

2023 ANR Professional Development

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Gateway Hotel and Conference Center, Ames, Iowa

Monday, October 16, 2023

9:30 AM Registration opens, morning refreshments

10:00 AM Welcome

Jay Harmon, director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University
Garden Room

Innovation talks

10:15 AM Conservation on Tap

Elizabeth Ripley, extension program specialist, Iowa Learning Farm, Iowa State University

Pest Alert text message program

Ashley Dean, extension education specialist, Plant Pathology, Entomology and Microbiology, Iowa State University

Gameshow Delivery

Dan Fillius, commercial vegetable and specialty crop specialist, Iowa State University Extension and Outreach

Ag Coffees

Lori Mannel, county extension director, Greene County, Iowa State University Extension and Outreach

Natural Resources Book Clubs

Kaycie Waters-Brocka, natural resources field specialist, Iowa State University Extension and Outreach

11:15 AM ANR Update

Jay Harmon, director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University

12:00 PM Lunch (provided)

North Prairie Room

Afternoon session

12:50 PM Sustainability overview

J. Arbuckle, professor, Rural Sociology, Iowa State University
Garden Room

Soil carbon and greenhouse gas emissions

Mike Castellano, professor, Agronomy, Iowa State University

Nitrogen and phosphorus loss

Matt Helmers, professor, Agriculture and Biosystems Engineering and extension agricultural engineer, Iowa State University

Pest and disease management

Alison Robertson, professor and extension crop plant pathologist, Plant Pathology, Entomology and Microbiology, Iowa State University

Livestock sustainability

Dan Andersen, associate professor, Agricultural and Biosystems Engineering, Iowa State University

Carbon markets

Alejandro Plastina, associate professor, Economics and extension ag economist, Iowa State University

2:00 PM Break

Concurrent session A (select one option)

2:30 PM 1. Principles of user experience design

*Stephen Gilbert, associate professor and associate director, Virtual Reality Applications Center, Iowa State University
Cardinal & Gold Rooms*

2. Current trends in video content for social media

*Erin Rosacker, communications specialist, Strategic Relations and Communications, Iowa State University; Dave Olson, videographer, Strategic Relations and Communications, Iowa State University
Garden Room*

3. Sustainability Panel continued: In-depth discussion and financial and technical opportunities

Meadow Rooms

3:00 PM Concurrent sessions rotate

Concurrent session B (select one option)

3:10 PM 1. Technologies for engaging virtual presentations

*Kris Baldwin, educational technology resources specialist, Iowa State University Extension and Outreach
Garden Room*

2. Grant writing and funding opportunities

*Christa Hartsook, program coordinator, Farm, Food and Enterprise Development, Iowa State University Extension and Outreach
Cardinal & Gold Rooms*

3. Planning and conducting needs assessments

*Sarah Smith, ANR Evaluation Specialist, Iowa State University
Meadow Rooms*

3:40 PM Concurrent sessions conclude

3:50 PM Iowa State University Extension and Outreach update

*Jason Henderson, Vice President for Extension and Outreach, Iowa State University
Garden Room*

4:30 PM Networking reception

Garden Room

Mix and mingle with your Extension colleagues. Light hors d'oeuvres and cash bar available.

6:00 PM Reception concludes

6:15 PM Iowa Agricultural Extension Association meeting

Garden Room

7:30 PM Meeting adjourns

Tuesday, October 17, 2023

- 8:00 AM Morning refreshments
- 8:30 AM **Science communication and data visualization**
Charlie Kostelnick, Morrill Professor, English, Iowa State University
 Garden Room
- 9:30 AM Break
- 10:00 AM **Iowa State University Extension and Outreach Statewide Audience Assessment results**
Carol Heaverlo, assistant vice president, Operations, Iowa State University Extension and Outreach
- 11:00 AM **Statewide Audience Assessment facilitated discussion and work session**
Jamie Benning, assistant director, Agriculture and Natural Resources Extension, Iowa State University
- 12:00 PM **Lunch (provided)**
 North Prairie Room
- ANR Awards**
 North Prairie Room

Concurrent session C (select one option)

- 1:00 PM **1. Partnership development and connecting with new partners and audiences**
Dan Fillius, commercial vegetable and specialty crop specialist, Iowa State University Extension and Outreach
 Garden Room
- 2. Strategies for increasing reach and impact on social media**
Patrick Wall, beef field specialist, Iowa State University Extension and Outreach
 Meadow Rooms
- 3. Best practices for facilitating ANR programs for county professionals**
Rachel Kennedy, program coordinator, Manure Applicator Certification Program, Iowa State University; Erica Svuba, marketing and program coordinator, Pocahontas County, Iowa State University Extension and Outreach; Stacie Hewett, office/program coordinator, Buena Vista County, Iowa State University Extension and Outreach
 Cardinal & Gold Rooms
- 1:30 PM Break

Concurrent session D (select one option)

- 1:45 PM **1. Accessing and building reports in MyData**
Phil Heckman, database engineer, MyData, Iowa State University
 Cardinal & Gold Rooms
- 2. Creating impactful short videos**
Erika Woolfolk, extension beef field specialist, Iowa State University Extension and Outreach; Beth Reynolds, program specialist, Iowa Beef Center, Iowa State University
 Meadow Rooms
- 3. Planning for ANR Programs: Programs available for counties, timing, timeline**
Catherine DeLong, water quality program manager, Iowa State University; Alicia Herzog, Master Gardener State Coordinator, Iowa State University Extension and Outreach; Joshua Michel, field agronomist, Iowa State University Extension and Outreach; Ann Johanns, extension program specialist, Farm Management, Iowa State University Extension and Outreach; Denise Schwab, extension beef specialist and interim director, Iowa Beef Center, Iowa State University Extension and Outreach; Kristina TeBockhorst, field agricultural engineer, Iowa State University Extension and Outreach
 Garden Room

2:20 PM Closing message, tour and workshop logistics

Jay Harmon, director, Agriculture and Natural Resources Extension and associate dean, College of Agriculture and Life Sciences, Iowa State University; Jamie Benning, assistant director, Agriculture and Natural Resources Extension, Iowa State University
Garden Room

Post conference tours**2:30 PM ISU Feed Mill**

Group leader: Matt Romoser. Address: 1873 State Avenue, Ames, Iowa. There is no direct exit off Hwy 30 for State Avenue. Use either the University Blvd. or South Dakota exit, follow Mortensen Rd. to State Ave. Turn south on State Ave, cross the overpass, use the gravel driveway entrance. Proceed straight avoiding the truck scale in the drive. Parking is available near the Iowa Corn Education Building entry. Feed mill management team will meet you at the door with the Iowa Corn sign. Please leave bags or other items in your vehicle. You will need your hands to be free to clutch railings when inside the mill.

ISU Creamery

Group leader: Gail Carpenter. Address: 536 Farm House Ln, Ames, Iowa. Pick up a parking pass before leaving the Gateway. Carpooling is encouraged. Park in General Staff Parking - lots 50A, 50B, or 57 - southeast of the Food Science Building. Meet at the large soybean by the east entrance of the Food Science Building.

Midwest Grape and Wine Industry Institute Winery

Group leader: Dan Fillius. Address: 536 Farm House Ln, Ames, Iowa. Pick up a parking pass before leaving the Gateway. Carpooling is encouraged. Park in General Staff Parking - lots 50A, 50B, or 57 - southeast of the Food Science Building. Meet Erin Norton in the Winery, 1833 Food Science Building (loading dock area).

Plant and Insect Diagnostic Clinic

Group leader: Chelsea Harbach. Address: 2213 Pammel Dr, Ames, Iowa. Pick up a parking pass before leaving the Gateway. Carpooling is encouraged. Park in General Staff Parking - lots 33 and 35 - just north of the Advanced Teaching and Research Building. Meet at the Plant and Insect Diagnostic Clinic, 2445 ATRB.

Jack Trice Stadium Turf Tour

Group leader: Gentry Sorenson. Park on the south side of Jack Trice Stadium in the lot south of the Sukup End Zone. Meet Adam Thoms at the south gate/Sukup End Zone entrance.

Post conference workshop**2:30 PM Evaluation 201 workshop**

Sarah Smith, ANR Evaluation Specialist, Iowa State University
Cardinal & Gold Rooms

4:00 PM workshop concludes