



# **Public Issues and Leadership Development Conference**

**Connectivity:  
Community to the Capitol**

April 27-29, 2009  
Key Bridge Marriott  
Arlington, Virginia

**Sponsored by the  
Joint Council of  
Extension  
Professionals**

Joint Council of Extension Professionals  
**JCEP**

# Welcome to Washington, DC

## We are glad you joined us for PILD 2009!

Dear Extension Colleagues and Friends,

Sponsored by the Joint Council of Extension Professionals (JCEP), the annual Public Issues Leadership Development Conference (PILD) is a premiere opportunity for professional development. The conference provides a close up look at the issues that impact Extension and the communities we serve. It also provides Extension professionals and volunteers the unique opportunity to interact with decision-makers in Congress, with our federal agency partners, and with others "inside the Beltway" who support our work.

In 2009 the PILD conference focuses on CHANGE - in Washington in the executive and legislative branches of government, in the creation of the National Institute of Food and Agriculture (NIFA), in our approaches to dealing with the community challenges, and in our own personal growth as leaders for change. The program provides a variety of ways to learn, including dynamic general sessions, breakout sessions that are meaningful to your various roles in the Extension system, and opportunities for interaction with peers across the country in professional association, volunteer and administrator sessions.

If this is your first PILD experience, we encourage you to participate in PILD 101 on Monday morning before the opening general session. We've made a change in the format for the association, volunteer and administrator meetings on Monday afternoon, to allow for more interaction and greater flexibility in the way the groups structure their time together. Returning to the PILD conference schedule is the Roundtable Breakfast with National Program Leaders on Tuesday morning, an opportunity to talk to Extension leaders whose positions at USDA support programs and provide funding to address critical state and national issues. We'll close the conference program on Tuesday afternoon with a focus on the results of a national Extension marketing and communication survey that will provide a roadmap for the way we talk about and promote the value of Extension to public officials and our customers. On Wednesday, your state team will head to Capitol Hill for visits with your elected officials, well prepared for this important part of your visit to Washington, DC.

The PILD planning committee thanks the JCEP Board of Directors for their generous contribution and support of the Public Issues Leadership Development Conference. Again, welcome to Washington, DC! We guarantee you'll remember this experience for years to come.



*Kendra Wells, Maryland  
Chair, 2009 PILD Planning Committee*



*Fred Miller, North Carolina  
President, JCEP*

**PILD 2010 • Washington, DC**

## SUNDAY, APRIL 26

4:00 - 7:00 pm      **Registration Open** - Capital View Foyer, 14th Floor

7:00 - 10:00 pm    **Washington by Twilight Tour** - Optional

Reservations had to be made prior to arrival. Meet in the Hotel Lobby near Registration Desk.

## MONDAY, APRIL 27

6:00 am              **Wellness Walk/Run.** Meet in the Hotel Lobby near Registration Desk.

7:30 - 8:45 am     **Continental Breakfast** - Potomac Ballroom Foyer, First Floor

7:30 - 4:00 pm     **Registration Open** - Potomac Ballroom Foyer, First Floor

8:30 - 9:00 am     **Getting Connected: PILD 101**

Potomac A

Linda Kay Benning, Association of Public and Land-grant Universities (A P L U),  
and Gwen Wolford, ESP

Optional - if this is your first time to PILD and/or Washington, DC, you will find this session helpful ... no question is a dumb question here!

9:00 am - noon     **Opening General Session**

Potomac Ballroom, First Floor

- **Welcome to PILD**, Kendra Wells, PILD Chair
- **Welcome to Washington, DC**, Jeanne Markell, National Association of Counties (NACo)
- **Cooperative Extension Outlook**, Paul Coreil, chair of the Extension Committee on Organization and Policy (ECOP), Vice Chancellor and Director, Cooperative Extension, LSUAg Center
- **USDA Extension Outlook**, USDA Administrator's Office

10:15 am            BREAK - Potomac Ballroom Foyer, First Floor

10:30 am            **Research, Education and Extension Office Stakeholder  
Listening Session**

Potomac Ballroom, First Floor

*Moderator:* Fred Miller, JCEP President

*Presenters:* Mary McPhail Gray, Robbin Shoemaker, Catherine G. Parks,  
Jill Shore Auburn, Mark R. Walbridge

Learn how this new office is operating and how you can have input into a science Roadmap for the U.S. Department of Agriculture.

12:00 - 1:00 pm    BUFFET LUNCH

Potomac Ballroom, First Floor

## Breakout Sessions (choose one)

1:15 - 2:45 pm

### **Change and Effectiveness During Turbulent Times**



#### ■ *Increasing Your Effectiveness Through Understanding Demographic Trends and Changes*

Francis Scott Key Salon A

*Moderator:* Jim Spurling, CSREES/USDA

*Presenter:* Virginia Harris, Agricultural Statistician, National Agricultural Statistics Service (NASS)/USDA

This presentation will provide an update on the new data from the 2007 Census of Agriculture released on February 4, 2009. The focus of the discussion will be on trends in characteristics of farm operators.



#### ■ *Growing Future Science, Engineering and Technology Leaders to Keep the U.S. Globally Competitive*

Francis Scott Key Salon B

*Moderator:* Chris Anderson, NAE4-HA

*Presenter:* Jim Kahler, Program Specialist, Families, 4-H, and Nutrition, Cooperative State Research, Education, and Extension Service

4-H Science Engineering and Technology (SET) plans to attract one million new youth to SET programming by the year 2013. This program will enhance national Extension efforts to grow leaders in the areas of science, engineering and technology; and improve the United States' ability to grow a globally competitive workforce.



#### ■ *Engaging Partners to Identify and Implement Action for a Healthy Community*

Georgetown Salon A

*Moderator:* Mark Manno, NAE4-HA

*Presenter:* Beth Claypoole, Executive Director and Ag Issues Leader, Cornell Cooperative Extension, Wayne County

Building healthy communities is a national initiative that has many pieces. Engaging the correct partners and determining needs from the individual to community and national levels are part of a systems approach to getting this accomplished. Examples and discussion will explore how to get this done in your community.



#### ■ *Reducing the Impact of Disasters Through Interdisciplinary and Multi-State Research and Extension: EDEN*

Georgetown Salon B

*Moderator:* Barb Bromley-Brody, NACDEP

*Presenter:* Dave Filson, EDEN National Chair

Disaster Education resources are available to every Cooperative Extension system through the Extension Disaster Education Network (EDEN). Learn about the variety of resources, education learning modules, issue pages, and EDEN contacts in your state.



#### ■ *Understanding the Changes Needed in Risk Management for Families, Communities and Businesses*

Georgetown Salon C

*Moderator:* Linda Huyck, NEAFCS

*Presenter:* Barbara O'Neill, Extension Specialist, Rutgers Cooperative Extension, and Janie Simms Hipp, J.D., LL.M., National Program Leader.

This session will discuss the concept of risk management and essential concepts that Extension educators need to teach their clients. O'Neill will describe personal finance

applications of risk management with respect to insurance, investing, and retirement and estate planning. Hipp, an agricultural attorney, will discuss risk management in the broader context, specifically focusing on how businesses, families and communities address financial, production, marketing, legal and human resource risks and what changes must occur at all levels to respond to rapidly evolving risk environments.



■ **Food Market Trends: They're Buying Your "Story"**

Capital View Salon 1, 14th Floor

*Moderator:* Barb Liukkonen, ANREP

*Presenter:* Stan Ernst, Department of Agricultural, Environmental and Development Economics, The Ohio State University

Thanks to the 'Bama Gang and his uncle's pickle barrel, Stan Ernst appreciates how a good story sells food. But does that count in a recession? This is a look at food prices, market trends, and why consumers' "deep personal relationship" with what they eat is important to growers and sellers.

- 2:45 pm            BREAK - Potomac Ballroom Foyer, First Floor
- 3:00 - 5:00 pm    **Professional Association and Volunteers/Directors/  
Administrators Meetings**
- ANREP and NACDEP - Georgetown Salon A  
ESP - Georgetown Salon B  
NACAA - Francis Scott Key Salon A  
NEAFCS - Francis Scott Key Salon B  
NAE4HA - Capital View Salons 2 & 3, 14th Floor  
Volunteers and Administrators - Capital View Salon 1, 14th Floor
- EVENING            **Associations' Night Out** (optional)

## **TUESDAY, APRIL 28**

- 6:00 am            **Wellness Walk/Run.** Meet in Hotel Lobby near Registration Desk.
- 7:00 am - noon    **Registration Open** - Potomac Ballroom Foyer, First Floor
- 8:00 - 9:45 am    **Connecting with National Program Leaders:  
Public Issues Breakfast and Roundtable Discussion**
- Capital View Ballroom, 14th Floor
- Have conversations with National Program Leaders (NPLs) about public policy issues that impact Extension and clientele across the nation.
- This session will be divided into two time periods: 8:00 - 9:00 and 9:00 - 9:45. Grab your breakfast and join a table for a visit with one of over 20 NPLs. At 9:00 you'll be encouraged to move to another table and become part of another discussion. A list of participating NPLs will be available at the PILD registration desk and at breakfast.*
- 9:45 am            BREAK

## Breakout Sessions (choose one)

10:15 - 11:45 am

### **Target Your Conversations and Communicate Effectively**



#### ■ *Personalizing Your Message for the Audience and Targeting for Relevance*

Capital View Salon 1, 14th Floor

*Moderator:* Mindy Habecker, ANREP

*Presenter:* Pamela Seelman, Senior Public Information Specialist, Cooperative Extension, University of Wisconsin Extension

At this session you will learn how to target your message to your specific legislative audience. The session will provide you with helpful tips to make the most of your legislative visit.



#### ■ *Addressing Controversial Public Issues with Confidence*

Capital View Salons 2 & 3, 14th Floor

*Moderator:* Fred Miller, JCEP

*Presenter:* Lanny Hass, Associate Director of Personal and Organizational Development, North Carolina Cooperative Extension

The quality of our life and work emanates from the quality of our dialogues and conversations. This session will give participants tools, methods, and processes that will build great personal influence and power to move “stuck” relationships and projects.



#### ■ *Conducting Crucial Conversations* (first in a two-part series, continues in the afternoon, plan to attend both sessions)

Georgetown Salon A

*Moderator:* Mary Ann Lienhart-Cross, NEAFCS

*Presenter:* George Okantey, MPA, Purdue University

Crucial conversation teaches effective dialogue skills and how to hold people accountable. Learn to reveal the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment. This training experience introduces a set of tools that enables alignment, agreement, and interpersonal communication.



#### ■ *Working Effectively with the Members and Staff of the United States Congress: Yes You Can!*

Georgetown Salon B

*Moderator:* Laura Wilson, ESP

*Presenters:* Stacy Rastauskas, Director, Federal Relations for The Ohio State University and Gwen Wolford, Director, Government Relations, OARDC and OSU Extension

Learn how the recipients of our advocacy message receive and perceive the message and how you and your customers can most effectively get that message across. Strategies for getting appointments and building relationships are included; along with insights into how political staff and elected officials handle the many requests that they receive.



#### ■ *Making Your Capitol Hill Visit Effective*

Georgetown Salon C

*Moderator:* Paul Craig, NACAA

*Presenter:* Zach Moore, Director of Federal Relations, Penn State University

The purpose of this presentation is to prepare volunteers and staff to effectively communicate their message to members of Congress and their staff.

12 - 1:15 pm

## LUNCHEON

Capital View Foyer, 14th Floor

**JCEP/ECOP/CSREES Luncheon** (By Invitation)

Revival Restaurant Private Dining Room

## Breakout Sessions (choose one)

1:30 - 3:00 pm

### Preparing for Hill and Agency Visits



#### ■ *Addressing Controversial Public Issues with Confidence*

Capital View Salons 2 & 3, 14th Floor

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*Presenter:* Lanny Hass, Associate Director of Personal & Organizational Development, North Carolina Cooperative Extension

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### ■ **Marketing Your Message**

Potomac A

*Moderator:* Ellen Burton, JCEP, President-elect, ESP National President

*Presenters:* William D. Lantz, Extension Educator, Maryland Cooperative Extension, Garrett County; Jeff Dick, Ohio State University Extension, 4-H Youth Development Educator; Jeff Christie, Liaison, University of Georgia Cooperative Extension/Association of County Commissioners of Georgia

The Western Maryland Rural Leadership Academy provides the opportunity for rural individuals to attend 15 monthly sessions which will deal with topics such as communication, group organization, sustainable agriculture, marketing, health care, environmental issues, and youth development (*Lantz*).

Fortunately for 4-H professionals and volunteers, who often work with limited budgets, research suggests the most effective ways to promote local 4-H camping is through venues that cost very little (*Dick*).

UGA Cooperative Extension and the Association of County Commissioners of Georgia jointly sponsor and fund a staff liaison position. Through the liaison, local county government officials are provided many additional 'touch points' with Extension, greatly expanding the relationship they already have with their local Extension office (*Christie*).

3:30 - 4:45 pm

### **Closing Session – CES Brand Value Research Findings**

Potomac Ballroom, First floor

*Moderator:* Gwen Wolford, ESP

*Presenter:* Douglas L. Steele, co-chair of the ECOP Marketing and Communications Task Force, Vice Provost and Director, Montana State University

In 2008, the Extension Committee on Organization and Policy contracted for a national study of the brand value of Cooperative Extension. Employees, volunteers, customers, and stakeholders all participated in the survey. In this session, learn the results of the study and discuss how to use the results in your daily work.

EVENING

**States' Night Out** – Planning for Congressional/Agency Visits

## **WEDNESDAY, APRIL 29**

BREAKFAST ON YOUR OWN

*Congressional and Agency Visits planned by each state delegation.*

Have a Safe Trip Home!

## **SPEAKER BIOS** *(alphabetical by last name)*

**Jill Shore Auburn** is Division Chief, Agricultural Systems and Technology, in USDA's Research, Education and Extension Office (REEO), a new office established by the 2008 farm bill to coordinate science activities of the USDA. She is on detail to REEO from her position as national program leader for sustainable agriculture at the Cooperative State Research, Education, and Extension Service (CSREES). Before joining USDA in 1998 she was associate director of the University of California's statewide Sustainable Agriculture Research and Education Program, and also regional training coordinator for the Western Region of the USDA-SARE program.

**Linda Kay Benning**, Associate Director, Extension and outreach, has provided staff support to the Cooperative Extension System at the Association of Public and Land-grant Universities (A P L U), formerly NASULGC. Prior to joining A P L U, Benning worked as a legislative assistant at the U.S. Senate for over three years.

**Beth Claypoole** has been actively involved in engaging the agriculture and nutrition audiences of New York State to improve and connect the ag and food systems. Prior to becoming Executive Director in Wayne County, she was an ag specialist for 12 years. As new needs are identified, staff and other agency members have formed grant writing and implementation teams to reach out to all levels of the community for a system's approach to problem solving.

**Paul D. Coreil** is the Vice Chancellor and Director of the Louisiana Cooperative Extension Service, a position he has held since 2001. Prior to that, he served in several roles at LSU since beginning his Extension career as an Assistant Area Agent in Fisheries and Wildlife. He served as the Chair of the Association of Southern Region Extension Directors in 2006; he also served as the first chair of the Extension National Governing Committee. Currently, Dr. Coreil serves as the chair of the Extension Committee on Organization and Policy.

**Jeff Dick** has served as a County 4-H Youth Development Educator in Ohio for 17 years.

During his tenure he has directed numerous 4-H camp programs. He has also served as the Interim Director of 4-H Camp Palmer, an Ohio 4-H camp that serves an average of 6000 participants per year.

**Stan Ernst** is Outreach Program Manager and Specialist on Marketing, Information Technology Adoption, E-business in Food and Agricultural Industries, and niche food markets. He joined the department of Agricultural, Environmental and Development Economics at The Ohio State University in 1999 after four years in administration at North Dakota State and 10 prior years at Ohio State.

In addition to being the chair of EDEN, **Dave Filson** is state program leader for Emergency Preparedness and Rural Health and Safety for Penn State Cooperative Extension. He also serves as the Emergency Preparedness and Emergency Response Coordinator for Penn State Extension and the Partnership Expansion Director.

**Mary McPhail Gray** serves as Division Chief, Food Safety, Nutrition and Health, in USDA's Research, Education and Extension Office (REEO), a new office established by the 2008 farm bill to coordinate science activities of the USDA. She is on detail to REEO from her position as Deputy Administrator for the Department of Agriculture, Cooperative State Research, Education, and Extension Service, Families, 4-H, and Nutrition. Before joining USDA Dr. Gray served as the Associate Director for Cooperative Extension at Colorado State University.

**Virginia Harris** is a statistician with the National Agricultural Statistics Service. Her work focuses on the Census of Agriculture. She is involved in setting of content, testing of the questionnaire, and analyzing the data collected.

**Lanny Hass** has worked for Cooperative Extension for 28 years in Virginia and North Carolina as an area agent and specialist. He grew up on a farm in North Carolina and received degrees from the University of North Carolina at Asheville (Economics), the University of Tennessee (Agricultural Economics), and NC State (Occupational Education). Lanny is a nationally known resource in the areas of leadership and organizational development.

**Janie Simms Hipp** is a national program leader in the Economic and Community Systems unit of CSREES/USDA. She oversees several program areas including Farm Financial Management, Risk Management Education, Trade Adjustment Assistance and the Beginning Farmer and Rancher Development Program.

At National 4-H Headquarters, at the U.S. Department of Agriculture, **Jim Kahler** works primarily with 4-H Science, Engineering and Technology (SET) and Children, Youth and Families at Risk (CYFAR) programs. Previously, he was a county 4-H educator in Maryland.

**Jeanne Markell** is the current National Association of Counties Ralph L. Tabor Extension Fellow. In that role, Jeanne works with county services and legislative staff at NACo as well as CSREES and APLU staff in Washington, DC, to enhance the partnership between county government and the land grant system. She has worked as a county Extension agent, chief of staff to University of Minnesota president and vice presidents, and several positions in Minnesota's Extension administration. Jeanne will be the Tabor Fellow through June, 2009.

**Zack Moore** has represented Penn State University before the federal government since January 2007. Prior to accepting this position, Zack was the Legislative Director for a U.S. Senator, a private consultant for companies and institutions seeking federal funding, and a Legislative Director for a Member of Congress.

**George Okantey** is a Purdue Extension ECD Educator based in Indianapolis, Indiana. He has a demonstrated record of leadership and expertise in asset-based human and community development, with twenty plus years of experience as a social entrepreneur, including excellent facilitation and project management skills. George is a certified Vital Smarts instructor of Crucial Conversations. He has an exceptional ability to inspire, lead, engage and coach people from diverse backgrounds and persuasions to experience excellence.

**Barbara O'Neill** is Rutgers Cooperative Extension's Specialist in Financial Resource

Management. She has written over 1,500 newspaper articles and over 120 articles for professional publications. A Certified Financial Planner®, she earned a Ph.D. from Virginia Tech and has received over two dozen awards and over \$475,000 in grants to support financial education programs and research.

**Catherine G. Parks** serves as Division Chief, Plant Health, Production, and Products of the U.S. Department of Agriculture's (USDA) Research, Education, and Extension Office, which was established by the Food, Conservation, and Energy Act of 2008 to coordinate USDA research, education, and extension activities. With an early career in agricultural science and horticulture production, Catherine has been a research ecologist in rural Oregon with the USDA Forest Service for over 20 years, conducting investigations of complex forest health issues such as insect, disease and ecosystem-stress interactions. Recent research includes management of invasive plants in wildland systems.

**Stacy Rastauskas** is responsible for the Washington, DC office of The Ohio State University, and for coordinating OSU's lobbying efforts with the federal government. Before joining OSU, she worked as a Congressional staff person and managed the Cloak Room for former House Speaker Dennis Hastert.

**Pamela Seelman** supports the internal and external communications for Cooperative Extension, University of Wisconsin, focusing on strategic communications with funding partners. She has a Bachelor of Arts degree in Journalism from UW-Madison, a Master of Arts degree in Communications from Marquette University and currently is working to complete a PhD in Life Science Communications from UW-Madison.

**Robbin Shoemaker** is currently the Division Chief for Agricultural Economics and Rural Communities in the Research, Education, and Extension Office, USDA. Previously Robbin was Associate Director of the Resource and Rural Economics Division at the Economic Research Service. Prior to his appointment as Associate Division Director, Robbin was Chief of the Resources, Technology and Productivity Branch for 9 years.

**Mark R. Walbridge** is currently on detail as the Division Chief for Renewable Energy, Natural Resources and Environment in the Research, Education, and Extension Office (REEO), Office of the Under Secretary for Research, Education, and Economics, where he coordinates research and science-based activities. His permanent position is National Program Leader for Water Availability and Watershed Management, Office of National Programs, Agricultural Research Service.

**Gwen Wolford** is the Director of Government Relations for OARDC and OSU Extension at The Ohio State University. OARDC is Ohio's agricultural experiment station. Gwen was a county educator for 13 years, is a 4-H volunteer and has been working in the government relations area for ten years.

## 2009 PILD CONFERENCE PLANNING COMMITTEE

**Chris Anderson**

NAE4-HA  
University of Maryland

**Barbara Bromley-Brody**

NACDEP  
University of Idaho

**Elizabeth (Beth) A. Claypoole**

ESP  
Cornell University

**Paul H. Craig**

NACAA  
Penn State University

**Lynette Flage**

NACDEP  
North Dakota State University

**Mindy Habecker**

ANREP  
University of Wisconsin

**Linda Huyck**

NEAFCS  
Michigan State University

**Mary Ann Lienhart-Cross**

NEAFCS  
Purdue University

**Barbara Liukkonen**

ANREP  
University of Minnesota

**Mark Manno**

NAE4-HA  
University of Delaware

**Fred Miller**

JCEP  
North Carolina State University

**Mark Stewart**

NACAA  
University of Missouri

**Kendra Wells - Chair**

NAE4-HA  
University of Maryland

**Laura Wilson**

ESP  
University of Kentucky

**Gwen Wolford - Co-chair**

ESP  
The Ohio State University

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**Linda Kay Benning**

A P L U

**Jim Spurling**

CSREES/USDA

**Kay Chelena**

Conference Planner  
Affinity Plus

## PILD Mission:

“To provide leadership and advocacy skills to effect public issues.”

## Objectives

- Broaden understanding of public policy issues that impact Extension and the community.
- Enhance advocacy and public policy education skills.
- Learn how the changing political environment affects support for Extension.
- Build political and public support for Extension through consistent and targeted communication with decision-makers and collaborators.
- Strengthen existing partnerships and explore new linkages.
- Visit with federal legislators and decision makers to observe the political process in action.

## Association Officers



### ANREP - Association of Natural Resource Extension Professionals

**Mike Reichenbach**

President, ANREP

**Jeff Schalaus**

President-Elect, ANREP

**Susan Donaldson**

Past President, ANREP



### EPSILON SIGMA PHI

**Ellen I. Burton**

President, ESP

**Cassandra ‘Sandy’ Corridon**

President-Elect, ESP

**Duane P. Johnson**

Past President, ESP



### NACAA - National Association of County Agricultural Agents

**Rick Gibson**

President, NACAA

**Phil Pratt**

President-Elect, NACAA

**Fred Miller**

Past President, NACAA



### NACDEP - National Association of Community Development Professionals

**Edwin Jones**

President, NACDEP

**Deborah Tootle**

President-Elect, NACDEP

**Mike Woods**

Past President, NACDEP



### NAE4-HA - National Association of Extension 4-H Agents

**Karen Hatch Gagne**

President, NAE4-HA

**Earl McAlexander**

President-Elect, NAE4-HA

**Elizabeth ‘Betty’ Wingerter**

Past President, NAE4-HA



### NEAFCS - National Extension Association of Family and Consumer Sciences

**Judith E. Breland**

President, NEAFCS

**Mary Ann Lienhart-Cross**

President-Elect, NEAFCS

**Kathy Dothage**

Past President, NEAFCS



### Joint Council of Extension Professionals

**Fred Miller**

President

**Ellen I. Burton**

President-Elect

**Carol Schlitt**

Past President