



**partnership:  
power and  
possibilities**

Joint meeting of the  
Experiment Station &  
Cooperative Extension  
Sections

2016 • JACKSON, WYOMING



**OVERALL MEETING OUTCOMES**

**IDENTIFY** current and potential partnerships where ESS and CES are aligned;  
**LEARN** about best practices for research and application efforts; and  
**ENGAGE** with colleagues on national agendas.

**AGENDA**

**Monday, September 19**

7:00 am – 5:30 pm	Registration	Lower Lobby
8:30 am – 4:00 pm	Northeast Extension Directors Association (by invitation) <i>Lunch from 12:00-1:00 pm in Osprey</i> <i>Afternoon break from 2:30-2:45 pm in Osprey</i>	Antelope 2
8:30 am – 4:00 pm	Western Extension Directors Association (by invitation) <i>Lunch from 12:00-1:00 pm in Osprey</i> <i>Afternoon break from 2:30-2:45 pm in Osprey</i>	Trumpeter
3:30 pm – 5:00 pm	ESS/CES New Director/Administrator Orientation (pre-registration required) <i>This session is designed for directors and administrators with three years of experience or less. There will be an opportunity to hear from a panel of Extension and Experiment Station directors and administrators representing universities of various sizes. The focus of the discussion will be on tips and talents needed to create a rewarding work environment for yourself and your staffs. Moderator: Celvia Stovall, Extension Associate Director, Urban Affairs &amp; New Nontraditional Programs, Alabama A&amp;M University</i> <i>Panelists:</i> <ul style="list-style-type: none"> <li>• Robert Shulstad, Associate Dean for Research, College of Agricultural &amp; Environmental Sciences, University of Georgia</li> <li>• David Thompson, Associate Dean for Research &amp; Director, Agricultural Experiment Station, New Mexico State University</li> <li>• William Hare, Associate Dean for Land-grant Programs, University of the District of Columbia</li> <li>• Beverly Durgan, Dean, University of Minnesota Extension</li> <li>• Edmund Buckner, Interim Dean and Administrator, University of Arkansas at Pine Bluff</li> </ul>	Antelope 1

5:00 pm – 6:00 pm	Northern Plains Climate Hub (by invitation) <i>Moderator: Justin Derner, Research Leader, USDA-ARS</i>	<i>Antelope 2</i>
6:00 pm – 8:30 pm	Beer/Wine Cash Bar, Buffet Dinner starts at 6:30 pm <i>Casual buffet dinner with brief welcoming remarks, introductions by region, and important announcements from our University of Wyoming hosts.</i> <i>Moderators:</i> <ul style="list-style-type: none"> <li>• <i>Bret Hess, ESCOP Chair-elect, Associate Dean for Research &amp; Director, Agricultural Experiment Station, University of Wyoming</i></li> <li>• <i>Delbert Foster, ECOP Immediate Past-chair, Executive Director of 1890 Research &amp; Extension, South Carolina State University</i></li> </ul>	<i>Osprey/Grizzly</i>

## **Tuesday, September 20**

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6:30 am – 8:30 am	Buffet Breakfast Available <i>ESS and ECOP attendees pick up breakfast and take to respective meeting room by start time indicated below. Buffet breakfast served in this room for all others from 6:30 – 8:30 am.</i>	<i>Prospector</i>
7:00 am – 5:00 pm	Registration Open	<i>Lower Lobby</i>
7:00 am – 8:45 am	Experiment Station Section Regional Meetings <ul style="list-style-type: none"> <li>• 1890 Institutions</li> <li>• North Central</li> <li>• Northeast</li> <li>• Western</li> <li>• Southern</li> </ul>	<i>Trumpeter Antelope 1 Antelope 2 Wapiti 1 Wapiti 2</i>
7:00 am – 8:45 am	Extension Committee on Organization and Policy (ECOP) <i>Presiding: Michelle Rodgers, ECOP Chair, Associate Dean and Director of Cooperative Extension, University of Delaware (see <a href="#">separate agenda</a>)</i>	<i>Moose 1 &amp; 2</i>
8:45 am – 9:00 am	Transition to Meetings	<i>Lower Hallway</i>
9:00 am – 9:10 am	University of Wyoming Welcome <i>Frank Galey, Dean, College of Agriculture &amp; Natural Resources, University of Wyoming</i>	<i>Osprey/Grizzly</i>
9:10 am – 10:15 am	Joint Session I – National Updates <i>This session will include reports and updates from various partners, committees, initiatives, and other activities of interest to all sections.</i> <i>Moderating: Delbert Foster, South Carolina State University</i> <ul style="list-style-type: none"> <li>• <i>USDA – REE &amp; NIFA Update Parag Chitnis, Deputy Director, Institute of Food Production and Sustainability, USDA-NIFA</i></li> <li>• <i>Federal Budget and the New Administration/Congress Jim Richards, Hunt Shipman &amp; Vernie Hubert, Cornerstone Government Affairs</i></li> <li>• <i>Communication &amp; Marketing Report Jenny Nuber, Partner, kglobal &amp; Hunt Shipman, Cornerstone Government Affairs</i></li> </ul>	<i>Osprey/Grizzly</i>
10:15 am – 10:45 am	Networking Break	<i>Lower Hallway</i>

10:45 am – 11:00 pm	<p>Joint Session I – National Updates (continued)</p> <ul style="list-style-type: none"> <li>• APLU/BAA National Initiatives Updates <i>Ian Maw, Vice President of Food, Agriculture &amp; Natural Resources, APLU</i> <ul style="list-style-type: none"> <li>○ <a href="#">Antibiotic Resistance in Production Agriculture</a></li> <li>○ <a href="#">Healthy Food Systems, Healthy People Funding Strategies</a></li> <li>○ <a href="#">The Challenge of Change: Engaging Public Universities to Feed the World</a></li> </ul> </li> <li>• Written-only Reports <ul style="list-style-type: none"> <li>○ <a href="#">Impact Database Update and Factsheet</a></li> <li>○ <a href="#">BAA Policy Board of Directors Report</a></li> <li>○ <a href="#">Deferred Maintenance Strategy Proposal</a></li> <li>○ <a href="#">ECOP-ESCOP Health Implementation Team Report</a></li> </ul> </li> </ul>	<i>Osprey/Grizzly</i>
11:00 am – 12:00 pm	<p>Joint Session II - Lessons Learned from Successful Regional AES/CES Partnerships <i>This session will highlight successful joint initiatives from each region with an emphasis on the factors that made the collaboration successful.</i> <i>Moderator: Robert Shulstad, University of Georgia</i></p> <ul style="list-style-type: none"> <li>• Integrated Approach to Sustainable Control of Internal Parasites in Small Ruminants. <i>Presenter: Thomas H. Terrill, Associate Professor, Fort Valley State University</i></li> <li>• EFNEP Related Research, Program Evaluation and Outreach (NC 2172) <i>Presenter: Deb Hamernik, Associate Dean of Agricultural Research &amp; Associate Director of the Agricultural Research Division, University of Nebraska- Lincoln</i></li> <li>• Value of Northeast Extension Directors-Northeast Regional Association Planning Grants in Leveraging Substantial External Funds <i>Presenter: Dan Lerner, Associate Dean &amp; Director for Faculty and Programs, University of Vermont</i></li> <li>• Framework for Nutrient Reduction Strategy Collaboration: The Role for Land-grant Universities (SERA 46) <i>Presenter: Loren W. (Wes) Burger, Associate Director, Mississippi Agricultural &amp; Forestry Experiment Station &amp; Forest and Wildlife Research Center of Mississippi State</i></li> <li>• The Western Perspective &amp; Western Agenda <i>Presenters: Bret Hess, University of Wyoming, &amp; Fred Schlutt, Vice Provost, Extension &amp; Outreach, Director of the Cooperative Extension Service, University of Alaska</i></li> </ul>	<i>Osprey/Grizzly</i>
12:00 pm – 1:15 pm	Networking Lunch	<i>East Mural</i>
12:30 pm – 1:15 pm	<p>Joint ESCOP/ECOP Budget &amp; Legislative Committee Meeting <i>ESCOP B&amp;L Committee/ECOP BLC members take lunch to this meeting room.</i> <i>Presiding: Richard Klemme, ECOP BLC Chair, Dean and Director, Cooperative Extension, University of Wisconsin &amp; Gary Thompson, ESCOP B&amp; L Chair, Associate Dean for Research and Graduate Education; Director, Pennsylvania Agricultural Experiment Station, Pennsylvania State University</i></p>	<i>Buffalo 1&amp;2</i>
1:30 pm – 2:30 pm	<p>Joint Session III - New Ideas and Key Changes for Federal Authorization: Farm Bill Work Session <i>Through an interactive process, this session will give participants an opportunity to consider ideas for new and changed authorizations and set priorities. It is expected the results will be considered by the BAA Committee on Legislation and Policy for recommendation to Congress.</i> <i>Facilitator: Sarah G. Lupis, Western Association of Agricultural Experiment Station Directors</i> <i>Presenters:</i></p> <ul style="list-style-type: none"> <li>• <i>Greg Bohach, Vice President of the Division of Agriculture, Forestry, and Veterinary Medicine, Mississippi State University</i></li> <li>• <i>Vernie Hubert, Cornerstone Government Affairs</i></li> </ul>	<i>Osprey/Grizzly</i>
2:30 pm – 3:00 pm	Networking Break	<i>Lower Hallway</i>

3:00 pm – 4:00 pm	<p>Joint Session III (continued) - New Ideas and Key Changes for Federal Authorization: Farm Bill Work Session</p> <p><i>Breakout Session Facilitators:</i></p> <ul style="list-style-type: none"> <li>• <i>Breakout 1</i>  <i>Facilitator: Albert Essel, Dean, Director of Cooperative Research &amp; 1890 Administrator, Lincoln University</i>  <i>Recorder: L. Washington Lyons, Executive Administrator, Association of Extension Administrators</i></li> <li>• <i>Breakout 2</i>  <i>Facilitator: James Trapp, Associate Director of Extension, Oklahoma State University</i>  <i>Recorder: Ron Brown, Executive Director, Association of Southern Region Extension Directors</i></li> <li>• <i>Breakout 3</i>  <i>Facilitator: Rick Klemme, University of Wisconsin Extension</i>  <i>Recorder: Jane Schuchardt, Executive Director, Extension Committee on Organization and Policy</i></li> <li>• <i>Breakout 4</i>  <i>Facilitator: Bret Hess, University of Wyoming</i>  <i>Recorder: Jeff Jacobsen, Executive Director, North Central Regional Association</i></li> <li>• <i>Breakout 5</i>  <i>Facilitator: William Brown, Dean, Institute of Agriculture, University of Tennessee</i>  <i>Recorder: Eric Young, Executive Director, Southern Association of Agricultural Experiment Station Directors</i></li> <li>• <i>Breakout 6</i>  <i>Facilitator: Gary Thompson, Pennsylvania State University</i>  <i>Recorder: Alton Thompson, Acting VP Academic Affairs Provost, University of Maryland Eastern Shore</i></li> </ul>	<p><i>Osprey/Grizzly</i></p> <p><i>Moose 1&amp;2</i></p> <p><i>Wapiti 2</i></p> <p><i>Wapiti 1</i></p> <p><i>Antelope 2</i></p> <p><i>Antelope 1</i></p> <p><i>Osprey/Grizzly</i></p>
4:00 pm – 5:00 pm	<p>ECOP Committees</p> <ul style="list-style-type: none"> <li>• Executive Committee  <i>Presiding: Michelle Rodgers, ECOP Chair, University of Delaware</i></li> <li>• Program Committee  <i>Presiding: Mark Latimore, Chair, Extension Administrator, Fort Valley State University</i></li> <li>• Personnel Committee  <i>Presiding: Celvia Stovall, Co-Chair, Alabama A&amp;M University</i>  <i>Mike O'Neill, Co-Chair, Associate Dean, University of Connecticut Extension</i></li> </ul>	<p><i>Trumpeter</i></p> <p><i>Buffalo 1</i></p> <p><i>Buffalo 2</i></p>

### **Wednesday, September 21**

6:30 am – 8:15 am	<p>Breakfast</p> <p><i>eXtension Foundation Members and Cooperative Extension Section Business Meeting/National Extension Directors and Administrators (CES/NEDA) attendees pick up breakfast and take to Moose 1&amp;2 by meeting start times indicated below.</i></p> <p><i>Buffet breakfast served in this room for all others from 6:30 – 8:15 AM.</i></p>	<i>Prospector</i>
7:00 am – 5:00 pm	Registration Open	<i>Lower Lobby</i>
7:15 am – 7:30 am	<p>eXtension Foundation Membership Meeting (non-members welcome)</p> <p><i>Presiding: Dennis Calvin, Chair, Pennsylvania State University</i></p>	<i>Moose 1&amp;2</i>

7:30 am - 12:15 pm	<p>CES/NEDA Meeting</p> <p><i>This meeting will include ignite-style presentations on ECOP 2016 priorities related to innovation, national system, private resource mobilization, and urban programming; discussion and voting on health programming, National 4-H Council Board of Trustees structure, and investment in the SNAP-Ed Program Development Team; plus professional development co-sponsored by ECOP and the eXtension Foundation: on "The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line" by David Horsager, MA, CSP, Business Strategist and Author.</i></p> <p><i>(See Cooperative Extension Section Agenda at <a href="https://goo.gl/XI1xQA">https://goo.gl/XI1xQA</a> for specific details and times.)</i></p> <p><i>Presiding: Michelle Rodgers, ECOP Chair, University of Delaware</i></p>	Moose 1&2
8:30 am – 10:00 am	<p>Experiment Station Section Business Meeting</p> <p><i>The ESS business meeting will include reports from ESCOP's Budget &amp; Legislative, Science &amp; Technology, and National Research Support Project Review Committees. Also, decisions requiring a section vote will be made, including a proposal and funding request for a new NRSP and changes to the Rules of Operation regarding an annual ESCOP budget.</i></p> <p><i>(See ESS agenda <a href="http://bit.ly/2cusGBa">http://bit.ly/2cusGBa</a> for specific times.)</i></p> <p><i>Presiding: Shirley Hymon-Parker, ESCOP Chair, North Carolina A&amp;T State University</i></p>	Osprey/Grizzly
10:00 am – 10:30 am	<p>Networking Break</p> <p><i>(See Cooperative Extension Section agenda <a href="https://goo.gl/XI1xQA">https://goo.gl/XI1xQA</a> for specific times.)</i></p>	Lower Hallway
10:30 am – 12:00 pm	<p>Experiment Station Section Business Meeting <i>Continued</i></p>	Osprey/Grizzly
12:00 pm – 1:00 pm	<p>Networking Lunch</p> <p><i>(lunch begins at 12:15 for Cooperative Extension Section; see <a href="https://goo.gl/XI1xQA">https://goo.gl/XI1xQA</a>)</i></p>	East Mural
1:00 pm – 3:00 pm	<p>Joint Session IV: Many Voices, One Message</p> <p><i>This session will: 1) outline goals and challenges for investments in food and agriculture research, education and Extension; 2) highlight commitments from various sectors to bolster research, education and Extension in food and agriculture; and 3) discuss the advantages of working together to develop a compelling message to ensure agricultural research, education and Extension is a much higher priority for the nation.</i></p> <p><i>Moderator: Bret Hess, University of Wyoming</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> <li>• <i>Elizabeth Stulberg, Agricultural Science Fellow, Office of the Chief Scientist, U.S. Department of Agriculture</i></li> <li>• <i>Ian Maw, APLU</i></li> <li>• <i>Greg Bohoch, Mississippi State University</i></li> <li>• <i>Gary Thompson, Pennsylvania State University</i></li> <li>• <i>Richard Klemme, University of Wisconsin Extension</i></li> <li>• <i>Ami Smith, Acting Associate Vice President for Research and Associate Research Director, Associate Vice President for Public Service, and Director of Extension, West Virginia State University</i></li> </ul>	Osprey/Grizzly
3:00 pm – 3:30 pm	<p>Networking break</p>	Lower Hallway

3:30 pm – 4:30 pm	<p>Joint Session V - Simmer it Down: Strategic Issues Management for Land-grant Universities <i>Osprey/Grizzly</i></p> <p><i>This session previews best practices in strategic issues management for LGUs; explores the value of and differences between issues management, crisis communication, and reputation and brand management; and the role of executives in initiating principles and systems of issues management at LGUs and across the LGU system to maximize resources and minimize risk.</i></p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> <li>• <i>Faith Peppers, Director of Public Affairs, University of Georgia</i></li> <li>• <i>Chris Sigurdson, Vice President for Communications, Office of University Relations, University of Arizona</i></li> </ul> <p><i>This session is provided as part of Multistate project NCERA223, "Building Capacity in Issues Management in the Land Grant System" (2011-2016).</i></p>	
4:30 pm – 5:00 pm	<p>Joint Session VI - Recap/Next Steps/Follow-up <i>Presenters: Bret Hess, University of Wyoming &amp; Fred Schlutt, University of Alaska</i></p>	<i>Osprey/Grizzly</i>
5:30 pm – 8:00 pm	<p>Closing Banquet &amp; Horse Whispering Demonstration <i>Presenter: Grant Gollhofer, 3<sup>rd</sup> generation rancher, Horse Whisperer</i></p> <p><i>Busses depart from front of Jackson Lake Lodge between 5:30 and 5:45 pm</i></p> <p><i>Busses will depart from Diamond Cross Ranch, returning to Jackson Lake Lodge, between 8:30 and 8:45 pm.</i></p>	<i>Diamond X Ranch</i>

## **Thursday, September 22**

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8:00 am – 12:00 pm	<p>ECOP Meeting (see <a href="#">separate agenda</a>) <i>Presiding: Michelle Rodgers, ECOP Chair, University of Delaware</i></p>	<i>Moose 1 &amp; 2</i>
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## **Meeting Links/Resources (in order of appearance)**

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Extension Committee on Organization and Policy (ECOP) Face-to-Face Meeting Agenda: <http://bit.ly/2bYxUBZ>

Antibiotic Resistance in Production Agriculture: <http://www.aplu.org/library/addressing-antibiotic-resistance>

Healthy Food Systems, Healthy People Funding Strategies: <http://bit.ly/2bTNZZQ>

The Challenge of Change: Engaging Public Universities to Feed the World: <http://www.aplu.org/projects-and-initiatives/international-programs/challenge-of-change/>

Impact Database Update and Factsheet: <http://www.waaesd.org/?p=2634>

BAA Policy Board of Directors Report: <http://www.waaesd.org/?p=2635>

Deferred Maintenance Strategy Proposal: <http://www.waaesd.org/?p=2636>

ECOP-ESCOP Health Implementation Team Report: <http://bit.ly/CES-ESSHealth2016>

Cooperative Extension Section Agenda: <https://goo.gl/Xl1xQA>

Experiment Station Section Agenda: <http://bit.ly/2cusGBa>

ECOP Thursday Meeting: <http://bit.ly/2bYxUBZ>

## Planning Committee

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**Delbert Foster**, Executive Director of 1890 Research & Extension, South Carolina State University, **Meeting Co-Chair**

**Bret Hess**, Associate Dean for Research & Director, Agricultural Experiment Station, University of Wyoming, **Meeting Co-Chair**

**Steven Bonanno**, Dean and Director, West Virginia University Extension Service

**Beverly Durgan**, Dean, University of Minnesota Extension

**H. M. Harrington**, Executive Director, Western Association of Agricultural Experiment Station Directors

**Jeff Jacobsen**, Executive Director, North Central Regional Association of Agricultural Experiment Station Directors

**Sarah G. Lupis**, Assistant Director, Western Association of Agricultural Experiment Station Directors

**Joanne Newcomb**, Administrative Associate, Wyoming Agricultural Experiment Station, University of Wyoming

**Richard Rhodes II**, Executive Director, Northeast Regional Association of Agricultural Experiment Station Directors

**Dan Rossi**, retired Executive Director, Northeast Regional Association of Agricultural Experiment Station Directors

**Sandy Ruble**, Staff Associate, Cooperative Extension, Extension Committee on Organization and Policy

**Jane Schuchardt**, Executive Director, Cooperative Extension, Extension Committee on Organization and Policy

**Glen Whipple**, Associate Dean and Director, University of Wyoming Extension, College of Agriculture and Natural Resources

**Tony Windham**, former Director of Extension, University of Arkansas

**Eric Young**, Executive Director, Southern Association of Agricultural Experiment Station Directors

## Selected Speaker Biographies

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### **David Horsager, Author, Speaker, Strategist**

David Horsager, MA, CSP, is a business strategist, keynote speaker and author of the National Bestseller, *The Trust Edge*. His work has been featured in prominent publications such as *Fast Company*, *Forbes*, and *The Wall Street Journal*. David has worked to develop trusted leaders and organizations on six continents, with clients ranging everywhere from Wells Fargo and the New York Yankees to Goodyear and the Department of Homeland Security. David has enjoyed serving in a number of leadership roles, from ethics commissioner to executive producer to director on a variety of boards. David's new book, *The Daily Edge: Simple Strategies to Increase Efficiency and Make an Impact Every Day* is his newest release.



### **Grant Gollhofer, Horse Whisperer**

Grant Gollhofer was born in Palisade, Colorado and has spent his life working with horses. An early proponent of the Horse Whispering method of training, Grant travels around the world using the art of Horse Whispering to illustrate the keys to healthy, trusting relationships. Horse Whispering is based on the principles of developing a rapport with horses, using communication techniques derived from observation of free-roaming horses, and rejecting abusive training methods. During a typical demonstration, the transformation seen in the horse is nothing short of amazing and provides a framework to help individuals better understand their own challenges and triumphs. Grant and his wife Jane are third generation Jackson Hole ranchers and own Diamond Cross Ranch, a historical working ranch.