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.*