

April 24-27, 2006  
Crystal City Marriott • Arlington, Virginia



# PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE



**“CAPITAL STEPS TOWARDS LEADERSHIP”**

Dear Extension Family,



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  
luann.boyer@colostate.edu

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



**Conference scholarships are available from each association. Contact your respective association for eligibility. Links to the member associations can be found at [www.jcep.org](http://www.jcep.org)**

# conference schedule

## SATURDAY, APRIL 22

5-7pm **Information Table Open – Hotel Conference Area**

7:30pm **Capitol Steps (optional)**  
(Pick-Up tickets at Reagan Center Box Office)

## SUNDAY, APRIL 23

8-9am **Information Table Open – Hotel Conference Area**

9am-2pm **Washington National Cathedral Service (optional)**

4-6pm **Registration Open**

7-10pm **Washington by Twilight Tour (optional)**  
(Some walking at specific sites)

## MONDAY, APRIL 24

6am **Wellness Walk/Run**

8am-4pm **Registration Open**

9:30am-12:30pm **Extension Administrators/Volunteers Meeting and Luncheon Association Meetings and Luncheon**  
ANREP, NACAA, NAE4-HA, NEAFCS (ESP will meet Tuesday during Reception)

1pm **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.

4pm **“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

6am **Wellness Walk/Run**

7am-12 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.

7:30am **Breakfast with National Program Leaders**

Environmental Discussion  
Health and Wellness Discussion  
Families and Youth Discussion  
Economic Development Discussion  
Agriculture Discussion

9:15am **Concurrent Sessions**

**Grassroots Advocacy – Part 1...“Extension” 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 Can Learn New Ways”**  
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.

## 10:30am 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.

11:30am **Lunch on Your Own**

12:45pm **Travel by Metro to Off-Site Visits**

2pm **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

<b>4:40pm</b>	<b>Return to Hotel</b>
<b>5:30-7pm</b>	<b>Public Issues Poster Session and Reception ESP Association Meeting and Sponsored Speaker</b>
<b>Evening</b>	<b>Associations' Night Out – Optional</b>

### 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.

<b>All Day</b>	<b>Visits on Capitol Hill</b>
<b>7-9pm</b>	<b>Reception &amp; Tour, National 4-H Center</b> (Watch for your invitation from National 4-H Center and request for RSVP. Transportation will be provided.)

### THURSDAY, APRIL 27

<b>6:45am</b>	<b>Wellness Walk/Run</b>
<b>7:30am</b>	<b>Breakfast</b>
<b>8:30am</b>	<b>Closing General Session and Special Presentation</b> <i>"What's the Future Look Like for Extension?"</i> 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
<b>11:30am</b>	<b>Adjourn</b>

## preparing for your congressional visits

PILD participants will do Congressional visits on Wednesday, April 26. You need to begin planning now and schedule your Congressional appointments soon — by mid- February if possible. Appointments should be made by phone, fax or email. Contact information for your Senator or Representative can be found at [www.senate.gov](http://www.senate.gov) or [www.house.gov](http://www.house.gov)

Several resources are available on the JCEP website to help you prepare for your Congressional visits on Wednesday, April 26. Visit the website at [www.jcep.org](http://www.jcep.org) and scroll down to PILD Conference where you'll be able to open documents on "Preparing for Capitol Hill" as well as information on "Washington D.C. Directions" and a "Guide to Visiting Washington, D.C." You can also go to Links to JCEP Resources to get "Communicating with Decision Makers" which provides a wealth of background information. "Communication with Legislators," a presentation at the 2005 JCEP Regional meetings, is also available on the website.

## COME EARLY...ENJOY THE WASHINGTON EXPERIENCE!

## optional activities

### Capitol Steps.....Saturday, April 22 – 7:30-9pm

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 11am 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 9am and return at 2pm. 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 – 7-10pm

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.

## hotel information and reservations

<b>PILD Headquarters Hotel</b>	Crystal City Marriott 1999 Jefferson Davis Arlington, VA 22202
<b>Room Rate</b>	\$175.00 Single/Double + 10.25% tax \$195.00 Triple/Quad + 10.25% tax
<b>Reservation Cut-off Date</b>	Friday, March 31, 2006 <i>Room Rate and Availability Cannot Be Guaranteed After This Date!</i>
When making your reservation ask for the "JCEP PILD Group Rate."	
<b>Hotel Reservations Telephone</b>	1-800-228-9290 or 703-413-5500
<b>Hotel Reservations On-line</b>	<a href="http://www.crystalcitymarriott.com">www.crystalcitymarriott.com</a>
<b>Group Code:</b>	JCPJCPA (single/double) JCPJCPB (triple/quad)

## airport transportation

### 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.  
PHONE: 870-886-3741 • EMAIL: [tseefeld@uaex.edu](mailto:tseefeld@uaex.edu)

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.

**For additional information check the JCEP web site @ [www.jcep.org](http://www.jcep.org)**



PUBLIC ISSUES LEADERSHIP  
DEVELOPMENT CONFERENCE

Sponsored by the  
Joint Council of Extension Professionals

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

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

First Name, as you want it to appear on nametag \_\_\_\_\_

E-mail Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Association you are representing at this conference:  ANREP  ESP  NACAA  NEAFCS  NAE4-HA  
 Director/Administrator  State Volunteer  Other \_\_\_\_\_  
*(If you will need special accommodations because of a disability, call JCEP at 704-333-8445.)*

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

## registration

Fill in the 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
<b>Full Registration</b>	<b>\$250.00</b>	<b>\$300.00</b>	<b>\$350.00</b>	\$ _____
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	\$ _____
<i>All Optional Activity tickets must be purchased by 4/1/06</i>				<b>TOTAL PAID</b> \$ _____

## payment options

*(CIRCLE ONE Check • Money Order • Visa or MasterCard)*

Enclosed is my check/money order  Please charge my credit card

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Name as it appears on credit card \_\_\_\_\_

Credit Card Billing address if different from above \_\_\_\_\_

**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.