

April 15 - 18, 2012
The Westin Alexandria • Alexandria, Virginia

Public Issues Leadership Development Conference

Dear Extension Colleagues, Partners, and Volunteers,

We are excited to invite you to participate in the 2012 Public Issues Leadership Development (PILD) Conference. This year's conference theme is 'Cooperative Extension: Relevant Now and Beyond', and will feature nationally recognized speakers in the general sessions and your colleagues in several breakout sessions.



The PILD conference is designed to provide a professional development opportunity in the area of Public Issues/Policy and to also provide personal growth opportunities. This professional development opportunity allows you to learn about politics and the political process in D.C. More importantly, it introduces you to key leaders within the national Cooperative Extension System, and helps you take all of what you have learned back home to impact your Extension program in your home state. Evaluations have shown that while two – thirds of you are new to the conference, there are many returnees and we use your input to make changes.



This will be the second year where PILD offers you the opportunity to learn from your Extension colleagues through a number of breakout sessions. We feel these new sessions have really allowed extension staff from across the country to share their experiences and learn from each other, and have allowed participants to see how what they learn in D.C. can have broader application.

Of course, PILD is also a great opportunity for you to experience the political world of our nation's capital and will increase your knowledge and effectiveness in working in your local political arena. You will learn about the federal structure that supports Extension, and on Wednesday you will have the opportunity to visit your Members of Congress and/or their staff, and federal agencies.



On Tuesday morning of the conference D.C. will come to you, as we host our NIFA National Program Leaders Breakfast. The informal, round table discussions allow you to meet with the NPL's of your choice, learn about their programs, and have an opportunity to dialog with them.

New this year, on Monday afternoon we have specifically set time aside for states to work on their message for their legislators. On Tuesday afternoon we are looking forward to a celebration of our past, as we look toward the future, by taking some time to celebrate the Morrill Act's 150th Birthday. Special Guest speakers will be on hand for the celebration to make this a very memorable event.



We hope that you will join us April 15 - 18 and take advantage of this premier public issues training conference in our nation's capital.

For the 2012 PILD Committee,

A handwritten signature in black ink that reads 'Elizabeth A. Claypoole'.

Elizabeth Claypoole
Chair, 2012 PILD Planning Committee

A handwritten signature in black ink that reads 'Stan Moore'.

Stan Moore
President, JCEP



Conference scholarships are available from several of the associations. Contact your respective association for information. Links to the member associations can be found at www.jcep.org



Joint Council of Extension Professionals

JCEP

Conference Schedule

Sunday, April 15

- 4:00 pm - 7:00 pm** **Registration Open**
- 3:30 pm - 7:30 pm** **Washington by Water Monument Cruise**
Optional, Reservations made prior to arrival
Leave from the Hotel Lobby
- 6:45 pm - 10:00 pm** **Washington by Twilight Tour**
Optional, Reservations made prior to arrival
Leave from the Hotel Lobby

Monday, April 16

- 7:00 am** **Registration Open**
- 7:30 am - 8:45 am** **Networking Breakfast**
- 8:45 am - 10:15 am** **Welcome to PILD 2012**
The chair of the PILD planning committee will review the objectives of the meeting for all participants.
- The USDA Outlook**
National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture, is actively involved in ways that impact Cooperative Extension. Learn more about the Agency goals and what their priorities will be.
- The Relevance of Cooperative Extension in 2012 and Beyond**
The Extension Committee on Organization and Policy (ECOP) functions as the governing body of the national Cooperative Extension System. After assessing the "brutal facts," ECOP is striving to respond in a thoughtful and effective manner to pressing local and national issues.
- JCEP Excellence in Teamwork Award Presentation**
- 10:15 am - 10:45 am** **Break**
- 10:45 am - 12 noon** **Impact Counts: Telling the Cooperative Extension Story to Stakeholders**
Learn from an expert how to effectively communicate Cooperative Extension impact to stakeholders, whether local, state or at the Federal level.
- 12 noon - 1:00 pm** **Lunch**
- 1:15 pm - 2:15 pm** **Making Your Hill Visit Count**
Learn about current budget issues and how to polish your message to get the most impact during your Wednesday visits to members of Congress.

2:15 pm - 3:00 pm

State Planning Time

This time is dedicated for state delegates to discuss the information presented today and blend it with their state message to prepare for the hill visits on Wednesday. PILD planning committee members will be available during this time to assist participants with questions.

3:00 pm - 3:15 pm

Break

3:15 pm - 5:00 pm

Association Meetings

Volunteers/Administrators Meeting

Agendas will be developed by each group. Watch for more details.

Association's Night Out (optional)

Evening

Tuesday, April 17

7:00 am - 12 noon

Registration Open

7:45 am - 10:00 am

Connecting Counts: NIFA National Program Leaders Public Issues Breakfast and Roundtable Discussion

Each registrant will have an opportunity to meet with two NPLs to discuss relevant issues impacting Cooperative Extension educators and their clientele.

10:00 am - 10:25 am

Break

10:25 am - 12 noon

Breakout Sessions

Concurrent sessions will highlight productive models of extension advocacy and how Extension programs successfully address relevant and emerging public issues. Presentations focus on efforts where Extension fills an essential niche or provides vital leadership for addressing these issues.

12 noon - 1:30 pm

JCEP/ECOP/NIFA Luncheon (By Invitation)

12:15 pm - 1:15 pm

Lunch

1:30 pm - 2:30 pm

JCEP Sponsored Presentations

2:30 pm - 3:00 pm

Break

3:00 pm - 5:00 pm

Capstone Presentation - Steve Stark

A former Extension Service communications specialist, Steve Stark has entertained audiences across the country with his unique Illustrated History presentations. We'll watch him tell the Morrill Act story while fast drawing it on giant rolls of paper right before our eyes.

Evening

State's Night Out

Planning for Congressional/Agency Visits

Wednesday, April 18

Breakfast on Your Own

Congressional and Agency Visits

Planned by each state delegation

Have a Safe Trip Home!

COME EARLY...ENJOY THE WASHINGTON EXPERIENCE!

Optional Activities

"Washington by Twilight" Tour - Sunday, April 15, 6:45-10pm. See Washington by night on this guided bus tour of national historic sites. Participants will leave the bus for brief walking tours at several locations that may include the Kennedy Center, Lincoln and Jefferson Memorials, and the Iwo Jima, World War II, Vietnam, and Korean War Memorials. Tickets are \$40 per person and must be purchased by March 31, 2012.

"Washington by Water" Monument Cruise - Sunday, April 15, 3:30 p.m. - 7:30 p.m. Behold the splendor of America's monuments and the city of Washington aboard a narrated cruise on the Potomac. This cruise will take you by Washington's majestic monuments, landmarks, buildings, and bridges - the Lincoln Memorial, the Jefferson Memorial, and the Washington Monument, to name a few. Enjoy this narrated cruise during the beautiful twilight hours as the lights shine in the city. Tickets are \$40 per person and must be purchased by March 31, 2012. Please wear walking shoes and bring weather appropriate attire. Participants must be able to walk a distance to get to the Trolley at Metro Station to get to and from the Docks in Alexandria. Plan to meet in the Westin Hotel lobby at 3:30 for time to travel down to the docks, do some site-seeing and board the boat by 5:00. More info will come to those who register.

On Your Own

Washington National Cathedral Sunday Morning Service and Tours - 11:15 a.m. Holy Eucharist Service. The National Cathedral can be reached via a combination of Metro and Bus. There is an underground parking garage that is free of charge on Sunday morning. Tours are given on Sunday afternoon and other days of the week. To plan your visit, go to www.cathedral.org.

Capitol Steps - The Capitol Steps began as a group of Senate staffers who set out to satirize the very people and places that employed them. Not all of the current members of the Steps are former Capitol Hill staffers but together the performers have worked in a total of eighteen Congressional offices and represent 62 years of collective House and Senate staff experience.

The Capitol Steps perform every Friday and Saturday at the Ronald Reagan Building and International Trade Center. Performances begin at 7:30 p.m. Tickets are \$40.25 and available at Ticketmaster. This venue is accessible via Metro (Federal Triangle). For more details, visit www.capsteps.com.

Kennedy Center – Millennium Stage

Free Concert Series - A wide variety of musical performances are presented at the Kennedy Center free and open to the public daily at 6:00 pm. For details about a particular performance visit <http://www.kennedy-center.org/programs/millennium/>. The Millennium Stage is located in the rear of the Kennedy Center and is a 15 minute cab ride from the hotel. A free red Kennedy Center shuttle operates from the Foggy Bottom Metro Station on the Blue and Orange line.

Hotel Information and Reservations

PILD Headquarters Hotel:

The Westin Alexandria
400 Courthouse Square
Alexandria, VA 22314

Room Rate:

\$219.00 Single, Double, Triple or Quad occupancy, plus 11.5% tax, plus \$1 per night occupancy tax.

Rooms are limited. Reserve Early!

Reservation Cut-off Date & Room Availability:

Rooms at the conference rate are based on availability at the time of making your reservation, or up until March 14, 2012, the cut-off date. This means rooms in the PILD block may fill up prior to the cut-off date. Be sure to make your hotel reservation early. New this year, your Westin Hotel confirmation number is required to complete your PILD registration and to waive the \$300 Alternate Housing Fee.

Hotel Reservations Telephone:

1-866-837-4210

Refer to JCEP 2012 PILD

On-line: www.jcep.org/pild.htm

Airport Transportation:

Following are ground transportation options to the Westin Alexandria from Reagan National Airport (closest airport to the conference location).

- Taxi fares run about \$18 for one person, one way.
- The Metro Line stops at the King Street Station in Alexandria. Use the Blue Franconia-Springfield / Yellow Huntington Line to King Street Station. The Metro stop is about a 3-block walk from the Westin Alexandria. For Express Shuttle to the hotel, call 703-253-8600. Additional information at www.metroopensdoors.com
- SuperShuttle is a shared-ride service that makes multiple stops. Upon arrival at the airport, after collecting your luggage, proceed to the SuperShuttle ticket counters located in Terminal B and C baggage claim area located next to doors 4 and 9. Inform the ticket agent that you have reservations or provide your confirmation number. You will be provided with a boarding pass to give to the driver. Your expected wait time will be no more than 20 minutes before boarding the next available shuttle. Guests arriving at Terminal A should proceed outside to the SuperShuttle loading area immediately outside the Terminal A door. Please check in with the Guest Service Representative at the curbside, stating that you have reservations. Make your reservation at www.supershuttle.com/Sales/PILD.html.

Roommate Information:

If you need a roommate, notify The Management Office at 704-333-8445 or contact them by email at Staff@TheManagementOffice.com. Every effort will be made to connect you with another registrant with the same need; however, it is ultimately your responsibility to locate a roommate.

For additional information, visit www.jcep.org, the JCEP website.



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**PUBLIC ISSUES LEADERSHIP
DEVELOPMENT CONFERENCE**

Sponsored by the
Joint Council of Extension Professionals

Please print in a legible manner as this information will be used on your name badge and participants listing.

First Name _____ Last Name _____

First Name, as you want it to appear on nametag _____

E-mail Address _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (____) _____ Fax (____) _____

- Association(s) you are representing at this conference:
- | | | | |
|---|--|---------------------------------|----------------------------------|
| <input type="checkbox"/> Director/Administrator | <input type="checkbox"/> State Volunteer | <input type="checkbox"/> ANREP | <input type="checkbox"/> ESP |
| <input type="checkbox"/> Other _____ | | <input type="checkbox"/> NACAA | <input type="checkbox"/> NEAFCS |
| | | <input type="checkbox"/> NACDEP | <input type="checkbox"/> NAE4-HA |

I require Vegetarian Meals/Special Needs _____
(If you will need accommodations because of special needs, call JCEP at 704-333-8445.)

Registration

Westin Alexandria hotel reservation confirmation # _____

Alternate Housing Fee

The Westin Alexandria is the official PILD hotel and conference site. Anyone not staying at the Westin Alexandria will be charged an Alternate Housing Fee of \$300.00. Your Westin Hotel reservation confirmation number is required to complete your PILD registration; otherwise, the \$300.00 fee will be applied to your PILD registration total. Note: local area residents commuting to PILD are exempt, with written notification of residential address.

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|---|---|-------------|
| <input type="checkbox"/> Alternate Housing Fee | Add if not staying at Westin Alexandria | \$300 |
| <input type="checkbox"/> Early Bird registration | Postmarked by 3/14/2012 | \$350 |
| <input type="checkbox"/> Regular registration | Postmarked after 3/14/2012 | \$400 |
| <input type="checkbox"/> Tour: Washington by Twilight (optional) | Sunday 4/15/2012 # people _____ | \$40/person |
| <input type="checkbox"/> Tour: Washington by Water Monument Cruise (optional) | Sunday 4/15/2012 # people _____ | \$40/person |

Only choose ONE tour as the schedules overlap .

Tour reservations must be made by March 31. Tour Cancellations must be made no later than April 10.

TOTAL PAID \$ _____

Payment Options (Mark One): **Check** **Money Order** **Visa or MasterCard)**

Credit Card Number _____ Expiration Date _____

Signature _____ Name as it appears on credit card _____

Credit Card Billing address if different from above _____

**AFTER ON-LINE REGISTRATION FORM IS COMPLETED, PRINT AND RETURN FORM WITH PAYMENT TO:
JCEP, 1800 Camden St., Suite 107, #213, Charlotte, NC 28203**

Registrations Paid by Credit Card May Be Faxed to 704-333-6927 • Questions? Call 704-333-8445

Cancellation and refund requests must be made in writing via email, FAX, or mail to the JCEP Registration Office, 1800 Camden St., Suite 107, #213, Charlotte, NC 28203. Refunds will be issued 4 to 6 weeks after the conference and will be granted as follows: Requests dated no later than March 20 will receive full registration refund less a \$50 processing fee. Requests dated between March 21 and April 5 will receive a 50% refund of registration less a \$50 processing fee. Refunds will not be granted to cancellations received after April 5.