**Opening Session**

9:00 AM – 9:15 AM  
**Welcome and opening remarks**  
*Jay Harmon, interim director, Agriculture and Natural Resources Extension and interim associate dean, College of Agriculture and Life Sciences, Iowa State University*  
220-240 Scheman

9:15 AM – 10:15 AM  
**Iowa Agriculture and Natural Resources: Overview of issues, trends, and actions in progress**  
Using the ANR Strategic Plan goals as local points, learn about the current status of Iowa agriculture and natural resources – including work in progress by Extension and our partners as well as possible opportunities for Extension programming. The Innovation Café and Lightning talks provide the opportunity to gain more details to the broad overview information covered in this opening session.

**Goal 1: Achieve clean water and a healthy habitat**  
*Matt Helmers, professor, Agriculture and Biosystems Engineering and Extension agricultural engineer, Iowa State University*  
What is the status of water quality in Iowa? How are we doing in promoting healthy habitats? What progress is being made in our environmental stewardship, and what are some next opportunities for Extension programming?

**Goal 2: Foster profitable farms and resilient thriving communities**  
*Dave Peters, associate professor, Sociology, and Extension rural sociologist, Iowa State University*  
What does the research indicate about key elements related to profitability and health of rural economy in Iowa. What are the farm income trends? What is the nature of labor shortage and opportunities? How do Iowa communities rate on general quality of life? What does this mean for Extension and programming opportunities?

**Goal 3: Promote a secure food system**  
*Chad Hart, associate professor, Economics and Extension ag economist, Iowa State University*  
What is a food system, and what makes it secure? What components of a food system do we have in Iowa? What is Extension doing now to enhance a secure food system? What are next good opportunities for Extension programming?

10:15 AM – 10:45 AM  
**Break time at the Innovation Café**  
*2nd floor lobby*  
Enjoy refreshments at the Innovation Café as you view the information tables from many ANR teams, projects, and Centers. Meet colleagues who serve on the teams, gather handouts describing current programming and resources, and learn about new programming, research, or resources in development.
Lightning talks

10:45 AM – 11:30 AM

Adam Janke, assistant professor, Natural Resource Ecology and Management and Extension wildlife specialist, Iowa State University; Susan DeBlieck, program coordinator, Horticulture, Iowa State University

Chronic wasting disease
Adam Janke, assistant professor, Natural Resource Ecology and Management and Extension wildlife specialist, Iowa State University

VFD
Chris Clark, Extension beef field specialist, Iowa State University Extension and Outreach

Land values
Wendong Zhang, assistant professor, Economics and Extension ag economist, Iowa State University

Dicamba
Bob Hartzler, professor, Agronomy and Extension weed specialist, Iowa State University

Athletic turf safety
Adam Thoms, assistant professor, Horticulture, Iowa State University

Water and food safety at ISU
Angela Shaw, associate professor, Food Science and Human Nutrition, Iowa State University

Antimicrobial Resistance Consortium
Paul Plummer, associate professor, Vet Diagnostic and Production Animal Medicine, Iowa State University

Farm profitability
Alejandro Plastina, assistant professor, Economics and Extension ag economist, Iowa State University

303(d) listed impaired waters
Jamie Benning, water quality program manager, Iowa State University Extension and Outreach

Cover crops
Liz Juchems, Extension program specialist, Iowa Learning Farm, Iowa State University

Integrated program for food, feed, and produce safety
Charlie Hurburgh, professor, Agriculture and Biosystems Engineering and professor-in-charge, Iowa Grain Quality Initiative, Iowa State University

Towards staying safe at work: Recognizing and reporting disruptive behavior
Carrie Jacobs, associate director, Public Safety and deputy chief, ISU Police, Iowa State University

This training is sometimes referred to as a precursor to VIRT (Violent Incident Response Training), in that the warning signs or “red flags” observed can help to mitigate the tragedies that have become all too common in this day and age. Many of the principles taught during VIRT are touched on with this presentation as well, but RRDB will deal more with creating awareness as well as ways to mitigate acts of violence from happening before the onset of the problem(s) become too unmanageable. Proactive approaches are stressed over reactive ones. Information is the best weapon against violence. Information provides knowledge, which provides options for survival during a crisis. There are many reactions possible during these types of violent incidents. The only bad reaction is no reaction at all. Case studies will be examined as part of the presentation.
12:30 PM – 1:30 PM  |  Lunch (provided)  
2nd floor lobby  
ground beef or fajita chicken tacos, rice, black beans or refried beans, seared peppers and onions,  
assorted toppings, cilantro lime coleslaw, churros with caramel dipping sauce, iced tea, water, coffee.  

Innovation Café

**Concurrent session A (select one option)**

1:30 PM – 2:15 PM  |  1. When the media calls  
Annette Hacker, program director, University Relations, Iowa State University  
220 Scheman  
*** This is a 90 minute workshop, continuing into session B. A stretch break is scheduled at 2:15  
***  
Field specialists, faculty and county staff are subject matter experts frequently contacted by media.  
When a reporter calls, what is your response? By understanding how the media work, and developing  
your own compelling message, you can influence the likelihood of a successful outcome. This session  
will offer tips, guidelines and best practices to help you improve your storytelling skills and become a  
more effective spokesperson. After attending this session, participants will be able to:  
• Understand how the media work and make the most of interview opportunities  
• Develop and deliver key messages  
• Respond to challenging questions  
• Become more confident in sharing expertise through news coverage

2. Interacting with elected officials  
Kristen Failor, state relations officer, Government Relations, Iowa State University  
230 Scheman  
Telling our story and sharing the impact extension has on Iowans is part of our work. Conversations  
with county council members, state legislators and other boards and councils provide opportunities  
to inform and educate others on the research and education resources ISU Extension and Outreach  
provides. Learn what is appropriate and what isn’t appropriate when speaking with elected officials.  
After attending this session, participants will:  
• Understand information needs of policymakers.  
• Understand difference between education vs. taking a stance.  
• Understand Iowa State’s political and legislative guidelines.

3. Decoding your Extension clients’ requests: Handling the dynamics and details of  
client questions  
Aaron Saeugling, Extension field agronomist, Iowa State University Extension and Outreach; Kate Olson,  
Program Coordinator, Cass County, Iowa State University Extension and Outreach, Atlantic, IA; Mary  
Ebert, Program Coordinator, Guthrie County, Iowa State University Extension and Outreach, Guthrie  
240 Scheman  
Listening to understand, knowing your toolbox and responding with confidence/reality. This session  
is targeted for newer Extension specialists, county professionals, regional directors, or anyone  
working to help orient new colleagues to the complexities of Extension work.  
Topics covered:  
• The art of asking leading questions and listening for understanding  
• The art of performing the referral step  
• The ‘realities of our complexities’ in our broad-scope ISUEO organization

2:15 PM – 2:30 PM  |  Concurrent session rotations and stretch break
Concurrent session B (select one option)

2:30 PM – 3:15 PM  
1. When the media calls  
   Annette Hacker, program director, University Relations, Iowa State University  
   220 Scheman  
   Continuation from Session A.

2. Potpourri of IT updates  
   Deb Coates, manager, Extension IT, Iowa State University Extension and Outreach; Jeanne Wiebke, program coordinator, Extension IT, Iowa State University Extension and Outreach  
   230 Scheman  
   Current status and updates on clickers, OKTA identity and security access, Tech News and more!

3. Extension’s Got Talent: Innovations in programming and marketing methods  
   240 Scheman  
   In Lightning Talk format, ANR specialists and county professionals describe how they carried out a good idea for program marketing or delivery. This is a good opportunity to pick up ideas you might adapt for use in your programming work.

3:15 PM – 3:45 PM  
   Refreshments in the Innovation Café  
   2nd floor lobby  
   Menu: Assorted cookies, coffee, assorted sodas.

3:45 PM – 4:15 PM  
   The State of Extension  
   John Lawrence, Vice President for Extension and Outreach, Iowa State University  
   220-240 Scheman

4:15 PM – 4:35 PM  
   ANR awards presentation  
   Larry Tranel, Extension dairy field specialist, Iowa State University Extension and Outreach  
   Presentation of County Council Excellence, County Professional Excellence in ANR Programming, ANR Programming Innovation and ANR Extension Team awards.

4:35 PM – 4:45 PM  
   ANR elevator speech/video challenge  
   John Sjolinder, Cerro Gordo County Executive Education Director, Iowa State University Extension and Outreach; Ann Johanns, extension program specialist, Farm Management, Iowa State University

Evening social

4:45 PM – 5:15 PM  
   Social and refreshments  
   2nd floor lobby  
   Mix and mingle with your Extension colleagues. Cash bar and light snacks available.

5:15 PM – 6:00 PM  
   Dinner (provided)  
   Story County Cattlemen will be grilling beef burgers served with baked beans, potato salad, spring salad, potato chips, iced tea, lemonade and milk.

6:00 PM – 7:30 PM  
   Iowa Agricultural Extension Association (IAEA) meeting  
   220-240 Scheman  
   Open to IAEA members and Extension personnel who are not currently members but interested in what IAEA is all about.
Morning refreshments
2nd floor lobby
Maple bites, coffee, tea, assorted sodas

Emergency preparedness and response takes a village. What do the various Village People do?
Danelle Bickett-Weddle, associate director, Center for Food Security and Public Health, College of Veterinary Medicine, Iowa State University
220-240 Scheman
Preparing for and responding to emergencies in Iowa requires a lot of people at the local, state and federal levels. The end goal is to recover from a tornado, flood, or animal disease event quickly, in a way that restores the producers' livelihood, the community's viability, and the economy of the State and U.S. This presentation will describe the similarities and differences in emergency preparedness for natural disasters and animal events, like high path avian influenza (HPAI). Listeners will learn what each person's role can and should be to benefit the greater cause and resource available to prepare and respond.

Report from the ANR Emergency Preparedness Education Task Force
Jay Harmon, interim director, Agriculture and Natural Resources Extension and interim associate dean, College of Agriculture and Life Sciences, Iowa State University
220-240 Scheman
Update from the ANR working group on emergency preparedness education.

Break
2nd floor lobby

ANR In-house business and administrative updates
Jay Harmon, interim director, Agriculture and Natural Resources Extension and interim associate dean, College of Agriculture and Life Sciences, Iowa State University
220-230 Scheman
Updates on ANR staffing, succession planning, programming and reporting processes for ANR campus and field specialists.

County Directors Advisory Group meeting
240 Scheman

Inservice adjourns
Thank you for being a part of this year's ANR Spring Inservice. Safe travels and have a good summer!