

EXTENSION IN BIG CITIES: INCREASING VALUE FOR URBAN RESIDENTS

The North Central Region urban conference will be held in St. Paul, Minnesota, at the St. Paul Hotel on April 26-28, 1988. It will focus on building skills in identifying and developing Extension's place in the urban market. Major speakers from the North Central area will be looking at urban programs from both an Extension and community perspective.

The conference is sponsored by the North Central Region State Extension Services in cooperation with the Minnesota Extension Service, University of Minnesota.

NETWORKING OPPORTUNITY

Program participants are invited to bring a one-page summary description of their urban programs for posting and discussion. Provision will be made to sign up for additional information about posted programs.

REGISTRATION FEES

The registration fee of \$150.00 (\$175.00 after April 1) includes three lunches, a dinner, and breaks.

ACCOMMODATIONS

Participants should arrange for their own housing. Special room rates have been arranged for at the St. Paul Hotel located at 350 Market Street, St. Paul, MN 55102. The cost is \$60.00 per day with either one or two occupants. Please make your own arrangements by completing the enclosed hotel form and sending it to the St. Paul Hotel.

Limousine service from the airport to the St. Paul Hotel is available for approximately \$6. The St. Paul Limousine Service can be found on the lower level of the Minneapolis-St. Paul airport across from carousals 6 and 10. Taxi fare to the St. Paul Hotel is approximately \$18.

TOURS

Please indicate Tour A or Tour B on the registration form. Selection for Tour A or B will be in the order they are received.

Tour A - Wednesday, April 27, 1988

1) The Soaring Eagles - Minneapolis Indian Health Board (4-H, home economics and agriculture focus). You'll see an American Indian Youth Leadership Development Program that emphasizes personal and community service through projects which include career awareness, nutrition, and serving as pow-wow aides. Over 160 of the Soaring Eagles are 4-H members.

2) The new Sculpture Gardens (Horticulture focus). Located in front of the renown Guthrie Theatre on the edge of downtown Minneapolis, these gardens were developed with the assistance of the University of Minnesota's Landscape Arboretum. You'll see art, architecture and landscaping in a city environment.

3) The American Variety Theatre Company (4-H focus). You'll see a special expressive arts 4-H program created for high-risk city youth, reaching over 300 members, which is now housed in an old burlesque theatre in north Minneapolis. This 600 seat theatre has been turned over to the 4-H youth to operate as a business.

Tour B - Wednesday, April 27, 1988

1) Super Cycle, Inc. provides curbside recycling and pickup for 20 cities within the Twin Cities metro area and processes over 18,000 tons of recyclable materials annually. The company made major innovations in materials handling, especially in recycling, collection and processing.

2) 4-H in the City: Observe an on-going 4-H program conducted in a public housing complex where Extension has an apartment for educational purposes (4-H and EFNEP focus).

3) Exploring the Cable Option - Utilizing TV Volunteers to get your Message Across: Tour of Cable Access, St. Paul (focus on delivery methods for all program areas)

PLACES TO VISIT ON YOUR OWN

Science Museum/Omnitheater: Explore the blend of natural history, science and technology. Visit the Biology Hall, a Walk Through Time, Dinosaur Laboratory, and many other exciting exhibits. Enjoy an Omnitheater production on the theater's 76-foot diameter domed screen. For information write the Science Museum of Minnesota, 30 East 10th Street, St. Paul, MN 55101 (612-221-9454).

Minneapolis Institute of Arts: This major museum has a variety of collections -- old masters, decorative arts, contemporary works. It's known for its Chinese jade and Picasso bronzes. For information call 612-870-3046.

Ordway Music Theater: *Rusalka*, sung in Czech with English captions, will be presented on April 28 and 30 at 8:00 p.m. by the Minnesota Opera Company. The theater is located across the street from the St. Paul Hotel. Please call 612-224-4222 for tickets.

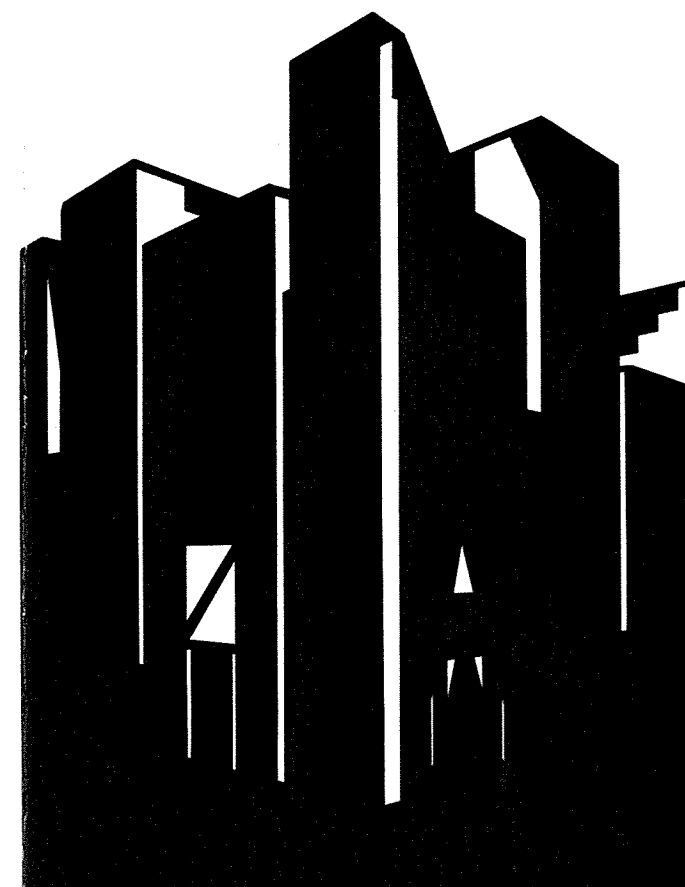
Minnesota Museum of Art: Museum, museum shops, exhibits, and a restaurant are located in the Jemne Building, an art deco landmark, located a block from conference headquarters. Exhibits of Chinese paintings, "Traces of the Brush", and American Portraiture will be two feature exhibits.

Landmark Center: The restored old Federal Courts Building houses agencies sponsoring performing arts, visual arts programs, and civic activities. Be sure to see the beautifully ornate Chief Justice Room, East Wing, 4th Floor. Photographs of the Twin cities by David Miller and Rick Sferra will be on display at the Landmark Center. Please call (612) 292-3225 for additional information.

The University of Minnesota, including the Minnesota Extension Service, is committed to the policy that all persons shall have equal access to its programs, facilities and employment without regard to race, religion, color, sex, national origin, handicap, age, veteran status, or sexual orientation.

Extension in Big Cities: Increasing Values for Urban Residents

April 26-28, 1988



North Central Region Urban Conference
St. Paul, Minnesota

AGENDA

Tuesday, April 26, 1988 Trends and Issues

- 9:30 a.m. Registration and Informal Networking
- 11:30 Lunch
 - Welcome
 - Janet Krofta, Conference Chair
 - Opening Address
 - Dr. Pat Borich, Dean and Director, Minnesota Extension Service
- 1:15 p.m. "Who's Moving In & Who's Moving Out? A Look at Cities in the 1990s"
 - Dr. Wen Li, Professor, Department of Ag Economics, Ohio State University
- 2:00 p.m. "Perspectives from an Urban Mayor"
 - George Latimer, Mayor of St. Paul
- 3:15 p.m. "Implications for Land Grant Mission"
- 4:00 p.m. Reaction Panel
 - Dr. Byron Schneider, Assistant Director, 4-H, Minnesota Extension Service
 - Dr. Clarence Cunningham, Associate Director, Ohio Cooperative Extension Service
 - Sally K. Ebling, Former Chairwoman, Ohio Cooperative Extension Service, Cuyahoga County

Dinner on your own

- 7:30-9:30 p.m. Cross cultural simulation exercise, BaFaBaFa. This fun and enlightening mixer highlights cross cultural understanding, a necessary skill for urban agents. Sign up to participate. Observers not allowed. Led by Jon Groth, Program Designer, Educational Development System.

Wednesday, April 27, 1988 Urban Maze

- 8:30 a.m. "Politics of Working in the City"
 - Richard Mammon, Executive Director, Minneapolis Youth Coordinating Board

- 10:00 a.m. to 12 noon "Identifying Priority Strategies for Working in the Cities"
 - Dr. James Oliver, Associate Director for Urban Programs, Illinois Cooperative Extension Service
- 12:30 p.m. Teaching by Example
 - Low income lunch at the Ramsey County Extension facility
- 2:00 - 5:00 Site visits to selected Extension-related programs.
- 6:30 p.m. Dinner
 - Entertainment by American Variety Theater-4-H

Thursday, April 28, 1988 Extension and Decision Makers

- 8:30 a.m. "The Political Structures that Extension Must Deal With - City and County"
 - Robert J. Orth, Executive Director, Metropolitan Inter-County Association, St. Paul, MN
- 9:30 a.m. "Working with the City Political Structure in Program Development - What Happens When Funding Patterns Drastically Change."
 - Dr. June Sears, Wayne County Extension Director, Detroit, Michigan
- 10:00 a.m. "Positioning: Managing Resources for Maximum Impact - Making a Silk Purse"
 - Tom McNutt, Franklin County Extension Director, Columbus, Ohio
- 10:15 a.m. "Promoting Extension to the Decision Makers in Omaha"
 - Dottie Callahan, Douglas County Extension Agent, Chair, Omaha Nebraska
 - Myrna L. Powell, Douglas County Extension Agent-Communications, Omaha, Nebraska
- 10:30 a.m. "Why Decision Makers Support Extension in St. Louis"
 - St. Louis City Extension Agents
 - Marian Hess, County Program Director
 - Kay Gasen, Economic Development Specialist
 - Barbara Wolf, Information Specialist

- 10:45 a.m. Dialogue with presenters
- 11:30 a.m. Lunch
- 12:30 p.m. Summary of Urban Research Project
 - Jim Kemp, County Extension Agent, 4-H and CED, Minnesota Extension Service
- 12:45 p.m. "Visioning Extension Programming for Cities in the 1990s"
 - Dr. Dan Panshin, Associate Director, Minnesota Extension Service
- 1:30 p.m. Adjourn

CONFERENCE PLANNING COMMITTEE

- Penny Crinion, Chicago, Illinois
- Jim Kemp, Minneapolis, Minnesota
- Jacquelyn LaMuth, Columbus, Ohio
- Earl Van Meter, Hutchinson, Kansas
- Wayne Nierman, Pontiac, Michigan
- Denny Seefeldt, St. Paul, Minnesota
- Greg Siek, Cleveland, Ohio
- Betty Tisher, St. Paul, Minnesota
- Bill Svendsgaard, Minneapolis, Minnesota
- Administrative Advisor: Dan Panshin, Minnesota Extension Service
- Chair: Janet Krofta, Minnesota Extension Service

FOR ADDITIONAL INFORMATION CONTACT:

Joanne Losinski
 Educational Development System
 490 Coffey Hall; 1420 Eckles Avenue
 St. Paul, Mn 55108
 (612)625-2722 or 1 (800)367-5363

#8017

**EXTENSION IN BIG CITIES
 Registration Form**

Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone (day) _____
 I plan to attend the optional cross cultural simulation exercise, BaFaBaFa, on Tuesday evening _____
 Site Visit: (Indicate your 1st choice) Tour A _____ Tour B _____
 I have enclosed my registration fee of \$150 (\$175 after April 1) _____
 I plan to bring program materials for informal networking _____

Please make check payable to the University of Minnesota. Mail to Extension Special Programs, University of Minnesota, 405 Coffey Hall, 1420 Eckles Avenue, St. Paul, MN 55108.

Cancellation Policy - Requests for cancellation refunds will not be accepted after April 18, 1988.