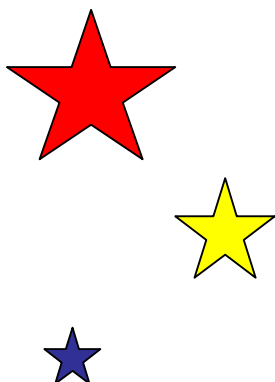


PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE

APRIL 24-27 2006

**Crystal City Marriott
Arlington, Virginia**



Joint Council of Extension Professionals



Joint Council of Extension Professionals

The 2006 PILD Conference Planning Committee is excited to bring you "Capital Steps Toward Leadership". JCEP sponsors this annual conference to keep Extension professionals abreast of changing public issues that impact our communities and therefore affect Extension programs. 2006 will undoubtedly see major changes occurring in Extension across the country and this conference will bring you a variety of speakers to assist as you address emerging issues.

While the planning committee has kept many popular features of PILD, 2006 will also see several changes. The conference will start Monday morning with Extension Professional Associations sessions, and a special session for Extension leadership and volunteers. Participants will have the opportunity to strengthen existing partnerships and build new ones during off-site visits to agencies, associations and organizations on Tuesday afternoon. The Poster Session will allow program participants the opportunity to share what they have done with educational programming around public issues during a reception Tuesday evening. Wednesday you will have the opportunity to visit your Congressional delegates.

Most important, you'll have the opportunity to network with other Extension professionals to broaden your understanding of public policy issues and gain new ideas for what may work in your community or state.

Please contact us with any questions. We look forward to seeing you April 24-27.

Luann Boyer, Colorado
PILD Conference Chair
lboyer@coop.ext.colostate.edu

Jim Hovland, Wisconsin
JCEP President
james.hovland@ces.uwex.edu

COME EARLY- ENJOY THE WASHINGTON EXPERIENCE - OPTIONAL ACTIVITIES

Capitol Steps - Saturday, April 22 - 7:30 – 9:00 p.m.

A troupe of Congressional staffers-turned-comedians satirizes the current events and people in today's Washington headlines. Individuals will be responsible for their own transportation to the theatre located in the Ronald Reagan Building either by cab or Metro (Federal Triangle). Those reserving tickets for this event will receive information about transportation and picking up tickets at the theatre box office. You should plan to arrive in DC in time to allow for hotel check-in and travel to the theatre. Tickets are \$32.00 and must be purchased by April 1, 2006.

Washington National Cathedral Service - Sunday, April 23

Attend the 11:00 a.m. service with time to explore the Cathedral, Museum Store (a great book store), the Herb Cottage, and the gardens both before and after the service. The Ecumenical Eucharist is offered in contemporary language. Readings for the day are drawn from the Old Testament, Psalms, Epistles, and Gospel. The bus will leave the hotel at 9:00 a.m. and return at 2:00 p.m. Cost is \$26.50 per person to cover transportation to the Cathedral and must be purchased by April 1, 2006.

“Washington by Twilight” Tour - Sunday, April 23 - 7:00 – 10:00 p.m.

See Washington by night on this guided bus tour of national historical sites. Participants will leave the bus for brief walking tours at several locations including the Kennedy Center, Lincoln and Jefferson Memorials, and the Iwo Jima, W.W. II, Vietnam, and Korean War Memorials. Tickets are \$25.00 per person and must be purchased by April 1, 2006.

Conference Schedule

Saturday - April 22

5:00 - 7:00 p.m. Information Table Open - Hotel Conference Area
7:30 p.m. Capitol Steps - Pick-Up Tickets at Reagan Center Box Office

Sunday - April 23

8:00 - 9:00 a.m. Information Table Open - Hotel Conference Area
9:00 a.m.-2:00 p.m. Washington National Cathedral Service
4:00 - 6:00 p.m. Registration Open
7:00 -10:00 p.m. Night Tour of DC (some walking at specific sites)

Monday - April 24

6 a.m. Wellness Walk/Run
8:00 a.m.-4:00 p.m. Registration Open
9:30 a.m.-12:30 p.m. Extension Administrators/Volunteers Meeting and Luncheon
Association Meetings and Luncheon
ANREP, NACAA, NAE4-HA, NEAFCS
(ESP will meet Tuesday during Reception)

1:00 p.m. Opening General Session
Objective: Learn how the changing political environment affects support for Extension.

"Finalizing Your Message"

This session will focus on the final talking points to use during Wednesday's Hill visits within the current political climate.

"Capitol Hill & Federal Agencies: What to Expect"

This session provides ins and outs of the successful stakeholder meeting and the follow-up needed.

4:00 p.m.

"PILD 101" (optional)

If this is your first time to Washington, DC, you will find this session helpful...no question is a dumb question here!

Evening

State's Night - Planning for Hill Visits

Tuesday, April 25

6:00 a.m. Wellness Walk/Run
7:00 a.m.-12:00 Noon Registration Open

*Objectives: Broaden understanding of public policy issues that impact Extension and Extension clientele across the nation.
Enhance public policy education skills through first-hand experiences.*

7:30 a.m. Breakfast with National Program Leaders
Environmental
Health and Wellness
Families and Youth
Economic Development
Agriculture

9:15 a.m.

Concurrent Sessions

Grassroots Advocacy - Part I

"Extension's Voice in the Political Arena"

Learn how recipients of our advocacy efforts receive and perceive the message, and how you and your customers can most effectively get that message across.

Leadership - Part 1

"Leadership: You Are One"

Choosing the leadership program that is the right one for you and how to participate and become involved.

Marketing - Part 1

"It's A Brand Thing"

Discover how to make and keep Extension brands a priority through incorporating them in your planning process. Learn the pieces of a marketing communication plan, why message consistency is important, and how to use media effectively.

"International Experience - In Your Backyard"

Learn about an on-line curriculum that provides Extension Educators the tools to build competencies and confidence to work effectively with immigrant and ethnic residents in local communities.

"Community and Food Security Issues"

The Maryland Center for Agro-Security exemplifies the value of agency partnerships as USDA's Office of Homeland Security, Maryland Department of Agriculture, and the University of Maryland strategically build a community and food security system.

"Financial Security Policy Leading to Opportunity"

Explore the policy issues that affect the financial security of families and the opportunities for Extension programs.

"EDEN: Disaster Education for today's Extension Service"

There are opportunities and needs for Extension professionals at all levels and all program areas to participate in EDEN. Participants will be encouraged to become involved in their own organization as well as help develop educational materials and program ideas for the future.

10:30 a.m.

Concurrent Sessions

Grassroots Advocacy - Part 2

"It Doesn't Have To Be Done Inside The Beltway"

Grassroots advocacy is most frequently and most effectively done at home. Hear from volunteers and Extension educators about being an effective advocate where you live, the message to deliver, and how to empower Extension customers to be your advocates.

Leadership - Part 2

"Top Ten Ideas in Leadership Development"

During this interactive session, participants will learn more about their own leadership skills.

Marketing - Part 2

"It's A Brand Thing - Developing A Plan"

Participants will be involved in developing a marketing plan for implementation upon returning home.

"International Experience Abroad"

Learn recruitment procedures and the selection process for an international Extension assignment and how to share your international accomplishments when you return home.

"Youth and Governance"

Explore the authentic and meaningful engagement of young people in programs, organizations, and communities where they have or share a voice, influence, and a decision-making authority. Learn how you might integrate youth in governance in organizational operations at home.

"Alternative Energy"

As rising energy costs affect all segments of the economy and legislation encourages use of more efficient energy technologies, what is the role of Extension in addressing consumer, economic, and policy issues?

"Organizational Diversity: Change Agent States Develop a Model"

Through a multi-state collaborative venture, a consortium of states is developing successful models and systemic change strategies to support both greater diversity and a welcoming climate throughout the Land Grant system.

"eXtension: The Transformation of Cooperative Extension"

eXtension is in the midst of its 3-year implementation plan. All systems are "go" to launch the fully integrated eXtension System in 2007. Learn how you can be part of the eXtension community.

11:30 a.m. Lunch on Your Own

12:45 p.m. Travel by Metro to Off-Site Visits

2:00 p.m. Off-Site Sessions

Objectives Strengthen existing partnerships and build new linkages at the local, state and federal levels.

(**MUST** indicate letter choice of off-site session on registration form)

Environmental

- A. National Invasive Species Council
- B. Environmental Protection Agency

Health and Wellness

- C. Center for Nutrition Policy and Promotion
- D. Food Research and Action Center

Families and Youth

- E. Consumer Federation of America
- F. Department of Health and Human Services

Economic Development

- G. USDA Rural and Community Development Agencies
- H. National Association of Counties

Agriculture

- I. National Agricultural Statistics Service
- J. American Farm Bureau

- 4:40 p.m. Return to Hotel
- 5:30 - 7:00 p.m. Public Issues Poster Session and Reception
ESP Association Meeting and Sponsored Speaker
- Evening Associations' Night Out - Optional

Wednesday, April 26

*Objectives: Visit with federal legislators and observe the political process in action.
Build political and public support for Extension through consistent and targeted communication with decision-makers.*

- All Day **Visits on Capitol Hill**
- Evening Reception at the National 4-H Center

Thursday, April 27

- 6:45 a.m. Wellness Walk/Run
 - 7:30 a.m. Breakfast
 - 8:30 a.m. Closing General Session and Special Presentation
"What's the Future Look Like for Extension?"
Colien Hefferan, Administrator
Cooperative State Research, Education and Extension Service
United States Department of Agriculture

Lawrence S. Cote, ECOP Chair, Associate Provost
Extension and Public Service, and Director CES, West Virginia University
 - 11:30 a.m. Adjourn
-

Hotel Information and Reservations

PILD Headquarters Hotel	Crystal City Marriott 1999 Jefferson Davis Arlington, VA 22202
Room Rate	\$175.00 Single/Double + 10.25 % tax \$195.00 Triple/Quad + 10.25% tax
Reservation Cut-off Date	<u>Friday, March 31, 2006</u> <i>Room Rate and Availability Cannot Be Guaranteed After This Date!</i> Ask for the " <u>JCEP PILD Group Rate</u> "
Hotel Reservations Telephone	1-800-228-9290 or 703-413-5500
Online Reservations:	www.crystalcitymarriott.com group codes: JCPJCPA (single/double) JCPJCPB (triple/quad)
Courtesy Airport Shuttle	The Crystal City Marriott Airport Shuttle provides courtesy pick up at Reagan National Airport every 15 minutes from 6 a.m. to 11 p.m. outside Baggage Claim areas #5 and #9.

Roommate Information

If you need a roommate, notify Registration Coordinator Tammy Seefeld.

Email: tseefeld@uaex.edu
Phone: 870-886-3741

Every effort will be made to connect you with another registrant with the same need; however, it is ultimately your responsibility to locate a roommate.

JCEP PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE
April 24-27, 2006

Crystal City Marriott, Arlington, VA

Please Print. This information will be used on your name badge – please be sure it is legible.

First Name _____ Last Name _____

E-mail Address _____ First Name, as you want it to appear on nametag _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

Association you are representing at this conference: If you will need special accommodations because of a disability, call JCEP at 704-333-8445.

ANREP Director/Administrator

ESP State Volunteer

NACAA Other _____

NEAFCS

NAE4-HA I require Vegetarian Meals/Special Needs _____

JCEP Association Scholarship Recipient
 (Please specify which Assn.) _____ (Only one JCEP Association scholarship per person)

Indicate which meeting and lunch you will be attending Monday morning:
 ANREP NACAA NAE4-HA NEAFCS Extension Administrator/Volunteer

Mark the letter of your choices for an Off-Site Session: 1st Choice _____ 2nd Choice _____ 3rd Choice _____
Because of security clearance, registrations after April 1 may not be guaranteed their off-site session choice.

	Early Bird registration Postmarked by 3/1/06	Regular registration Postmarked by 4/1/06	Late registration Postmarked after 4/1/06	Total
Full Registration	\$ 250.00	\$300.00	\$350.00	\$ _____
Optional Activity - Capitol Steps (Sat. 4/22/06)		\$ _____ @ \$32.00 each		\$ _____
Optional Activity - National Cathedral (Sun. 4/23/06)		\$ _____ @ \$26.50 each		\$ _____
Optional Activity - Night Tour of DC (Sun. 4/23/06)		\$ _____ @ \$25.00 each		\$ _____
All Optional Activity tickets must be purchased by 4/01/06			TOTAL PAID	\$ _____

Payment Options: Check, Money Order, Visa or MasterCard

Credit Card Number _____ Expiration Date _____

Signature _____

Name as it appears on credit card _____

AFTER ON-LINE REGISTRATION FORM IS COMPLETED,
 PRINT AND RETURN FORM WITH PAYMENT TO: JCEP, 1800 Camden St., Suite 107, #213, Charlotte, NC 28203

Registrations Paid by Credit Card May Be Faxed to 704-333-6927 Questions? Call 704-333-8445

Cancellation and refund requests must be made in writing via email, FAX, or mail to the JCEP Registration Office, 1800 Camden St., Suite 107, #213, Charlotte, NC 28203. Refunds will be issued 4 to 6 weeks after the conference and will be granted as follows: Requests dated no later than March 27 will receive full registration refund less a \$50 processing fee. Requests dated between March 28 and April 10 will receive a 50% refund of registration less a \$50 processing fee. Refunds will not be granted to cancellations received after April 10.