Tuesday, March 31st

9:00 AM  Registration
Poster Set-up (Posters in place by 11:00 AM) – WRI Educational Wing Hallway
Drop off silent auction items - Show Barn Hall

AAE4-HA Association Meeting – Rock Theater

11:15 AM  Lunch – Show Barn Hall
Chair: Jessica Street, AAE4-HA President

Cooperative Extension Service Federal Credit Union Annual Meeting

Dr. Tony Windham, Associate Vice-President for Agriculture – Extension, UA System Division of Agriculture

1:00-1:50 PM  EDUCATIONAL SESSION 1

Title: Trouble Shooting Drinking Water Challenges
Presented by: Dr. Susan Watkins
Room: Rock Theater
Focus Areas: Farm & Ranch, Environment & Nature

Drinking water quality can present challenges particularly when water supplies are wells or surface sources. Identifying challenges such as bacteria and mineral contamination and then choosing appropriate mitigation methods can save home owners and farmer’s significant expenses plus can also improve the performance of livestock such as commercial poultry. Typical issues faced with Arkansas water supplies include: iron, manganese and sulfur, sodium and chloride as well as hardness from the presence of calcium and magnesium. How to properly collect a sample, interpreting analysis results and discussion on the pros and cons of different treatment options will be covered.
Tuesday, March 31st (Continued)

Title: How to Capture 4-H Outcomes Using the 4-H Common Measures  
Presented by: Dr. Lisa Washburn, Noah Washburn, Angie Freel, Brian Helms  
Room: Governor's Room  
Focus Area: 4-H & Youth

Extension professionals observe first-hand the impact 4-H makes on youth. This impact is often difficult to measure. The 4-H Common Measures can help make outcome and impact reporting easier. The Common Measures is a set of surveys for science, healthy living, citizenship, and overall positive youth development. This session will review how to use the four survey instruments with club members and school enrichment participants, and how the 4-H Common Measures can help with program evaluation efforts, including AIMS reporting, writing Impact Statements, and preparing promotion documents.

Title: Retirement Income Planning – Aim for the Stars  
Presented by: Susan Screeton  
Room: Petit Jean II  
Focus Area: Personal/Professional Development

Understand your Fidelity account & become comfortable with making changes to fit you. Don't wait until you are ready to retire! (NOTE: Repeated in Session 4)

Title: Working Effectively with Volunteers  
Presented by: Susan Pickle  
Room: Petit Jean I  
Focus Areas: 4-H & Youth, Health & Living, Yard & Garden

Volunteers are a critical part of a successful Extension program. As resources shrink and the need for programs grow, trained volunteers are needed to be able to offer Extension programs. In this workshop, participants will learn how to identify, recruit, train and effectively work with volunteers. Tips and techniques for using volunteers to extend programming will be shared from over 30 years of experience.

2:10-3:00 PM   EDUCATIONAL SESSION 2

Title: Rookie of the Year Reject: A Basic Guide to NAE4-HA Awards  
Presented by: Jeanie Rowbotham  
Room: Petit Jean II  
Focus Areas: Personal/Professional Development, 4-H & Youth

Celebrate 4-H work being done in the counties, let AAE4-HA members know how to turn their programs, presentations, and newsletters into awards by familiarizing them with NAE4-HA award categories, explaining how to apply and sharing past award winners applications.
Title: **Multi-Sector Approach to Implementing and Promoting Extension Programs: The Chicot County HEALING HEARTS Experience**

Presented by: Dr. Jennifer L. Conner  
Room: Rock Theater  
Focus Areas: 4-H & Youth, Business & Communities, Environment & Nature, Farm & Ranch, Health & Living, Yard & Garden

Chicot County has utilized a multi-sector approach to maximize the reach of Extension programs. Numerous multi-system partners prioritized community needs and resources and, as a result, created the HEALING HEARTS initiative. Specifically, programs and activities, including Extension work, have been conceptually mapped across four main systems (municipality, community/businesses, organizations/networks, families/social groups, and individuals) and a comprehensive strategy has been developed. Innovative ways to engage the community have evolved during the process. Internal and external collaboration has been a key for reporting data, compiling emerging evidence/best practices, and highlighting success stories. Sustainability has been addressed through coalition building, cultural awareness, and policy change.

Title: **Prepping for the Media**  
Presented by: Kerry Rodtnick, Mary Hightower, Dr. Laura Connerly  
Room: Governor’s Room  
Focus Areas: Personal/Professional Development, Health & Living

Participants in this session will get an overview of media relations, with an emphasis on FCS, including an intro to writing for the media, preparing for your interview and how to present yourself during your interview. This session will feature communications and TV-experienced FCS faculty.

1. Writing  
   - Writing your release (overview of news pegs)  
   - Pitching your story (how to talk to the media)

2. Prepping  
   - Writing your 3-5 message points (distilling your message)  
   - Rehearsing your message points (getting it right)

3. During the interview  
   - Body language (TV)  
   - Sounding nervous (radio)  
   - Beating common faults on camera
Tuesday, March 31st (Continued)

Title: Managing Para-Professionals in Extension Programs  
Presented by: Keith Cleek, Teresa Henson  
Room: Petit Jean I  
Focus Areas: Personal/Professional Development, 4-H & Youth, Health & Living  

Para-Professionals are a vital part in Extension programming. In this session you will learn the importance of targeting peer educators for hiring purposes and the pro’s and the special challenges associated with this type of peer educator programming.

3:15-5:00 PM  Epsilon Sigma Phi (ESP) Association Meeting - Rock Theater  
Guest Speaker: Dr. Jerry Thomas, President Ohio Chapter of ESP

5:30 PM  Dinner – Show Barn Hall

7:00-8:00 PM  Posters and Pastries – WRI Educational Wing

RELAX! - Social Time – The Studio – Starts 30 minutes after the poster session ends.

Wednesday, April 1st

8:00 AM  Breakfast

9:00-11:00 AM  EDUCATIONAL SESSION 3

Session 3 Two-Hour Super Sessions

Title: Defend Yourself!!  
Presented by: Dr. Kyleen Prewett, Jennifer Lusk  
Room: Governor's Room  
NOTE: This is a two-hour session from 9:00-11:00 AM  
Focus Area: Personal/Professional Development

UALR Crime Prevention Officer Jennifer Lusk will provide hands-on personal defense training, teach personal safety dos and don’ts, and answer all your personal safety questions. This session will involve physical movement.
Wednesday, April 1st (Continued)

Title: Social Media & Extension: Overcoming Social Anxiety and Learning to Embrace Your Inner Social Butterfly
Presented by: Amy Cole

NOTE: This is a two-hour session from 9:00-11:00 AM
Room: Petit Jean II
Focus Areas: 4-H & Youth, Business & Communities, Environment & Nature, Farm & Ranch, Health & Living, Yard & Garden

Fearing Facebook? Petrified of Pinterest? Twitter terrors? Hashtag horrors? Fear no more! Learn how to identify goals and target your audience for your social media presence in this in-depth hands-on session. Learn the do’s and don’ts of social media for your Extension audience. We will explore several platform pros and cons and the best practices specifically for Facebook and demystify hashtags along the way. In this in-depth, hands-on session, we will explore the myriad of social media platforms available to Extension employees and how each of them could potentially help us reach our audiences. Learn the do’s and don’ts of making successful posts, responding to comments and how we, at Extension, want to communicate with our clients and the public via social media. Also covered will be how to measure success in social media through metrics. We will also touch on tying in our social media with the website as well.

PLEASE NOTE: Attendees are encouraged to bring their devices, such as laptops or iPads with which they use to currently post to their audiences.

The target group for this session is those who are already familiar with social media but want to extend their reach and learn to grow their audiences. Potentially good participants would be those just getting started in social media and who want to learn more about how to feel empowered to share their expertise through social media channels. Agents and specialists are encouraged to attend. This is not the session for those skeptical of social media and who are merely curious about its usefulness.

Title: From Fact Sheets to Film: Turning Print Materials into Two-Minute Recordings
Presented by: Hayley Jernigan, Dr. Julie Robinson

NOTE: This is a two-hour session from 9:00-11:00 AM
Room: Petit Jean I
Focus Areas: All

This hands-on session will take you through the process of capturing, editing, and producing videos to reach your target audience. You will be guided through the process of creating a video product that can be used on your web pages to expand the effective communication of program impact and/or deliver Extension educational content.

PLEASE NOTE: For this session, bring your iPad, laptop, and/or camera, and any fact sheets you would like assistance in turning into video content.
**Wednesday, April 1st (Continued)**

### Session 3 50-Minute Sessions

**Title:** Sugar Shockers: Rethink Your Food and Drink!  
Presented by: Mary Beth Anderson  
**NOTE:** This is a fifty (50) minute session from 9:00-9:50 AM  
Room: Rock Theater  
Focus Areas: Personal/Professional Development, 4-H & Youth, Health & Living

We are surrounded by overwhelming food and beverage options. The amount of sugar in typical foods we eat and drink is often overlooked. Research shows a link between high sugar-based foods and beverages and obesity. In this session, participants will learn to teach people from grade 6 to adult how food choices have the potential to greatly affect health. Topics to be covered include the facts about the high sugar content and calorie count in many popular food and drinks, how consuming them can contribute to weight gain and put one at risk for Type II diabetes, heart disease, and obesity.

**Followed at 10:10 AM by:**

**Title:** Emotions in the Workplace: It’s Always Personal  
Presented by: Rebecca Vercher  
**NOTE:** This is a fifty (50) minute session from 10:10-11:00 AM  
Room: Rock Theater  
Focus Areas: All

Emotions are part of the human experience and are active players in the workplace. From pleasure and enthusiasm to frustrations and fears, we experience an array of emotions. Regulating emotions is crucial to our success in the workplace. This workshop will explore ways in which we regulate emotions.

**11:30 Retiree Luncheon and Scholarship Presentation - Show Barn Hall**  
Chair: Linda Chappell, NEAFCS-AR President

**1:00-1:50 PM EDUCATIONAL SESSION 4**

**Title:** Agent 2 to Agent 3  
Presented by: Terrie Treadway, Hank Chaney, Dr. Lisa Washburn  
Room: Rock Theater  
Focus Area: Personal/Professional Development

Do you know what it takes to prepare a successful promotion document? This session will share tips and strategies for navigating the in-county promotion process. Learn easy ways to keep track of accomplishments, present your work, and what you need to do now to be considered for promotion later.
Wednesday, April 1st (Continued)

Title: “Wherever Gardening” with Straw Bales
Presented by: Beverly Dunaway, Maureen Brennan Skinner, Dr. Rosemary Rodibaugh
Room: Petit Jean II
Focus Areas: 4-H & Youth, Environment & Nature, Farm & Ranch, Health & Living, Yard & Garden, Retiree

This presentation will demonstrate the “practically instant” straw bale vegetable gardening method of going from no garden at all to a fully planted garden, with all that is needed from that point forward being water and perhaps some fertilizer. Participants will understand how this gardening method is excellent for anyone who would like to garden without tilling, stooping, and bending, as well as for those who feel they don’t have a place to garden. Participants will see how anyone can straw bale garden on a deck, a sidewalk, a parking lot and/or on rocky terrain.

Title: Qualtrics: The Swiss Army Knife for Online Surveys
Presented by: Dr. Rich Poling, Dr. Julie Robinson
Room: Governor’s Room
Focus Areas: Personal/Professional Development, Support & Administration

Collecting information more efficiently from clientele or co-workers can facilitate the identification of program or training needs, meeting/event registration, program evaluations and research data collection. An online survey is an excellent tool to use for these purposes. Qualtrics is the Arkansas Extension online surveying system available for use by Extension personnel. In this session, you will learn: 1) the capabilities of Qualtrics, 2) how to acquire a Qualtrics account and 3) learn the basic steps used in Qualtrics to: a) design and create an online survey, b) distribute an online survey, and c) compile and analyze survey data.

Title: Retirement Income Planning – Aim for the Stars
Presented by: Susan Screeton
Room: Petit Jean I
Focus Area: Personal/Professional Development

Understand Your Fidelity Account & become comfortable with making changes to Fit You. Don’t wait until you are ready to retire! PLEASE NOTE: This is a repeat of the Retirement Income Planning Session in Session 1.
Wednesday, April 1st (Continued)

Title: Putting FUN Back in FOOD with Chef Hall
Presented by: Winthrop Rockefeller Institute Chef Robert Hall
Room: Culinary Classroom
Focus Areas: Personal/Professional Development, Health & Living, Retiree
(Lab is an additional $35.00 fee and minimum of 8 paid participants are required)

Chef Hall will share ways to put fun into your food demonstrations and you will sample recipes created and receive recipe cards.

2:10-3:00 PM EDUCATIONAL SESSION 5

Title: Food Safety- Good Agricultural Practices (GAP)
Presented by: Dr. Steve Seideman
Room: Rock Theater
Focus Areas: Farm & Ranch, Business & Communities

Each year, 47 million Americans get food poisoning. About 37% of these cases are the result of fecal contamination of fruits and vegetables that are not cooked. Good Agricultural Practices (GAP) are those things growers can do to minimize the probability of contaminating fresh produce. There are five areas that growers need to focus their food safety areas to include water quality, manure usage, domestic animals and wildlife, sanitation and hygiene of harvester personal and sanitation of harvest equipment. A Voluntary GAP program is currently being used in Arkansas by small scale produce growers to sell at Farmers Markets and to school systems. The current status of the FDA Food Safety Modernization Act will also be discussed.

Title: Converting Evaluations to Impacts
Presented by: Diane Clement
Room: Petit Jean II
Focus Areas: 4-H & Youth, Business & Communities, Environment & Nature, Farm & Ranch, Health & Living, Personal/Professional Development, Support & Administration, Yard & Garden

How do you communicate the importance of your Extension programs in County Extension Council meetings, in County Program Reviews, in Impact Reports, and in your Narrative? You can create insightful reports and presentations from simple evaluation tools already provided by Extension. You’ve done the work. Now show the difference it has made to your county.
**Wednesday, April 1st (Continued)**

**Title:** Opening Up the Bag of Tricks: What Qualtrics Can Do for You?
**Presented by:** Dr. Julie Robinson, Dr. Rich Poling
**Room:** Governor's Room
**Focus Areas:** Personal/Professional Development, Support & Administration

Qualtrics, the Extension online surveying system available for use by Extension personnel, has a number of neat features that help users conduct professional looking surveys with minimal effort. Extension personnel that already have a Qualtrics account, as well as those who have gone through the “Qualtrics: the Swiss Army Knife for Online Surveys” session at this year’s Galaxy Conference, can go beyond the basics and learn some of Qualtrics' advanced features and functions. In this session, you will: 1) learn about Qualtrics libraries, 2) learn to utilize Qualtrics survey distribution features, and 3) learn to generate survey response reports.

**Title:** Make Ahead Meals
**Presented by:** Katie Cullum
**Room:** Petit Jean I
**Focus:** Personal & Professional Development, Health & Living

People are busier than ever. Having a healthy meal ready to cook can be a lifesaver for busy families and busy agents. Learn the basics of making meals ahead, while also learning to teach this timely topic.

**3:15-4:15 PM - National eXtension Initiative Demonstration**
  **Dr. Jerry Thomas,** Ohio State Extension and eXtension
  **Room:** Governor’s Room

A demonstration session on using new technology tools, including eXtension resources.

**3:15-5:00 PM**  **NEAFCS-AR Association Meeting – Rock Theater**

**6:00 PM**  **Awards Banquet – Show Barn Hall**
**Chair:** Terrie James, ESP President
**Randy Veach, Arkansas Farm Bureau**
**Silent Auction Ends**
**Live Auction**

**RELAX! - Social Time – The Studio – Starts 30 minutes after the live auction ends.**

2015 Arkansas Galaxy Conference Schedule & Session Descriptions
Thursday, April 2nd

8:00 AM    Breakfast

9:00-9:50 AM   EDUCATIONAL SESSION 6

Title: **Show Me the Money – Fund Development with JJ and Jack**
Presented by: J.J. Pitman, Jack Boles
Room: Petit Jean I
Focus Areas: All

Have you ever wished you had the resources to support your programs and projects? Discover the basics of fund development and unleash the successful fund raiser you have inside! It’s not about asking for money – it’s about developing relationships.

Title: **Soybean Science Challenge: A Virtual Reality**
Presented by: Dr. Karen Ballard, Dr. Lynda Wilson, Mary Poling, Dr. Julie Robinson, Hayley Jernigan
Room: Rock Theater
Focus Areas: 4-H & Youth, Farm & Ranch, Environment & Nature

Soy what’s up? Learn about the Soybean Science Challenge Program following the scientific method:
1. Problem/Background & Significance (KB)
2. Review of the Literature: ADE Common Core Alignment and Approval (KB)
3. Methods (ADE Partnership Development, School Registration and Communications – (LW); Content/Video Development and Field Management – (JR); Technology Planning, Production Communication and Management-(MP); and Live Hosting & Participant Engagement-(HJ)
4. Results: Evaluation data (KB)
5. Conclusions: We will all share a "Lessons Learned" discussion and host a Q & A session for your questions.

Title: **Intro to Project Management: Best Practices**
Presented by: Rhonda Wakelyn
Room: Governor's Room
Focus Areas: Personal/Professional Development, Support and Administration, Business & Communities

Do you need to know how to manage a project in a timely, effective and efficient manner without going into overtime and running over budget? This course will show you how to manage a project on time, on budget, and facilitate your project management strategy. This short course will discuss the life cycle of your project as well as delivery and stakeholder maintenance. We will pay particular attention to the roles of best practices to help deliver your project’s outcomes.
Thursday, April 2\textsuperscript{nd} (Continued)

**Title:** MINI SESSIONS: 4-H Citizenship/Amazing Race, AR State Fair with Updates on Creative Arts Entries, Farm Safety Camp, Youth Leadership, Agriculture Literacy in the Classroom

Presented by: Amy Monk, Deb Crow, Nita Cooper, Renee Myers, Sara Beth Waller
Room: Petit Jean II
Focus: 4-H & Youth, Farm & Ranch, Health & Living

Multiple 10-minute mini-sessions will be presented to give an overview or update on programs and you’ll receive some lesson plans and more to take home.

**10:15 AM** Closing Session

Chair: Laura Connerly, AACES President

Dr. Mark Cochran, Vice-President for Agriculture, UA System Division of Agriculture

Capnote Speaker: Terri Thompson

“Turns Out Dad was Right”

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