

Public Issues Leadership Development Conference

**April 28 – May 1, 2002
Doubletree Hotel Crystal City
Arlington, VA**



Joint Council of Extension Professionals



Dear Extension Colleague:

The 2002 National Public Issues Leadership Development Conference will be held in Washington, DC, April 28-May1. This conference is designed for Extension Professionals to experience a hands-on professional development conference that will give each of you vital tools you will need to share the Extension Story with stakeholders across the country. Your Joint Council of Extension Professionals sponsors this annual conference because all of us need to keep abreast of the changing public policies that impact our communities and the Extension System.

The whole country was impacted by September 11th and its aftermath and Extension programming is no different. The PILD 2002 Committee has designed a program to address many of the new issues and directions that Extension will take in the future. *This may be the best time ever to be in Washington to get a sense of how Extension and Congressional Leaders are responding to terrorism and are leading our Country in response to this issue.*

On Sunday we will kick off the meeting with an opportunity to hear from Senator Pat Roberts and representatives of the current administration on some of the impacts of the war on terrorism on Extension. Monday we will be hearing from Georgetown University on working with people inside the Beltway. That afternoon participants will have the opportunity to attend concurrent sessions on Bio-security, Healthy Communities, Personal Financial Security, and the Diversity and The Changing Community. Tuesday is an opportunity to visit your Representatives and Senators on the Hill. Wednesday we will have Colien Hefferan, CSREES Administrator, and Lyla Houglum, ECOP Chair, to address the future of Extension. PILD 2002 is a Professional Development Conference designed for you! As you can see on April 28-May 1, 2002, Washington DC, is the place you will want to be.

Sincerely,

Bill Thomas
PILD Conference Chair
Fax: 706 542 4131
email: bthomas@agecon.uga.edu

Jim Lindquist
JCEP Chair
Fax:913 532 5887
email: jlindqui@oz.oznet.ksu.edu

Additional Information

Check the JCEP 2002 Website

www.jcep.org

Conference Schedule

<u>Date</u>	<u>Time</u>	<u>Event</u>
Saturday, April 27, 2002	1:00 pm – 5:00 pm	Registration Open
	3:00 pm – 4:00 pm	Orientation
	4:00 pm – 5:00 pm	Preparing a State Delegation for Visits with Members of Congress
	6:00 pm	Evening Entertainment (On Your Own) Optional City Tours
Sunday, April 28, 2002	8:00 am – Noon	Registration Open
	9:00 am – 10:00 am	Faith Service
	10:00am – Noon	Association Meetings
	12:15 pm – 1:15 pm	Lunch & Welcome
	2:00 pm – 3:00 pm	General Session - "Federal, State and Local Government Roles in Homeland Security" Speaker – U. S. Senator Pat Roberts (R-KS)
	3:00 pm – 4:00 pm	Developing Statements and Questions for the Federal Town Hall Meeting
4:00 pm	Federal Town Hall Meeting on Homeland Security	
Evening	"Hot Mikado," Ford's Theater (Optional)	
Monday, April 29, 2002	7:30 am – 8:30 am	Continental Breakfast
	8:30 am – 9:30 am	"Current Shape of Congress" Georgetown University The Government Affairs Institute
	9:30 am – 10:30 am	Working with the Congressional Staff
	11:00 am – Noon	Concurrent Sessions <ul style="list-style-type: none"> • The Legislative Process • e Extension • Changing Demographics
	Noon – 1:30 pm	Lunch on your own
	1:30 pm – 3:00 pm	Concurrent Sessions <ul style="list-style-type: none"> • Bio-security and Public Health • Healthy Communities • Personal Financial Security • Diversity and the Changing Community
	3:30 pm – 5:00 pm	Concurrent Sessions – Repeat 1:30 Sessions
7:30 pm	Arlington, Virginia – 9/11: County's Response to the Terrorist Attack on the Pentagon	
Evening	Association Night	
Tuesday, April 30, 2002	All Day/Evening	Visits on Capitol Hill Night Tour of DC Optional (Must pre-register)
Wednesday, May 1, 2002	8:30 am – 10:00 am	Breakfast with CSREES Colien Hefferan, Administrator, and National Program Leaders
	10:00 am – 11:30 am	Extension in the 21 st Century Speaker – Lyla Houglum, Dean and Director, Oregon State University Cooperative Extension Service, and Chair of ECOP Reactor Panel
	11:30 am	Questions and Answers Adjourn

OPTIONAL ACTIVITIES

Historic Ford's Theatre in Washington DC is the site of a Sunday evening April 28 performance of "Hot Mikado." This wild adaptation of Gilbert and Sullivan's "The Mikado" is busting with swing, jazz and zoot suit flash! It's an explosion of laughter, song and dance when a traveling saxophone player, escaping an arranged marriage is confronted with a tangle of hysterical complications while attempting to win the hand of his beloved sweetheart. Adventure, romance and great fun for everyone! Limited seats are available. We have reserved orchestra center seats for the PILD Group.

Washington D.C. Tours While in Washington DC, take advantage of the opportunity to see more of our nation's capital and the surrounding area. The PILD committee has made arrangements with Gray Line for discounted tours. These include DC, Embassy Row, Mount Vernon, Washington After Dark, Interior of Public Buildings or a two-day Grand Tour. Participants will be able to sign up directly with Gray Line for their personal choice of dates and times. We are suggesting coming in early on Friday or Saturday or staying a day after the conference to take advantage of this opportunity. If you can't spare the extra time, either Sunday or Tuesday night would be a great time for a Washington After Dark tour. If enough PILD participants sign up we will get our own coach. The Gray Line information will be available on the JCEP Web Site – www.jcep.org and Gray Line Web Site - www.graylinedc.com.

Extension Leading the Way

Preparing for Your Washington Conference

Inform the Extension Director/Administrator in your State that you plan to attend the conference, which includes a visit with Members of Congress. If possible, meet with your Director/Administrator to get counsel about your visit to Capitol Hill. Share your experience with your Director/Administrator when you return home.

Establish teams to cover the full scope of Extension programs in your county or state. Select your teams based on the number of people planning to attend the conference from your state as well as the size of your congressional delegation. Coordinate your plans so that those wishing to visit a particular legislator can do so together with one appointment

Find out as much as you can about the Members of Congress you will be visiting. It would be particularly helpful to know their congressional committee assignments. Also, working locally, try to obtain information about the member's views and positions on issues involving Extension programming.

The purpose of visiting your Members of Congress is to describe your program. **Don't try to describe your entire program – have your team select a total of two or three recent educational programs or issues, and focus on them.** Emphasize outcomes of the program and how people value it. Remember that the people who participate in your program are the constituents of the Congressperson. Members of Congress like to hear about programs that their constituents participate in and value.

Develop your presentation so it will be direct, concise and not excessive in length (plan on 15 minutes). This will help with their busy schedule, and your thoughtfulness will be appreciated. Also, have a two-minute version prepared. Sometimes schedules are changed, and you may have only a two to five-minute visit.

Prepare a brief, one-page written account of the points you wish to make, complete with contact information and leave it with your legislator. This can include documentation of facts you may not have had time to present orally. Include only about five or six key points on the

page, emphasizing the relevance of your programs to constituents' needs and program outcomes. Detailed materials and publications are not useful; the legislators and their staff are too busy to read them. However, if you have something back home that responds to questions or issues raised during your meeting, you can send them later. This is a good reason for follow-up.

Scheduling Your Capitol Hill Appointments

Make appointments with the Members of Congress that you plan to visit before you get to Washington, DC. Confirm your appointment date and time by letter. When calling a Congressional office for an appointment, explain who you are and that the purpose of your meeting is to share with the Member important information about Extension programs in his/her district. Explain that you would like to discuss how Extension is addressing some of the issues of greatest importance to the community. Indicate that the discussions are likely to cover subjects such as community development, agriculture, environment, families and youth development. This alerts the scheduler to inform the appropriate assistants (Members' aides) about the upcoming meetings. Due to the aftermath of September 11, 2001, it is extremely important that you make your contacts early and follow-up just before you come to the conference.

Meet with Your Senators and Representatives

Be on time for your appointment. Don't be disappointed if your legislator is late. Don't be disappointed if circumstances prevent your legislator from making the meeting. You will probably meet with a legislative assistant who will be knowledgeable of the legislator's point of view. You can accomplish a lot under these circumstances.

Make the people whom your legislator represents the frame of reference for your presentation. Your legislator will be interested in programs and problems that relate to his/her constituents.

Keep introductions brief. Select a spokesperson. Emphasize a few key concepts about Extension, such as: its education mission; its access to millions of people to university research, knowledge and resources; the relevance of its programs to critical issues and needs; and its linkages with public and private groups, funding partners, volunteers and clientele.

If a legislator or his/her staff appears to know and understand little about Extension, open up the discussion by asking what issues the Congressperson is working on at this time. (For example, everyone now is concerned with Homeland Security.) Be able to discuss how Extension programming is addressing that issue. It may require taking over when the topic hits the conversation, but it assures a mutual interest of both the Congressperson and the visitors.

Don't talk about budget or funding unless your Director/Administrator advises you to do so.

Don't overstay your welcome. You may want to have another visit in the future and this impression will be lasting. Make your brief presentation and, if your legislator wishes to prolong the conversation, you will be able to sense it.

Offer to provide additional information. Hopefully, your presentation will inspire your Senator or Representative to want additional facts – one of your objectives.

Follow your Washington visit with a "thank you" letter. Indicate your appreciation of the time spent with you and their interest in the Cooperative Extension System.

Through participation in the Public Issues Leadership Conference professionals will:

- ⇒ Broaden understanding of public policy issues that impact Extension and Extension clientele.
- ⇒ Enhance public policy education skills.
- ⇒ Learn how the changing political environment affects support for Extension.
- ⇒ Build political and public support for Extension through consistent and targeted communication with decision-makers.
- ⇒ Strengthen existing partnerships and build new linkages with local, state and federal agencies.
- ⇒ Visit with federal legislators and observe the political process in action.

Conference Registration

Early Bird Registration Deadline – March 31, 2002

Confirmations and additional information will be e-mailed to registrants.

Option 1 Register On-line at www.signup4.com/PILD
(There is a link with www.jcep.org)

Option 2 Mail your completed form to S. Stewart and Associates

Methods of Payment

- Credit Card payment may be made on-line.
- Checks should be made payable to JCEP and mailed to:
S. Stewart and Associates
PO Box 367
Alpharetta, GA 30009

Hotel Information and Reservations

PILD Headquarters Hotel Doubletree Hotel Crystal City
Arlington, VA

Room Rate \$149.00 Single + 9.75 % tax
\$169.00 Double + 9.75% tax

Reservation Cut-off Date Wednesday, March 27, 2002

When making your reservation ask for the PILD Group Rate. Room Rate and Availability Cannot Be Guaranteed After This Date!

Hotel Reservations Telephone 1-800-222-8733 or 703-416-4100

Roommate Information

If you are in need of a roommate, please notify the Registration Coordinator, Mark Brown, 770-233-5561, fax: 770-233-5562, email: mabrown@uga.edu as soon as possible. He will make every effort to help you connect with another registrant with the same need. However, it is ultimately your responsibility to locate a roommate.

State Sharing

How does your state communicate with legislators? Do you have successful strategies to share? States are encouraged to bring a display or materials describing efforts to educate decision-makers or used directly to educate decision-makers in their own state. Bring 200 copies to share with colleagues. State sharing will be all day Sunday. Please check off the box on the registration form to reserve your table. There is also a workshop on Saturday to discuss techniques used by several successful state delegations.

PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE

Sponsored by Joint Council of Extension Professional

April 28 - May 1, 2002

Doubletree Hotel Crystal City, Arlington, VA

Please Print This information will be used to produce your name badge.
If illegible your nametag will not be correct.

First Name Last Name

E-mail Address First Name as you want it to appear on nametag

Address

City State Zip

Daytime Phone Fax
Association you are representing at this conference: *Are you a State NAE4-HA Scholarship Recipient?
ANREP Yes No
ESP
NACAA **Are you a National NEAFCS Scholarship Recipient?
NAEFCS Yes No
NAE4-HA
NELD Are you an ESP National Scholarship Recipient?
Other Yes No

Request State Sharing Table

I require Vegetarian Meals

	Postmarked by 3/31/02	Postmarked after 3/31/02	Total
Full Registration	\$ 210.00	\$260.00	\$_____
*NAE4-HA State Scholarship Recipient	\$ 0.00	\$ 0.00	\$_____
** NEAFCS National Scholarship Recipient (NEAFCS to pay \$100)	\$ 110.00	\$160.00	\$_____
Optional Activity - Historic Ford's Theater	\$_____ @ \$35 each	\$_____ @ \$35 each	\$_____

Payment Options: Check, Money Order, Visa or MasterCard **TOTAL PAID** \$_____

Enclosed is my check/money order Please charge my credit card

Credit Card Number Expiration Date

Signature

Name as it appears on credit card

AFTER ON-LINE REGISTRATION IS COMPLETED
RETURN COMPLETED FORM WITH PAYMENT TO: JCEP c/o S. Stewart and Associates
PO Box 367, Alpharetta, GA 30009

Registrations Paid by Credit Card May Be Faxed to 770-619-1290

Refund Policy: Refunds requests must be in writing to the Registration Chair, Mark Brown, 1109 Experiment Street, Flynt Building, Room 227, Griffin, GA 30223 or mabrown@uga.edu. Refunds will be: 100% if received before the registration deadline, less 15% if received less than seven days before the beginning of the event, less 50% if received within 30 days after the event. At 30 days after the event, no refunds will be made.



PO BOX 367
ALPHARETTA, GA 30009

2002

PILD

REGISTRATION