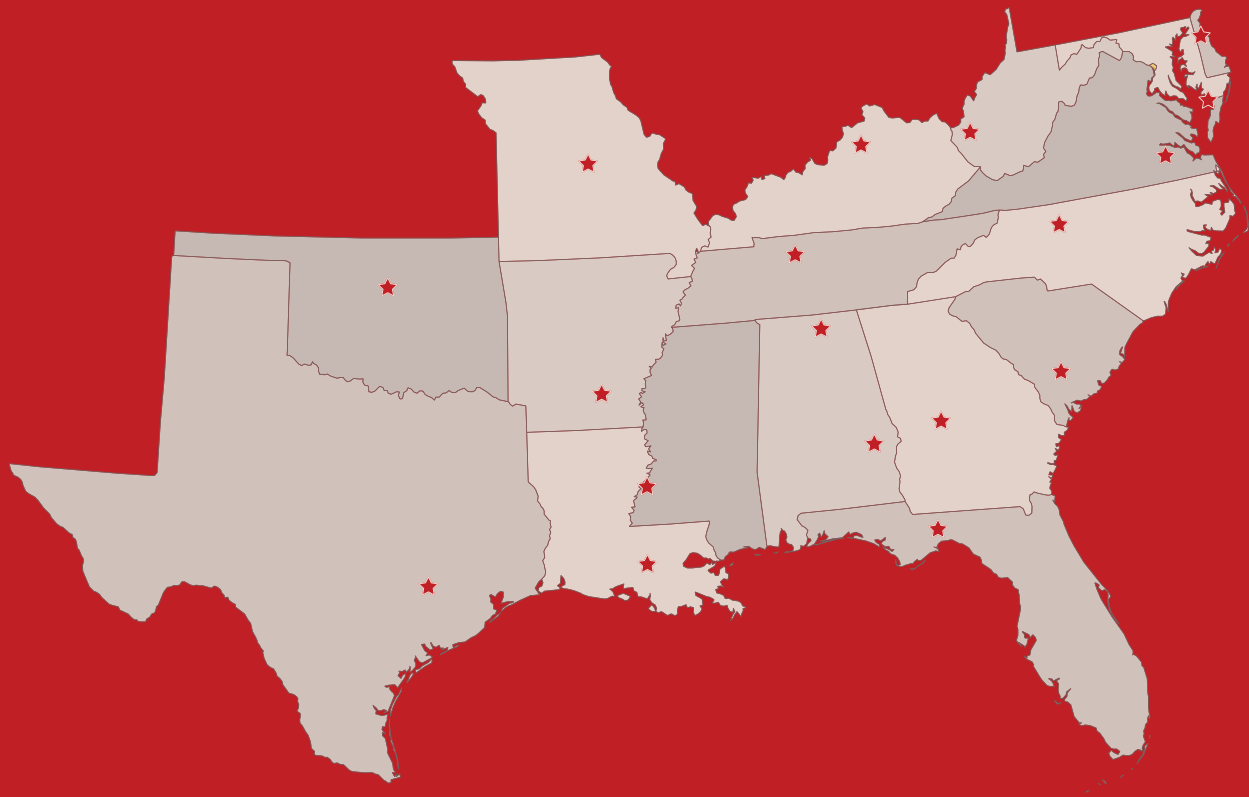
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## 1890 Land-Grant Universities

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### Alabama

Alabama A&M University  
Tuskegee University

### Arkansas

University of Arkansas at Pine Bluff

### Delaware

Delaware State University

### Florida

Florida A&M University

### Mississippi

Alcorn State University

### Georgia

Fort Valley State University

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