
Lunch & Keynote Speaker

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

Concurrent Session I

2:00 pm – 3:15 pm

Interact

1. The Knowledge Economy Initiative after One Year

Presenter(s): Rick McCann, Jerry Thomas, Bill Grunkemeyer, Tom Worley, Dave Boulay, Myra Moss and Dana Oleskiewicz

This Interact Session is a reintroduction of the Knowledge Economy Initiative to OSU Extension. Join us for a lively, interactive discussion regarding what the KE Initiative means to Extension and to its clients. Share the positive impact of your programs and explore those needs that are, as yet, unmet. Discover how Extension programming is currently, and can be, improving Ohio's position in this new and constantly changing economic environment.

Computer Lab

2. Free & Low Cost Technology Tools

Presenter(s): Steve Lichtensteiger, System Manager, West Regional Office; Beth Abbott, Systems Manager, North Central Regional Office; Tim Barkley, Systems Manager, South East Regional Office; Rich Emmett, Systems Manager, South East Regional Office; Duane Rigsby, Technology Coordinator, OSU Extension Center at Piketon; Bonnie Scranton, Staff Training & Development Coordinator, Communications & Technology

Time is money and right now, both are in short supply. Need to increase efficiency? No money in the budget for purchasing tech tools? This Computer Lab session will introduce participants to free and low cost tools for communication and collaboration. Users will create free online accounts to type, talk, and share documents and spreadsheets. Have you been on a conference call where there is no agenda, or multiple versions of an agenda? Create and share your agenda online. All callers will see topics and add action items and each user can print out their own copy at the end. Users will also learn how to create and make available digital audio "podcasts". Are you recording audio for a local radio show? With free software and a low cost microphone you may already own, you could also upload a digital recording of your broadcast to your webpage.

Poster Sessions

Theme: Trade Show/Fair (through 6:00 pm)

Flint Ridge

Workshop

3. Soil Quality Workshop (Technology)(3hr)

Presenter(s): Alan Sundermeier, County Educator; Dr. Rafiq Islam, Specialist, OSU South Centers; Bruce Clevenger, County Educator; Jim Hoorman, Water Quality Specialist; and Chris Bruynis, County Educator

This hands-on, interactive workshop will instruct professionals on the fundamentals of achieving healthy soils. Participants will receive a test kit which can be used for instant analysis of quality of soil. The OSU Extension Sustainable Ag Team will provide each participant with a copy of the book: "Building Soils for Better Crops" published by the Sustainable Ag Network. Resource materials will also include Ohio research results on the effects of tillage, compaction and cover crops on soil quality. Gypsum and soil amendments will also be discussed.

Concurrent Sessions

4. Opportunity Knox! Marketing Opens Doors (Marketing)

Presenter(s): Jeff McCutcheon, Extension Educator; John Barker, Extension Educator; Troy Cooper, Extension Educator; Andrea Daubenmier, Program Coordinator; LuAnn Duncan, Extension Educator; Larry Hall, Extension Educator.

There are numerous ways to market county extension programs. Many require minimal effort beyond what you are already doing. Most of these ideas are at little to no cost. Come hear what the Knox County Extension office is doing on a day to day basis to market their extension programs to local citizens.

5. Developing and Maintaining a Relevant Web Presence (Marketing)

Presenter(s): Forward Media Group, Inc

Are you continually searching for ways to create content that is relevant to your clients? Are you certain of the content that is important for your clients to see but are unsure how to place it in your website so that they can see and access it quickly and easily? Do you wonder what clients are looking for in a website? This session will present the basic information necessary for you to develop a website within the organizational guidelines, to develop relevant content and explain how to maintain the content for relevance and timeliness. This seminar will answer the questions of Why Develop a Relevant Web Presence, How to Develop a Relevant Web Presence and Targeting Your Web Presence to Your Audience.

6. Locking It Down: Simple Laptop Security [Digital Union] (Build Your Business)

Presenter(s): Shawn Sines and Staff from OSU Digital Union

Come learn how to secure your laptop inside and out! This workshop will cover: file management and housekeeping tips, protecting your files, setting good passwords, and deterring theft & laptop recovery products. Attendees are encouraged to bring their own laptops—Mac or PC—to the session to apply what they learn.

7. Enhancing Your Teaching Skills (Building Your Business)

Presenter(s): Niki Nestor McNeely, Extension Specialist, 4-H Youth Development and Camping

Would you like to increase the impact on your clientele? Would you like to improve your teaching skills? Is it possible that if your teaching skills were enhanced, your workshops might be more interesting, engaging, and the participants might learn more? This session will focus on utilizing experiential learning activities to enhance teaching and learning. Participants will have multiple opportunities to understand and apply the experiential learning model. Tools and resources will be shared to assist with processing strategies, the key to experiential learning. Emphasis will be placed on adapting new ideas to local audiences and a wide range of teaching situations. Participants will be engaged in a variety of experiential activities by experts in the field, as well as some developed or adapted by the instructor.

8. I Didn't Know We Could Do That! (Technology)

Presenter(s): Ken Kulka, Director Educational Multimedia Services, CommTech and Leader, Continuing Education for OSUE

You might not be aware of a variety of new tools available in the digital world today. This session introduces you to the world of blogs, wikis, podcasts, streaming video, presentation capture and other technologies. Knowing that these new technologies exist is one thing, but applying them to your programming efforts is another matter. We will help you navigate the many options that may help you reach new audiences and perhaps save some of your valuable time. See examples of how other Extension professionals have used new technologies in creative ways to achieve their educational goals, discuss old fashioned satellite broadcast without the high cost, and discuss what tools eXtension has on the horizon for you.

9. BuckeyeTurf: Case Study in Content Management and Program Delivery (Technology)

Presenter(s): Tim Rhodus, Professor Department of Horticulture and Crop Science

Over the past 18 months, the BuckeyeTurf.osu.edu website has been using a new systems approach for authoring and delivering timely turf tips and multimedia instructional materials for Educators, Turf Managers, and OSU Students. The program's online content addresses issues of statewide, national, and international importance for the growing field of turf management. Open source applications, commonly associated with social networking have been utilized for creating, organizing, and delivering the content. Recently, a series of online certificate programs were developed for Golf Course Managers and Sports Turf Managers that incorporate this suite of tools and resources. A "behind-the-scenes" tour of these programs will be provided.

10. SAMMIE: A Portal for Evaluation Resources (Technology)

Presenter(s): Karen Bruns Leader, OSU CARES and Outreach/Engagement and Thomas Archer, PhD

How can Extension professionals navigate the extensive amount of resources on the web without becoming overwhelmed? SAMMIE.osu.edu was designed to help Extension professionals navigate the program impact evaluation resources that are available online. This user friendly site uses Moodle technology, wikis and discussions forums. It serves as a resource to help Extension professionals learn more about designing, conducting and reporting on program evaluation. SAMMIE also serves as a model for developing a web-based portal for the material available on-line. Session participants will learn how SAMMIE was developed, how they can benefit from the site and how web portals can be used to filter through web resources.

Concurrent Session II

3:30 pm – 4:45 pm

Interact

1. Did You Know?

Presenter(s): Jerold R. Thomas, Center Director, OSU Extension Center at Lima

This Interact session will take a look at a now famous video clip on the changes in our economy, society, and education. Participants will have time to dialogue with one another about the impacts the video presents and its impacts on OSU Extension. If you enjoy networking with others and sharing about technology and its impact in today's society, join us for some lively discussion

Computer Lab

2. Utilizing Geospatial Knowledge for Extension Programming

Presenter(s): Talia Brown, Program Manager/GIS Analyst

The program will begin with an introductory lesson in Geographic Information Systems (GIS) using a PowerPoint presentation and a sample lesson on how GIS can be applied to various Extension programs. The participants will observe how data is gathered, connected to geographical data, and layered in the ArcMap program by ESRI. The interactive session demonstrates how colorful, organized and easy-to-understand maps and reports can be produced for various Extension program areas. These maps and reports can then be shared with public officials and community members to support the analysis of economic, social and environmental conditions from a geospatial perspective.

Poster Sessions

Theme: Trade Show/Fair (through 6:00 pm)

Concurrent Sessions

3. Impact Statements: Is it the Correct Message? (Marketing)

Presenter(s): Suzanne Steel, Director, Marketing OSU Extension

This workshop is for Extension professionals who want to expand the impact of their programs and public support for those programs. This session will specifically focus on how to use impact statements to achieve these results. Participants are asked to bring their 2007 impact. You will leave with frank feedback about how your message is perceived by those outside the organization and what you can do to enhance the effectiveness of that message.

4. Tools & Resources to Assist Small Business Owners & Entrepreneurs (Building Your Business)

Presenter(s): David Boulay, Business & Workforce Development Specialist and Patrick Dengel, Business Development Specialist

This seminar will provide a hands-on approach for professionals to gain a thorough working knowledge of tools and resources available to assist businesses and entrepreneurs in their community. Extension personnel can incorporate these resources into programming in their community.

5. Helping Ohio Families Plan for Continuation of the Family Business (Build Your Business)

Presenter(s): David Marrison, Assistant Professor & County Educator; Chris Zoller, County Educator; Don Breece, Extension Specialist, ANR/Economics Farm Management; Chris Bruynis, County Educator; Julia Woodruff, County Educator; Jeff McCutcheon, County Educator; Barry Ward, Leader, Production Business Management; and Mike Gastier, County Educator

This seminar will share how members of the Ohio Ag Manager Team are helping Ohio families plan for the continuation of their family business to the next generation. Learn about the transition planning resource materials and workshops which are available for Extension Professionals to use in helping local families plan for the future. Participants will receive teaching PowerPoints, Extension factsheets, course notebook and other practical group activities to help plan local workshops. These materials can also be used for individual clientele consultations.

6. Podcasting [Digital Union] (Technology)

Presenter(s): Shawn Sines and Staff from OSU Digital Union

This session is intended for beginners in the Podcasting space, we will go over what makes something a podcast, how to obtain and listen to or view a podcast and we will go over some tools to help you create a podcast. Participants will also be introduced to tools and software for beginning to create your own podcasted materials.

7. Online Teen Social Networks: Why you should be in their space (Technology)

Presenter(s): Brian Raison, County Educator; Annie Davis, County Educator; Nadine Fogt, County Educator; Mark Light, County Educator; and Tracie Montague, County Educator

What is the singular most important thing you can do to increase your effectiveness and positive impact with teens? The research says they simply want us to listen—to really hear them. But how do we connect in their ever-changing, seemingly closed, online world? It's not as difficult as you might think. This seminar will help you gain a deeper understanding of how teens approach the internet, post profiles and information, and connect in "their" space. Participants will learn basic steps necessary to tune in, log on, and find out what's happening "out there." Along with handouts, participants may also sign up for a free copy of an internet safety / online social networking PowerPoint program that can be tailored and shown to their 4-H and/or other youth organizations when they return home.

8. Faculty Meeting

Presenter(s): Ken Martin

This session will be a meeting for all tenured and un-tenured faculty in the Department of Extension. The agenda is being developed and will be provided to faculty prior to the meeting.

9. Business Office Update

Presenter(s): Cindy Tschanen

This session will explore the following topics areas, as they relate to the OSUE Business Office: Positive Trends in Extension, Handling Inventory, Handling Transfers, Blanket PO's, Postage, Upcoming Training Opportunities, and more. If you have responsibilities that include working with the OSUE Business Office you will want to consider attending.

Concurrent Session IV

8:30 am – 9:45 am

Interact

1. Security in a Digital Age – Digital Union (Technology)

Presenter(s): Shawn Sines and Staff from OSU Digital Union

This interact discussion will explore areas of safety and security that need to be addressed by Extension professionals and clientele. Participants will engage with Ohio State University personnel to discuss the area of security and technology.

Computer Lab

2. Creating Materials with Extension Templates

Presenter(s): John Victor, Senior Graphic Designer; Bonnie Scranton, Trainer; and Suzanne Steel, Marketing Director

In this hands-on computer lab, learn how to apply the new Extension brand to your communications materials. We'll start with a brief review of the new brand standards, and then show attendees step-by-step how to create a beautiful branded brochure by using one of the new Extension templates. Attendees will then create their own brochure, flyer or PowerPoint template with the help of CommTech professionals.

Poster Sessions

Theme: Marketing, Technology & Building Your Business

Flint Ridge

Workshop

3. Enhanced Podcasting: Using Camtasia Studio 4.0 (Marketing/Technology)(3hr)

Presenter(s): Rick McCann, Workshop Leader, ABE Center and Steve Lichtensteiger, Systems Manager, West Regional Office

Become an enhanced podcaster by using Camtasia Studio 4 software for the easy capture, editing, production and sharing of your narrated PowerPoint presentations. Save time and increase your reach to your clientele. You will learn to narrate, record, edit and produce files which you can then share, on the internet as enhanced podcasts, or by making auto-loading, menu-driven CD's. It's easy. You can do it. Join us as we put this exciting technology to use doing what extension has always done best – reaching clients with good information. This hands-on workshop requires that you have installed the free trial version of Camtasia (available on the internet) on your laptop prior to the session, and that you bring both your laptop and a computer microphone. Participants are asked to bring a short (about 5 slides), visually engaging (pictures, not bullet points) PowerPoint presentation, together with a script for narrating it.

Concurrent Sessions

4. Agriculture & Natural Resources Program Update (Building Your Business)

Presenter(s): Steve Baertsche, Assistant Director, Agriculture & Natural Resources

Agriculture and Natural Resources Educators will want to consider attending this session to be updated on the current issues in this program area. Time will be devoted to programming updates and other news related to this program area.

5. Technology Tools and Impact for Extension Professionals (Technology)

Presenter(s): Jerold R. Thomas, Center Director, OSU Extension Center at Lima

What key trends in technology face Extension professionals? Just what are wikis, podcasts and blogs? I've already learned emails and power points, why clutter my life with this stuff? This program provides an overview introduction to key trends in technology that *will* impact Extension professionals. Tied to this will be interactive discussions about technology tools and *when* the tools are applicable and how they can make your professional life easier. Participants will receive a detailed workbook with resources to use in their work life. After attending the program participants will be able to not only identify tools, but also understand where the tools are applicable in educational and organizational development settings. Oh, and most of the tools are free or cost very little.

6. Tips & Techniques for Taking Quality Digital Photos (Technology)

Presenter(s): Ken Chamberlain, Publications Photographer

Digital photography is as easy as a click of a button, but what is the difference between a "snap shot" and a "quality photograph"? Although the digital age has made the ease and delivery of electronic images a "snap"; many of the basic rules of photography still hold true in delivering compelling, well composed images that convey a message. Join Publications Photographer, Ken Chamberlain, as he takes participants from shot composition to file management. Bring your camera, creative eye, and best digital shots to this informal session. Starting with a digital photography primer and ending with a critique session, this seminar will cover topics such as lighting techniques, image composition and cropping, and macro and research documentation methods. The session will conclude with group review and critique of images provided by seminar participants.

Concurrent Session V

10:15 am – 11:30 am

Interact

1. Title TBA – George Siemens

Computer Lab

2. MarketMaker: A market planning tool linking Ohio producers and buyers (Marketing)

Presenter(s): Julie Fox, Direct Marketing and Tourism Development Specialist; and Direct Market Team Members

Participants will get hands-on introduction to the MarketMaker program, an online marketing resource that gives farmers greater access to regional markets by linking them with processors, retailers, consumers and other food supply chain participants; and have the opportunity to see how OSU Extension and other key organizations in Ohio are collaborating to bring this dynamic program to producers and buyers in Ohio.

Poster Sessions

Theme: Marketing, Technology & Building Your Business

Concurrent Sessions

3. Applying the Extension Brand (Marketing)

Presenter(s): Suzanne Steel, Marketing Director; Jessica Kahan, Strategic Marketing Manager; and Keira McGlone, Marketing Campaign Manager

Learn the ins and outs of the new Extension brand. We'll review the brand standards manual and discuss how the brand applies to written, visual, web and multi-media materials. Attendees will see examples of how the brand has been applied to state and county efforts. Participants will be given examples of Extension templates that they can use when returning home to their unit.

4. Legal Affairs, Your Contracts, and You (Build Your Business)

Presenter(s): Jackie LaMuth, Leader, Resource Development & Management and Michael Layish, OSU Associate Legal Counsel

Meet with Extension's OSU attorney, Michael Layish and get answers to your contract and grant questions. You'll hear how we are being affected by recent Ohio Attorney General decisions and what you can do to keep the contract review and approval process moving along.

5. Locking It Down: Simple Laptop Security [Digital Union] (Build Your Business)

Presenter(s): Shawn Sines and Staff from OSU Digital Union

Come learn how to secure your laptop inside and out! This workshop will cover: file management and housekeeping tips, protecting your files, setting good passwords, and deterring theft & laptop recovery products. Attendees are encouraged to bring their own laptops—Mac or PC—to the session to apply what they learn.

6. Preparing Youth for Success in the Knowledge Economy (Technology)

Presenter(s): Graham Cochran, Co-Leader Ohio 4-H Workforce Preparation Team; Tricia Callahan, Co-Leader Ohio 4-H Workforce Preparation Team; Jerry Thomas, Center Director, OSU Extension Center at Lima; Dave Boulay, Business & Workforce Development; and Blended E-Learning II – Youth Workforce Preparation participants.

Preparing youth for the workforce is a major concern. Economists Levy and Murnane summarize twenty-first century skills as expert thinking and complex communication, providing a compelling argument for educators to focus on this new level of skills. Have you been hearing about the Knowledge Economy, workforce preparation, and teaching/learning using technology but feel far behind? Many adults find themselves lost or at least behind in this era of ever changing technology. This seminar will introduce you to the issues around the knowledge economy, workforce preparation, and how technology is being used in very practical ways around the state. Participate in this interactive seminar to learn more and take home innovative tools you can use to teach key stakeholders about "Preparing Youth for Success in the Knowledge Economy."

7. Technology Initiatives for Extension (Technology)

Presenter(s): Robert B. Luikart, Chief Information Officer CFAES

This seminar is designed to provide a briefing for Extension professionals on the current technology initiatives underway in support of their mission and how these initiatives will impact their work in the near term. The seminar will cover initiatives such as: web development, messaging, broadband and wireless networking, collaborative tools, e-commerce, event management and information technology security.

8. OAEP Annual Meeting

Jubilee A