

Wednesday, December 12

On-going Activities

- 8 am – 12 Noon Registration
Main Entrance
- 8 am – 12 Noon Refreshments
Conference Hallway
- 8:30 am – 5 pm Group Networking
Just Outside CoCo Key
Front Lobby
- 8:30 am – 1:30 pm Open Computer Lab
Blossom IV

Poster Session

- 8 am – 12:30 pm Program Highlights Poster Session
Flint Ridge

Welcome/Opening Session

- 9 am – 10 am Administrative Update
(Keith Smith, Ken Martin, Linda Kutilek) *Jubilee A-E*
- 10 am – Noon Strategic Plan *Jubilee A-E*

Break

Noon – 12:30 pm

Lunch & Keynote Speaker

- 12:30 pm – 1:45 pm *Jubilee A-E*
George Siemens - Associate Director, Research and Development with the Learning Technologies Centre at University of Manitoba and Founder and President of Complexive Systems Incorporated

Trade Fair

- 1 pm – 6 pm Vendor Trade Fair
Flint Ridge

Break

1:45 pm – 2:00 pm

Concurrent Session I

- 2 pm – 3:15 pm
Interact 1. The Knowledge Economy Initiative after One Year *Blossom I*
Computer Lab 2. Free & Low Cost Technology Tools *Blossom IV*
Workshop 3. Soil Quality Workshop (Technology)(3hr)
Duvall Restaurant - Outside CoCo Key
Concurrent Sessions
4. Opportunity Knox! Marketing Opens Doors (Marketing) *Jubilee C*
5. Developing and Maintaining a Relevant Web Presence (Marketing) *Blossom II*
6. Locking It Down: Simple Laptop Security [Digital Union] (Build Your Business) *Jubilee B*
7. Enhancing Your Teaching Skills (Building Your Business) *Jubilee E*
8. I Didn't Know We Could Do That! (Technology) *Blossom III*

9. BuckeyeTurf: Case Study in Content Management and Program Delivery *Jubilee D*
10. SAMMIE: A Portal for Evaluation Resources (Technology) *Jubilee A*

Break

3:15 pm – 3:30 pm

Concurrent Session II

- 3:30 pm – 4:45 pm
Interact 1. Did You Know? *Jubilee C*
Computer Lab 2. Utilizing Geospatial Knowledge for Extension Programming *Blossom IV*
Concurrent Sessions
3. Impact Statements: Is it the Correct Message? (Marketing) *Jubilee B*
4. Tools & Resources to Assist Small Business Owners & Entrepreneurs (Building Your Business) *Jubilee A*
5. Helping Ohio Families Plan for Continuation of the Family Business (Build Your Business) *Jubilee D*
6. Podcasting [Digital Union] (Technology) *Jubilee E*
7. Online Teen Social Networks: Why you should be in their space (Technology) *Blossom III*
8. Faculty Meeting (Ken Martin) *Blossom I*
9. Business Office Update *Blossom II*

Break/Check-In

4:45 pm – 6 pm

Evening

- 6 pm – 8 pm Awards Dinner and Celebration
Jubilee A-C: Awards given during this time include ESP and OAEP awards that are being received by internal Extension personnel.
- 8:30 – 9:00 pm Desert Reception
Hallway Outside Blossom's
- 8:30 -11:00 pm Entertainment
Karaoke (Cash Bar Location) Blossom I, II, III
Come relax, kickback, and get your vocal cords ready for your audition for American Idol, as Mark Light, Extension Educator in Allen County hosts an event you are sure to not want to miss!
Fireside Chats Main Lobby
Looking forward to an opportunity to hang out with some of your colleagues across the state? Want a quiet place to rest and relax after a long conference day? Come enjoy the great company and atmosphere!
Trivial Pursuit (Technology Style)
Duvall Restaurant - Outside CoCo Key
Come test your wits against colleagues across the state in a tournament like no other! Where traditional games meet technology! This will be a group tournament utilizing the projection screen and other advanced features of new trivial pursuit games.

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2007
Annual Conference
December 12 & 13
Cherry Valley Lodge

Thursday, December 13

On-going Activities

- 7:30 am – 10 am Registration
Main Entrance
- 7:30 am – 2 pm OSU Wellness Center
Orchard
- 7:30 am – 11:30 am ESP Silent Auction
Conference Hallway
- 8:30 am – 5 pm Group Networking
Outside CoCo Key
Front Lobby
- During Breaks & Lunch *Open Computer Lab*
Blossom IV

Breakfast

7:30 am – 8:15 am *Conference Hallway*

ESP Meeting/Breakfast

8:00 am – 9:45 am *Jubilee B, C*

Concurrent Session III

- 8:30 am – 9:45 am
Interact 1. Security in a Digital Age – Digital Union (Technology) *Jubilee D*
Computer Lab 2. Creating Materials with Extension Templates *Blossom IV*
Poster Sessions Theme: Marketing, Technology & Building Your Business
Flint Ridge
Workshop 3. Enhanced Podcasting: Using Camtasia Studio 4.0 (Marketing/Technology) (3hr) *Duvall Restaurant - Outside CoCo Key*
Concurrent Sessions
4. Agriculture & Natural Resources Program Update (Building Your Business) *Jubilee A*
5. Technology Tools and Impact for Extension Professionals (Technology) *Blossom III*
6. Tips & Techniques for Taking Quality Digital Photos (Technology) *Jubilee E*

Break

9:45 am – 10:15 am

Concurrent Session IV

- 10:15 am – 11:30 am
Interact 1. TBA – George Siemens *Jubilee B*
Computer Lab 2. MarketMaker: A market planning tool linking Ohio producers and buyers (Marketing)*Blossom IV*
Poster Sessions Theme: Marketing, Technology & Building Your Business
Flint Ridge
Concurrent Sessions
3. Applying the Extension Brand (Marketing) *Jubilee D*

4. Legal Affairs, Your Contracts, and You (Build Your Business) *Executive Suite 516*
5. Locking It Down: Simple Laptop Security [Digital Union] (Build Your Business) *Lobby*
6. Preparing Youth for Success in the Knowledge Economy (Technology) *Blossom III*
7. Technology Initiatives for Extension (Technology) *Jubilee A*
8. OAEP Annual Meeting *Jubilee C*

Break

11:30 am – 12:00 pm Check out and Break

Lunch

11:45 am – 1:00 pm Grab Lunch and Go
“R.U.N.?” Lunch

Association Meetings or Networking time for those who are not members or would like to have some time to meet as a group. *During this time Associations will have designated spaces to hold their annual meetings. Members of these associations are encouraged to attend. Years of Service awards will be given at these times, during these meetings, by program area.*
If you are not a member of an association, there will be additional rooms for group networking and meeting. If you need some time to meet with colleagues, you may want to consider this time slot.

(Association Meetings need to be cleared out by 12:45 pm)

NAE4-HA *Blossom III*
NEAFCS *Lobby*
NACAA *Jubilee A*
NACEP *Duvall Restaurant - Outside CoCo Key*

Networking with Colleagues
Tea Room - Outside CoCo Key

Networking with Colleagues
Executive Suite 516

Open Computer Lab *Blossom IV*

Closing Session

1:15 pm – 2:15 pm
External Extension Awards *Jubilee B, C, D*
Awards given at these times are awards associated with external clientele or Extension supporters.

2:15 pm – 2:45 pm Keynote Address
Jubilee B, C, D

Poster Descriptions

Reach Out at Ohio 4-H Philanthropy Camp- (Marketing)

Presenters: Erin Dailey, 4-H Educator; Nadine Fogt, 4-H Educator; Connie Goble, 4-H Extension Educator; Laura Jane Murphy, 4-H Educator; Jo Williams, 4-H Extension Educator.

Learn about this unique learning experience and how they can collaborate with other Extension professionals to be a part of this planning team or implement similar ideas and concepts into their program area. Philanthropy is an area that spans all Extension program areas and this poster session would allow an opportunity to market this professional development opportunity to all Extension professionals.

100 Best Communities for Young People (Marketing, Building Your Business)

Barbara A. Brahm, Extension Educator
Community capacity, cross program collaboration and strong community partnerships can be developed or enhanced through the process of applying for a 100 Best Communities for Young People Award through General Colin Powell's America's Promise Alliance. The process actually becomes a community capacity assessment to determine community strengths, and also clearly highlights needs and gaps in services and resources for the 0-18 year population.

A Not-So-Extreme Makeover – Savings Edition (Building your Business, Marketing)

Cyndi Renn, M.S. Extension Program Manager, Dept. of Consumer Sciences; members of the FCS Healthy Finances Team
Discover how to use the FCS Healthy Finances team as a resource as well as engage community resources to provide lunch & learn topics related to personal finance, incentives for motivation, and referrals for counseling or "wealth building coaches" to assist them if they choose.

Marketing Extension Is Just A Click Away – (Marketing, Technology, Building Your Business)

John Barker, County Director, Extension Educator; Troy Cooper, Extension Educator; Andrea Daubenmier, Extension Program Coordinator; LuAnn Duncan, Extension Educator; Larry Hall, Extension Educator; Jefferson McCutcheon, Extension Educator
We utilized the statistical data from our existing website and collected input from our advisory committee, commodity groups and volunteers to determine content, layout and design. This poster will demonstrate the steps involved in making this web site our new marketing tool.

Contingent Valuation Method (CVM) and Extension Outreach (Marketing)

Thomas W. Blaine, Associate Professor; Frank R. Lichtkoppler, Professor, Sea Grant.
The contingent valuation method (CVM) is a tool that Extension professionals can employ in helping local officials understand their constituents' views on issues, proposals or projects that require the use of public funds. Several applied examples are presented, considered and explored, along with summaries of methods and results.

Ohio Workforce Preparation Team (Marketing & Building Your Business)

Graham Cochran, Co-Leader Ohio 4-H Workforce Preparation Team; Tricia Callahan, Co-Leader Ohio 4-H Workforce Preparation Team; 4-H Workforce Prep Team

The 4-H Workforce Preparation Initiative has been working on strengthening and expanding programs that are developing job skills for youth. A team of professionals will share with you tools to be more intentional about developing these skills and competencies for career success through workforce preparation experiences and traditional county programming.

Paper or Plastic? Integrating Credit Card Machines into your County Program (Technology & Building Your Business)

Tricia Callahan, Extension Educator/Director; Linda Good, Office Associate
These days you can use a credit card just about. Have you ever wondered if your county office could get one? Miami County has been piloting this effort in order to gather information on the feasibility, cost, staff usability, client usability, client satisfaction, and general trends. You will walk away with instructions on whom to contact at OSU about receiving the service locally, the cost, and the security issues that need to be considered before starting.

Move It Miami County: Finding Innovative Ways to Promote Health and Market Extension (Marketing)

Tricia Callahan, Extension Educator/Director; Susan Couser, Extension Educator; Demetria Woods, 4-H Educator; Tim Fine, Program Assistant.

At times it is hard to find innovative and creative ways to meet the demands of our programming schedule while also marketing ourselves to others. This year Miami County Extension tried to combine these efforts by utilizing a county employee health program. The goal of the program was to not only increase healthy behaviors among employees, but also to get information out to other county departments and to county commissioners about what we do and services we offer. This poster session will help you to look at your programming to see where you too could be taking advantage of opportunities to promote yourself and your organization. Information will be provided on using resources already available to increase the scope of what others' know about you.

The Direct Marketing Connection (Building Your Business)

Julie Fox, Direct Marketing & Tourism Development Specialist; Direct Marketing Team Members
The poster and handout materials present research, examples and resources to help Extension personnel create, expand and evaluate direct marketing initiatives in their counties/regions.

Emerald Ash Borer - If Your Tree is An Ash, It is at Risk (Marketing)

Amy Stone, Extension Educator/EAB Outreach Coordinator; Kathy Smith, Extension Associate/School of Natural Resources; Dan Herms, Associate Professor/Associate Chair, Department of Entomology
Poster objectives include increasing the knowledge and awareness of EAB. Extension Professionals will be

aware of the display that has been created and available for their use across the state. Supporting materials will also be part of the display that will be manned by members of the Ohio State University Emerald Ash Borer Outreach Team. These handouts will be distribute to participants as they visit the display, and questions about the insect and the program can be asked to team members.

Ohio Latino Work Force (Marketing)

Candace Pollock, Technical Editor, Communications and Technology; Marusela Anders, Program Assistant, Communications and Technology; Francisco Espinoza, Program Manager, Ag & Hort Labor Education Center
According to a recent OSU Extension study, 40 percent of U.S. green industry sales support the industry's labor force, 70 percent of which is Spanish-speaking or of Hispanic origin. With migrant Hispanic labor increasing, effectively communicating with Latino audiences as well as improving the relationship between employer and employee is becoming more critical. See how the Ohio Latino Work Force group is helping OSU Extension educators address the critical issue of migrant labor in the United States.

The Knowledge Economy Initiative (Marketing, Building Your (Our) Business, Technology)

Rick McCann, Knowledge Economy Coordinator; Jerry Thomas, Director, Center at Lima; Bill Grunkemeyer, Director, Center at Wooster; Tom Worley, Director, Center at Piqueton; Dave Boulay, Team Leader, Employment Success; Myra Moss, Team Leader, Entrepreneurial Success; Dana Oleskiewicz, Team Leader, School Success

This Poster describes our business - the Knowledge Economy Initiative, describes our customers - extension clients, and describes our plan to reach them through actionable programs. It will also emphasize Building (y)Our Business through the utilization of programs that are, and will be, implemented by our three KE teams. And finally, it will also use current Technology to capture audience attention and reinforce this message.

First Day Posters

Each Program Area (4-H FCS, AG & NR, Community Development) as well as the associations have been asked to put up a display for the pre-conference day and the first day of Annual Conference.

eXtension – Create More Mind Reach (Technology)

Carla Craycraft, Associate Director, eXtension, University of Kentucky; Craig Wood, Associate Director, eXtension

eXtension is an interactive learning environment delivering the best, most researched knowledge from the the land-grant universities. This session will feature Carla Craycraft and Craig Wood, eXtension's content co-associate directors, who will provide an update on the progress of eXtension, its current offerings, plans, challenges and most importantly, an invitation to join this national initiative.

