Monday, August 20

1:30 p.m. Registration Opens
1:30-4:30 Urban Task Force Pre-Conference Tour
   Water Quality: People, Perceptions, Politics, Programming
3:30 Program Leadership Committee Meeting with Program Committee Chairs and Vice-Chairs
5:00 Newcomer Orientation
6:00 Program Leadership Network Executive Committee Meeting
Evening Dinner On Your Own

Tuesday, August 21

7:00 a.m. Continental Breakfast
8:00 General Session
   • Welcome
     Scott Cummings, PLC Chair
     Associate Professor and Program Leader, Organizational Development
     Texas AgriLife Extension Service
     Tom Obreza
     Interim Dean for Extension, FL Cooperative Extension Director, University of Florida
     Robert W. Taylor, Ph.D
     Dean, College of Agriculture & Food Sciences
     Director, Land Grants Programs
     Florida A&M University
8:30
   • Key Note
     Ron Cates, Constant Contact
     Development Director, Southwest Region
9:00
   • Success Stories
     #CESValue: Social Media Adoption in the LSU AgCenter
     Frankie Gould, LSU AgCenter
     Backyard Wisdom: Traditional Media Transitions to Social Outlets
     Carol Whately and Margaret Lawrence, Alabama Cooperative Extension System
10:00 Break
10:30 Social Media Break-Out Sessions
   • Administrator Support (FULL)
   • Content Development (FULL)
   • Education (FULL)
   • Ethics
   • Impact & Evaluation (FULL)
   • Internal Networking
   • Marketing (FULL)
   • Social Media 101 (FULL)
Noon Lunch — 2012 Farm Bill: House and Senate Approaches
   Joe Outlaw, Texas A&M University
   Co-Director Agricultural and Food Policy Center
1:30 p.m. Program Committee Meetings (Includes Administrative Advisors)
3:00 Break
3:30 Cross-Committee Meetings (Includes Administrative Advisors)
   • Budget in Cooperative Extension Services (CES) (FULL)
   • Cooperative Extension Agent Recruitment, Training, and Retention (FULL)
   • Climate Variability
   • Food Systems
   • Job Skills Training and Education (FULL)
   • Measuring and Reporting Impacts, Relevance, and Value (FULL)
   • Military Families
   • Obesity (FULL)
Evening State Night Out (Optional)

Wednesday, August 22

7:00 a.m. Continental Breakfast
8:00 Association of Extension Administrators Meeting
   Association of Southern Region Extension Directors Meeting
8:00 a.m. Program Committee Meetings (Without Administrative Advisors)
   • Agriculture & Natural Resources
   • Communications
   • Community Development
   • Family & Consumer Sciences
   • 4-H Youth Development
   • Information Technology
   • Middle Management
   • Program & Staff Development
10:00 Break
10:30 Association of Extension Administrators Meeting
1:30 p.m. Program Committee Meetings (Includes Administrative Advisors)
3:00 Info and Action Items Due
3:15 Break
3:30 Program Committee Meetings (Includes Administrative Advisors)
Evening Program Committee Night Out

Thursday, August 23

6:30 a.m. Continental Breakfast
6:45 Program Leadership Committee (PLC) Meeting
   (Includes Current, Incoming, and Outgoing PLC Committee Members)
8:00 First Joint General Session of AEA and ASRED
   Program Committee Meetings (Without Administrative Advisors)
   • Agriculture & Natural Resources
   • Communications
   • Community Development
   • Family & Consumer Sciences
   • 4-H Youth Development
   • Information Technology
   • Middle Management
   • Program & Staff Development
10:00 Break
10:30 Second Joint Session of AEA and ASRED (Includes Program Leadership Committee)
   Program Committee Meetings (Without Administrative Advisors)
   Program Committee Meetings (Includes Administrative Advisors)
   Program Leadership Network Adjourns
Noon Lunch & AEA and ASRED
1:00 p.m. Association of Extension Administrators Meeting
2:45 Break
3:15 Association of Extension Administrators Meeting
3:30 Association of Southern Region Extension Directors Meeting
Evening Dinner On Your Own

Friday, August 24

7:00 a.m. Breakfast AEA and ASRED
8:00 Association of Extension Administrators Meeting
9:45 Break
10:15 Association of Southern Region Extension Directors Meeting
Noon Adjourn