



Renaissance Asheville Hotel

31 Woodfin Street
Asheville, NC 28801

1.828.252.8811
www.renaissanceasheville.com

Event Registration
Lodging Rates
\$144.00/night
Single/Double

Hotel Reservations Must Be Received
Before February 17, 2017
To receive the block rate



Southern Region Middle Managers Conference

March 13-16, 2017

Join us in scenic Asheville, NC for the bi-annual 2017 Southern Region Middle Managers Conference.

North Carolina
Cooperative Extension



North Carolina Agricultural and
Technical State University

NC STATE UNIVERSITY

Planning Committee

Barbara Board, Fletcher Barber, Jr.,
James Cowden, Stephen Greer, Lonnie Johnson,
Blake Lanford, Clinton McRae, Lonnelle Marsh,
Sheri Schwab, Keith Walters, Jeffrey Young

Charlotte Douglas International Airport

(2-hour drive; US AIR hub)

Greenville Spartanburg International Airport

(1 hour 15-minute drive)

Hartsfield-Jackson International Atlanta Airport

(3 hours 20-minute drive; Delta hub)

Program Highlights

We are pleased to provide an exceptional educational program tailored to specifically increase knowledge and skills for Middle Managers!

All participants will direct professional development by the world-renowned faculty from
The Center for Creative Leadership (CCL; www.ccl.org).

Each registrant will receive the best-selling book, Be the Boss Everyone Wants to Work For. Author and CCL faculty member Dr. Bill Gentry will present a session on his book and give us pointers and tips to being successful bosses and helping coach others to do the same.

Additionally, CCL Faculty will provide 8+ hours of world-class development in the areas of creating a culture of leadership, change leadership, giving and receiving feedback, developing self and others.

Effective Leadership (DAC Model): Direction, Alignment, and Commitment (DAC) provides a common “language of leadership” that individuals and colleagues of all sorts can use to lead and follow more effectively. We will discuss core elements of DAC, practice applying DAC, and will reflect on ways DAC can be used in various aspects of personal and professional life. Vertical Development:

Horizontal Development is about adding more knowledge, skills, and competencies. It’s about what you think. Vertical Development is about the deeper ability to think and act in increasingly more complex ways. It’s about how you think, and ways of being. It’s about maturity, and growing “up.” More vertical development is needed to address more complex challenges.

Change Leadership: Change leadership is the shift in shared direction, alignment, and commitment needed for thriving in a complex and changing world. Effective change leadership integrates the human (social, cultural) and the technical (expert, management) aspects of change in organizations and communities to realize a better future for all.

Giving and Receiving Feedback (SBI Model): Providing feedback is an essential competence that is key for effective leadership within learning organizations—whether these organizations are professional businesses, educational institutions, or otherwise. The Situation, Behavior, Impact (SBI) model provides a framework to help individuals deliver feedback more intentionally and effectively. This model can empower individuals to be direct, candid, yet also respectful.

Tours

We will get a behind-the-scenes tour of the agricultural and sustainability efforts of the famous Biltmore Estate; an overview of North Carolina’s unique Mountain Horticulture Research and Extension Center. No visit to “Beer City USA” would be complete without seeing a local brewery. Our guests will do a tour of the environmental stewardship and on-site horticulture production and beer production at the Sierra Nevada Brewing Company, located adjacent to our Research and Extension Center, and then eat dinner at their beautiful facility.

Networking and Sharing Best Practices

Finally, colleagues from other states will share their newest and best practices in the areas of:

Agent onboarding

Research on identifying County Director Competencies

Strategies for 4-H Agent Retention

Local Foods in Western North Carolina

We hope you will join us in beautiful Asheville!

2017
Southern Region
Middle Managers Conference

Agenda

March 13, 2017 Monday

1:00 p.m. to 4:00 p.m.	Registration	Hotel Foyer
4:00 p.m. to 6:00 p.m.	Welcome Reception	Top of the Plaza
6:00 p.m.	Dinner on your own	

March 14, 2017 Tuesday

7:00 a.m. to 8:30 a.m.	Breakfast Buffet	Writer's Bistro
8:30 a.m.	Welcome to Asheville!	Windsor Ballroom
9:00 a.m.	CCL: Be the Boss Everyone Wants to work for! Dr. Wm Gentry	
10:00 a.m.	Morning Break	Ballroom Foyer
10:30 a.m.	CCL Training	Windsor Ballroom
12:00 p.m.	Lunch	Writer's Bistro
1:00 p.m.	CCL Training	Windsor Ballroom
3:00 p.m.	Afternoon Break	Ballroom Foyer
3:30 p.m.	CCL Training	Windsor Ballroom
5:00 p.m.	Adjourn	
	States' Night Out/Dinner on your own	

March 15, 2017 Wednesday

7:00 a.m. to 8:30 a.m.	Breakfast Buffet	Writer's Bistro
8:30 a.m.	CCL training/Wrap up	Windsor Ballroom
11:30 to 12:15	Lunch	Writer's Bistro
12:30 p.m.	Leave hotel for tour(s)	Hotel Lobby
1:00 – 3:00	Behind the Scenes Tour of the Biltmore Estate Agriculture, Gardens, Forestry & Unique Sustainability efforts	
3:30 – 4:30	NC Mountain Horticultural Crops Research & Extension Center	
5:00 – 6:00	Sierra Nevada Brewer and Sustainability Tours	
6:00 p.m.	Dinner at Sierra Nevada	

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March 16, 2017 Thursday

7:00 a.m. to 8:30 a.m.	Breakfast Buffet	
8:30 a.m.	<u>Session 1:</u> Onboarding New Agents UT and NC share their newest Onboarding programs	
10:00 a.m.	<u>Session 2:</u> County Director Competencies UGa and UFI share their research on identifying Key Competencies specifically for County Directors	
11:15 a.m.	<u>Session 3:</u> 4-H Agent Retention Strategies (tentative) LSU shares their strategies for improving 4-H Agent retention	
12:00 p.m.	Lunch <u>Program:</u> (tentative) Overview of Local Foods Successes in Western NC	Writer's Bistro
1:00 p.m.	Adjourn	