Cornell Cooperative Extension
Executive Director and Board Leadership Conference

June 11 and 12, 2014
Robert Purcell Community Center
217 Jessup Road
Cornell University, Ithaca NY 14850

Conference Goals:
1) Strengthen campus/county connections
2) Continue CCE Strategic Plan Dialogue and focus on competitive funding
3) Provide opportunities for board volunteer interaction and relationship building

Wednesday, June 11, 2014

10:00 – 12:00 Noon
Conference Registration at Robert Purcell Community Center

12:00 Noon – 1:00 pm
Lunch
Multi-Purpose Rm.

Session One
1:00 - 1:30 pm
Welcome from the Director of Extension
Moving Forward Together
Auditorium
Dr. Chris Watkins, Director and Associate Dean
Colleges of Agriculture & Life Sciences, and Human Ecology
Herman M. Cohn Professor
Session Two
1:30 – 2:00 pm
Competitive Funding Program-SNAP ED
Dr. Jamie Dollahite, Professor of Community Nutrition
Paul O’Connor, State Extension Specialist
Describe current status of RFP and process used by CCE to respond as a System which may serve as a model for other statewide proposals.

Break - 15 minutes

Session Three
2:15 - 3:30 pm
Leading with Program-Successful Educator and Faculty Collaboration Panel
Facilitator: Jennifer Tiffany, Executive Director for NYC Experiences and Lessons Learned. What works, challenges, and highlights of collaborative funding.
Panelists:
- Dr. Anu Rangarajan, Director
  Cornell Small Farm Program
- Brett Chedzoy, Senior Resource Educator
  Schuyler CCE
- Dr. Rachel Dunifon, Associate Professor
  CHE - Policy Analysis and Management
- Denyse Variano, Association Issue Leader
  Orange CCE
- Judson Reid, Senior Extension Associate
  Cornell Vegetable Program

Session Four
3:30 - 4:00 pm
Fiscal Reality Check
Jennifer Holleran, Assistant Director, CCE Business Systems
Paul O’Connor, State Extension Specialist
Overview of the Financial Portfolio for the CCE System. Analysis and dialogue will cover County, State and Federal trends and consider how things look from the campus and the association perspective.
Break - 15 minutes

**Session Five**
4:15 - 5:15 am
*Auditorium*

**Shared Business Networks (SBN): A Six-month Review of Successes and Best Practices** – Facilitator Paul O’Connor
Experiences and lessons learned since the formal start of SBNs on October 1, 2013.
Panelists:
- Olivia Hersey, Board President, Cortland County
- Robin Travis, Interim Executive Director, Cortland County
- Andy Fagan, Executive Director, Chemung and Tioga Counties
- Sarah Pechar, Interim Executive Director, Schenectady County
- Ave Bauder, Executive Director, Seneca County
- Diane Held, Executive Director, Erie County

5:30 – 6:30 pm
**Social Hour**
Lake Watch Inn, 1636 E. Shore Drive, Ithaca

6:30 pm
**Dinner**
*Guest Speaker Dr. Jerold Thomas*
Innovation and Change & National eXtension State & Local Value Enhancement Coordinator, Ohio State University Leadership Center

Charting Our Future - A Review of Demographic Trends and Technology Advances Effecting Cooperative Extension

**Thursday, June 12, 2014**

7:00 - 7:45 am
**Breakfast**
*Multipurpose Rm.*
| Session One | Foundations: An Exploration of the Unique History and Structure of CCE and What it Means for How We Work Together”  
8:00-8:30 am | Auditorium  
Charles Fausold, State Extension Specialist |
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| Session Two | Board Volunteer Meeting with Director Watkins  
8:30 am - 10 am | Room 103  
Open forum discussion |
| 8:30 am – 10 am | ED Leadership Development Track  
What Kind of a Leader are You?  
Auditorium | Facilitator Kim Fleming, Professional Development Specialist  
Jim Sheridan, Senior Management Consultant  
CU Organizational Effectiveness  
Jim will guide us through ‘The Medicine Wheel’ leadership model from the Harold D. Craft Leadership Program. Then hear how this program has impacted the work of our colleagues in this thoughtful, introspective, yet no doubt entertaining panel discussion.  
Panelists: Kevin Jordan, Lucy Joyce, Bev Mancuso, David Skeval |
| Break | -15 minutes |
| Session Three | Extension Reconsidered  
10:15-11:00 pm | Rod Howe, Assistant Director  
Community and Economic Vitality, Director of CARDI |
| Session Four | 4-H Youth Development Moving Forward: A snapshot of the current program in NYS, and an emerging vision for where we are heading!  
11:00-11:30 pm | Andrew Turner, Interim 4-H State Program Leader and CCE Assistant Director |
| Break | - 5 minutes |
If a tree falls in a forest and no one’s around to hear it, did it fall? Why even the best programs need to be promoted

Julie Suarez, Assistant Dean
College of Ag and Life Sciences

Educators have a responsibility – whether in agriculture, nutrition, or 4-H programming – to develop the best possible programming for stakeholders. However, if nobody knows about it, the extension system as a whole will be negatively impacted when it comes to funding. So how do we step aside our respective comfort zones and go about “selling” the cooperative extension system as a whole, your county cooperative extension, and your program?

Closing Luncheon

12:30 -1:30 pm
Multipurpose Rm.

Safe travels!