

Public Issues Leadership Development: What We Can Do...

Public Issues Leadership Development Conference—2013

**April 21-24, 2013
The Westin Alexandria
Alexandria, Virginia**

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

Joint Council of Extension Professionals

JCEP

Dear Leaders of Cooperative Extension,

We would like to strongly encourage you to take the next step in increasing your advocacy skills for Cooperative Extension by registering for the 2013 Public Issues Leadership Development (PILD) Conference. This year's conference theme is "Public Issues and Leadership Development -**What You CAN Do!**" This conference, held in our Nation's Capital surrounding area of Alexandria, Va., will feature nationally recognized speakers for the Keynote and Capstone sessions and your colleagues from across the nation in the breakout sessions. In between you will have opportunities to hear from those who live and work in the area as well as leaders from other states who are involved in telling the Cooperative Extension story at the state and local level.



The PILD conference has been designed to provide both professional development and personal growth opportunities. During the conference you will have an opportunity to learn about the political process at the national level and meet with your elected officials as well as key leaders from the United States Department of Agriculture National Institute of Food and Agriculture and other agencies and organizations in the Washington D.C. area. In addition to this you will have opportunities to learn advocacy best practices from other states that you can take home to use at the state and local level in the future.

Based on evaluations from past PILD conferences we have "keep the best and enhanced the rest" to provide both first timers and returning participants one of the best experiences ever. The breakout sessions will focus on how Cooperative Extension at the state and local level are impacting the future of Cooperative Extension through effective programs addressing critical issues and sharing the impact those educational programs have on the people living and working in communities across our nation. Each state delegation will have time to plan for their visit to Capitol Hill so that they can make the best use of precious time with their elected officials, staff, and agency personnel. In addition to this there will be an opportunity to meet with National Program Leaders from NIFA to learn about new opportunities as well as communicate critical issues at the state and local level.

The PILD conference has evolved over the years into a great opportunity for Cooperative Extension administrators, local educators, and volunteers to meet together, share success stories, and discuss potential strategies to meet our challenges, one of them being telling our story to decision makers at the national, state, and local level. Do not miss this great opportunity. Register NOW!

Trudy M. Rice
Kansas State University
Research and Extension
2013 PILD Chair

Paul Wigley
University of Georgia
Cooperative Extension
2013 JCEP Chair

2013 Conference Highlights:

Sunday—Washington by Water Tour - or -

Washington Twilight Bus Tour

Monday — USDA Outlook— Dr. Sonny Ramaswamy, Director, NIFA, USDA

**The Relevance of Cooperative Extension in 2013 and Beyond - Daryl Buchholz,
ECOP Chair, Kansas State University**

**JCEP Excellence in Teamwork Award Presentation—Intergenerational Land Transfer Class, Univer-
sity of Minnesota**

**The Public Value of Cooperative Extension— *Laura Kalambokidis,
University of Minnesota***

You CAN effectively communicate the Public Value of Cooperative Extension.

**Telling the Cooperative Extension Story - Marshall Stewart, North Carolina State
University**

*Learn from an expert how to effectively communicate Cooperative Extension impact to stakeholders,
whether local, state or at the federal level.*

What you CAN do... a Look from Different Perspectives—Panel Discussion

Panel members will include a University Lobbyist, Extension Director and Hill Staffer

**Making your Visit to the Hill Count— A panel discussion by individuals experienced in how to make your
visit count.**

State Planning Time for Your Trip to the Hill—Come Prepared to develop your plan

Professional Association Time — Each of the six associations will meet

Volunteers Meeting -a program session developed especially for volunteers to help them be more effective

Tuesday— NIFA National Program Leaders Roundtable Discussion

*Program Leaders will be present to discuss the direction of their programs and to get feedback from
field faculty, staff and volunteers. Participants will have the opportunity to participate in two sessions.*

JCEP Selected Presentations submitted by your Extension Colleagues

*Proposals were submitted by association members for presentations, these are the top three of those
submitted that are being recognized as special presentations.*

**Several Breakout Sessions with Programs of Interest—There will be two sessions with five presenta-
tions in each from which to choose**

Special Capstone Presentation—Dr. Barry Flinchbaugh, Kansas State University

*Flinchbaugh served as Special Assistant to the President of Kansas State University (coordinating the
information and public affairs activities of the University). Flinchbaugh served for five years as Chair-
man of the prestigious Alfred M. Landon Lecture Series on Public Issues.*

Wednesday— Congressional and Agency Visits

Register for the conference at <http://jcep.org> beginning December 15, 2012.

Registration - Early Bird Registration - \$350 if paid between December 15, 2012 and March 15, 2013. If payment not received by March 15th a \$50 late fee will be added.

Regular Registration - \$400 if paid between March 16, 2013 and April 15, 2013. If payment is not received by April 15th a \$50 late fee will be added.

On-Site Registration - \$450

Note: Registrations fees not received by the deadline date in each category will be assessed the higher fee. (for example Early Bird Fees not received by March 15th will be charged the Regular Registration fee of \$400.)

Pre Conference Webinar -

All persons who register for the conference will be invited to participate in a pre conference webinar that will provide insight on how to maximize your Washington, D.C. experience. The webinar was started in 2012 to assist those who are new to Washington to provide information on how to get around in Washington, D.C. as well as how to prepare for your trip to the Hill to visit your congressional delegation. You will learn in the webinar some of the preparation you need to do at home before coming to Washington so that you have the best opportunity to make an impact while on your visit.

Those who are registered will receive an email with the information on how to join the webinar so that they might participate in the live webinar. For those who have conflicts the webinar will be recorded and will be available for viewing at your convenience.

Your first Visit to D.C. or to Capitol Hill? Need help on getting to and around Washington D.C.? - Check out the JCEP Website. <http://jcep.org/pild-conference> for assistance.

Hotel Accommodations—

The Westin Alexandria is the conference hotel. Reservations can be made for the hotel during the registration process on line or by calling 866-837-4210. The rate for rooms is \$225 per night for King or Double rooms with either single or double occupancy.

Note: All registrants who are attending and who live outside 50 miles of the conference hotel are expected to stay at the conference hotel for the duration of the conference. Those choosing not to stay at the conference hotel will be assessed a hotel fee of \$300 so that we may meet our obligations to the hotel. This fee will be billed to the credit card on file with your registration.