

AGENDA

NATIONAL BIG CITIES EXTENSION CONFERENCE

AUGUST 18-20, 1994

LOCATION: WESTGATE HOTEL, SAN DIEGO, CALIFORNIA

Thursday, August 18:

10:00 a.m. to Noon - REGISTRATION (Versailles Foyer, 2nd Floor)

NOON - OPENING LUNCHEON PROGRAM (Regency Room)
Ms. B. Diane Wallace, Cooperative Extension
County Director,
San Diego, California, Chairperson

WELCOME REMARKS BY:

- * Dr. Kenneth R. Farrell, University of California
Vice President, Agriculture & Natural Resources,
and Director, Cooperative Extension,
Oakland, California
- * Dr. Leodry Williams, Acting Administrator,
Extension Service - United States Department of
Agriculture, Washington, D.C.
- * Dr. Myron Johnsrud, Director, Extension & Outreach
National Association of State Universities and
Land Grant Colleges, Washington, D.C.

BREAK

- 2:00 p.m.
- CONFERENCE OBJECTIVES OVERVIEW (Versailles Room)
Mr. Preston Sides, County Extension Director
Houston, Texas
 - INTRODUCTION OF KEYNOTE SPEAKER
Mr. George Rendell, County Extension Director
Los Angeles, California
- ..EXTENSION'S URBAN CHALLENGE"
Mr. Roger Beach, CEO, UNOCAL, and Chairman,
National 4-H Council, Palos Verdes, California

*A SPECIAL THANKS TO NATIONAL 4-H COUNCIL FOR PROVIDING
PARTIAL UNDERWRITING FUNDS FOR THIS CONFERENCE*

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- MARKETING URBAN EXTENSION PROGRAMS
Dr. Jim Oliver, Associate Director, Urban Programs, Chicago, Illinois, Chairperson
- OUR URBAN IMAGE
Dr. O. E. Smith, Director, Extension Service Oregon State University, Corvallis, Oregon
- URBAN PARTNERSHIPS
 - *Dr. Blanche Touhill, Chancellor, University of Missouri-St. Louis
 - *Dr. Sue Mark Smock, Dean of Urban, Labor & Metropolitan Affairs, Wayne State University, Detroit, Michigan
 - *Dr. John M. Smart, Executive Coordinator, Urban University Coalition, Edmund G. "Pat" Brown Institute of Public Affairs California State University-Los Angeles
- MAKING FRIENDS WITH THE MEDIA
Ms. Jacqueline LaMuth, County Extension Director, Columbus, Ohio

END FIRST DAY - RECEPTION (Riviera Terrace) EVENING ON YOUR OWN

Friday, August 19:

- 7:00 -8:00 a.m. - Continental Breakfast (Versailles Foyer)
- 8:30 a.m. - URBAN EXTENSION PARTNERSHIPS (Versailles Room)
Dr. Ruth Allen, Director, Cornell Cooperative Extension - New York City Programs
New York City, New York, Chairperson
 - Los Angeles After-School Program
Mr. George Rendell, County Extension Director
Los Angeles, California
 - Casa de Milagros
Ms. Kaye Woodward, County Extension Director
San Antonio, Texas
 - Water Conservation Education Program
Dr. Mary Kaye Merwin, County Extension Director
Nassau County, Plainview, New York
 - Building Extension Partnerships
Ms. Jacqueline LaMuth, County Extension Director
Columbus, Ohio

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- Schools & Seniors WISE Program
Dr. Jim Oliver, Associate Director, Urban Programs
Chicago, Illinois
- First-time Home Buyers Program
Mr. Clayton Hutcheson, County Extension Director
West Palm Beach, Florida

NOON - LUNCH ON YOUR OWN

1:30 p.m. - EXTENSION'S POTENTIAL PARTNERSHIPS (Versailles Room)
Mr. George Hadley, County Extension Director
Atlanta, Georgia, Chairperson

- "EXTENSION'S CHALLENGE - COLLABORATION"
Mr. George Latimer, Director - Office of Special
Actions, Office of the Secretary, U.S. Department of
Housing and Urban Development, Washington, D.C.

- EXTENDING AND ENHANCING EXTENSION'S URBAN OUTREACH

- * Dr. Connie McKenna, Acting Deputy Administrator,
Home Economics, ES-USDA, Washington, D.C.
- * Dr. Alma Hobbs, Deputy Administrator, 4-H & Youth,
ES-USDA, Washington, D.C.
- * Ms. Loni Hancock, Secretary's Regional
Representative, Department of Education,
San Francisco, California
- * Ms. Joan E. Crawford, Program Officer, AmeriCorps
and Vista, Los Angeles, California
- * Dr. Richard Sauer, President, National 4-H
Council, Chevy Chase, Maryland

5:30 p.m. - HANDS ACROSS THE BORDER - A NIGHT IN TIJUANA

Participants and guests will tour Tijuana and
surrounding area, with dinner, music and special
entertainment.

Instructions: Ms. B. Diane Wallace, Cooperative
Extension, County Director, San Diego, California

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Saturday, August 20:

7:00 - 8:00 a.m. - CONTINENTAL BREAKFAST (**Versailles Foyer**)

8:00 a.m. - STRATEGIES FOR THE FUTURE (**Versailles Room**)
Mr. Ned Kalb, County Extension Director
Indianapolis, Indiana, Chairperson

"EXTENSION'S STRATEGIC FRAMEWORK"

Dr. Shirley O'Brien, Associate Director, Arizona
Cooperative Extension, Tucson, Arizona

An exercise using the national model to review how urban programs relate to the national strategic framework for Extension.

DEVELOPING THE NATIONAL URBAN EXTENSION PLAN

Each participant will have an opportunity to participate in the strategic planning process to focus on enhancing and expanding Extension's urban outreach.

- Five groups with the following facilitators:

- * Mr. Stan Farlin, County Extension Director
Phoenix, Arizona, Chairperson
(**Versailles Room**)
- * Dr. Juana Royster, County Extension Director
Seattle, Washington (**Normandy Room**)
- * Ms. Barbara Thell, County Extension Director
Minneapolis, Minnesota (**Embassy Room**)
- * Mr. David Holmes, County Extension Director
Miami, Florida (**Ambassador Room**)
- * Mr. Morse Brown, County Extension Director
Detroit, Michigan (**Envoy Room**)

11:00 a.m. - NOON: REPORTS FROM STRATEGY GROUPS (**Versailles Room**)

Each group will have ten minutes to report their findings and recommendations.

WRAP UP & ADJOURN

- Mr. Kim Boyce and Mr. Preston Sides, County Extension Directors, St. Paul, Minnesota and Houston, Texas

Dr. Jose Amador, Assistant Secretary Designee, sends his regrets and best wishes for a successful conference. He feels that it would be inappropriate to speak to us in an official capacity before being confirmed as Assistant Secretary for Science & Education.