

Friday, August 9

Continental Breakfast

7:30 am - 8:30 am

Where Do We Go from Here?

Somerset Room

9:00 am - 11:00 am

Convenor: Stan Farlin, Co. Director, Phoenix, AZ
Recommendations from previous "What's Needed From" session will be presented by sharing the top two or three items from both sessions. Each group will have not more than five minutes to present.

Conference Critique - Myron Johnsrud, Director of Extension and Outreach, NASULGC, and Linda Williams-Willis, Administrator of Extension Prairie View, A&M University

Conference Adjourned

11:00am

Return registration form and payment by
July 25, 1997 to:

Urban Extension Task Force
The Pennsylvania State University
306 Ag Administration Building
University Park, PA 16802-2601

Telephone: (814) 865-8301
Fax: (814) 865-7050
TDD: (814) 865-1204

Registration

Please help us prepare for your visit.

Registrations will be accepted by fax or mail through July 25. Walk-in registrations will be accepted only as space allows. The registration fee of \$100 includes all conference fees, the continental breakfasts and lunches.

Refunds will be made in full for cancellations received in writing by July 24, 1997. For cancellations after this date no refunds will be issued.

Cancellation

The University reserves the right to cancel or postpone any conference due to insufficient enrollment or other unforeseen circumstances. If the conference is canceled or postponed, the University will refund registration fees but cannot be held responsible for other costs, charges, or expenses, including cancellation or change charges assessed by airlines or travel agencies.

Accommodations

A block of rooms has been reserved at the Double Tree Hotel, Pittsburgh. Make your own reservations by calling 412-281-3700. Please mention "Penn State-Urban Task Force." Rooms are very limited. Please make your reservation by July 11, 1997.

This publication is available in alternative media upon request.

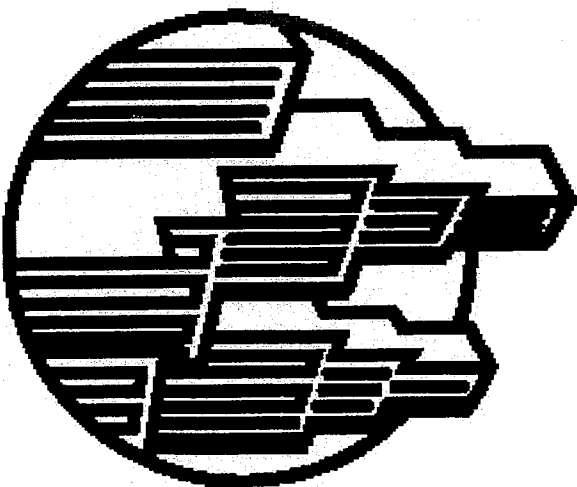
Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Gary R. Peterson at (814) 865-8301 in advance of your participation or visit.

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. The Pennsylvania State University does not discriminate against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 201 Willard Building, University Park, PA 16802-2801; tel. (814) 865-

Urban Extension Task Force "Extension: At the Urban/Rural Interface"

Tentative Program

August 7-9, 1997



DoubleTree Hotel
1000 Penn Avenue
Pittsburgh, Pennsylvania

PENNSSTATE



College of
Agricultural Sciences

Thursday, August 7

Registration
Rotunda Area
10 am - Noon

Welcome Luncheon
Cambria Room
Noon

Conference Chair - Deno De Ciantis,
County Extension Director, Pittsburgh, PA
County Commissioner - Larry Dunn, Chairman,
Allegheny County Board of Commissioners
Penn State Director of Cooperative Extension -
Ted Alter, Associate VP for Cooperative
Extension & Outreach, College of Agriculture
Sciences

Framing the Opportunities and Issues

Somerset Room
1:30 pm - 3:00 pm

Convener: Morse Brown, County Extension
Director, Detroit, MI

Presenter: Jim Christenson, Extension Director,
University of Arizona

Keynote Speaker: Jack Laurie, President,
Michigan Farm Bureau

Questions and Answers and Wrap up

Break 3:00 pm - 3:30 pm

Framing the Opportunities and Issues

Panel Presentation
Somerset Room
3:30 pm - 5:00 pm

Moderator: Ernie Smith, National Program
Leader for Community Partnerships,
USDA-CSREES

Discussion on Implications to a Successful
Urban/Rural Partnership

The Ag and Green Industry Perspective
Guy Donaldson, President, Pa. Farm Bureau

The Consumer Perspective - Bill Pool, Manager of
Food Safety and Regulations, Wegman's
Supermarkets, Rochester, NY

The Research/Knowledge Base Perspective - Colien
Helferan, Associate Administrator USDA-CSREES

Friday, August 8

Continental Breakfast
Somerset Room
7:30 am - 8:30 am

Perception VS. Reality
Panel Presentation
Somerset Room
8:30 am - 10 am

Moderator: Maurice Dorsey, Director, Center for
Cooperatives, University of the DC, UTF Chair
From the Grant Making Perspective - Rick Foster,
VP for Programs, Food Systems & Rural
Development, Kellogg Foundation

Public View of Land Grants - Jim Christenson,
Extension Director, University of Arizona

The State Perspective - Diane V. Brown, Penn
State Associate Dean for Cooperative Extension

Political Perspective - Terry Nipp, Legislative
Liaison, NASULGC AESOP Associates

Break 10:00 am - 10:30 am

What's Working
Program Summaries
Somerset Room
10:30 am - Noon

Moderator: Ruth Allen, Director of New York
City Programs

New Farmers, New Markets - Lumane Claude,
Extension Associate, New York, NY

"SERIES" and Workforce Preparation Youth
Programs - Debbie McCrae, 4-H Agent,
Milwaukee, WI

AgriFood Masters Programs, Andy Vestal,
Coordinator, AgriFood Masters Education
Program, College Station, TX

Open Discussion

Let's Get Together and Eat Lunch
Cambria Room
12:15 pm - 1:30 pm

Friday, August 8 (cont.)

What's Needed from Here
Somerset Room
1:30 pm - 3:00 pm

Activity Facilitator: David Holmes, County
Extension Director, Florida

Please indicate your first and second choices
on the registration form.

Tasks necessary to complete during this section
will be outlined. Participants will be organized
into four groups with the following challenges:

- 1) Identify criteria that make interface type
programs successful (Washington Room)
Facilitators: Yvonne Horton, Associate
Regional Director, Chicago, IL, and
Barbara Martin-Worley, Director, Denver, CO
- 2) Identify strategies for building advocacy to
enhance budgets (Fayette Room)
Facilitators: Jannie Carter, Assistant Director,
Alabama A&M, Paul Sunderland, County
Extension Chair, Portland, OR

- 3) Identify promotional strategies for the
interdependent system (Armstrong Room)
Facilitators: Clyde Chesney, Regional Director,
NC State University, and Mary Kay Mervin,
Executive Director, Nassau, NY

- 4) Identify best methods to connect with
Ag groups (Lawrence Room)
Facilitators: Jose Vasquez, South East Director,
University of Wisconsin, and Mary Jane Willis,
Associate Director, Rutgers University

Break 3:00 pm - 3:30 pm

What's Needed from Here (Cont.)
3:30 pm - 5:00 pm

Participants will change discussion groups based
on first and second choices. Facilitators will rem
and consolidate reports. Reports will be BRIEFL
summarized to present recommendations
Saturday morning.

Dinner and Night Out on the Town
"Cruisin' the Three Rivers of Pittsburgh" on
The River Belle

Time and location will be available at the
conference on Thursday. We encourage
all to join us.