Tuesday, Oct. 21, 2014

9:30 a.m.-4:00 p.m.  Registration

9:30 a.m.-1:30 p.m.  Employee Photos .............................................................. Polo

10:30-11:30 a.m.  New Employees’ Gathering .............................................................. Parliament I/II
A welcome and information session for MU Extension employees with less than one year of service (began employment after Oct. 28, 2013).

11:30 a.m.-1:30 p.m.  Opening Celebration and Luncheon .... Windsor Ballroom
Welcome and Introductions
Janet LaFon, Conference Chair
Building for the Future
Michael D. Ouart, Vice Provost and Director, University of Missouri Extension
Provides an update and some perspective as MU Extension begins a second century of service to Missouri.

Awards
Candy Gabel, Assistant HES Extension Program Director, 2015 MU Extension Awards Committee Chair

100th Anniversary Celebration
1:30-2:15 p.m.  Break

2:15-3:15 p.m.  Extension Retirees Meeting — Handshakes and Hugs .............................................................. Parliament I
Coordinator: Cynthia Crawford, Director, Donor Education
MU Extension retirees won’t want to miss an opportunity to reconnect with one another. Extension Director Michael Ouart will bring greetings. Joy Millard, Interim Assistant Vice Provost, will keynote the session with her witty commentary, “Looking Back to Build for the Future.” The session will conclude with a retiree benefits update.

Breakout Sessions 1

Tired of Feeling Overextended, Overscheduled and Overwhelmed With Work and Life? Maybe It’s Time to Take Care of YOU .............................................................. Windsor IV

Vera Massey, Extension Professional and Nutrition and Health Education Specialist
Molly Vetter-Smith, Extension Assistant Professor and State Health Education Specialist
Do you place yourself at the bottom of your list? Good intentions to take care of yourself can be pushed out of reach by the demands on your time and attention. You may overextend yourself trying to meet the needs of others, facing daily work and family responsibilities, or living up to others’ expectations. These demands can make you feel stressed, exhausted and defeated. Life is full of choices — and those choices affect all aspects of your life. This session will offer practical strategies to help you make healthier choices, better manage the stressors and demands in your life, be more efficient and effective in your work, and live a life that feels more balanced. Managing life’s challenges in healthy ways allows you to take better care of you and others you care about.

MU Extension and the Office of Service-Learning: A Workshop on Possible Collaborations and Project Development .............................................................. Parliament III
Anne-Marie Foley, Director, Service-Learning
This session will review service-learning at MU, including our leadership development programs, academically credited service-based courses, and global service projects. We will also discuss possible collaboration and project development for undergraduates and graduate students with extension. We hope to work on professional development opportunities for graduate students, undergraduate internships and ongoing service projects for service-learning courses.

Advancing on the Monstrous Moodle, the Worried Pedagogue Waivered .............................................................. Parliament II
Moderator: Steve Geisel, Instructional Design and eLearning Expert, Extension Technology and Computer Services
Are you hesitant? Are you wary? Do you stay up nights? Is online learning giving you the shakes? Do you fear the Moodle? This year’s session will focus on the experiences of those who currently have Moodle courses running or are in the development process. We will have a roundtable discussion with existing Moodlers to illustrate for the audience the challenges and successes they can expect with online learning. We expect to have five to six panelists who will relate their experiences for a set of questions from the moderator and discussion with the audience. Questions, discussion and interaction will be encouraged.
Extension Publications Made Fun and Simple ........................................ Windsor I
Joe Vale, Editorial Coordinator, Communications and Marketing
Victoria Knapp, Senior Editor, Communications and Marketing
Karissa Scott, Editor, Communications and Marketing
Reese Rackets, Editor, Communications and Marketing
Clint McMillen, Graphic Designer, Communications and Marketing

OK, fun may be a bit of an overstatement and simple is really misleading, but if you have an idea that you would like to move from your head to a publication — in print or on the Web — this session is for you. In this session, you will gain valuable insight on how to organize and prepare materials for working productively with an editor who will guide you from content development to print. Editors will share their perspectives on what they look for and what they believe makes for a strong publication.

What Good Is a Tablet? .................................................. Windsor III
John Myers, Director, Extension Technology and Computer Services
Chris Pfingsten, Systems Support Administrator, Extension Technology and Computer Services

So you have a tablet; what can you do with it? This session will concentrate on what you can do with your iPad tablet and the standard extension software put on them. We will also touch on Android and Windows 8.1 tablets. (Repeated in Breakout Session 2)

Options for Funding Higher Education for You, Your Child and Your Grandchild ........................................ Windsor II
Andrew Zumwalt, Associate State Financial Planning Specialist

Whether you are going back to school, preparing for a child to attend college, or want to leave a gift for your grandchildren’s future, this session will detail strategies for managing the cost of higher education. Topics in this session include tax-favored savings accounts, public and private borrowing, intergenerational gifts, public vs. private colleges, credits from high school, opportunity costs and education-related tax benefits.

Building Cultural Competence ............................................Polo
Julie Middleton, Director, Organizational Development
Jody Squires, Associate Regional Director, Urban Region

This session will provide a framework and a model for building cultural competency in faculty and staff. Innovative and interactive activities will help participants gain key insights into self-awareness, while they learn approaches and strategies for working with diverse audiences in their communities.

3:30-4:30 p.m.

Breakout Sessions 2

It’s a Marketing Brainstorm! ........................................... Windsor I
Laura Lindsey, Strategic Marketing Senior Coordinator, Communications and Marketing
Dennis Gagnon, Director, Communications and Marketing

Come one, come all; bring your brains to the marketing brainstorm! You can learn, contribute or just sit on the sidelines to see what the buzz is all about. This 60-minute session will tap into the wealth of marketing information and possibilities hidden among us. Learn from experienced marketers who are posing as your colleagues. Afterward, you and your peers will be encouraged to step from the shadows and into the light of day to share what works and what you will never try again.

Personal Safety ................................................................. Parliament I
John Worden, Director, Law Enforcement Training Institute

Violence and crime have always been a part of our society and will most likely continue. How can we better prepare ourselves for crime? This breakout session will quickly introduce crime theory and provide attendees with strategies to prevent crime whether at home, in public or at work. Through situational crime prevention, we can become harder targets.

What Good Is a Tablet? .................................................. Windsor III
John Myers, Director, Extension Technology and Computer Services
Chris Pfingsten, Systems Support Administrator, Extension Technology and Computer Services

So you have a tablet; what can you do with it? This session will concentrate on what you can do with your iPad tablet and the standard extension software put on them. We will also touch on Android and Windows 8.1 tablets. (Repeated in Breakout Session 1)

Program Themes — An Important Program Integration Strategy (Session 1)..............................................Parliament III
Paul Bateson, Technology Development Specialist and Program Integration Facilitator
Linda Morgan, FNP Project Director, CPD and Program Integration Facilitator
Melissa Bess, Regional Nutrition and Health Specialist and Program Integration Facilitator

Extension’s program themes are structured to be interdisciplinary methods that enable existing MU Extension units to collaborate with each other, as well as with external organizations, in flexible and dynamic ways. Five of the thematic teams have been established and will present in two breakout sessions. Both sessions will focus on current and future projects being developed, including how teams are aligning programming; expanding interdisciplinary approaches; connecting MU Extension to the larger MU network, NIFA and other partners; and innovating and collaborating in the development of research-based solutions that best serve Missouri citizens.

Session 1 will focus on updates from the following teams:
• Environmental Concerns Team (Paul Bateson)
• Health Systems Team (Linda Morgan)
• Educational Attainment Team (Melissa Bess)

Writing Grants 101.................................................. Windsor IV
Katy D’Agostino, Grant Writer

This session will explain the steps for developing a winning proposal, including how to use a logic model as your guide. Learn more about writing your goals and objectives, outputs vs. outcomes and how to position yourself for new grant opportunities.
Mapping Community Capitals and Implementation in Urban and Rural Missouri

Amy Patillo, Community Development Specialist, Southwest Region
Jeremy Elliott-Engel, 4-H Youth Development Specialist, Southwest Region
Gerardo Martinez, Alianzas Project Coordinator, UMKC Institute for Human Development
Kathy Macomber, Community Development Specialist, Southwest Region
John Hobbs, Agriculture and Rural Development Specialist, Southwest Region

This symposium style workshop will discuss community capitals with an emphasis on practical implementation. This workshop will cover an introduction to community capitals mapping. Gerardo Martinez of ALIANZAS will discuss his experience working with community garden projects in Kansas City. Kathy Macomber, community development specialist and John Hobbs, agriculture and rural development specialist will discuss a multi-disciplinary extension project in Noel, Mo. Attendees of the program will take home practical information for local programming.

Understanding Missouri’s Heroin Epidemic.... Windsor II
Letitia Johnson, Community Development Specialist

Heroin is back, and it’s hitting Missouri hard, particularly in the eastern half of the state. There has been a sharp rise in overdose deaths from heroin and opioid pain relievers, also called prescription painkillers. Admissions to treatment programs for heroin addiction has risen 700 percent in the past two decades. This issue affects families, businesses and communities. This workshop will provide an overview of Missouri’s heroin epidemic. We’ll cover why and how people use heroin, what it looks like, where it comes from, signs of use and effects, who is at risk, key statistics, recent policy initiatives, and where to find resources and more information. An open discussion will be held about what extension educators may do to positively impact the issue.

The Mizzou Advantage Initiative ......................... Polo
Facilitators: Jo Britt-Rankin, Food for the Future
Mike McKean, Media of the Future
Carolyn Henry, One Health/One Medicine
Mike Gold, Sustainable Energy
Cerry Klein, Sustainable Energy

The Mizzou Advantage initiative was established to assist in elevating the stature of the university in areas where it has critical mass in world-class research and education programs. In addition, Mizzou Advantage leverages, nurtures and enhances MU’s culture of interdisciplinary collaboration to solve complex questions and deliver high-impact research and results. MU faculty and staff have formed networks of collaborators, both on and off campus, to focus on real-world problems centered on these key areas:

- Food for the Future: the production, economics, and culture of healthy, affordable food
- Media of the Future: new ways to communicate, educate and market
- One Health/One Medicine: health solutions and the convergence of human and animal medicine

The Mizzou Advantage initiative provides a basis for MU Extension to collaborate with other MU academic departments to enhance program integration. Come learn what Mizzou Advantage is doing and how you can take part.

5:30-7:00 p.m.
Awards Dinner ............................................. Windsor Ballroom

Wednesday, Oct. 22, 2014

7:00-8:00 a.m.
Breakfast ..................................................... Expo

8:00-8:45 a.m.
Keynote — Communivation: Community and University Partnerships for Innovation.................. Expo
Hank Foley, Senior Vice Chancellor, Research and Graduate Studies

What has happened to our national, regional and state economies? Why are economists speaking about “secular stagnation”? Are we going to accept a low to no growth future? If not, then what must we do to help turn things around? The goal of this discussion will be to cover a few key points and to point to a way forward that involves MU and MU Extension as agents of change and growth.

9:00-10:00 a.m.
Research Session

During this session you will have the opportunity to hear from University of Missouri faculty on the latest research in the field of Agriculture and Natural Resources, Community Development, Business Development, Youth Development and Human Environmental Sciences. Each presenter will begin at a specific time and participants are encouraged to move freely from each room to hear about multiple topics.

Agriculture and Natural Resources Research:
Section 1 ...................................................... Parliament III

9:00 a.m.
The Lakes of Missouri Volunteer Program: 23 Years of Citizen Science
Tony Thorpe, Research Specialist, University of Missouri, Fisheries and Wildlife Sciences

9:20 a.m.
The Fate of Pharmaceuticals in Soils and Subsequent Effects on Soil Microbial Communities
Keith Goyne, Associate Professor, University of Missouri, Soil and Environmental Science

9:40 a.m.
NMTracker: Easy Access Farm Mapping Tool for Nutrient Management and Other Goals
John Lory, Professor, University of Missouri and Agriculture Extension, Plant Sciences
Agriculture and Natural Resources Research:
Section 2 ............................................................ Parliament II

9:00 a.m.  
How Store Lighting Impacts Retail Meat Quality  
Byron Wiegand, Professor, University of Missouri, Animal Science

9:20 a.m.  
The Genetics of Feed Efficiency in Beef Cattle  
Jerry Taylor, Curators Professor, University of Missouri, Animal Science

9:40 a.m.  
Progress Toward Pigs Resistant to Porcine Reproductive and Respiratory Syndrome Virus  
Randall Prather, Professor, University of Missouri, Animal Science

Agriculture and Natural Resources Research:
Section 3 ............................................................ Polo

9:00 a.m.  
Drought Tolerant Crops  
Felix Fritschi, Associate Professor, University of Missouri, Plant Sciences

9:20 a.m.  
What Tool Works Best over the Midwest for Making Corn Nitrogen Decisions?  
Newell Kitchen, Adjunct Associate Professor, University of Missouri, Soil Science and Agronomy

9:40 a.m.  
Beyond Consumption: The Unexpected Benefits of Predators in Agroecosystems  
Debbie Finke, Associate Professor, University of Missouri, Plant Sciences

Community Development / Business Development Research:  Section 4 ........................................ Windsor IV

9:00 a.m.  
State and Local Public Finance: Tax Incentives, The Hancock Amendment and Other Issues  
Judith Stallman, Professor of Agricultural Economics, Rural Sociology and Public Affairs, University of Missouri, Social Sciences CD

9:20 a.m.  
Marketing Challenges of New Wineries in Emerging Regions  
Fabio Chaddad, Assistant Professor, University of Missouri, Agricultural/Applied Economics

9:40 a.m.  
An Update on Recent Rural and Regional Development Research  
Thomas Johnson, Professor of Agricultural Economics & Frank Miller Professor, University of Missouri, Agriculture Extension- Social Sciences

4-H Youth Development Research:  Section 5 ........................................ Parliament I

9:00 a.m.  
How Various Belief Systems Emerge and Impact the (Re)interpretation of Policy and Practice in Schools  
Noelle Arnold, Associate Professor, University of Missouri, Educational Leadership and Policy Analysis

9:20 a.m.  
Language Immersion Schools, Views of Immigration in Missouri and Parents as Stakeholders in Their Child’s Education  
Lisa Dorner, Assistant Professor, University of Missouri, Educational Leadership and Policy Analysis

9:40 a.m.  
MASN’s Project Liftoff and STEM Data  
Wayne Mayfield, Research Associate, University of Missouri, Office of Social and Economic Data Analysis

Personal Finance Research:  Section 6 ........................................ Windsor II

9:00 a.m.  
Personal Family Finance Panel  
Rui Yao, Associate Professor, University of Missouri, Personal Financial Planning

9:20 a.m.  
Clients’ Changing Risk Preferences  
Michael Guillemette, Assistant Professor, University of Missouri, Personal Financial Planning

9:40 a.m.  
Self-employment of Older Workers  
Deanna Sharpe, Associate Professor, University of Missouri, Personal Financial Planning

Human Development and Family Studies Research:  Section 7 ........................................ Windsor I

9:00 a.m.  
Russ Ravert, Associate Professor of Human Development and Family Studies, University of Missouri

9:20 a.m.  
Louis Manfra, Assistant Professor of Human Development and Family Studies, University of Missouri

9:40 a.m.  
Gus Carlo, Millsap Professorship of Diversity in Human Development and Family Studies, University of Missouri

Nutrition and Health Research:  Section 8 ...... Windsor III

9:00 a.m.  
Jill Kanaley, Professor and Associate Chair of Nutrition and Exercise Physiology, University of Missouri

9:20 a.m.  
Janet Farmer, Associate Dean, Health Professions, University of Missouri

9:40 a.m.  
Chris Hardin, Professor and Chair of Nutritional Sciences, University of Missouri

10:15-10:45 a.m.  
Keynote — Extension Making a Difference ............. Expo  
Anita Hampton, Chair, University of Missouri Extension State Council  
A tireless advocate for MU Extension, Anita Hampton shares her firsthand account of how extension improves lives, businesses and communities.
10:45 a.m.-12:00 p.m.

**Table Talk** ....................................................... Expo

The fall Program Conference provides extension employees the opportunity to mingle with colleagues we seldom get to see. Many times we may exchange ideas or simply listen to those around us and learn small pieces of information that we did not already know. It is these chance encounters that often help us the most. This year during Table Talk, you will have an opportunity to talk with those who may offer information you need to know. You can also listen to others as they ask questions. Find a table topic and listen or find several and mingle; this is a chance to pick your topic of interest. Topics to be discussed:

- Outlook
- Share Point
- Non-Tenure Track Promotion (NTT)
- WebApps
- Professional development
- Title IX
- Retirement and benefits
- Grant writing
- Using style guides
- Having a Web presence
- Adobe Connect
- Spam and Information Security
- HR policies
- Thematic teams
- Fee generation
- MELD/NELD
- Extension gifts and endowments
- The cabinet
- Extension Council recruitment and stakeholder relations
- Districting option
- Photography tips
- Marketing extension programs
- Media relations

12:00-1:15 p.m.

**UMEA Awards Luncheon and Annual Meeting** ..................................................... Windsor IV

**General Lunch** ............................................................. Expo

1:30-2:30 p.m.

**Breakout Sessions 3**

**Career Builder 101: Developing a Professional Image** .................................................. Windsor IV

Susan Groshong, Training and Development Coordinator, *Columbia Campuses Human Resource Services Department*

Projecting a professional image is vital to career success. Knowing how to dress is part of it, but there’s much more. It’s about demonstrating your best qualities through the attitude you bring to your work. And it’s about respecting yourself, your job, your organization and your coworkers. This session explains how you can show professionalism by your appearance and by following rules of conduct — for example, rules about using cellphones at work or about what you publish on social networking sites, even on your own time. It also offers guidance on the basics of how to communicate in a professional manner. Finally, it helps you recognize and avoid email blunders that could diminish your professional image.

**Plan Increases in Revenues and Community Buy In** ........................................ Windsor I

Tony DeLong, *County Council Coordinator*

Connie Mefford, *Community Development Specialist*

Cynthia Crawford, *Director, Donor Education*

About one-third of all counties now have some form of the County Business Plan. How have these counties used it and what have been the results? Some time in this session will be spent on the template of the business plan. The remaining time will focus on how to write a county plan and the reasons why a county plan is beneficial to your county.

**Office Ergonomics** .................................................. Parliament I

David G. Dorth, *Safety Representative, MU Environmental Health and Safety*

Office ergonomic concerns are all too real. To correct them, you must look beyond the computer or chair to create a safe, positive and comfortable work environment. In this session, you will learn how to recognize common problems, solve current or existing issues and gain tried and true suggestions on prevention strategies. Our experience has shown that most people can fix their own ergonomic problems when given the proper “tools” as a guide. You will leave this session with information and resources to prevent future discomforts and move yourself toward more comfortable computing.

**Broader Impacts 101: Building Connections Between University Researchers and MU Extension Faculty** ........................................ Parlament II

Susan Renoe, *Director, Broader Impacts Network*

In continued celebration of MU Extension’s 100 years of successfully delivering research-based information to the state, this discussion explores the benefits of bringing the “broader impacts” of our research into our communities. It will address how to strengthen the connection between field and campus by creating more opportunities for MU researchers to partner with extension faculty. Topics of discussion will include what broader impacts are and how to connect extension faculty and programming with MU researchers. This session is a component of the Strategic Plan, Goal 1 action plan.

**What Is Lync and What Can I Do With It?** ...Parliament III

John Myers, *Director, Extension Technology and Computer Services*

Chris Pfingsten, *Systems Support Administrator, Extension Technology and Computer Services*

Microsoft Lync is an instant messaging client that also allows audio, video, program and screen sharing. In this session, we will explore how to use each of these options as well as how to troubleshoot microphone and speaker problems. We will find out how to invite multiple people to the conversation and how to schedule Lync events in Outlook. We will even show you how to use the product with people outside the university and will demonstrate the phone and tablet versions of the product.

**Need Seed Money for Your Innovative Idea or Pilot?** $100,000 Seed Money Now Available ................. Windsor II

Beverly Coberly, *Associate Vice Provost and Associate Director*

Max Summers, *Transition Team Leader*

This session reviews how faculty and staff can win seed money for innovative ideas or pilots. Extension has set aside $100,000 for seeding of FY2015 proposals — not to exceed $10,000 each — to enable testing, piloting or proving innovative programs. The process will be explained for those interested in advancing an idea or innovative approach. Funding purpose is to identify
program offerings that support program integration efforts by aligning programming, expanding interdisciplinary approaches, increasing flexibility or connecting to the larger MU network. Proposals are to support innovative and collaborative research-based solutions that best serve Missouri citizens.

Extension Entrepreneurs: Building Momentum for the Next 100 Years ..............................................Polo Wayne Flanary, Agronomy Specialist
Beth Rasa Edwards, 4-H Youth Development Specialist
Sara Hultine Massengale, Community Development Specialist
Lisa Wallace, Human Development Specialist
Larry Roberts, Eating From the Garden State Coordinator

A panel of extension colleagues will share their success stories for developing support for local programs through fees, grants, contracts and gifts.

Engaging Adult Learners ....................................... Windsor III
Dewey Thompson, Assistant Director, Missouri Training Institute

Adults have a wealth of life experiences and knowledge they draw upon when learning new things. They seek out and value practical learning experiences to help them solve specific problems. This session will explore the art of delivering a dynamic educational program to arm you with the knowledge of how adults learn and sharpen your platform skills for the adult learner. Learn how to engage the adult learner and lead them through your presentation with energy and finesse.

2:30-3:30 p.m.
Poster Session — discussion time with presenters .... Expo
Ice Cream Social — sponsored by Epsilon Sigma Phi ....................................................... Expo

3:45-5:15 p.m.
Association meetings:
Missouri Agricultural Extension Professionals (MAEP) ........................................ Windsor IV
Missouri Association of Extension 4-H Youth Workers (MAE4HYW) ...................... Windsor I
Missouri Association of Community & Economic Development Extension Professionals (MACEDEP) ..................Parliament I
Missouri Extension Association of Family and Consumer Sciences (MEAFCS) ...................Windsor II
Extension State Council Meeting ..................................Polo

3:45-5:15 p.m.
Idea Swap Meet .............................................. Expo
Moderator: Connie Mowrer, FNP Program Manager

This session will be an opportunity for nutrition program associates from each region to share ideas and showcase the great work being done across the state. All non-association members are welcome to attend.

Dinner on you own

7:00 p.m.
Silent and Live Dollar Auction .............................. Expo

8:00 p.m.
Historical Movies from Extension’s Past ........ Windsor III
Join us for a night of old and new. Watch excerpts from extension’s past, including responses to the flood of ‘93, awards videos, council development updates, and news stories. Cap the night off watching the premiere of a new video that reflects on what it means for MU Extension to be a 100-year-old organization.

Game: Life-size Clue ......................................... Expo
Have you ever wished that you could be dropped into a board game or been an integral member of a team trying to solve a mystery? Come step into our life-sized Mizzou themed Clue game and work to solve a mystery. Teams will be formed that evening so you will have a chance to meet some new extension friends.

Thursday, Oct. 23, 2014

7:00-11:00 a.m.
Flu Shots and Health Screenings ........................ Picadilly
As part of the 2015 Wellness Incentive, Healthy for Life will be offering flu shots (no appointment necessary) and health screenings (limited and by appointment only) at this year’s MU Extension program conference. Both activities will count towards the 2015 Wellness Incentive.

Flu Shots — No appointment necessary: Flu shots will be available to employees who would like one. Flu shots are free for UM faculty or staff, dependents or retirees enrolled in UM Health Plans OR $20 cash or check for UM faculty or staff or dependents NOT enrolled in UM Health Plans. If you get a flu shot at this event, it can be included as part of Tier 2 for the 2015 Wellness Incentive. There are no appointments for flu shots; only walk-ins are accepted. Please bring your university insurance card and a 2015 Flu Shot form from www.wellness.umsystem.edu. This confidential health screening is a 10 short finger-stick procedure in which your cholesterol, triglycerides, and blood sugar levels will be checked. We encourage you to fast (nothing to eat or drink) for 9-12 hours prior to your health screening. Walk-ins will be allowed, however, those with appointments will be given priority. If you cannot attend this health screening, other 2015 Health Screening Options will be available. PLEASE NOTE: If you are located on the Columbia campus, please wait for a future campus health screening and allow non-Columbia extension employees the first chance to participate.

Health Screenings — By appointment only: Starting Oct. 1, you would have been able to schedule an appointment at this year’s conference by logging in to www.healthyforlife.umsystem.edu. This confidential health screening is a short finger-stick procedure in which your cholesterol, triglycerides, and blood sugar levels will be checked. We encourage you to fast (nothing to eat or drink) for 9-12 hours prior to your health screening. Walk-ins will be allowed, however, those with appointments will be given priority. If you cannot attend this health screening, other 2015 Health Screening Options will be available. PLEASE NOTE: If you are located on the Columbia campus, please wait for a future campus health screening and allow non-Columbia extension employees the first chance to participate.

7:00-8:30 a.m.
Epsilon Sigma Phi Breakfast, Business Meeting and Awards .............................. Windsor IV
General Breakfast .............................. Expo
**Breakout Sessions 4**

**Get Rich Quick!** ........................................... Windsor II
Cat Comley Adams, *Director, Advancement*

This hands-on workshop will evaluate county stakeholders to identify the people or businesses in the community most likely to make a financial contribution to county programming. Together, we will walk through the steps to select whom to approach and best practices to ask for their support. It’s the research-based method for getting rich quickly!

**Grow Your Influence Through Professionalism and Personal Leadership** ........................................... Windsor III
Dewey Thompson, *Assistant Director, Missouri Training Institute*

No matter where you sit in the organizational structure, you have the capacity to lead. By focusing on your professionalism and developing your own personal leadership skills, you grow your influence with others. This session will examine what it takes to establish trusting workplace relationships with others and communication strategies that help influence and build consensus:

- Identify strategies to build your credibility through professionalism
- Define win/win relationships and the influence they produce
- Discuss strategies that earn the trust of others
- Identify communication strategies that influence and build consensus

**Program Themes — An Important Program Integration Strategy (Session 2)** .................................................. Parliament III
Crystal Weber, *Community Development Specialist and Program Integration Facilitator*
Sharon Gulick, *Extension State Specialist and Director, Community Economic and Entrepreneurial Development*

Extension’s program themes are structured to be interdisciplinary methods that enable existing MU Extension units to collaborate with each other, as well as with external organizations, in flexible and dynamic ways. Five of the thematic teams have been established and will present in two breakout sessions. Both sessions will focus on current and future projects being developed, including how teams are aligning programming; expanding interdisciplinary approaches; connecting MU Extension to the larger MU network, NIFA and other partners; and innovating and collaborating in the development of research-based solutions that best serve Missouri citizens.

Session 2 will focus on updates from the following teams:
- Global Food Systems Team (Crystal Weber)
- CWEB (Community, Workforce, Economic and Business Development) Team (Sharon Gulick)

**How to Be an Extension Rock Star — Capture IMPACT** .................................................. Parliament II
Cynthia Crawford, *Director, Donor Education*

Expect a straightforward, plain English presentation with concrete, how-to examples about 10 ½ keys to setting up, finding and reporting educational impact in your work.

How to Effectively Participate in eXtension.... Windsor IV
**Moderator:** Jeremy Elliott-Engel, 4-H Youth Development Specialist
**Panel Members:**
- Jodie Pennington, Small Ruminant Specialist, Lincoln University
- Frank Wideman, Natural Resources Engineering Specialist
- Patrick Byers, Horticulture Specialist
- Kathy Macomber, Community Development Specialist
- Meridith Berry, Family Financial Education Specialist
- Amy Patillo, Community Development Specialist

The panel is an opportunity to learn about how to use eXtension to help your programming needs locally and build your ability to share information with clients, your professional career and network. This panel brings together individuals from our organization who have experience in the many facets of eXtension and will help you use it more effectively.

**Building Stakeholders Relations Is A Good Investment** .................................................. Windsor I
Tony DeLong, *County Council Coordinator*
Dennis Gagnon, *Director, Communications and Marketing*

In this session, we will share resources that you and your council can use to develop your ability to increase relationships with stakeholders. Also in this session, we will help define the dos and don’ts in stakeholder relations. We will provide key points on what to say and how to communicate your message, share what has worked for others and what those actions have accomplished.

**Affordable Care Act, Year 2: What Extension Is Doing This Year to Help Missourians Make Informed Health Insurance Decisions and Use Their Health Insurance Wisely** .......... Polo
Molly Vetter-Smith, *Extension Assistant Professor and State Health Education Specialist*
Graham Elder McCaulley, *Extension Assistant Professor and State Personal Financial Planning Specialist*
Brenda Procter, *Extension Associate Professor*

Extension’s Health Insurance Education Initiative (HIEI) continues into year two of the Affordable Care Act. This session will provide audiences members with information about what Extension is doing in the second year of the implementation of the Affordable Care Act to help Missourians (including individuals, families and employers) to not only make informed health insurance decisions, but also use their health insurance most effectively. This session will also provide time for audience members to have their questions answered about HIEI, whether they are directly involved in delivering HIEI programs or not.

**Is That a Thing? Engaging Youth Through Leadership and Communication Opportunities** ............. Parliament I
Bradd Anderson, *State 4-H Development Specialist*
Laura Bardot, *MU Student*
Leah Stotts, *MU Student*

This session will explore teen values, leadership research and communication strategies for engaging with youths through extension programming. Social media, youth councils and emerging technology lay the groundwork for an interactive discussion of best practices and future directions.
10:15-11:30 a.m.
**Awards and Closing Keynote**.......................... Expo

100 Years and Counting — Celebrating the Past...
Leading the Future!
Marshall Stewart, *Special Assistant to the Dean and Director of College Strategy and Leadership, North Carolina State University’s College of Agriculture and Life Sciences*

The 100 year celebration of Cooperative Extension offers an opportunity to celebrate the past, promote the current program and pivot into the future. Cooperative Extension cannot be held back by the past or believe that what is being done today is good enough. Instead, extension professionals must push themselves to lead in the future with greater passion and commitment than ever before. The centennial is more about what we will be than what we have been. This session will challenge participants and provide extension professionals with the tools they need to lead and communicate the extension story in ways that will ensure a strong future for extension!

Keynote sponsored in part by Epsilon Sigma Phi.

11:30 a.m.
**Closing/Sendoff**
Rob Kallenbach, *Conference Vice-Chair*

If applicable, your travel expense report can be submitted as soon as you arrive back from the conference through the T&E System. All travel must be submitted by Dec. 26, 2014 to avoid tax being assessed. The MoCode to use for reimbursement is E1447.