

9th Annual Conference of the National Association of Community Development
Extension Professionals

The Art of Reinvention

June 22-25, 2014

Grand Rapids, MI



A view of downtown Grand Rapids, Michigan, during the current ArtPrize
(photo via [flickr.com/auduhomes](https://www.flickr.com/photos/auduhomes/))



MEETING DETAILS

Taxi Information

Metro Cab (616-827-6500) offers traditional taxicab and luxury sedan service at the curbside. Taxi fare to downtown Grand Rapids is approximately \$32 (U.S.). Luxury sedan service to downtown Grand Rapids is approximately \$37 (U.S.).

Driving Directions

From Airport, 1-96 West, to I-196 West to exit 37 toward Downtown Grand Rapids, Take the Ottawa Exit (77c), Keep left to take Michigan St E ramp, stay straight to Ottawa Ave NW, Take 2nd right onto Pearl St NW. Turn right onto Monroe Ave NW, Hotel is located at 187 Monroe Av NW

Accommodations

The Amway Grand Plaza Hotel
187 Monroe Ave NW
Grand Rapids, MI
Phone: 1-800-253-3590
Website: <http://amwaygrand.com>



NACDEP Contact Information

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AGENDA AT A GLANCE

SUNDAY JUNE 22

10:00 AM – 6:00 PM	Conference Registration Opens
11:30 AM – 1:00 PM	NACDEP Board of Directors Meeting
1:00 PM – 4:00 PM	State Program Leader Meeting
5:00 PM – 6:30 PM	Welcome Reception
6:30 PM – 7:30 PM	Keynote Speaker: Christian Gaines, Executive Director, ArtPrize

MONDAY JUNE 23

7:00 AM – 8:00 AM	Breakfast
7:30 AM – 5:00 PM	Conference Registration Open
8:00 AM – 9:00 AM	General Session Keynote Speaker: Rob Bliss, Rob Bliss Creative Title: Using Engagement to Create a New Community Narrative
9:00 AM – 9:15 AM	Break
9:15 AM – 12:00 PM	Super Session, Facilitative Excellence Training
9:15 AM – 10:45 AM	Concurrent Session One
10:45 AM – 11:00 AM	Break
11:00 AM – 12:30 PM	Concurrent Session Two
12:30 PM – 2:00 PM	Networking Lunch and NACDEP Business Meeting
2:15 PM – 3:45 PM	Super Session Continued
2:15 PM – 3:45 PM	Concurrent Session Three
3:45 PM – 4:00 PM	Break
4:00 PM – 5:00 PM	NACDEP Regional Meetings
5:15 PM – 6:30 PM	Poster Session
6:30 PM – 9:00 PM	NACDEP Awards Banquet

TUESDAY JUNE 24

7:00 AM – 8:30 AM	Breakfast/NACDEP committees meet
8:30 AM – 10:00 AM	General Session: NACDEP 10 th Anniversary Presidential Panel Title: A Presidential Perspective: NACDEP yesterday, today, and in the future
10:00 AM – 10:15 AM	Break
10:00 AM – 12:00 PM	Land Use/Planning Community of Practice Annual Meeting and Training
10:15 AM – 11:45 AM	Concurrent Session Four
12:00 PM – 12:30 PM	Box lunches to Go, Board busses for mobile tours

12:30 PM – 5:00 PM	Mobil Workshop One Geek’s CEO’s and Entrepreneurs: New Ideas for Economic Growth
12:30 PM – 5:30 PM	Mobile Workshop Two Using community assets to pursue reinvention
12:30 PM – 6:00 PM	Mobile Workshop Three The GR Urban Food Landscape: Growing, Selling, Consuming
12:30 PM– 6:30 PM	Mobile Workshop Four Community engagement through arts and culture
12:30 PM – 8:30 PM	Mobile Workshop Five (Additional fee/dinner included) Combining water, heritage and the arts for a memorable tourism experience

Dinner on Your Own (Except Mobile Workshop Five)

WEDNESDAY JUNE 25

7:00 AM – 8:30 PM	Breakfast
8:30 AM – 10:00 PM	Concurrent Session Five
10:00 AM – 10:30 PM	Break/Checkout
10:30 AM – 12:00 PM	Concurrent Session Six
12 PM	Conference Adjourns –Lunch on own
12:00 PM – 3:00 PM	NACDEP Board Meeting

AGENDA – DAY ONE (June 20)

Times	Session/Activity	Room/Location
10:00 AM – 6:00 PM	Registration	Crown Foyer
11:30 AM – 1:00 PM	NACDEP Board of Directors Meeting	Ruby
1:00 PM – 4:00 PM	State Program Leader Meeting	Cascade
5:00 PM – 6:30 PM	Welcome Reception	Ambassador West
6:30 PM – 7:30 PM	Keynote Speaker: Christian Gaines, Executive Director, ArtPrize	Ambassador West

AGEDA – DAY TWO (June 23)

Times	Session/Activity	Room/Location
7:00 AM – 8:00 AM	Breakfast	Ambassador West
7:30 AM – 5:00 PM	Registration	West Concourse
8:00 AM – 9:00 AM	Keynote Speaker: Rob Bliss, Rob Bliss Creative Title: Using Engagement to Create a New Community Narrative	Ambassador West
9:00 AM – 9:15 AM	Break	Crown Foyer
9:15 AM – 12:00 PM	Super Session, Facilitative Excellence Training	Emerald B
9:15 AM – 10:45 AM	Concurrent Session One <ul style="list-style-type: none"> • Workshop – Indicators Café • Community Resilience 1 • Small Bus/Econ Dev 1 • Sustainability 1 • Innovations 1 	Emerald A Atrium Pearl Kendall Cascade
10:45 AM – 11:00 AM	Break	Crown Foyer
11:00 AM – 12:30 PM	Concurrent Session Two <ul style="list-style-type: none"> • Workshop – The Nitty Gritty • Arts 1 • Com Devel Different Persp 1 • Diversity 1 • Innovations 2 • Leadership 1 	Emerald A Haldane Cascade Kendall Pearl Atrium
12:30 PM – 2:00 PM	Networking Lunch and NACDEP Business Meeting	Ambassador West
2:15 PM – 3:45 PM	Super Session Continued	Emerald B
2:15 PM – 3:45 PM	Concurrent Session Three <ul style="list-style-type: none"> • Workshop – Artplace • Workshop – Ripple Effects • Community Food Systems 1 • Community Resilience 2 • Innovations 2 • Small Bus/ Econ Dev 2 	Emerald A Kendall Haldane Atrium Cascade Pearl
3:45 PM – 4:00 PM	Break	Crown Foyer
4:00 PM – 5:00 PM	NACDEP Regional Meetings <ul style="list-style-type: none"> • South Region • Northcentral Region • West Region • Northeast Region 	Atrium Emerald A Cascade Kendall
5:15 PM – 6:30 PM	Poster Session	West Concourse
6:30 PM – 9:00 PM	NACDEP Awards Banquet	Ambassador West

AGENDA – DAY THREE (Tuesday June 24)

Times	Session/Activity	Room/Location
7:00 AM – 8:30 AM	Breakfast/NACDEP committees meet	Ambassador West
8:30 AM – 10:00 AM	General Session: NACDEP 10 th Anniversary Presidential Panel Title: A Presidential Perspective: NACDEP yesterday, today, and in the future	Ambassador West
10:00 AM – 10:15 AM	Break	Crown Foyer
10:00 AM – 12:00 PM	Land Use/Planning Community of Practice Annual Meeting and Training	Atrium
10:15 AM – 11:45 AM	Concurrent Session Four <ul style="list-style-type: none"> • Workshop – Strengths Based Civic Engagement • Workshop – Mississippi Clicks to Bricks • Com Devel Different Persp 2 • Community Food Systems 2 • Sustainability 2 • Small Bus/Econ Dev 3 	Emerald A Emerald B Haldane Cascade Kendall Pearl
11:45 AM – 12:00 PM	Break	Crown Foyer
12:00 PM – 12:30 PM	Box lunches to Go, Board busses for mobile tours	Ambassador West
12:30 PM – 5:00 PM	Mobil Workshop One Geek’s CEO’s and Entrepreneurs: New Ideas for Economic Growth	
12:30 PM – 5:30 PM	Mobile Workshop Two Using community assets to pursue reinvention	
12:30 PM – 6:00 PM	Mobile Workshop Three The GR Urban Food Landscape: Growing, Selling, Consuming	
12:30 PM – 6:30 PM	Mobile Workshop Four Community engagement through arts and culture	
12:30 PM – 8:30 PM	Mobile Workshop Five (Additional fee/dinner included) Combining water, heritage and the arts for a memorable tourism experience	
	Dinner on your own	

AGENDA – DAY FOUR (June 25)

Times	Session/Activity	Room/Location
7:00 AM – 8:30 PM	Breakfast	Ambassador West
8:30 AM – 10:00 PM	Concurrent Session Five <ul style="list-style-type: none"> • Workshop – Access to Capital • Workshop – Partnering for Regional Economic Development in Rural Places • Arts 2 • Community Food Systems 3 • Community Resilience 3 • Leadership 2 • Sustainability 3 	Emerald A Emerald B Haldane Cascade Atrium Pearl Kendall
10:00 AM – 10:30 PM	Break/Checkout	Crown Foyer
10:30 AM – 12:00 PM	Concurrent Session Six <ul style="list-style-type: none"> • Workshop – Facilitating Meetings in High Heat Settings • Innovations 4 • Leadership 3 • Small Bus/Econ Dev 4 • Sustainability 4 	Emerald A Emerald B Haldane Pearl Kendall
12 PM	Adjourn	
12:00 PM – 3:00 PM	NACDEP Board Meeting	Ruby

A NOTE FROM THE CO-CHAIRS

It is with great pleasure that we welcome you to the 2014 NACDEP Conference – the 10th anniversary conference for our national association! The theme for this year’s event is *“The Art of Reinvention.”* As extension professionals, our work in communities across the country often involves working with local and regional stakeholders seeking to reinvent their place in an effort to add vitality in a changing environment. And through the conference’s numerous breakout presentations and poster session you will have an opportunity to learn from the work of your colleagues, and their reinvention efforts.

As the 10th anniversary conference, we’ve also invited past NACDEP presidents to share their perspectives on our profession and our association – both a reflection of our past and opportunities in the future. The insights of these leaders will be instructional in our work.

It is only fitting that Grand Rapids Michigan is serving as the host for our milestone conference as this city truly embodies community reinvention. Through our keynote presentations we’ll hear first-hand from local change agents that have used the arts and civic engagement in helping to lead Grand Rapids’ transformation. Tuesday’s mobile workshops will provide deeper engagement with local and regional experts as they share their stories. And our downtown conference location provides the perfect opportunity to further explore this exciting city.

Finally, we encourage you to use this gathering to strengthen your connectivity with your colleagues across the country. NACDEP, and this 10th anniversary conference, is the perfect opportunity to share, learn, and grow professionally.

Thank you for attending this year’s conference. We are committed to making your conference experience a success.

Regards,



Alison Davis, Ph.D., NACDEP President-Elect

Conference Co-chair
University of Kentucky



Dave Ivan, Ph.D.

Conference Co-chair
Michigan State University

COMMITTEES, CHAIRS, APPOINTMENTS

2012 CONFERENCE COMMITTEE – Alison Davis and Dave Ivan, Co-Chairs

The Conference Committee is responsible for planning and coordinating the annual NACDEP conference.

FINANCE & AUDIT COMMITTEE – Nancy Bowen-Elezy, Chair

The Finance and Audit Committee will serve in an advisory capacity to the NACDEP Board on financial matters and will conduct periodical internal reviews of the financial records.

POLICY & RESOLUTIONS COMMITTEE – Michael Wilcox, Chair

The Policy and Resolutions Committee shall annually review existing policy statements and present any new policy statements for consideration at the annual meeting. New and/or proposed policy statements will normally be in the form of resolutions and will be documented in the minutes.

MEMBER SERVICES COMMITTEE – Mary Martin and Minnie Mitchell, Co-Chairs

The Membership Services Committee is responsible for ensuring that Extension professionals choose to belong to NACDEP. Membership services is charged with keeping the organization responsive to its members, both in terms of organizational focus and products delivered to members, and in terms of customer service on a daily basis.

RECOGNITION (NATIONAL/REGIONAL AWARDS) COMMITTEE – Michael Dougherty, Chair

The recognition committee is responsible for identifying NACDEP members at the regional and national levels for outstanding outreach, scholarship, and service to NACDEP.

COMMUNICATIONS & WEBSITE COMMITTEE – Susan Kelly, Chair

The Communications and Website Committee is responsible for overseeing the development of the website and other means of communication with the NACDEP membership.

NOMINATIONS COMMITTEE – Michael Wilcox, Chair

The Nominations Committee is chaired by the past-president and is assisted by the secretary. The committee is responsible for identifying nominees for election to NACDEP office, certifying the eligibility of nominees as well as coordinating the election process.

MARKETING COMMITTEE – Rebekka Dudensing, Chair

The Marketing Committee (formed in 2013) researches and reports to the board on strategic issues: recruitment and retention of members, target markets, services or products, and related issues.

PUBLICATIONS COMMITTEE – Mary Emery, Chair

The Publications Committee is responsible for identifying academic publication opportunities for NACDEP members. The chair serves on the *Journal of Extension* editorial board.

JCEP COMMITTEE – Michael Darger, Alison Davis, and Michael Wilcox

The past and current presidents, along with the president elect, serve on the JCEP Board of Directors.

PILD REPRESENTATIVES – Trudy Rice and Charlie Vavrina, Co-Chairs

Two NACDEP members work with two members from each of the JCEP partners to coordinate the Public Issues Leadership Development (PILD) organized by JCEP.

NACDEP LEADERSHIP

Outgoing 2013-14 NACDEP Leadership

PRESIDENT

Michael Darger, University of Minnesota

PAST-PRESIDENT

Michael Wilcox, Purdue University

SECRETARY

Glenn Muske, North Dakota State University

TREASURER

Notie Lansford, Oklahoma State University

1890 REPRESENTATIVE

Kenyetta Nelson-Smith, Southern University

NORTH CENTRAL REGION REPRESENTATIVE

Josh Clements, Iowa State University

NORTHEAST REGION REPRESENTATIVE

Kelly Nix, West Virginia University

SOUTHERN REGION REPRESENTATIVE

Stacey McCullough, University of Arkansas

WESTERN REGION REPRESENTATIVE

Mark Apel, University of Arizona

Incoming 2014-15 NACDEP Leadership

PRESIDENT

Alison F. Davis, University of Kentucky
Professor, Department of Agricultural Economics
Director, CEDIK
411 CE Barnhart Building
Lexington, KY 40546
Phone: (859) 257-7260
Email: Alison.Davis@uky.edu

1890 REPRESENTATIVE

Kenyetta Nelson-Smith, Southern University

NORTH CENTRAL REGION REPRESENTATIVE

Josh Clements, Iowa State University

NORTHEAST REGION REPRESENTATIVE

Kelly Nix, West Virginia University

PAST PRESIDENT

Michael Darger, University of Minnesota

PRESIDENT-ELECT

Stacey McCullough, University of Arkansas

SOUTHERN REGION REPRESENTATIVE

Susan Kelly, North Carolina State University

SECRETARY

Michael Wilcox, Purdue University

WESTERN REGION REPRESENTATIVE

Mark Apel, University of Arizona

TREASURER

Notie Lansford, Oklahoma State University

SPEAKERS

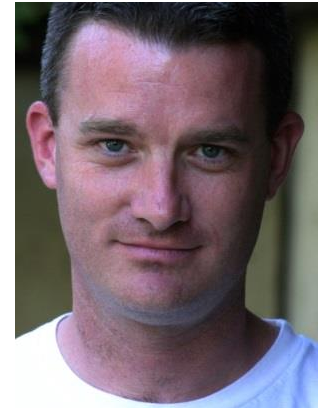
Sunday, June 22, 6:30 pm

Opening Kickoff Speaker

Christian Gaines, Executive Director, ArtPrize

“The Art of Reinvention: How ArtPrize has transformed an entire city”

Christian Gaines understands the role that arts can play in a community’s reinvention. Gaines is the executive director of Art Prize, the world’s largest art competition and a radically open, independently organized social experiment that attracts more than 400,000 attendees and 1700 artists competing for \$560,000 in cash prizes. The two-week event has garnered worldwide attention to the arts movement in Grand Rapids. Prior to joining ArtPrize, Gaines was the director of festival strategy and business development for IMDb.com, an Amazon.com company. In his opening keynote presentation Gaines will share his perspectives on how community-wide engagement in an event can lead to increased vitality.



Monday, June 23, 8 am

Monday Keynote Speaker

Rob Bliss, Founder/President, Rob Bliss Creative

“Using Engagement to Create a New Community Narrative”

Rob Bliss knows how to garner attention. In the past three years he has engaged more than 100,000 people in various community events without spending a dollar in advertising. Rob’s work has included everything from launching 100,000 paper airplanes to a crowd of 30,000 people, building two football field long water slides in the middle of the street in a downtown city, pillow fights and zombie walks, and LipDub film shoots that have gone viral with YouTube views in excess of 30 million. His style of creative work can be summed in three words: Fun, Inclusive and Hopeful. As Monday morning’s keynote speaker Bliss will share his experiences in his multi-media and interactive presentation entitled “Using Engagement to Create a New Community Narrative.”



Tuesday, June 24

Tuesday morning Keynote Panel

“A Presidential Perspective: NACDEP yesterday, today and in the future”

This year represents a milestone year for NACDEP as the association celebrates its 10th Conference. To commemorate this anniversary, President-Elect Alison Davis will facilitate a panel consisting of all of the past presidents of NACDEP, who will have collectively gathered for the first time to share their perspectives on the association, and community and economic development profession within Cooperative Extension, in the panel discussion “A Presidential Perspective: NACDEP yesterday, today and in the future.”

POSTER SESSIONS

The Amazing Blitz: Marketing a Phone-a-Thon. Author: Krishna Ellington (University of Arkansas Division of Agriculture-Extension)

The Lander County Sustainable Development Committee – Efforts of the University of Nevada Cooperative Extension to Transform a Community. Author: Rodney Davis, Fred Steinmann, and Seth Urbanowitz (University of Nevada, Reno)

Healthy Gardens, Healthy Youth” People’s Garden School Garden Project (HGHY). Authors: Bradley

eXtension Land Use Planning Community of Practice: Innovations in Program Delivery. Authors: Anna Haines (University of Wisconsin, Stephens Point), Glenn Pape (Michigan State University Extension) and Wayne Beyea (Michigan State University)

Energize Ohio: Building Ohio’s Energy Future. Authors: Eric Romich, Myra Moss, and Nancy Bowen (Ohio State University Extension)

Shale Development Play in Ohio – A Process for Measuring Economic Change. Authors: Nancy Bowen, Eric Romich, and David Civittolo (Ohio State University Extension)

Lessons Learned Via Instruction of Career Certified and Soft Skills Workplace Skills Training. Authors: Debra Jo Kinsella and Patricia Fera (University of Illinois Extension)

SNAP Participants’ Perceptions and Use of Farmers’ Markets as Food Outlets. Author: Daniel Eades (West Virginia University Extension)

Herding CATS (Community Agriculture Technicians and Systems)? A Classification Scheme of Local Food Business Models. Author: David Shideler (Oklahoma State University)

Keys to Create Digitally Connected Communities. Author: Charlotte Narjes (University of Nebraska Lincoln)

Cross-Campus Partnership for Inclusivity and Safe Zones. Author: Kris Parker and Lowell Kane (Purdue University) and Liz Wuerffel (Valparaiso University)

Boosting Broadband: Bridging the Digital Divide in Alabama. Authors: Dennis Evans and James Manasco (Auburn University)

Assisting Small Businesses through Creative Group Travel Itineraries. Authors Diane Van Wyngarden (Iowa State University)

Creating Latino Community Outreach Programs: Lessons Learned. Author: Wayne Miller (University of Arkansas)

Crisis Response: Community Economic Development within the Traditional Extension Model. Authors: Gary Cross, Deana Sageser, Todd Beyers, Blayne Reed, Rebekka Dudensing, Jamie Rae Walker, Steve Amosson, Bridget Guerrero and Nancy Anderson (Texas A&M Agrilife Extension Service)

Catalyzing On-Going Action in Community Development. Authors: Susan Jakes, Becky Bowen, and Jacqueline Murphy Miller (North Carolina State University)

Reinventing Community Project Development with Public/Private Partnerships: The Dumont Hill Community Park. Author: Janet Johnson (University of Kentucky)

Youth Learn Entrepreneurship Skills While Working on Community Issues. Author: Katie Hoffman (University of Idaho Extension)

Building Competitiveness and Sustainability for Community and Social Service Organizations through 8-County Compensation Study. Authors: Becky Nesbitt, Nancy Bowen-Ellzey, Rose Fisher Merkwowitz (Ohio State University Extension)

On-Site Renewable Energy Development as a Business Retention and Expansion Strategy. Authors: Eric Romich, Myra Moss, Nancy Bowen (Ohio State University Extension)

Heritage Tourism and the Bear River Heritage Area—A Study of Heritage Visitors and Heritage Businesses and Artisans. Authors: Steve Burr, Tyler Baird and Kevin Bennett (Utah State University)

CONCURRENT SESSIONS

Concurrent Session 1 Monday 9:15 – 10:45

Workshop – Emerald A

Indicators Café

- Deborah Tootle (Iowa State University), Susan Jakes (North Carolina State University), and Allison Nichols

Community Resilience/ Disaster Recovery 1 –Atrium

Moderator: Notie Lansford

Building Community Awareness of Flood Disasters: The “Flooding in Iowa” Project

- Gary Taylor and Julie Whitson (Iowa State University)

Disaster Preparedness and Recovery for Critical Records

- Ann Embree, Cheryl Wilson and Notie Lansford (Oklahoma State University)

Post-Disaster Recovery &Community Capacity Building and Development in Live Oak FL

- Mike Spranger, Randy Cantrell and Katherine Allen (University of Florida)

Innovations in Sustaining Community Development Programming 1 – Cascade

Moderator: Michael Darger

Marketing Hometown America

- Kari O’Neil and Peggy Schlecter (South Dakota State University) and Jodi Bruns (North Dakota State University)

Identifying the Public Value of Libraries: An Innovative Leadership/Economic Partnership

- Jane Haskell (University of Maine) and George Morse (University of Minnesota), “

A Fiscal Sustainability Curriculum for Local Governments

- Eric Scorsone, Richard Wooten and Terry Gibb (Michigan State University) “

Small Business Devel/Entrepreneurship & other Econ Dev Topics 1 – Pearl

Moderator: Susan Kelly

Teaching by Tablet: Digital Delivery of Extension Economic Development Curricula

- Diane Vigna and Nancy Eberle (University of Nebraska, Lincoln)

Mississippi Clicks to Bricks

- James Barnes (Mississippi State University)

Micro-Entrepreneurs Create Dignified and Sustainable Livelihoods Through People-First Tourism

- Susan Kelly and Duarte Morais (North Carolina State University)

Sustainability and/or Social Responsibility 1 – Kendall

Moderator: Michael Wilcox

Enhancing the Value of Public Spaces

- Kara Salazar and Michael Wilcox (Purdue University)

Utilizing Social Justice as a Framework for Development and Implementation of Extension Programming on the Olympic Peninsula

- Laura Lewis, Clea Rome, and Lucas Patzek (Washington State University)

The National Working Waterfront Network: Raising Awareness of the Value of Working Waterfronts and Developing Tools to Support, Preserve, and Enhance Waterfront Access

- Joseph Lucente (Ohio State University)

Concurrent Session 2 Monday 11:00 – 12:30

Workshop – Emerald A

The Nitty Gritty: Applying the Attribution Principle When you are Determining Program Impact

- Mary Leuci (University of Missouri) and Tim Borich (Iowa State University)

Arts and Culture Led Economic Development & Tourism 1 – Haldane

Moderator: James Allen

The Economic Impact Bear River Heritage Area Tourism in Utah and Idaho: Implications for Economic and Community Development

- Steve Burr and Paul Jakus (Utah State University)

Preserve and Share, Tourism Development

- Julie Avery (Michigan State University) and Connie Mefford (University of Missouri)

Assessing West Virginia’s Regional Tourism Competitiveness Through Participatory Action Research

- Douglas Arbogast (West Virginia University)

Community Development from Different Perspectives 1 – Cascade

Moderator: Stacey McCullough

Teaching Cows to Paint: How the Heck Does Art Fit Into Cooperative Extension?”

- Melissa Bond (University of Kentucky)

Spawning Creativity and Innovation: Building Community and Creating Economic Opportunity Through the Arts

- Lee Ann Woolery and Mark Porth (University of Missouri)

Tipping Points and Indicators: Engaging Great Lakes Communities to Develop Tipping Point Action Plans

- Kara Salazar (Purdue University)

Diversity - Working with Emerging Populations 1 – Kendall

Moderator: Michael Darger

Community Development with Indian Country

- Emily Proctor (Michigan State University), Dawn Newman (University of Minnesota) and Brian Gauthier (University of Wisconsin)

Refugee Perspectives: Using Refugees' Voices to Improve Programs

- Jane Haskell (University of Maine) and Ashley Storrow (Catholic Charities Maine)

Entrepreneurial Opportunities for Individuals with Disabilities in Cuyahoga County

- Marie Barni (Ohio State University)

Innovations in Sustaining Community Development Programming 2 – Pearl

Moderator: Alison Davis

Revisiting Strategic Planning by West Virginia County Development Authorities

- Michael Dougherty (West Virginia University)

Rural Pathways to Prosperity: Reinventing Statewide and Regional Rural Economic Development Conferences – A New Extension-led Model of Delivery

- Debra Ann Hansen and Monica Babine (Washington State University)

Radical Walking: A New Tool for Community and Economic Development

- Ron Hustedde and Kris Ricketts (University of Kentucky)

Leadership and Civic Engagement 1 – Atrium

Moderator: Nancy Bowen-Elezy

Pennsylvania Agriculture: Local Land Use Planning, Regulations, and Policies

- Neal Fogle and John Turack (Penn State Extension)

Polk County Fair and Rodeo Association Leadership Training

- Bobby Hall (University of Arkansas)

Being an Advocate for Extension

- Lyndall Harned, Jennifer Bridge and Tyrone Gentry (University of Kentucky)

Concurrent Session 3 Monday 2:15 - 3:45

Workshop – Arts and Culture Led Economic Development & Tourism – Emerald A

Reactivate, Reimagine, Revitalize: Creative Placemaking for Communities of All Sizes

- Lyz Crane (ArtsPlace)

Workshop – Kendall

Identifying and Documenting Community Development Program Outcome with Ripple Effects Mapping

- Lorie Higgins (University of Idaho), Debra Hansen (Washington State University), Scott Chazdon (University of Minnesota), Mary Emery (South Dakota State University), Kathee Tift (University of Idaho)

Community Food Systems 1 – Haldane

Moderator: Rick Maurer

Growing Communities, Growing Food, Growing Hope

- Susan Kerr, Linda Williams, and Todd Murray (Washington State University)

How to Convene a Local Food Council and Plan a Food Summit

- Brian Raison (Ohio State University)

The Role of Policy and Extension in Supporting Farm to School and Community Food System Development

- Amanda Perez (University of Arkansas)

Community Resilience/ Disaster Recovery 2 – Atrium

Moderator: Marisa Aull

Southern Indiana Organizations Active in Disaster Community Coalition

- Annette Lawler (Purdue University),

ReadyCommunity: Fostering Place Based Resilience

- Lori Garkovich (University of Kentucky), Rachel Welborn (Southern Rural Development Center), and Deborah Tootle (Iowa State University)

Wildfire Prevention Education

- Elaine Bush and Brad Neumann (Michigan State University)

Innovations in Sustaining Community Development Programming 3 – Cascade

Moderator: Carolyn Hatch

Issues-Oriented Extension: The Healthy Communities Initiative in Pinellas County

- Theresa Badurek (University of Florida)

Growing a Healthy Economy through the Green Fields Initiative

- Susan Jakes, Becky Bowen, and Susan Kelly (North Carolina State University)

Multi-Year Comprehensive Community Health Planning – From Inquiry to Action

- Rebecca Nesbitt and Rose Fisher Merkowicz (Ohio State University)

Small Business Dev/Entrepreneurship & other Econ Dev Topics 2 – Pearl

Moderator: Brent Hales

Get Outta Town! Taking Successful Extension Program on the Road and Establishing New Extension Relationships – A Case Study Utilizing the Ohio Business Retention and Expansion Program

- Joseph Lucente, David Civittolo, and Marilyn Swisher (Ohio State University)

Modernizing the BR&E Program: A Multi-State NCRCRD Small Grant-Funded Initiative

- Nancy Bowen and David Civittolo (Ohio State University), Scott Hutcheson (Purdue University) and Nora Ladjahasan (Iowa State University)

Community Development BR&E with a Focus Group Approach

- Michael Darger and Josh Hill (University of Minnesota)

Regional Meetings 4 – 5pm

South Region – Atrium

North Central Region – Emerald A

West Region – Cascade

Northeast Region – Kendall

Concurrent Session 4 Tuesday 10:15-11:45

Workshop – Leadership and Civic Engagement – Emerald A

Strengths Based Civic Engagement

- Chester Bowling (Ohio State University)

Workshop – Small Bus Dev/Entrepreneurship – Emerald B

Mississippi Clicks to Bricks

- James Barnes (Mississippi State University)

Community Development from Different Perspectives 2 – Haldane

Moderator: Glenn Muske

A Perspective on Economic Development from a Traditional Extension Ag Educator

- Jody Gale (Utah State University)

Getting from Here to There: Effective Strategy for Community Change

- Scott Hutcheson (Purdue University)

The Need for Community Leader Facilitator Training

- Kelly Nix (West Virginia University)

Community Food Systems 2 – Cascade

Moderator: Kara Salazar

Rebuilding your Local Food System

- Jodee Ellet and Michael Wilcox (Purdue University)

Assessing Food Access and Equity in Ohio: A Qualitative Study of Food Assistance Customers, Providers, and State Agency Leaders

- Marie Barni, Nancy Bowen and Brian Raison (Ohio State University)

Artisans at Farmers' Market: Value-Added or Added Stress?

- Melissa Bond (University of Kentucky)

Sustainability and/or Social Responsibility 2 – Kendall

Moderator: Mary Ann Hennen

The Role of the Land Grant University in Contemporary Community and Economic Efforts

- Rodney Davis, Fred Steinmann, and Seth Urbanowitz (University of Nevada Reno)

Reinventing Community through Design

- Jayoung Koo (University of Kentucky)

Communities Designing Their Future

- Phyllis Schoenholz, Carroll and Randy Saner (University of Nebraska Lincoln)

Small Business Dev/Entrepreneurship & other Econ Dev Topics 3 – Pearl

Moderator: Mark Hitchcock

Economic Growth and Job Creation in Rural Communities Through Foreign Investment: The EB-5 Program in the Northeast Kingdom of Vermont

- William McMaster and Karen Geraghty (University of Vermont)

County Economic Futures

- Elizabeth Templin (University of Minnesota)

Extension as Economic Development

- Susan Jakes and Becky Bowen (North Carolina State University)

Land Use/Planning Communities of Practice Annual Meeting 10 AM - Noon

Invitation Only– Atrium

Concurrent Session 5 Wednesday 8:30 - 10

Workshop – Small Bus Dev/Entrepreneurship – Emerald A

Access to Capital: Local Investment to Stimulate Rural Entrepreneurial Growth

- Jordan Tampien and Patrick Malone (Washington State University)

Workshop – Small Bus Dev/Entrepreneurship – Emerald B

Partnering for Regional Economic Development in Rural Places

- Suzette Agans (USDA Rural Development) and Rachel Welborn (SRDC)

Arts and Culture Led Economic Development & Tourism 2 – Haldane

Moderator: Josh Clements

Arts and the Innovative Workplace

- Carolyn Hatch (North Central Regional Center for Rural Development)

Arts and Eats: Rural Back Roads Tour

- Ginger Hentz (Michigan State University)

Birding as Tourism in Alabama and Extension's Involvement

- Thomas Chesnutt (Auburn University)

Community Food Systems 3 – Cascade

Moderator: Dave Ivan

Cooking the Books for Diversity Awareness and Education

- Diane Mason (University of Kentucky)

Together at the Table: Recipes for a Sustainable Local Food System

- Michelle Walk (Michigan State University)

Using a Food Product Contest to Grow Agribusiness

- Sharon Kane (University of Georgia)

Community Resilience/ Disaster Recovery 3 – Atrium

Moderator: Lori Garkovich

Adapting to Climate Change and Variability: A Model Process for Local Deliberation and Action

- Wayne Beyea and Claire Layman (Michigan State University)

The Value of Design for Community Development: Addressing “Wicked” Problems for Community Resilience

- Nadia Anderson, Carl Rogers and Courtney Long (Iowa State University)

Developing and Working with Long Term Recovery Committees

- Beverly Maltsberger (University of Missouri)

Leadership and Civic Engagement 2 –Pearl

Moderator: Kelly Nix

Youth Summit: Leadership the Power of You

- Mary Foell (Purdue University)

Worlds Collide! The Intersection of Facilitation and Education

- Tara Kuipers (University of Wyoming)

Alabama Community Leadership Network (ACLN)

- Arturo Menefee and Joe Sumners (Auburn University)

Sustainability and/or Social Responsibility 3 – Kendall

Moderator: Dean Solomon

Penn State Extension Land Use Decision Making Webinar Series

- Peter Wulfhorst, Neal Fogle, and John Turack (Penn State University)

Utility Scale Renewable Energy Development – Aiding Public Officials in the Decision Making Process

- Eric Romich and Greg Moon (Ohio State University)

Strengthening Rural Community Capacity in Rapidly Urbanizing Tennessee

- George Smith (Tennessee State University)

Concurrent Session 6 – Wednesday 10:30 – noon

Workshop – Leadership and Civic Engagement – Emerald A

Facilitating Meetings in High Heat Settings

- Claire Layman and Brad Neumann (Michigan State University)

Innovations in Sustaining Community Dev Programming 4 – Emerald B

Moderator: Rachel Welborn

Reinventing Community Capacity through Volunteers

- Liesel Dreisbach-Williams and Judy Chambers (Penn State University)

Social Media Soiree

- Kim Magee (University of Arkansas)

How Can Your Team Make the Most Out of Participating in an Online Workshop

- Bonnie Wichtner Zoia and Georgia Peterson (Michigan State University), and Julie Robinson (University of Arkansas)

Leadership and Civic Engagement 3 – Haldane

Moderator: Michael Wilcox

Build Your Board, On-line Training for Nonprofit Board Members”

- Connie Mefford and Georgia Stuart-Simmons (University of Missouri)

The Local Leaders Institute – A New Approach to Leadership Development and Civic Engagement for Cooperative Extension

- Fred Steinmann (University of Nevada Reno)

CRED Extension: Opportunities for Making a World of Difference

- Mary Simon Leuci (University of Missouri), Charlie French (University of New Hampshire) and Paul Lachapelle (Montana State University)

Small Business Dev/Entrepreneurship & other Econ Dev Topics 4 – Pearl

Moderator: Stacey McCullough

Building a Coalition to Support Agritourism Development

- Stacey McCullough (University of Arkansas)

eTailing: An Online Educational Program to Develop Online Retail Sales

- Connie Hancock, Jay Jenkins and Dennis Kahl (University of Nebraska-Lincoln) and Glen Muske (North Dakota State University)

Resident Valuation of Kentucky's Fine Arts Program

- James Allen and Sarah Bowker (University of Kentucky)

Sustainability and/or Social Responsibility 4 – Kendall

Moderator: Alison Davis

Conflict in the Watershed: Facilitating Honesty and Trust in a Complex Situation

- Kristin Higgins (University of Arkansas)

Re-inventing the Travel Cost Method to Inform Community Decision Makers on the Value of Public Access to Environmental Amenities: A Case Study Involving Shoreline Angling

- Thomas Blaine and Frank Lichttoppler (Ohio State University)

Localizing the Economy as a Sustainability Approach

- Jim Resick, Jessica Beckendorf, and Jerry Hembd (University of Wisconsin)

TOURS/FIELD TRIPS

Mobile Workshop 1

Geek's, CEO's and Entrepreneurs: New Ideas for Economic Growth

12:30 – 5:00 pm. Cost included in conference registration. Guest cost: \$40

The tour begins at the Geek Group, a maker-space whose members span the globe, connecting through real-time video and instant chat. The 42,000 sq. ft. facility offers members the tools to build projects and prototypes, share skills and ideas, as well as take or teach classes. Tour participants then travel to Grid70 in downtown Grand Rapids. Grid70 is an innovative concept bringing together leadership from different industries in a common environment to share ideas and concepts leading to new products and operational innovations. The final stop, Start Garden is helping to turn Michigan into an ecosystem for entrepreneurs by growing ideas and awarding start-up funds for new enterprises that show economic promise. Each tour stop provides a glimpse into both front stage and behind the scenes operations while providing discussion on how participants can take these innovative approaches back to their community. This tour involves walking (weather permitting) between these downtown sites.

Mobile Workshop 2

Using community assets to pursue reinvention

12:30 – 5:30 pm. Cost included in conference registration. Guest cost \$40

Grand Rapids was one of the few bright spots in Michigan during the economic decline of the mid-2000s. Many believe it was the diversity of the economy (medical, education, agriculture, services, and manufacturing) that helped soften the blow. In many cases the city reinvented itself based on existing community and institutional assets. This tour explores that reinvention path. Participants will travel to the “medical mile” where private, public, and non-profit investments have created a national hub for medical research and education. You’ll hear from area economic development professionals and MSU Medical School leaders on how public-private partnerships were built to grow this segment of the local economy. A tour of the Van Andel Institute, a cutting-edge medical research facility that is making exciting progress on a number of diseases, is included. From the city’s medical mile the tour travels to Hope Farms, a refugee farm incubator engaging refugees from Nepal and Bhutan. This unique workforce development project works with new refugees to help assimilate them into the regional agricultural economy. Due to terrain at Hope Farms we recommend walking shoes for this tour.

Mobile Workshop 3:

The GR Urban Food Landscape: Growing, Selling, Consuming

12:30 – 6:00 pm. Cost included in conference registration. Guest cost: \$45

This mobile workshop provides a firsthand look at the evolving urban food landscape in Grand Rapids. The tour begins with a stop at the new Grand Rapids Downtown Market where participants will have a guided tour of the market facilities and will have time to shop the plethora of indoor and outdoor market vendors. From the new downtown market, the tour continues to the Fulton Street Farmers Market, the largest and oldest farmers market in Grand Rapids. We will hear from the market manager about the recent expansion and renovation as well as their very successful SNAP benefit and Double –Up Food Bucks programs. The mobile workshop continues with a stop to the New City Urban Farm, where participants will visit with

several urban growers and tour the two acre CSA and market stand farm that employs several high school students during the summer months. We will also learn about the growing network of urban farmers in Grand Rapids and their work to collaborate through the Grand Rapids Urban Growers group. Finally, the tour stops at the Grand Rapids Brewery Company where participants will have a behind the scenes look at the brewery operation, receive a tasting of local beer and here from an MSU Extension Educator who has worked with the brewing industry in a local hops growing program .You will also learn how Grand Rapids has used Craft Beer as a destination marketing campaign and won the title of “Beer City, USA” two years running.

Mobile Workshop 4

Community engagement through arts and culture

12:30 – 6:30 pm. Cost included in conference registration. Guest cost: \$50

Increasingly art and cultural institutions are actively becoming engaged in community outreach activities. This tour will feature three prominent local cultural institutions. We begin our tour by walking from the hotel to the Gerald R. Ford Presidential Museum where staff will share how their museum is using its extensive collection to engage citizens and researchers in a variety of civic topics. From the Ford Museum the tour travels to the new LEED certified Grand Rapids Art Museum where staff will share their extensive outreach program, and how it is helping to redefine arts among different age groups. Finally, after a quick stop to the local Extension Learning Gardens, our tour concludes with a visit to the Frederik Meijer Gardens and Sculpture Park, selected as one of the 10 greatest public gardens in the world. Beyond its impressive botanical collection and outdoor sculpture park on 132 acres, the facility actively engages both visitors and local citizens in a number of educational workshops and you’ll hear from staff on their outreach philosophy.

Mobile Workshop 5

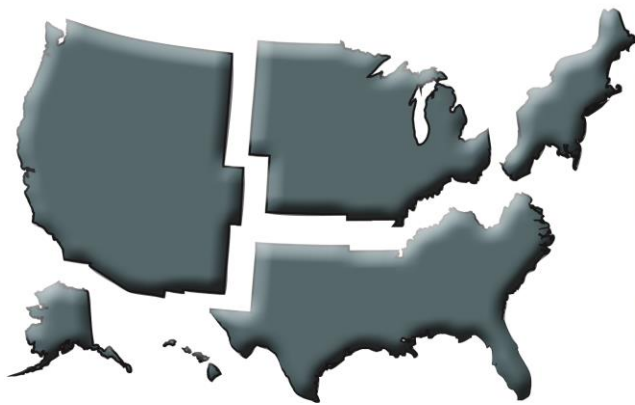
Combining water, heritage and the arts for a memorable tourism experience

12:30 – 8:30 pm. Tour includes dinner. Additional cost of \$25 for registered attendees; \$70 for guests

Michigan’s Great Lakes provides a unique and memorable tourism experience. This tour starts by traveling to Saugatuck, a smaller arts community that has been identified as one of America’s greatest small town art destinations. Hear from the local visitor bureau staff on the community’s tourism philosophy. From Saugatuck the workshop travels to Holland Michigan where you’ll learn how this “Dutch” city has capitalized on its heritage to attract nearly a half million visitors each year. We’ll also hear from the director of the award-winning Main Street program, and her efforts to leverage public and private investments to enhance the downtown experience. Finally we’ll travel to the beachfront community of Grand Haven, and adjoining village of Spring Lake, where you’ll hear how commercial fishing charter companies have partnered with local restaurants in a “Catch and Cook” program that allows visitors to have their Lake Michigan catch prepared by local chefs. This tour includes dinner at Old Boys, a catch and cook participant and local brewery. This tour returns back to Grand Rapids at 8:30pm.

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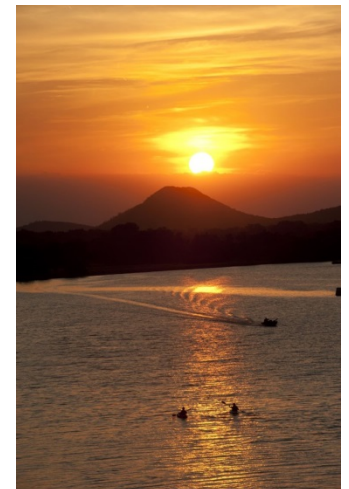


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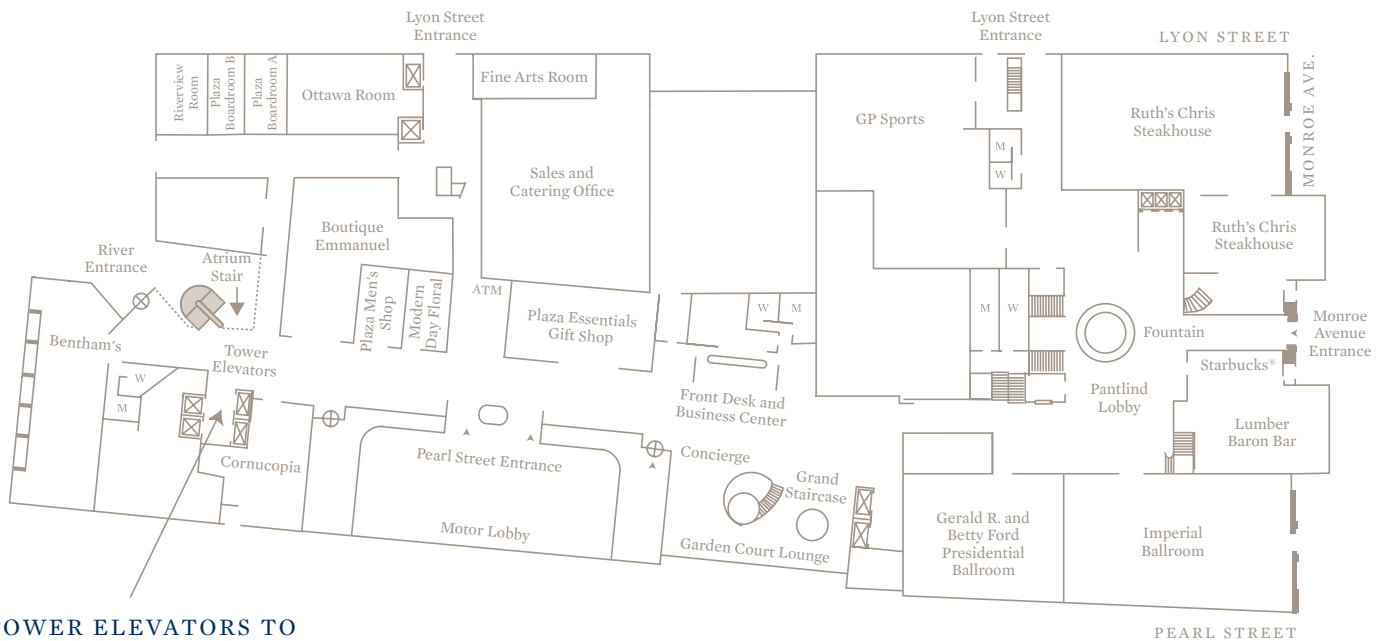


May 17-20, 2015

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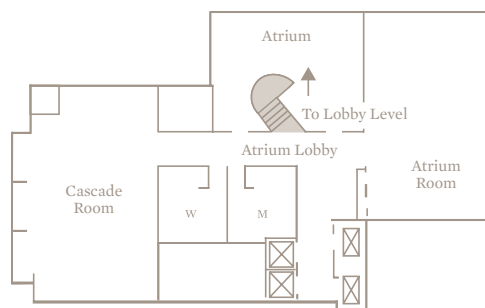
LOBBY LEVEL—1ST FLOOR



TOWER ELEVATORS TO

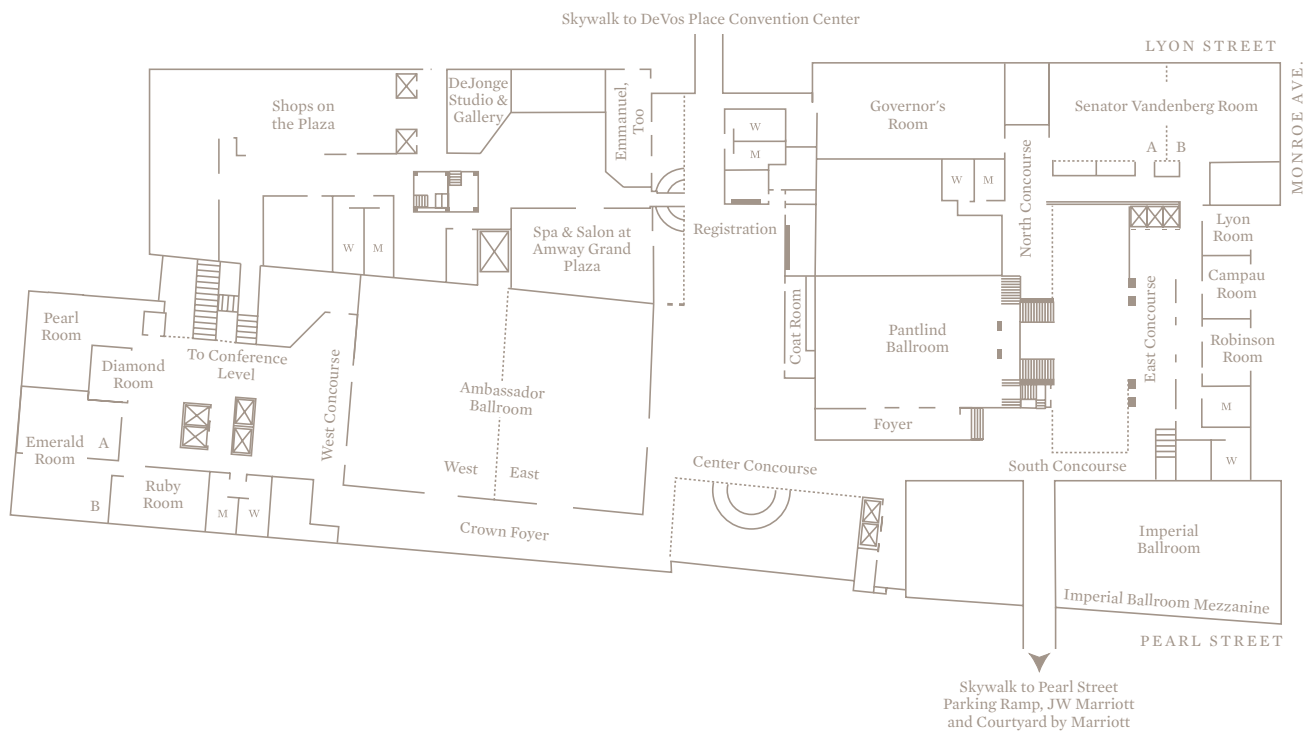
- Plaza Fitness Center, 4th Floor
- Tower Club, 25th Floor
- Cygnus 27, 27th Floor
- Sky I & II, Private Dining Rooms, 28th Floor
- Pinnacle Room, Take to 28th Floor

ATRIUM LEVEL—LOWER LEVEL



AMWAY GRAND PLAZA HOTEL

CONCOURSE LEVEL—2ND FLOOR



CONFERENCE LEVEL—3RD FLOOR

