

2009



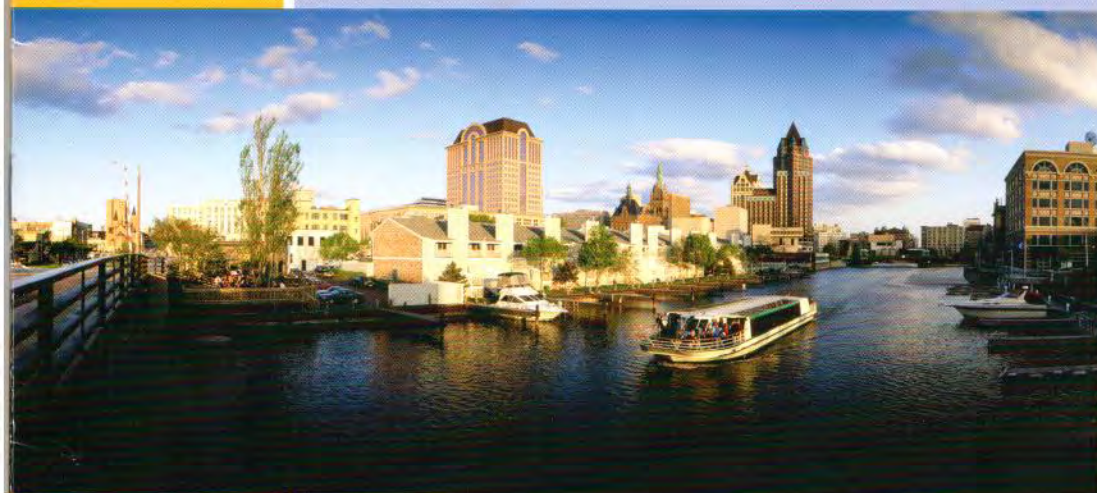
North Central Urban Extension Conference

HYATT REGENCY > MILWAUKEE, WISCONSIN > MAY 4-7, 2009



Urban Extension

Relevant today—committed to the future



North Central Urban Extension Conference 2009

Take advantage of
this opportunity to
network with Extension
professionals who
work in urban settings
around the country
and to share your own
experiences. Workshops,
exhibits, speakers, and
seminars will inspire and
challenge you.



MILWAUKEE, WISCONSIN > MAY 4-7, 2009

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Urban Extension
Relevant today—committed to the future



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Cooperative Extension Quad Counties

May 4, 2009

Welcome!

We are pleased to be hosting the 2009 North Central Region (NCR) Urban Extension Conference in Milwaukee. The conference theme, *Urban Extension: Relevant Today and Committed to the Future*, upholds a commitment to supporting Extension colleagues in effectively responding to the opportunities and complexities of urban life.

Urban life is dynamic, and change is the constant denominator in this equation. For the past 30 years, the NCR Urban Extension Conference has been an important resource for Extension staff across the country to understand these changes and the best practices being engaged. University of Wisconsin-Extension, Cooperative Extension, is pleased to continue the tradition of promoting and sharing knowledge.

The conference represents an opportunity to share experiences in reaching new and diverse audiences in and around urban communities. Extension staff from across the nation will discover and explore cutting-edge programming and urban policies and trends that impact the communities where Extension offices are located.

There are many wonderful, committed NCR Extension colleagues who worked diligently to make this conference happen. No words can thoroughly convey our gratitude for their hard work. We are fortunate to have had them developing and implementing this year's conference.

Thank you for attending this conference, and we hope you leave with new awareness, new skills, and new ideas that help build thriving communities.

Sincerely,

A handwritten signature in blue ink that reads "Tedi Winnett". The signature is fluid and cursive.

Tedi Winnett
Co-chair



A handwritten signature in black ink that reads "Eloisa Gómez". The signature is fluid and cursive.

Eloisa Gómez
Co-chair



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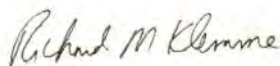
Welcome to Milwaukee and the 2009 North Central Region Urban Extension Conference. More than a decade has elapsed since the great minds in urban Extension programming gathered here in Milwaukee.

Now, we connect again to learn, share problems, seek solutions, enhance our programming knowledge and sharpen our skills. We truly hope that participation in this year's conference will help you develop as an urban extension educator.

We rely upon dedicated colleagues to host an event like this, and nearly 100 turned out to ensure you have a great time. We'd like to thank Eloisa Gómez, Milwaukee County Cooperative Extension office director and conference co-chair; Tedi Winnett, Kenosha County Cooperative Extension office director, Quad County team leader and conference co-chair; and the entire Wisconsin host committee for their work and dedication. Their enthusiastic support will help make the 2009 North Central Region Urban Extension Conference a rewarding experience for all of us.

By offering education that transforms people's lives in our urban and suburban communities, we are able to fulfill our mission to extend the knowledge and resources of our universities where people live and work.

Like you, we in Wisconsin share a commitment to urban Extension programming, which is more relevant today than ever before. Through this conference, we hope that together we can create new ideas and inspire novel actions that will help us shape a brighter future.



Richard M. Klemme
Dean and Director



Yvonne Roulhac Horton
Associate Dean and Associate Director



Monday, May 4

- 9:00 a.m.–5:00 p.m. Registration, Regency Ballroom entrance
- 9:00 a.m.–4:00 p.m. Speaker ready room hours, Pere Marquette
- Noon Pre-conference lunch, Regency A
- Keynote addresses:**
Value of Cooperative Extension to Metropolitan/Urban Areas
 Mark O'Connell, Executive Director, Wisconsin Counties Association
- The County-Extension Connection: Challenges, Successes, & Emerging Trends*
 Rachel Surls, Ph.D., County Extension Director, Los Angeles, California
- 2:30–3:30 **General session:**
Strategic Collaborative Partners, Regency A
 Moderator: Mary Jane Willis, Associate Director, Rutgers Cooperative Extension
- Panel:**
- *Community development block grants*
 Donald Tobias, Executive Director
 Cornell University Cooperative Extension, Suffolk County, Executive A
 - *Juvenile justice at-risk youth grants*
 Kenneth M. Karamichael, Director, YE²S Center (Youth Success Center of Newark)
 Rutgers State University of New Jersey, Executive B
 - *Food system economic partnership*
 Brenda Reau, County Extension Director
 Michigan State University Extension, Monroe County, Executive C
 - *Building stakeholder communities for water quality education*
 Renee Pardello, Program Leader, University of Minnesota Extension Center for Food, Agricultural, and Natural Resource Sciences, Executive D
- 3:30–3:45 Beverage break, Atrium
- 3:45–4:45 **Concurrent workshops:**
Strategic Collaborative Partners
 Panel presenters will lead workshops for more in-depth discussion
- 5:15 & 5:45 p.m. Bus departs the Hyatt for the evening event, Main entrance, 4th St.
- 5:30–8:00 **Dinner event:** Public-Private Partnerships, the Harley-Davidson Museum™
- Keynote address:**
Public-Private Partnerships' Success in Redevelopment
 Laura Bray, Menomonee Valley Partners, Inc.
- 7:45 & 8:15 p.m. Bus departs to return to the Hyatt

Tuesday, May 5

- 7:00 a.m.–5:00 p.m. Registration, Regency Ballroom entrance
- 8:00 a.m.–4:00 p.m. Speaker ready room hours, Pere Marquette
- 7:00–8:30 Breakfast, Regency A
- Keynote address:**
The Value of Effective Community Engagement,
 Dr. Carolyn Lukensmeyer,
 Founder and President, *AmericaSpeaks*
- 8:40–9:40 Concurrent sessions
- Session 1:** *Investing in Urban Extension*, Executive A
 Cheryl Lloyd, State Leader, Urban Programs, North Carolina
 Jim Zuiches, Vice Chancellor for Extension, Engagement & Economic Development, North Carolina
- Session 2:** *Recruitment & Retention of Urban Staff*, Executive B
 Willene Buffett, County Extension Director, Cook County, Illinois
- Session 3:** *Measuring Excellence in Urban Extension*, Executive C
 Joan I. Jacobson, Urban Program Director, Texas AgriLife Extension Service
- 9:30–10:00 Beverage break, Atrium
- 9:50–10:50 Repeat of the concurrent sessions listed above
- 11:00–11:30 Pre-conference capnote, Lakeshore Ballroom
- Capnote address:**
Institutionalizing Extension's Commitment to Urban Areas
 Rick Klemme, Dean and Director, University of Wisconsin-Extension, Cooperative Extension
- 11:30–11:45 Closing comments
 Bonnie McGee and Mary Jane Willis, Pre-conference co-chairs

Pre-conference goals

- > To showcase successful urban Extension strategies to stimulate new thinking, problem-solving, and resource development.
- > To identify trends that impact urban communities and Extension's urban work.
- > To strengthen the urban network of Extension administrators.

Value of Cooperative Extension to Metropolitan/Urban Areas

Mark D. O'Connell



Executive Director
Wisconsin Counties Association

Local government can benefit from many of the resources and programs provided by Cooperative Extension in urban counties. Many of the issues facing metropolitan and urban areas are relevant to the Cooperative Extension educational programs and resources provided at the state and local county levels. There is tremendous value in seeking strategic partnerships and linkages between county government/local government and Cooperative Extension.

About the speaker

Mark O'Connell is the executive director of the Wisconsin Counties Association, an organization that represents counties at the state and federal levels with respect to all issues affecting county government.

Mr. O'Connell has served county government for the past nineteen years. Previously, he worked for the State of Wisconsin in the Department of Administration, the Department of Natural Resources, and the Legislative Audit Bureau. He has a bachelor's degree from the University of Wisconsin-La Crosse and a master's degree from the University of Wisconsin-Madison.

O'Connell is president of WCA Services, Inc., an executive officer of the Wisconsin Higher Education Business Roundtable, and a principal in the Wisconsin Way effort. He serves on several state boards and commissions, including the University of Wisconsin-Extension Board of Visitors. O'Connell is also vice president of the National Council of County Association Executives and will serve as president in 2009.

The County-Extension Connection: Challenges, Successes, and Emerging Trends

Rachel Surls



County Extension Director
Los Angeles, California

In Cooperative Extension, our relationship with county government is critical to our success. During difficult economic times, funding from county government can become a particular concern. A recent national study explored both the history and the current status of the partnership between Extension and county government. By surveying county Extension directors throughout the United States, the study identified variables that predict whether a county Extension office is thriving or struggling and examined levels of county financial support for both urban and rural counties. The study also gathered information on strategies county Extension directors have used to successfully augment county funding and head off budget difficulties. In this session, Surls will discuss the implications for Extension and its future relationship with county government, especially in urban counties.

About the speaker

Rachel Surls, Ph.D., is the county director for the University of California Cooperative Extension in Los Angeles County. Before taking on that role in 1997, Dr. Surls was the urban horticulture advisor and was very involved in promoting school, community, and home gardening. Prior to joining UC, she was a Peace Corps volunteer in Honduras from 1985-87.

Surls recently completed her Ph.D. in education, with an emphasis in higher education administration, at Claremont Graduate University in Claremont, California. Land-grant universities, in particular the history and current status of Cooperative Extension, were the focus of her studies.

Public-Private Partnerships' Success in Redevelopment

Laura Bray



Executive Director
Menomonee Valley Partners, Inc.
Milwaukee, Wisconsin

The Menomonee River Valley has been hindered by a legacy of environmental contamination, in which economic gains have

historically superseded the health of the valley's natural system. While industry boomed in the 1800s, creating thousands of jobs, care of the river, its wetlands, and its bluffs was disregarded. When factories closed and businesses moved away in the 1960s–1980s, the surrounding neighborhoods were left reeling from the loss of jobs and the environmental degradation. Menomonee Valley Partners, Inc., was created in 1999 to guide the transformation of the valley with the fundamental belief that lasting, sustainable change will occur when ecological restoration and economic development are achieved simultaneously.

About the speaker

Laura Bray is the executive director of Menomonee Valley Partners, Inc. (MVP), a public-private partnership coordinating the redevelopment of the 1,200-acre Menomonee River Valley to support economic development, quality jobs, and environmental health. The valley has become a national model in sustainable development, with recognition from the Sierra Club as One of the 10 Best Developments in the Nation, among other awards.

Prior to joining MVP, Bray worked for the Milwaukee Department of City Development as an economic development coordinator. She also worked as a program director for the Wisconsin Women's Business Initiative Corporation in Milwaukee, a project manager working in cities throughout the country with the Consensus Organizing Institute, and a project coordinator for the Local Initiatives Support Corporation in Bridgeport, Connecticut. Bray's work in urban development began while volunteering with the Jesuit Volunteer Corps as a community organizer in Bridgeport.

Bray received her bachelor's degree from Marquette University's College of Communication in 1994 and her executive master's of business administration degree in 2003. She was the winner of the 2007 Robert B. Bell Sr. Best Public Partner Award and was named one of Milwaukee's Forty Under 40 by the *Business Journal*.

The Value of Effective Community Engagement

Carolyn J. Lukensmeyer



Founder and President
AmericaSpeaks
Washington, DC

We are entering a remarkable time to advance urban issues with the creation of the Office of Urban Policy by the Obama administration. Local

communities will need to play a key leadership role on issues that have impact on the local level as well as regional and state levels. To understand the "will of the people," citizen engagement will play an increasingly important role in any new urban agenda, but how to do that effectively in an era of compressed time schedules and multiple, competing agendas?

A pioneer in the field of citizen engagement, Dr. Lukensmeyer will describe the values behind and practice of deliberative democracy and discuss innovative methods to effectively convene hundreds to thousands of citizens to deliberate on critical policy issues. This session will also explore how communities can collaborate to reinvigorate and sustain citizen engagement programs to address local needs.

About the speaker

Dr. Carolyn J. Lukensmeyer is the founder and president of AmericaSpeaks, an organization she launched in 1995 with the goal of developing new democratic practices that would strengthen citizen voice in public decision-making. Lukensmeyer and AmericaSpeaks have won a number of awards, including the Organizational Development Network's Sharing the Wealth Award, the Housing and Urban Development (HUD) for best practices, and a Distinguished Service Award from the Federal Managers Association for Outstanding Leadership.

Prior to founding AmericaSpeaks, Lukensmeyer served as consultant to the White House chief of staff (November 1993–June 1994) and as the deputy project director for management of the National Performance Review, Vice President Al Gore's reinventing government task force. From 1986 to 1991, she served as chief of staff to Governor Richard F. Celeste of Ohio. She was both the first woman to serve in this capacity and, at the time of her appointment, the only chief of staff recruited from the professional management field. Lukensmeyer also led her own successful organizational development and management consulting firm for 14 years.

Lukensmeyer earned a Ph.D. in organizational behavior from Case Western Reserve University and completed postgraduate training at the Gestalt Institute of Cleveland.

Institutionalizing Extension's Commitment to Urban Areas

Richard Klemme



Dean and Director
University of Wisconsin-Extension,
Cooperative Extension

Rick Klemme will wrap up the pre-conference with his perspectives on Cooperative Extension and urban programming. He sees urban programming as an important way in which Cooperative Extension is transforming itself into the 21st century. He will talk about how the Extension model has to be flexible in providing relevant, value-added educational programming to the residents in urban areas. He will also talk about the importance of both listening to our partners (local, state, and federal) with respect to what they see as value-added and helping them understand our broader ability to add value in urban areas.

About the speaker

Richard Klemme is the interim dean and director of Cooperative Extension. As dean and director, Dr. Klemme is responsible for 1,000 employees located across Wisconsin's 72 counties, three tribal offices, and eight UW System campuses. Prior to serving as dean and director, Klemme served as the associate dean and program leader for Agriculture and Natural Resources Extension, a joint position between UW-Madison's College of Agricultural and Life Sciences and UW-Extension, Cooperative Extension.

Klemme obtained an M.S. and a Ph.D. in agricultural economics from Purdue University and a B.S. in economics and mathematics from Illinois State University. He has been at UW-Madison since finishing his Ph.D. in 1980, starting as a farm management specialist in the Department of Agricultural Economics. Klemme was named founding director of the UW-Madison Center for Integrated Agricultural Systems in 1989, a position he held until he became the associate dean on January 1, 2000.

Remarks by Chancellor Wilson, Thursday, May 7

David Wilson



Chancellor
University of Wisconsin Colleges
and University of Wisconsin-
Extension

Before joining UW Colleges and UW-Extension, Dr. David Wilson served as vice president of university outreach at Auburn University. Wilson has also served as the associate provost at Rutgers, The State University of New Jersey, and was a program officer and director of the Office of Minority Programs at the Woodrow Wilson National Fellowship Foundation in Princeton, New Jersey.

Wilson earned his bachelor of science degree in political science and a master of education degree at Tuskegee Institute (now Tuskegee University). He earned another master's degree in educational planning and administration and a doctorate in administration, planning, and social policy at Harvard University.

Tuesday, May 5

- 7:00 a.m.–5:00 p.m. Registration, Regency Ballroom entrance
- 8:00 a.m.–4:00 p.m. Speaker ready room hours, Pere Marquette
- Noon Welcome and opening luncheon, Regency AB
- Keynote address:**
The Browning and Graying of America
 Dr. James H. Johnson Jr., William Rand Kenan Jr. Distinguished Professor of Management, and Director, Urban Investment Strategies Center, University of North Carolina at Chapel Hill
- 2:15–2:45 Beverage break, Atrium
- 2:45–3:45 Concurrent workshops: **Session A**
- 2:45–5:00 **Super sessions**
- *Supporting the Emerging Local Foods Movement*, Ken Meter, President, Crossroads Resource Center, Minneapolis, Minn.
 - *Social Networking and Social Media* Molly Immendorf, Instructional Technology Specialist, University of Wisconsin-Extension, Cooperative Extension
- 4:00–5:00 Concurrent workshops: **Session B**
- 5:15–6:00 Buses depart for the evening event, Main entrance, 4th St.
- 5:30–8:00 **Dinner event:** *Welcome to Wisconsin*, Discovery World Museum
- 6:30–8:00 Buses depart the museum to return to the Hyatt

Wednesday, May 6

- 7:30 a.m.–5:00 p.m. Registration and hospitality booth, Regency entrance
- 8:00 a.m.–4:00 p.m. Speaker ready room hours, Pere Marquette
- 8:00–9:30 Breakfast sponsored by National 4-H Council, Regency AB
-  **Keynote address:**
The Benefits and Burdens of Social Capital
 Dr. Ryan Allen, Assistant Professor of Community & Economic Development, Hubert H. Humphrey Institute of Public Policy, University of Minnesota
- 9:30–10:00 Beverage break, Atrium
- 9:30–10:30 Poster session set-up, Atrium
- 10:00–11:00 Concurrent workshops: **Session C**
- 11:00–12:30 Poster session & box lunch, Atrium
- 12:30–1:30 Concurrent workshops: **Session D**
- 1:30–2:00 Refreshment break featuring Wisconsin local foods, Regency AB
- 2:00–4:30 World Café, Regency AB
- Evening Optional evening events or dinner on your own

Thursday, May 7

- 7:15–9:15 Beverage service, Atrium
- 7:30–11:30 Registration, Regency Ballroom entrance
- 7:30–8:15 Speaker ready room hours, Pere Marquette
- 8:00–9:00 Concurrent workshops: **Session E**
- 9:15–11:30 Brunch, Regency AB
- Remarks by UW Colleges/UW-Extension Chancellor David Wilson
- Capnote address:**
All Stressed Out and No One to Choke
 Karen Vadino, Motivational Speaker, Humorist, Trainer, and Consultant
- Invitation to 2011 NCR Urban Extension Conference, Jack Payne, ISU Extension
- 11:30 a.m. Conference ends—Safe travels!



Conference goals

- > To stimulate new thinking and ideas for urban Extension educators.
- > To identify effective teaching techniques and evaluation tools.
- > To explore effective technologies for planning, managing, and delivering urban programs.
- > To gain knowledge about effective marketing strategies.
- > To investigate diversified funding strategies and public-private partnerships.

Tuesday, May 5, noon-2:15 p.m.

The Browning and Graying of America



James H. Johnson Jr.

William Rand Kenan Jr. Distinguished Professor of Management
The University of North Carolina
at Chapel Hill

Two powerful and "colorful" demographic forces—the "browning"

and "graying" of America—and one emergent and dynamic economic trend—the so-called "second wave" of globalization—will profoundly reshape the form and function of higher education in the United States in the years ahead. Heightened immigration from Latin America and Asia, combined with the aging of the native-born population (especially the post-World War II baby boom generation), will dramatically transform the racial and ethnic composition of the college-age population and create demand for a more diverse administrative and teaching staff in colleges and universities. At the same time, the accelerated offshore movement of white-collar jobs to India, China, and other emerging market countries will force us to place greater emphasis on entrepreneurial education in post-secondary instruction.

About the speaker

James H. Johnson Jr., Ph.D., is the William Rand Kenan Jr. Distinguished Professor of Management, director of the Urban Investment Strategies Center, and co-director of the Center for Sustainable Enterprise, Kenan Institute of Private Enterprise, at the University of North Carolina at Chapel Hill. Dr. Johnson holds degrees from North Carolina Central University (B.S., 1975), the University of Wisconsin–Madison (M.S., 1977), and Michigan State University (Ph.D., 1980).

Selected by *Fast Company* magazine as one of the "17 ... brightest thinkers and doers in the new world of work" (September 2000), Johnson's current research and consulting activities focus on the workforce and workplace implications of post-1990 demographic changes in the United States and on how to create highly competitive and sustainable business enterprises and communities in the current era of economic uncertainty and global insecurity. His research has been widely cited in national media outlets, including the *New York Times*, *Los Angeles Times*, *Wall Street Journal*, *Washington Post*, *Detroit Free Press*, *Newsweek*, *Time*, *U.S. News and World Report*, and *Business Week*. He has also appeared on a number of national television shows, including the *Today Show*, *CNN Headline News*, *CBS Evening News*, *ABC Nightly News*, *Sunday Morning* (CBS), *Inside Politics* (CNN), and *This Week in Review* (NBC).

Prior to joining the UNC–CH faculty, Johnson was a professor at the University of California, Los Angeles, where he spent the first 12 years of his professional career.

**Wednesday, May 6,
8:00-9:30 a.m.**

The Benefits and Burdens of Social Capital



Ryan Allen

Assistant Professor of Community and
Economic Development
Hubert H. Humphrey Institute
of Public Policy
University of Minnesota

Social capital, or the resources that we can access because of who we know, can lead to both positive and negative outcomes. Understanding how individuals use social capital and the positive and negative outcomes that can occur as a result is particularly important for Extension educators, as they seek to be relevant today and a prominent part of solving problems in urban and suburban communities in the future. Dr. Allen's remarks will focus on the basic structure of social capital and how we use it to get by, but also to get ahead. He will also highlight some of the negative outcomes that can be associated with using social capital by presenting findings of a study of foreclosures that affected immigrant households in Minneapolis, Minnesota.

About the speaker

Ryan Allen, Ph.D., is an assistant professor of community and economic development at the Hubert H. Humphrey Institute of Public Policy at the University of Minnesota. His research focuses on the community and economic development processes of immigrants in the United States. In particular, Dr. Allen is interested in how immigrants use social capital and the experience of immigrants in the U.S. housing market. His practical research approach to these topics draws upon the strengths of multiple disciplines, including sociology, economics, and political science, and takes advantage of quantitative and qualitative research methods. Allen received his bachelor's degree in economics and history from the College of William and Mary and earned a master's degree in city planning from the Massachusetts Institute of Technology (MIT). He completed his Ph.D. in urban studies and planning at MIT.

**Thursday, May 7,
9:15-11:30 a.m.**

All Stressed Out and No One to Choke



Karen Vadino

Motivational Speaker, Humorist, Trainer,
and Consultant

This stress management workshop is designed to help participants recognize stressors, become aware of their personal stress levels, and

discover some healthy and effective ways to reduce stress. Karen Vadino will discuss time management and humor as key methods for effective stress management. Outcomes of the training include a personal stress level assignment and a plan for healthy stress management.

About the speaker

Karen Vadino is a motivational speaker, humorist, trainer, and consultant. In her 30-plus years as a human service professional, most of Vadino's experience has been in the field of chemical dependency, both as a licensed clinician and as a certified prevention specialist. She has considerable experience working with children and families, having served as a clinician and supervisor in Children's Services group homes and at Children's Psychiatric Hospital. Vadino also has been a part-time instructor in social work, sociology, juvenile justice, and human development at Youngstown State University, Penn State University, and Westminster College.

Vadino draws from her extensive and varied experience to form the foundation of her unique and distinctively humorous approach to life and work. For the past 15 years, she has been a nationally recognized speaker and trainer, sharing her inimitable insights with thousands of people—adults and youth—each year. Vadino has been described as "one of those rare people who can make you laugh and cry in the same moment."

Tuesday, May 5, 2:45-5:00 p.m.

Supporting the Emerging Local Foods Movement

Ken Meter



President, Crossroads Resource Center
Minneapolis, Minn.

Emerging interest in local foods poses exceptional opportunities and challenges for urban Extension agents. Although consumers ask for "food with a farmer's face on it," immense obstacles loom for farmers and grocers who try to meet this demand. Increasingly, urban areas are viewed as potential food production centers. New immigrants who hold farm or business skills are becoming valuable in new ways. This workshop offers a solid overview of U.S. food systems, the potential for innovative food businesses, and how Extension workers may play the most supportive role. Bring your success stories as well as your questions. This workshop will combine cutting-edge presentations with interactive working sessions.

About the speaker

Ken Meter holds 38 years' experience in community capacity building as an administrator, researcher, journalist, and educator. His pioneering studies of farm and food economies, "Finding Food in Farm Country," serve as a national model that has been adopted by 39 regional food initiatives in 19 states. Meter's economic analysis also helped spark development of a Latino Mercado in south Minneapolis, which was the subject of an American Planning Association white paper in 1998. His 1994 article on lack of food access in inner-city Minneapolis was nominated for a Harry Chapin Hunger Award.

Meter taught the economics of agriculture at the University of Minnesota and microeconomics at the Harvard Kennedy School, where he also received a master's degree in Public Administration under a mid-career Public Service Fellowship. Meter advises the Leopold Center for Sustainable Agriculture at Iowa State University and the USDA Community Food Programs. He also serves as convener of a Community Economic Development committee for the Community Food Security Coalition.



Social Media and Social Networking

Molly Immendorf



Instructional Technology Specialist,
University of Wisconsin-Extension,
Cooperative Extension

Do you Facebook? What's a wiki? Who's your avatar in Second Life? These social networking sites are popular pastimes on the Internet. But is social networking just for fun? This in-depth session will describe social networking and how it can be used in education, outreach, and community building. Information will be shared on social networking options as well as the pros and cons of using a number of these sites. A group of Extension colleagues will share how they have used social networking in developing and delivering educational programs in various programming areas.

About the speaker

As the instructional technology specialist for University of Wisconsin-Extension, Cooperative Extension, since 1998, Molly Immendorf helps her colleagues integrate technology into their educational programs to improve student learning and communication. She has a master's degree in curriculum and instruction with a concentration in educational communications and technology. In 2005-06, Immendorf examined student learning within virtual communities as a UW Teaching Fellow.

Conference highlights

Welcome event at Discovery World Tuesday, May 5, 5:30-8:00 p.m.

Immerse yourself in their world of water, where fun and learning go hand in hand with hors d'oeuvres and refreshments. Step into the amazing Reiman Aquarium where you'll see aquatic life from the Great Lakes, North Atlantic, and the Caribbean. Interact with stingrays, a bamboo shark, slipper lobster, sea urchins, sturgeon, and more when you experience the Touch Tank! Explore the extraordinary Helen Bader Foundation's Great Lakes Future™ exhibit, where you can view the entire Great Lakes watershed built to scale. Learn about native amphibians, reptiles, and fish. You can create a Great Lakes rainstorm and experience the awesome power and importance of water in nature.

World Café Wednesday, May 6, 2:00-4:30 p.m.

World Café conversations are a creative process for leading collaborative dialogue, sharing knowledge, and creating possibilities for action. The World Café will conduct a conversation for the entire conference, addressing the questions that really matter to move forward as individuals, as institutions, and as urban Extension.

Session A > Tuesday, May 5, 2:45-3:45 p.m.

Executive A

Participatory Curriculum Building—Engaging Latino Parents of Teenagers

Patricia Stoppa, *Extension Educator*, and Ali Hurtado, *Research Specialist, University of Minnesota Extension*

The University of Minnesota has engaged community members and local organizations in a participatory curriculum development process. The audience targeted is Latino parents of teenagers in an urban setting. This participative approach is an ongoing process with three main components in the Spanish language: Latino parents of teenagers (Parents Advisory Board), focus groups with Latino parents, and integration of findings in a parenting curriculum in Spanish.

Executive B

CYEC—A Citywide Youth Entrepreneurship, Business, and Leadership Program

Patrice Hertzock-Barnes, *4-H Extension Agent, Cooperative Extension Program, Prairie View A&M University*

CYEC is a citywide youth entrepreneurship program designed to provide at-risk youth with experiential learning and business leadership and scholarship opportunities that will reinforce the importance of education, improve employability skills, and explore entrepreneurial career options in formal and non-formal settings. Learn how youth can get involved with their community in business leadership roles through partnership support.

Executive C

Getting Youth Outdoors

Gary Williams, *4-H Urban Natural Resources Extension Educator, Michigan State University Extension*

Michigan State University Extension Outdoor Education Programs have been successful in acquainting and engaging children, youth, and families in outdoor and environmental education. These programs have enhanced knowledge, changed behavior, developed skills, and increased utilization of our natural resources.



Executive D

eXtension...Reaching New Audiences with Innovation and Collaboration

Terry Meisenbach, *Communications & Marketing Leader*, Craig Wood, *Associate Director Content Development*, and Ashley Griffin, *Content Design Leader, eXtension*

eXtension brings together experts in many topic areas to collaboratively build content for 24/7/365 delivery via the Internet. Because Americans today prefer the Internet for information gathering, eXtension provides critical, research-based expert answers. This session will showcase several eXtension communities working in content and program development.

Crystal

Exploring the Basics of Contracts for Services and Grants

Jacqueline LaMuth, *Leader, Resource Development & Management, Ohio State University Extension*

Learn how to find and assess funding opportunities for local programming. Hear about external funding disasters and successes and the lessons learned. Presentation will include contracts for services and competitive grants.

Gilpatrick AB

Digital Filmmaking for Urban Youth during the After-School Hours

Chad Ripberger, *County 4-H Agent/Department Head, Rutgers Cooperative Extension*

4-H 4-REEL is an after-school program that engages urban youth in the creation of short digital films. Workshop participants will learn how 4-H 4-REEL is structured (including the closing city-wide screening and recognition trip). They will also see a demonstration of the program's Mobile Technology Lab and sample youth projects.

Gilpatrick C

Expanding Cultural Literacy in Teens: A Global Camp Experience

Steve Brady, *Extension Educator, 4-H Youth Development, Ohio State University Extension*

Are today's youth prepared for the diverse workforce of tomorrow? Values, ideas, and cultural norms that are different from one's own are never easily accepted unless people have the opportunity to experience the differences directly. Learn about an exciting initiative designed to develop and expand skills in multicultural understanding among diverse groups of youth.

Session A > Tuesday, May 5, 2:45-3:45 p.m.

Solomon

Skills Advancement Vocational Education (Project SAVE)

Fred Burrell, *Texas AgriLife Extension Service*

Project SAVE reduces juvenile recidivism, resulting in a savings to counties of approximately \$50,000 per year for each child that does not cycle through the juvenile justice system. This program prepares youth to enter society with educational and career skills needed to succeed and become contributing members of their communities.

Milwaukee A

Eating from the Garden

Karen Elliott, *Nutrition & Health Education Specialist*,
and Lala Kumar, *Horticulture Specialist, University of Missouri Extension*

The Eating from the Garden program is a multifaceted nutrition and gardening program in the Kansas City area. A trained corps of nutrition garden volunteers assists with garden development, maintenance, and classroom teaching. Children are involved in tasting fresh fruits and vegetables at each lesson, doing food activities, and planting a school garden.

Milwaukee B

Nonprofit Management Academy: Professional Certification

Sandra Scholl, *Community Development Specialist, Iowa State University Extension*

Serving the nonprofit sector with professional management training and certification, working with multiple partners, tapping into new audiences—these are outcomes of the Nonprofit Management Academy (NPMA) offered by Iowa State University Extension. Fiscally self-sustaining since its inception, it has brought in significant numbers of new audiences and new partners.

Lakeshore C

Marketing and Delivery to Faith-Based Organizations as Partners

Shelley Hoyt Anderson, *Extension Unit Educator, Economic Development, University of Illinois Extension Cook County*

Learn about the experiences of designing, marketing, and delivering an economic development program in collaboration with faith-based organizations on Chicago's West and South sides. The presenter will discuss the challenges and opportunities supporting these partners in their pursuit of economic development in the 21st century.

Super sessions > 2:45-5:00 p.m.

Lakeshore A

Supporting the Emerging Local Foods Movement

Ken Meter, *President, Crossroads Resource Center, Minneapolis, Minn.*

This workshop offers a solid overview of U.S. food systems, the potential for innovative food businesses, and how Extension workers may play the most supportive role. Bring your success stories as well as your questions. This workshop will combine cutting-edge presentations with interactive working sessions.

See page 10 for full description.

Lakeshore B

Social Media and Social Networking

Molly Immendorf, *Instructional Technology Specialist, University of Wisconsin-Extension, Cooperative Extension*

Do you Facebook? What's a wiki? Who's your avatar in Second Life? These social networking sites are popular pastimes on the Internet. But is social networking just for fun? This in-depth session will describe social networking and how it can be used in education, outreach, and community building. Information will be shared on social networking options as well as the pros and cons of using a number of these sites. A group of Extension colleagues will share how they have used social networking in developing and delivering educational programs in various programming areas.





Session B > Tuesday, May 5, 4:00-5:00 p.m.

Executive A

Programming to Children of Incarcerated Parents

Mary Geissler, Family Living Educator, Chippewa County University of Wisconsin-Extension

Increasing numbers of inmates in the state jails and prisons means more and more children are left behind to cope with the unique issues of parental incarceration. Nowhere is this more keenly felt by young teens than in the middle school setting. These children often feel isolated and stigmatized because of the behavior of their parent. A support group for such children has been operating in Chippewa Falls Middle School for several years.

Executive B

Financial Education: Who Needs It and Funds It and How to Evaluate It

Barbara O'Neill, *Extension Specialist, Financial Resource Management, Rutgers Cooperative Extension*; and Jane Schuchardt, *National Program Leader, Family Economics, CSREES-USDA*

This workshop will discuss the financial status of U.S. households, the need for financial education, and available funding sources for youth and adult education projects, especially those that target economically disadvantaged urban populations. The workshop will conclude with discussion of interactive financial education strategies, available curricula, and effective evaluation techniques.

Executive C

Using Technology to Step Up Your Job Performance

Trudy Dunham, *Program Director, University of Minnesota Extension*; Barbara Woods, *Professor, Iowa State University*; and Lisa Lauxman, *National 4-H Headquarters*

Step with us through a day in the life of today's urban Extension worker to learn how you can use technology to enhance your program management and job performance. Focus is on low-cost technologies, mobile technologies that keep up with your lifestyle, and strategies to more efficiently use these technologies.

Executive D

A Systems Thinking Approach for Complex Urban Issues

Paul Roback, *Community Development Educator, Washington County*, Kathleen Haas, *Community Development Educator, Columbia County*, Annie Jones, *Community Development Educator, Kenosha County*, and Mindy Habecker, *Natural Resources/Community Development Educator, Dane County, University of Wisconsin-Extension*

Are the same issues frequently resurfacing in your community? Do decision makers apply quick solutions, only to be surprised when the issue returns? This session will build capacity to understand core systems thinking principles and how systems thinking tools can help serve your clientele.

Crystal

Strengthening Nonprofits for Effective Leadership

Vernon Waldren, *Extension Educator, University of Nebraska-Lincoln*

Team members: Ron Abdouch, *Executive Director, Neighborhood Center for the Midlands*; Anne Hindery Camp, *Chief Executive Officer, Nonprofit Association of the Midlands*; Brad Richardson, *County Extension Education Director, Iowa State University*; Mark Simmons, *Extension Educator, University of Nebraska-Lincoln*; Sara Woods, *Assistant Dean, College of Public Affairs and Community Service, University of Nebraska at Omaha*

This session will explore the interaction and collaboration of Extension with other nonprofit agencies and organizations in the realm of leadership development. The presentation will evaluate the efforts in multiple arenas that have strengthened leadership of nonprofits in the Omaha metro area.

Gilpatrick AB

Michigan Better Kid Care: Creating Successful Child Care Entrepreneurs

Vivian Washington, *Extension Educator, Wayne County*, Eva Poole, *Extension Educator, Oakland County*, and Michelle Simasko, *Extension Educator, Macomb County, Michigan State University Extension*

Learn how to incorporate the use of online trainings, independent learning opportunities, and hands-on instruction to enrich child care education in urban settings. Michigan Better Kid Care facilitators will lead participants through interactive activities and share success stories from Better Kid Care providers.

Session B > Tuesday, May 5, 4:00-5:00 p.m.

Gilpatrick C

Housing Education 101: Financial Literacy, Homebuyer Education, and Foreclosures

Teresa Clark-Jones, *Family and Consumer Sciences, Washtenaw County*, and Terry Gibb, *Natural Resources & Public Policy and Community Development Extension Educator, Macomb County, Michigan State University Extension*

Team members: Artrella Cohn, *Mortgage Foreclosure Intervention Specialist, Washtenaw County*, and Anne Lilla, *Extension Housing Coordinator, Macomb County, Michigan State University Extension*

This workshop presented by the Southeast Region of MSU Extension will review two models of housing education utilized to prepare homebuyers and assist homeowners in obtaining and maintaining homeownership. Information and resources that will allow participants to recreate housing education programs in their home offices will be provided.

Solomon

Southeast Wisconsin Farmers' Markets Move Toward Sustainability and Success

Kristin Krokowski, *Commercial Horticulture Educator, Waukesha County University of Wisconsin-Extension*

In southeast Wisconsin, the local food movement is alive and well. With over 36 farmers' markets, some successful and some struggling, there is a great need for education. After two years of surveying farmers' market managers, vendors, and customers, we have a plan for helping markets become successful and sustainable.



Milwaukee A

Making Science and Engineering Fun for Middle School Youth

Debra Ivey, *4-H Project Lead the Way Coordinator, Iowa County University of Wisconsin-Extension*

4-H Gateway Academies combine fun, hands-on learning and engineering projects to encourage middle school youth to continue exploration in engineering, technology, science, and math. Learn how you can develop a Gateway Academy, practice some academy activities, and discuss how academies can be successful learning experiences for urban youth.

Milwaukee B

Stay Strong, Stay Healthy; Strength-Training Program with Proven Results

Glenda Kinder and Susan Mills-Gray, *Nutrition & Health Education Specialists, University of Missouri Extension*

Stay Strong, Stay Healthy, a 10-week series led by Extension specialists and trained volunteers, has reached 1,400+ in Missouri. Despite compelling research that strength training improves health, most seniors do not strength train. These programs reach new audiences, forge new collaborations, and improve the health of participants; learn how.

Lakeshore C

Entrepreneurship Education... Second Chance for Inner-City Residents

Zira Smith, *Educator, Small Business, University of Illinois Extension Cook County*

There are many challenges routinely dealt with by inner-city residents, and their teachers, when they become interested in learning about entrepreneurship as a way to develop work and provide income for themselves and their families. This program moves the hope needle in inner-city communities.

Executive A

Rainwater Harvesting Master Gardener Specialist Training

Dotty Woodson, *Water Resources Specialist, Texas AgriLife Extension Service*

Texas AgriLife Extension developed a Master Gardener specialist training to meet the demand for rainwater harvesting classes. Extension has educated about 200 Master Gardeners who are obligated to teach other Master Gardeners, civic organizations, homeowners associations, garden clubs, and youth groups and set up a rainwater harvesting demonstration in their county.

Executive B

Dialogue and Deliberation: Public Engagement in Urban Environments

Annie Jones, *Associate Professor and Community Development Educator, Kenosha County*, and Mindy Habecker, *Professor and Community Resource Development Agent, Dane County, University of Wisconsin-Extension*

Team members: Kathleen Haas, *Associate Professor, Columbia County*, and Paul Roback, *Associate Professor, Washington County, University of Wisconsin-Extension*

Issues in urban areas are frequently complex, and there are often an equally complex multitude of resources to address issues. Dialogue and deliberation methods provide a means to citizen capacity building and also provide a unique niche for urban educators. Learn how to select and facilitate a variety of processes.

Executive C

Real Money, Real World: Economic Education for Urban Youth

Marisa Warrix, *Extension Educator, Family & Consumer Sciences*, Greg Siek, *Extension Educator, 4-H*, and Robin Stone, *Program Coordinator, 4-H/Youth Development, Ohio State University Extension*

This workshop will focus on a successful Ohio State University Extension signature program entitled *Real Money, Real World*, funded by a grant from the Bruening Foundation. The session will offer creative ways to market and implement the curriculum with youth in diverse urban school settings. Workshop topics will include establishing effective collaborative roles in the county unit, securing funding sources to encourage greater outreach, involving classroom teachers as partners, and securing committed volunteers for the Real Money, Real World simulation activity.

Executive D

Immigration Education: Extension for the 21st Century

Annette Vitale-Salajanu, *Immigration Educator, Magane Koshimura, Global Citizenship Educator*, and Dr. Sharon Baksh, *Assistant Director, Curriculum & Evaluation, University of Illinois Extension Cook County*

University of Illinois Extension Cook County is the first Extension Service in the country to provide comprehensive research-based educational programs specifically targeted to address the needs of a global community in the 21st century. Learn how Extension is teaching immigrants about their rights and responsibilities and how to become more engaged in their communities and is assisting with immigrant integration. Hear about this innovative program and how you may be able to replicate this great program to enhance the learning experiences of members of your own urban community.

Crystal

Smart Lighting Strategies for Your Home

Marsha Alexander, *Housing & Environmental Design Specialist, University of Missouri Extension*

Lighting is often one of the most overlooked elements of design in our homes. Residential lighting should be a balance of function, efficiency, and aesthetics. There are many new lighting options available to develop functional and attractive interior spaces. Selection, quantity, placement, and efficient lighting methods will be discussed.

Gilpatrick AB

Have You Noticed?

Dr. Ancilla Parducci, *Extension Educator, Youth Development*, and Tony Franklin, *County Extension Director, University of Illinois Extension*

Have You Noticed is an innovative, creative, non-threatening curriculum to develop cultural competence not only in the workplace, but also individually. Participants will receive information on changing demographics, Iceberg Theory, and activities to enhance their cultural competence, and they will develop a plan of action aimed at improving their cultural competence.



Session C > Wednesday, May 6, 10:00-11:00 a.m.

Gilpatrick C

Science to Go

John Van Horn and Karen Meyer, *Extension Unit Educators, Science & Technology, University of Illinois Extension Cook County*

The mobile science laboratory is a dynamic tool expanding the outreach of Extension into STEM educational programming throughout Cook County. The workshop materials provided here are a sample of the interactive hands-on activities utilized on the Mobile Lab and provide educators tools and materials to use in their own efforts.

Milwaukee A

Green Works—Teaching Adults with Disabilities Greenhouse Skills

Patti Nagai, *Horticulture Educator, Racine County University of Wisconsin-Extension*

Team member: Meryl Strichartz, *Master Gardener Volunteer, Racine County University of Wisconsin-Extension*

Partnerships with service providers for adults with disabilities, government agencies, local green industries, and UW-Extension Master Gardener volunteers proved a successful combination for a new program teaching greenhouse skills to adults with disabilities. Participants, in many cases, were able to obtain employment with Master Gardener volunteers serving as job coaches.

Milwaukee B

Understanding the Experiences of Immigrant Youth: Building Learning Environments

Jennifer Skuza, Ph.D., *Extension Professor and Director, University of Minnesota*

Deepening the understanding of factors that influence the burgeoning immigrant youth population is essential to effective youth development practice. Participants will learn how to build learning environments that are supportive contexts for immigrant youth by identifying culturally responsive practices and participating in candid discussions on how a practitioner's way of being can impact acculturation.

Lakeshore A

Cost Benefit for Extension Programs

Sharon Hoelscher Day, *Area Extension Agent, Family & Consumer Sciences, University of Arizona Cooperative Extension*

Cooperative Extension is challenged with proving the value or cost benefit of our programs. Funders want to know the impacts to expect, dollars saved, or long-term benefits to individuals or communities. Tools include social math, secondary data sources, return on investments, and others for urban programs.

Lakeshore B

U.S. 2050: Where Are We Headed?

Larry W. Wilson, *Educator, Community & Economic Development*, and Lasana Kazembe, *Educator, Educational Technology, University of Illinois Extension*

Team members: Kia-Rai Pitman (chair) and Eric Werge, *Educators, Early College Outreach*, Drusilla Banks, *Educator, Foods & Nutrition*, Barbara Bates and Matt Kostelnick, *Educators, Horticulture*, Chelsey Byers, *Educator, Adult Life & Aging*, and Durriyyah Kemp, *Educator, Youth Development, University of Illinois Extension*

U.S. 2050: Where Are We Headed? 2008 NE Region Professional Staff Retreat. Do we sit idle and wait for the future to come to us? Or do we create the future that we see coming at us? Dr. Avatar, Commander of the NE quadrant, University of Illinois Institution of Higher Engagement led staff into the future! Join us and envision that future!

Lakeshore C

Web Blogging, A Creative and Progressive Approach to Teaching Food and Nutrition

Vernon Waldren, *Extension Educator, University of Nebraska-Lincoln Extension*

This presentation will teach learners the ins and outs of blogging and the challenges and successes found along the way. Learners will explore the effectiveness of using a nutrition blog to teach in a creative and progressive way, as well as how it can be a useful marketing tool.



Executive B

Creating Neighborhoods for Healthier Living

Kara Lubischer, *Community Development Specialist*,
and Kay Gasen, *Urban Program Leader*,
University of Missouri Extension

Where you live can hinder or contribute to good health. The speakers will share information on a healthy community initiative in St. Louis that is improving access to healthy foods, including a farmers market, a community garden, and creation of a food co-op, along with safe housing and economic development strategies.

Executive C

Together We Can: A Positive Co-Parenting Curriculum

Angela Harris, *Extension Educator*, and Deanna East, *County Extension Director*, *Michigan State University Extension*

Together We Can is a positive co-parenting curriculum implemented in Saginaw County, Michigan, for the last two years. This curriculum, offered in a variety of formats, is offered to low-income participants and touches on strengthening relationships to promote healthy futures for children. The curriculum is designed to meet the needs and interests of the participants.

Executive D

Building Coalitions around Local Food Initiatives

Morgan Taggart, *Program Specialist*, and Marie Barni, *County Director*, *Ohio State University Extension*

Local food initiatives increase access to fresh produce, capitalize on rising demand for local foods, and bring together diverse partners within Extension. This workshop will highlight the work of the Cleveland-Cuyahoga County Food Policy Coalition and Ohio State University Extension to create a healthy, just, and sustainable food system.



Crystal

Meant to Mentor

Kathy Jamieson and Kea Boyd, *Extension Educators*,
Michigan State University Extension

Team members: Cyndi Mark, *Program Leader*, and
Jan Gwozdz, *Mentor Coordinator*, *Michigan State University Extension*

Looking to start a mentoring program in your community? Come join this interactive session in which you will learn about the nuts and bolts of developing and implementing various types of mentoring programs. MSU Extension educators will share best practices on recruitment, screening, training, matching, and supervising volunteers in an urban-based mentoring program.

Gilpatrick AB

Tools for Resourceful Living: Outreach for Sustainable Behavior Change

Darcy Batura, *Extension Education Faculty*, *Washington State University Extension King County*

Tools for Resourceful Living is a free class series designed to bring country-living techniques to urban residents. The program is an excellent example of affordable outreach and education methods that yield big results in regard to morale and teamwork, connecting with target audiences, building partnerships, and fostering sustainable behavior change.

Gilpatrick C

4-H SET Best Practices in Urban Communities

Robert Horton, *Professor*, *Educational Design*, *Ohio State University*; Tanisha English, *Faculty Extension Assistant*,
Baltimore City 4-H

Team members: Lisa Conroy, *State SET Liaison and 4-H Faculty*, *Ohio State University*; Dave Francis,
4-H Youth Development Specialist

This workshop, using a panel of 4-H science, engineering, and technology (SET) urban program practitioners and group discussion, will explore best practices of 4-H SET urban programming. It will also help identify resources and strategies to bring successful 4-H SET urban programs to scale by including a discussion of steps needed to develop holistic and sustainable 4-H SET urban programs.



Session D > Wednesday, May 6, 12:30-1:30 p.m.

Solomon

The Leadership Centre: Creating Partnerships to Meet Community Needs

Cynthia Dunham, *Executive Director, Founder, and Program Coordinator, The Leadership Centre, University of Arizona Cooperative Extension Maricopa County*; and Les Presmyk, *Board of Directors President, The Leadership Centre*

Team member: Monica Pastor, *County Executive Director, University of Arizona Cooperative Extension Maricopa County*

The Leadership Centre, a nonprofit collaboration between seven Arizona municipalities, two community colleges, private business, and the University of Arizona Cooperative Extension Maricopa County, will address how to create community partnerships and develop leaders who can identify and address community challenges.

Milwaukee A

Working Together Across State Lines

Liv Sandberg, *Horse Specialist, University of Wisconsin-Extension*; Ellen Phillips, *Extension Educator, Crops Systems*, and Larry Wilson, *Educator, Community & Economic Development, University of Illinois Extension*

Team members: Peg Reedy, *Agriculture Agent, Walworth County*, and Rose Skora, *Agriculture Educator, Kenosha/Racine Counties, University of Wisconsin-Extension*

Can interstate collaborative extension programming efforts be successful? What are the benefits and challenges seen as a result of bi-state curriculum planning? This conference session will highlight the benefits and challenges faced by county, regional, and state extension agents resulting from years of bi-state programming efforts.

Milwaukee B

Youth Farm Stand Projects: Transformational Education for Urban Neighborhoods

Brenda Reau, *County Extension Director, Monroe County*, and Deanna East, *County Extension Director, Saginaw County, Michigan State University Extension*

Youth Farm Stand Projects in Michigan involved Extension staff, volunteers, and community partners to educate youth about the food system, improve their diets, and provide access to fresh produce in low-income neighborhoods. The projects were a multidisciplinary approach to youth development, nutrition education, horticulture education, and community development.

Lakeshore A

Building Capacity for Evaluating Outcomes

Christine Kniep, *Family Living Educator/Department Head, Winnebago County*, and Ellen Taylor-Powell, *Distinguished Evaluation Specialist, University of Wisconsin-Extension*

Team members: Karen Dickrell, *Family Living Educator/Department Head, Outagamie County*, Nancy Brooks, *Family Living Program Specialist*, and Matt Calvert, *4-H Youth Development Specialist, University of Wisconsin-Extension*

Extension educators are frequently called upon to provide education and technical assistance to community-based organizations that are required to evaluate program outcomes. This workshop shares resources from a University of Wisconsin-Extension curriculum designed to help county-based colleagues work with local organizations on outcomes evaluation.

Lakeshore B

Identifying an Appropriate 4-H Curriculum for Nonformal Urban Settings

Nancy Schaff, *National Project Manager, Curriculum*, Tara Maloney, *National Project Coordinator, Curriculum*, and Kathleen Jamison, *Ph. D., SET Curriculum, National 4-H Council*

This workshop, utilizing the current National 4-H Curriculum Collection Materials and other resources, will provide an opportunity for participants to use hands-on exploration of learning materials and to adapt them for use in an urban setting. Through small group discussion and participatory interaction, urban programmers will be given an opportunity to share successful strategies, learn from one another, and discover best practices.

Lakeshore C

Building Hope: Creating Urban 4-H Programs in One of the Poorest Cities

Sharon Kinsey, *County 4-H Agent, Rutgers Cooperative Extension Camden County*

Building hope and social capital through the creation of an urban 4-H youth development program in Camden County, New Jersey, has been the focal point of the local 4-H program. Learn how Extension professionals positioned the program to serve as a catalyst for change and to address the urgent needs of youth in this city.

Session E > Thursday, May 7, 8:00-9:00 a.m.

Executive A

Ready Business: Teaching Businesses to Plan for Disaster

Becky Koch, *Ag Communication Director, North Dakota State University Extension Service*

In urban areas, small businesses often don't have the resources for business continuity planning. The Extension Disaster Education Network's Ready Business program includes an instructor's guide, PowerPoints, handouts, and other information that Extension educators can use to train this audience with low-cost tools and information.

Executive B

Assessing the Need to Go Urban in a Traditional Rural State

Don Broshar, *Extension Youth/Community Development Specialist*, Abbie Gaffey, *Community Development Specialist*, Julie Hlas, *Media Relations Specialist*, Sherry McGill, *Woodbury County Extension Education Director*, Gary Taylor, *Extension Planning & Development Specialist and Assistant Professor, Iowa State University Extension*

Iowa's demographics are changing, but is Extension prepared to transcend its rural image to prepare itself for an urban future? The workshop explores the Iowa Urban Extension task force's efforts to more fully integrate Extension into the life of the university, the expertise of its faculty, and the energy of its students.

Executive C

Culturally Responsive Youth Work: The Journey Matters

Ann Walter, *Extension Educator and Associate Extension Professor*, and Josey Landrieu, *Extension Educator, University of Minnesota Extension, Youth Work Institute*

This interactive workshop is designed to encourage youth workers, educators, and community leaders to discover together how we can better create our own responsive practice with young people so they feel a sense of belonging and are empowered by their engagement in youth programs. Research-based strategies are shared to become culturally responsive in delivering quality out-of-school-time opportunities for historically underserved youth audiences.



Executive D

Geospatial Activities for Urban Youth in Illinois and Indiana 4-H

Lisa Bouillion Diaz, *Extension Specialist and Adjunct Assistant Professor, University of Illinois at Urbana-Champaign*; and Scott Foster, *Extension Educator, 4-H Youth Development, CED, Purdue Extension, Hendricks County*

Geographic Information Systems, a powerful mapping tool, has been utilized in Illinois and Indiana 4-H programs to teach urban youth critical analytical skills and to learn more about the world around them. Educators are invited to attend this workshop to learn how to implement geospatial technology into urban Extension programs.

Crystal

Developing Holistic 4-H SET Programs in Urban Communities

Kathleen Jamison, *Associate Professor, Youth Development, Virginia Tech University*; and Jill Walahoski, *Extension Educator, 4-H Youth Development, University of Nebraska-Lincoln Extension*

This interactive workshop will increase participants' awareness of curricula development, evaluation design, and professional development for 4-H science, engineering, and technology (SET) programming. A special emphasis of the workshop is to engage participants in helping design 4-H SET programming that is effective for urban audiences.

Gilpatrick AB

Retire Well—Preparing Boomers for Retirement

Lyle Hansen, *Extension Educator*, and Marilyn Bischoff, *Extension Family Economics Specialist, University of Idaho Extension*

Team members: Luke Erickson, Beverly Healy, Marsha Lockard, and Jim Schaffer, *Extension Educators, University of Idaho Extension*

Baby boomers will live longer and spend longer in retirement than previous generations. A University of Idaho Extension team developed *You Can Retire Well*, a course that teaches boomers how to prepare for a holistic retirement and take steps to begin their personal retirement plans. During 2008 the team conducted two pilot courses.

Session E > Thursday, May 7, 8:00-9:00 a.m.

Gilpatrick C

Pest Management Programs for Habitat for Humanity

Molly Keck, *Integrated Pest Management Program Specialist, Texas AgriLife Extension Service, Bexar County*

Texas AgriLife Extension has developed a successful relationship with Habitat for Humanity in several urban cities, providing pest management training to new homeowners. ISEC stands for common sense pest management strategies: identify, sanitize, exclude, control. This program is easy to adopt and is useful for all program areas.

Solomon

Financial Education: Offenders Transition Home and Into Community

Rebecca J. Travnichek, *Family Financial Education Specialist, University of Missouri Extension*

Incarcerated and paroled males and females are underserved audiences for Cooperative Extension. University of Missouri Extension in northwest Missouri has partnered with Missouri Department of Corrections since 1998 to provide financial knowledge and skills to assist offenders in their transitions back home and into their communities. Three research-based programs utilized.

Milwaukee A

Urban Collaborators: Extension Partners on Urban Issues

Zenia Kotval, *Co-Director, Urban Collaborators, Michigan State University*

Urban Collaborators enhances the university's relationship with its urban communities by helping MSU Extension educators in Community and Economic Development carry out revitalization activities in central cities, by offering community experiences to students, and by supporting allied research.



Milwaukee B

Get CERIOUS: The Influence of Hip Hop in the 21st Century

Margot Williams, *Civic Engagement and Public Policy Educator, University of Illinois Extension*

Come participate in this interactive workshop about how the hip-hop culture is impacting the 21st century locally and globally. Find out ways to utilize this art form to connect with youth as they develop their CERIOUS (Civically Engaged Responsibly Informed Understanding of Society) identities.

Lakeshore A

350° for One Hour

Karen Vadino, *Motivational Speaker, Humorist, Trainer, and Consultant*

No one person—one agency—one school—one community—possesses all the tools and resources necessary to provide complete programming to all. But when all work together, each contributing those services at which they excel, programs are more substantial, effective, solid, and sufficient. This workshop will explore the ingredients for effective teams and the recipe for combining them successfully.

Lakeshore B

Crucial Skills to Engage Difficult Conversations

George Okantey, *Extension Educator, Purdue Extension*

Crucial skills promote how to create conditions where people speak with complete candor and respect. You will gain skills that encourage spirited dialogue and reduce deference and defiance. Learn to promote best ideas, save time with fewer meetings, have less disagreement, and build more alignments, and make better decisions.

Lakeshore C

Meshing Culture, Resources, and Family Spending Plans

Rosemary Heins, *Extension Educator, University of Minnesota Extension*

Resource use is the basis for daily living and differs among families and cultures. This workshop will share ideas from *Dollar Works 2*, a personal financial education program, to build an enhanced understanding of a person's culture and life experience as it relates to making money decisions.

Poster sessions > Wednesday, May 6, 11:00 a.m.-12:30 p.m.

1. Co-Parenting Education for Fragile Families

Rose Allen, *Family Relations Extension Educator*, and Karen Shirer, *Extension Associate Dean, Family Development, University of Minnesota Extension*

The Fragile Families research conducted in 20 urban communities gives us a vivid picture of the lives and prospects of never-married parents and their children. This research was used to develop the *Together We Can* curriculum. This poster will describe the implementation of this curriculum in Minneapolis through an initiative by the Family Court of Hennepin County to develop a co-parenting court.

2. Homegrown: Local Foods Expos

Brad Clinehens, *Economic and Community Development Extension Educator, Purdue Extension*

While there is growing interest in local foods nationally and in the region, there has been little collaboration to support locally grown products and businesses. Both Northwest and North Central Indiana are ripe for local foods organizing: they have strong agricultural roots yet face pressure from growth. One means of sustaining agriculture is to connect more directly to consumers and provide value-added products and services.

3. Just Say...YES: An Interdisciplinary Program Approach

David Crawford, *Extension Educator and County Extension Director, Ohio State University Extension*

Just Say...YES (Youth + Extension = Success) was designed as a collaborative community development effort led by Ohio State University Extension, Stark County. Interdisciplinary efforts were designed and implemented, and impacts were documented. Stark County OSU Extension staff and volunteers effectively enhanced positive "youth development and community beautification" experiences.

4. S.T.Art Students Teaching Art

John de Montmollin, *Youth and Family Educator*, and Andrea Grant, *Afterschool Resource Coordinator, Kenosha County University of Wisconsin-Extension*

The S.T.Art program was designed to bring the 4-H Arts experience to youth who live in low-resource communities in the city of Kenosha. Art and Art Education students from the University of Wisconsin-Parkside served as 4-H volunteer leaders in a six-week program coordinated by Kenosha County UW-Extension.

5. Eat Your Way to Better Health

Christina Ferroli and Jeff Jones, *Extension Educators, Purdue Extension, Marion County*

Eat Your Way to Better Health is school based, uniting Extension staff, curriculum, and programmatic expertise from Consumer & Family Sciences, 4-H Youth, and Ag & Natural Resources. Educators, working with third graders, presented *Health and Nutrition from the Garden*. Youth learned about nutrition and gardening through fun, interactive activities and grew vegetables in the school garden.

6. Utilizing Technology to Enhance and Expand Urban Programming

Frank Flavin, *Western Area Director*, and Jill Ukeiley, *Southern Area Director, University of Nevada Cooperative Extension*

This presentation will focus on technological innovations utilized in Clark and Washoe counties in Nevada to enhance and expand the reach of Extension programming in urban and adjacent rural and suburban areas.

7. Urban Youth and Their Perspectives of Agriculture

Jennifer Govan, *4-H Youth Educator, Purdue Extension, Lake County*

Urban youth and their perspectives of agriculture are very important in Extension, especially in Indiana. There are a lot of urban youth that are not involved with our Extension programs due to lack of knowledge.

8. Personal Finance Electronic Newsletters and Podcasts

Lyle Hansen, *Extension Educator, University of Idaho Extension*

Podcasts and electronic newsletters have steep initial learning curves, but once they are overcome, these tools can be very cost- and time-effective in reaching large numbers of clients and participants. These tools are not designed to replace face-to-face contact but have proven to be very effective supplements to current financial programs.



9. Sabathani Urban Gardener: Sowing the Seeds of Collaboration

Terry Straub, *Hennepin County Master Gardeners Program Coordinator*, and Shelley Sherman, *Extension Educator, Health and Nutrition, University of Minnesota Extension*

Hennepin County Extension is responding to the needs of the urban community in south Minneapolis. Cross-program staff members have created an organic model of urban gardening, focusing on community building as well as on food access and security. The project, now in its third year, has grown utilizing the resources and skills of three Extension programs, as well as drawing on the assets of stakeholders.

10. Urban 4-H—Making It Work

Janice Hanna, *Extension Educator, Ohio State University Extension*

Implementing a successful urban 4-H program requires assistance from a number of community partners. It also means seeking alternate funding and adjusting programming methods. This poster will describe one successful urban 4-H program, highlighting the role of program collaborators, marketing and funding strategies, program features, and results obtained.

11. Teaching and Learning More Than Lectures, Flip Charts, and PowerPoint

Christine Kniep, *Family Living Educator/Department Head, Winnebago County*, and Karen Dickrell, *Family Living Educator/Department Head, Outagamie County, University of Wisconsin-Extension*

Extension educators need to be flexible, skilled educators to facilitate the learning process. This poster session highlights best practice strategies for Extension teaching and learning. Through samples and illustrations, viewers will become familiar with a variety of techniques and methodologies to enhance their skill sets.

12. Extension Disaster Education Network

Becky Koch, *Ag Communication Director, North Dakota State University*

The mission of the Extension Disaster Education Network (EDEN) is to reduce the impact of disasters through research-based education. The EDEN display includes samples of train-the-trainer programs, resources, and information focusing on preparedness education for urban audiences.



13. Find the Youth Voice in Your Community

Kathleen Koch, *4-H Youth Development Educator*, and Bill Rice, *Ag & Natural Resources Extension Educator, Purdue Extension*

A Chance to Serve was designed as a community youth leadership program that places youth on local community boards and committees after participating in a series of five daylong leadership sessions.

14. A to Z... Recipe for Diversity

Mary Ann Lienhart-Cross, *Extension Educator, Consumer & Family Science*, and Valynnda (Val) Slack, *County Extension Director, Ag & Natural Resources, Purdue Extension*

Recipe for Diversity delivers a powerful message. Lack of diversity elicits strong emotions. Understanding is key in learning about other cultures. To balance various needs, people must learn how to recognize, evaluate, and utilize basic ingredients. Before the soup boils, learn about the recipe for diversity and see what's cooking.

15. Serving Urban Communities Through Service—Learning Day Camp Programs

Rachel Lyons, *County 4-H Agent, Rutgers Cooperative Extension*

Be the Change is a service-learning program that utilizes a day camp format to develop social awareness and leadership skills of teen campers. Learn strategies and tools to develop and implement a successful service-learning summer day camp program that engages the local community.

16. Cook County Mobile Science Lab in Action

Karen Meyer, *STEM Team Lead, University of Illinois Extension Cook County, Westchester Office*; and John Van Horn, *Extension Unit Educator, Science & Technology, University of Illinois Extension Cook County*

Demonstrating the dynamic range of activities that are part of the Science, Technology, Engineering, and Math (STEM) team's outreach to students and teachers, this poster illustrates how educators from the STEM, Horticulture, and Health Sciences teams bring the excitement (real science) to students in the wide variety of urban schools found in Cook County.



17. Environmental Education for Urban Youth Audiences

Jimmy L. Rodgers, *4-H County Extension Agent, Texas AgriLife Extension Service, El Paso County*

Youth Water Leadership Institute–Extension programs impact youths' learning of environmental issues and influence family decisions. YWLI partnered with community resources, addressing local environmental issues. Over 73% of the youths reported that the family had reduced water usage, and 60% had learned how to dispose of chemical waste correctly.

18. Working Together to Support Families in Drug Court

Joan Sprain, *Family Living Agent, St. Croix County*, and Mary Geissler, *Family Living Agent, Chippewa County, University of Wisconsin-Extension*

UW-Extension resources in financial literacy and parent education are an important part of the drug court program in Barron, Chippewa, and St. Croix counties. Family Living educators will share three different models for developing partnerships and delivering family living education to this audience.

19. Establishing 4-H Programs on Military Bases

Michael Shockey, *Youth Outreach Educator, Texas AgriLife Extension Service, Bexar County*

Interactive discussion designed for county 4-H staff and military facility program directors and staff to learn strategies, techniques, and methods that have built successful military 4-H programs. Emphasis on maximizing cooperation, collaboration, and partnerships. Handouts, along with examples of brochures and promotional and training documents, will be available for all attendees.

20. Reducing Lead Poisoning Risk in Families

Vernon Waldren, *Extension Educator, University of Nebraska-Lincoln Extension*

This poster session display will address the methodology used in programming to reduce lead poisoning risks in the Omaha metro area. As a result of these efforts, families in the Omaha metro are demonstrating positive behavioral changes that have resulted in a decreased risk of lead poisoning.

21. Beyond the Lemonade Stand: Michigan's Youth Entrepreneurship

Laurie Rivetto, *4-H Educator, Wayne County Michigan State University Extension*

Looking to get started with youth entrepreneurship? Come dialogue with Michigan educators who are providing leadership to 4-H Future Entrepreneurs Clubs. Campus and county educators will share the framework used for the program, review the results from the research, and report on ways to implement this program in urban communities.

22. The Baby Boomer Generation: Be Kind. Just Remember to Relax and Unwind.

Cynthia Toler, *4-H Extension Program Coordinator, Ohio State University Extension, Lucas County*

This poster session will concentrate on two ingredients for successful caregiving: managing stress and integrating human and community resources into a caregiving system. While it is important to be kind, caregivers must also remember to relax and unwind. Come pick up quick tips on health management as a caregiver.

23. Urban Gardening: Relevant Today for Addressing Community Needs

Mary Wakefield, *Extension Agent, Tennessee State University Cooperative Extension*

Urban community gardening training was conducted for limited-resource adults in the Edgehill Community in Nashville, Tennessee. The program addressed community needs through experiential training in vegetable production and nutrition and health education. A program overview, including implementation, evaluation, and the role of partners in community gardening training will be presented.

24. Developing Partnership for Reaching Hispanic Audiences

Marisa Warrix, *Family & Consumer Sciences Extension Educator*, Greg Siek, *4-H Youth Development Extension Educator*, and Robin Stone, *4-H Program Assistant, Ohio State University Extension*

For Extension to successfully reach Hispanic audiences in urban areas, well-defined partner roles, sensitivity to cultural nuances, a strong commitment to bilingualism, and a committed Extension team are all essential ingredients to training home child care providers. This workshop will discuss how to successfully implement a nutrition training program promoting the benefits of fruits and vegetables using FCS, 4-H, and community gardening staff.

25. The Role of 4-H in Urban School-Based Youth Services Programs

Ellen Williams, 4-H Agent, Rutgers Cooperative Extension Monmouth County

The Asbury Park High School urban school-based youth services program (SBYSP) is a supportive environment in which students receive services enhancing their social, mental, physical, and psychological growth. As the recreation programming partner integral to SBYSP's success, Rutgers Cooperative Extension of Monmouth County 4-H provides grant writing, program development, community collaboration building, staff and volunteer training, and evaluation.

26. A Strategy to Increase Nutrition Education in School Classrooms

Karen Wobig and Carrie Schneider-Miller, Extension Educators, Nutrition Education Program, University of Nebraska-Lincoln Extension

University of Nebraska-Lincoln Extension Nutrition Education Program developed comprehensive nutrition kits to encourage elementary school teachers to increase the time spent teaching nutrition in their classrooms. With childhood obesity a national issue, learn how you can implement this successful program to benefit your community. Information on kit development and delivery, scheduling, classroom presentations, and record-keeping strategies will be shared.

27. Be a Dribble—Water Conservation

Dotty Woodson, Extension Program Specialist, Texas AgriLife Extension Service, and Clint Wolfe, Extension Specialist, Grants & Contracts, Texas AgriLife Research

Texas AgriLife Research and Extension's Be a Dribble indoor and landscape water conservation campaign uses innovative education methods to create awareness and provide education about indoor and landscape water conservation practices. By modifying a few everyday habits and using inexpensive new technology, you can conserve water in your home and landscape.



28. Rethinking Community Gardening

Dennis Lukaszewski, Urban Agriculture Program Coordinator, Milwaukee County University of Wisconsin-Extension

If you are involved in urban agriculture, community gardening, or food security, see how the University of Wisconsin-Extension in Milwaukee County maintains over 1,500 garden plots, a prison gardening initiative, accessible demonstration sites, an organic learning center, a streetscape initiative, and an urban apiculture institute.

29. eXtension: A Vital Resource for Urban Audiences

Terry Meisenbach, eXtension Communications & Marketing Leader

eXtension reaches far beyond traditional audiences and has special appeal to people living in urban communities. Content areas feature personal finance, parenting, family caregiving, gardening, organic agriculture, and more. Learn how you can be a part of this exciting new resource!



Acknowledgments

We gratefully acknowledge the following sponsors and contributors, whose collaborative efforts have made the 2009 NCR Urban Extension Conference a reality. Special thanks to Dean and Director Richard Klemme and Associate Dean and Associate Director Yvonne Horton of University of Wisconsin-Extension, Cooperative Extension, for their efforts and support.

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National 4-H Council

**North Central Cooperative
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**All of the conference speakers,
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General information

Cell phone etiquette

Please respect the speakers and your colleagues by turning off your cell phone during presentations, meetings, and meals.

Name badge policy

Conference nametags are required for entrance to all conference events, including evening social events.

Conservation

To help reduce waste and keep conference expenses down, please be considerate and limit your consumption of soda and bottled water to one beverage per break.

Message center

A bulletin board near the conference registration/hospitality booth will be available for posting and receiving messages.

Internet access

Wireless Internet is available at the Hyatt in all guest rooms and in public areas of the hotel. The cost is \$9.95 for 24 hours. Guests can pay online by credit card to be connected.

Computers with Internet access are available 24 hours per day in the Business Services office. The cost is \$0.30 per minute (\$3 minimum) and is payable by credit card.

Lost and found

Visit the registration desk during open hours.

Transportation

Taxi—One-way taxi fare between the Milwaukee airport and the Hyatt Regency is about \$30.

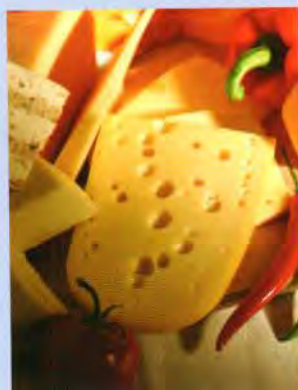
American United Taxi Cab

Phone: 414.220.5000

Yellow Cab Co-op

Phone: 414.271.1800

Bus—Fare is \$2.00 per person, runs anywhere downtown. Limited schedule on weekends.



Conference menu

Monday, May 4, 2009

Pre-conference plated luncheon

Noon–2:15 p.m., Regency A

Caesar salad, spice-rubbed chicken breast served on a bed of saffron rice, chef's choice of vegetable, New York style cheesecake, coffee and tea.

Vegetarian selection: Chef's choice.

Beverage break

3:30–3:45 p.m., Atrium

Soda and bottled water.

Evening reception

5:30–8:00 p.m., Harley-Davidson Museum™

Caesar salad; spinach salad with apples, pecans, goat cheese and red onions; miniature cheddar burgers, buffalo chicken sandwiches and grilled cheese; macaroni and three cheeses topped with Wisconsin bratwurst or grilled chicken; cash bar.

Tuesday, May 5, 2009

Pre-conference plated breakfast

7:00–8:30 a.m., Regency A

Freshly scrambled eggs with smoked bacon, served with signature breakfast potatoes, assorted mini muffins, coffee and tea.

Beverage break

9:30–10:00 a.m., Atrium

Coffee and tea.

Conference plated luncheon

Noon–2:15 p.m., Regency AB

Iceberg lettuce, tomato wedge, julienne carrots, and cucumber, balsamic vinaigrette dressing, creamy orecchiette pasta with grilled chicken breast, pesto, and fresh tomatoes, chef's choice of vegetable, classic carrot cake, coffee and tea.

Vegetarian selection: Chef's choice.

Beverage break

2:15–2:45 p.m., Atrium

Soda and bottled water.

Wednesday, May 6, 2009

Plated breakfast, sponsored by National 4-H Council

8:00–9:30 a.m., Regency AB

Fresh melon and cured ham, served with spinach and Swiss cheese quiche, assorted sliced breakfast breads, coffee and tea.

Beverage break

9:30–10:00 a.m., Atrium

Coffee and tea.

Box lunch

11:00 a.m.–12:30 p.m., Atrium

Country ham with imported Swiss on a kaiser roll or double turkey with Muenster cheese on focaccia bread, vegetarian: avocado slice, lettuce, sprouts, peppers, and onion on focaccia bread. All sandwiches are prepared with lettuce and tomato and are served with condiments, assorted potato chips, whole fresh fruit, jumbo chocolate chip cookie, and soft drink.

Refreshment break featuring Wisconsin local foods

1:30–2:00 p.m., Regency AB

Serving locally produced and sourced Wisconsin products: Wisconsin cheese and sausage brochette, cranberry chocolate bark, whole apples and pears, sodas and bottled water.

Thursday, May 7, 2009

Beverage break

7:15–9:15 a.m., Atrium

Coffee and tea.

Plated brunch

9:15–11:30 a.m., Regency AB

Grilled bratwurst, potato pancake, scrambled eggs with cheese, roasted tomato, and asparagus, mini muffins, coffee and tea.

About Milwaukee

Long before the first settlers came to this area, the Algonkian Indians had a special name for the land: Millioki, which means "gathering place by the waters." The Indians may have picked the name because they used the area for tribal gatherings or because they observed how three rivers (the Menomonee, the Kinnickinnic, and the Milwaukee) met before flowing into the waters of Lake Mie-sit-gan (Michigan).

In 1813 French-Canadian entrepreneur Solomon Juneau arrived in Milwaukee and established the American Fur Company in the heart of downtown. Following in 1834, Milwaukee's two other founding fathers arrived. George Walker settled south of the Menomonee's mouth, and Byron Kilbourn saw the west side of the river as a place to make his fortune.

The three founding fathers did not see eye-to-eye, and the results of this rivalry are evident today in downtown streets. Each settler purposely built their streets not to match with the rival's streets across the rivers. Later, when bridges were built, they had to be constructed at oblique angles to connect the roadways. In 1846, after a decade of disagreements, the three men put aside their differences and joined forces to incorporate the City of Milwaukee.

Today, Milwaukee is the 22nd largest city in the United States, with a population of 596,974 in the city and 1.5 million in the metropolitan area. Bordering the western shore of Lake Michigan, just 90 miles north of Chicago, metropolitan Milwaukee offers urban, suburban, ethnic neighborhood, waterfront, industrial, and rural settings within minutes of each other. Milwaukee's skilled workforce, concentration of industry, cultural resources, and educational institutions all make it one of the nation's major metropolitan areas.



Conference at a glance

May 5	Tuesday
7:00 a.m.–5:00 p.m.	Registration, Regency Ballroom entrance
8:00 a.m.–4:00 p.m.	Speaker ready room, Pere Marquette
Noon	Welcome and opening luncheon, Regency AB, Keynote address: <i>The Browning and Graying of America</i>
2:15–2:45	Beverage break
2:45–3:45	Session A —Concurrent workshops
2:45–5:00	Super sessions
4:00–5:00	Session B —Concurrent workshops
5:15–6:00	Buses depart for the evening event
5:30–8:00	Dinner event: <i>Welcome to Wisconsin</i> , Discovery World Museum
6:30–8:00	Buses depart the museum to return to the Hyatt
May 6	Wednesday
7:30 a.m.–5:00 p.m.	Registration, Regency Ballroom entrance
8:00 a.m.–4:00 p.m.	Speaker ready room, Pere Marquette
8:00–9:30	Breakfast by National 4-H Council, Regency AB, Keynote address: <i>The Benefits and Burdens of Social Capital</i>
9:30–10:00	Beverage break
9:30–10:30	Poster session set-up, Atrium
10:00–11:00	Session C —Concurrent workshops
11:00–12:30	Poster session & box lunch, Atrium
12:30–1:30	Session D —Concurrent workshops
1:30–2:00	Refreshment break featuring local foods, Regency AB
2:00–4:30	World Café, Regency AB
Evening	Optional evening events or dinner on your own

May 7	Thursday
7:30–11:30 a.m.	Registration, Regency Ballroom entrance
7:30–8:15	Speaker ready room, Pere Marquette
7:15–9:15	Beverage service, Atrium
8:00–9:00	Session E —Concurrent workshops
9:15–11:30	Brunch, Regency AB Capnote address: <i>All Stressed Out and No One to Choke</i>
11:30 a.m.	Conference ends—Safe travels!

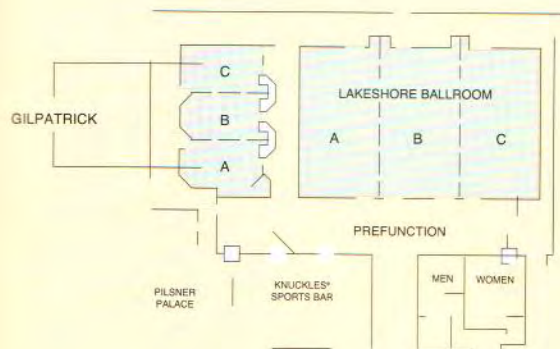
Hyatt Regency Milwaukee

Directions

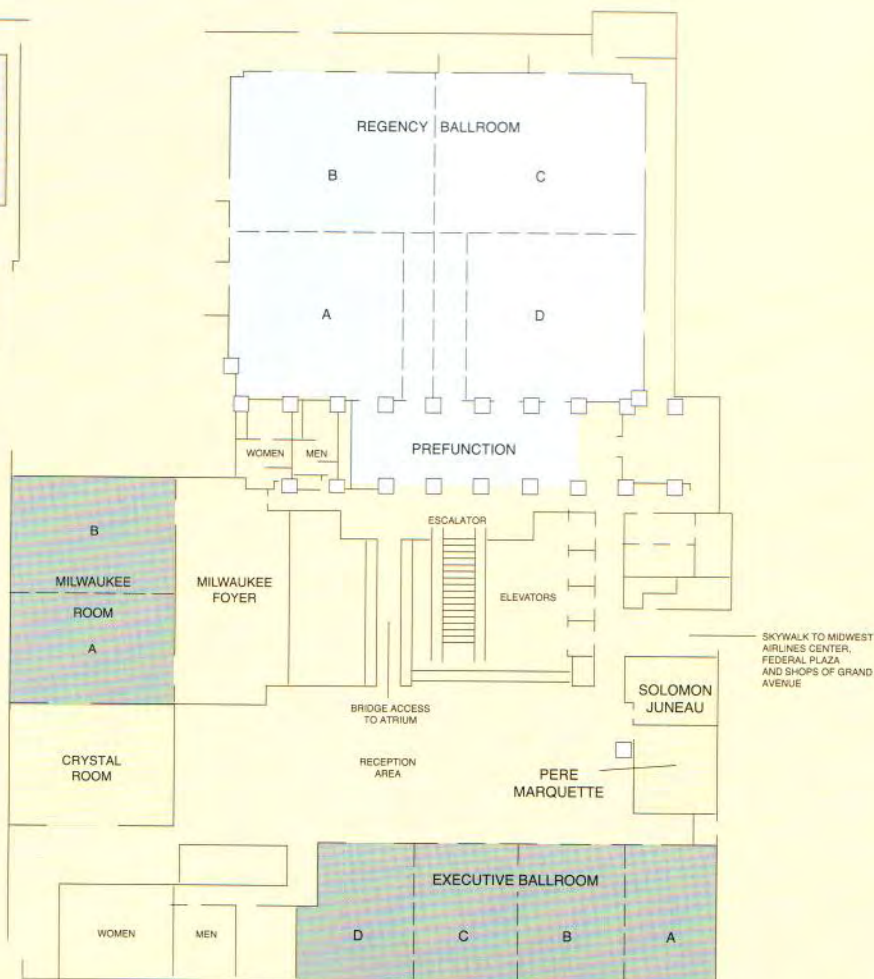
From Mitchell International Airport (20 minutes): Travel north to downtown Milwaukee. Take center lane to I-43 North Green Bay system. On I-43 North, take far right lane to the first exit, the Civic Center/ Kilbourn Avenue Tunnel. When reaching the end of the tunnel, continue straight on Kilbourn Avenue. Proceed one long block to hotel, on right.



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SAVE THIS DATE: MAY 2-5, 2011

for the Urban Extension Conference and share your experiences
with other Extension professionals who live and work in our cities.

A9 1/09

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