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<tr>
<td>Mon.</td>
<td>Registration available after 5 p.m. <strong>Plenary session</strong> with opening keynote address, <em>Challenges for Leadership in a Multicultural, Global Society</em>, by Gary Weaver, American University, 7:30 - 9 p.m., followed by light refreshments, Auditorium</td>
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<td><strong>Mon., March 24,</strong> Evening</td>
<td><strong>Plenary session</strong> with opening keynote address, <em>Challenges for Leadership in a Multicultural, Global Society</em>, by Gary Weaver, American University, 7:30 - 9 p.m., followed by light refreshments, Auditorium</td>
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<td><strong>Plenary session</strong>: Panel discussion of state strategies and approaches to internationalizing Extension</td>
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<td><strong>Table discussion</strong>: What does an Internationalized Extension system look like?</td>
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<td>Concurrent I: Issues behind the headlines — presentations of local experts</td>
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<td>Concurrent II &amp; III: State responses to multicultural concerns — the interface between international and multicultural 103 A &amp; B Conference 61 Michigamme</td>
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<td><strong>Wed., March 26</strong></td>
<td>Plenary Session: Global interdependence project; intro to frames research</td>
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<td><strong>Plenary Panel</strong>: “Point, counterpoint” — questions from the field</td>
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<td><strong>Table discussions</strong>: Organizational culture — how to create a supportive environment? 104 A &amp; B Conference 61 Michigamme</td>
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<td>Concurrent IV: Peer review paper presentations 104 A &amp; B Conference 61 Michigamme</td>
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<td>Interactive poster session Networking Make evening plans River Café</td>
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<td>Dinner on your own: ethnic restaurants in town</td>
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<td><strong>Thurs., March 27</strong></td>
<td>Plenary session: Partnership opportunities</td>
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<td><strong>Plenary session</strong>: Review of lessons learned and mini-grant program 104 A &amp; B</td>
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<td>Closing luncheon: Wrap-up and next steps; farewell Centennial A, B &amp; C</td>
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<td>Departure (steering committee meeting) 104 A &amp; B</td>
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7:30 - Opening plenary with keynote speaker Gary Weaver
9 p.m. — followed by light refreshments
Auditorium

“Challenges for Leadership in a Multicultural, Global Society”

Gary Weaver,
executive director, International Management Institute (IMI), American University

For 33 years, Gary Weaver has been a member of the faculty of the School of International Service in the Division of International Communication at American University. In 1999, he founded the university’s International Management Institute (IMI), a program for training executives for international relocation and multicultural management. In March of each year, he chairs the annual IMI conference for professionals in international management, relocation and human resource development.

Each year he gives more than 100 keynote addresses, lectures, training seminars and workshops to various universities, non-profit groups, government agencies, professional organizations and business groups in the United States and abroad. His topics range from working in a multicultural workforce, culture shock and cross-cultural negotiation to conflict resolution, American identity movements and multicultural childcare.

Professor Weaver received his Ph.D. in international relations from American University with studies at the National Autonomous University of Mexico and the Psychoanalytic Institute of Mexico and postdoctoral studies at the Washington School of Psychiatry. Among his publications are “This Cutthroat College Generation,” “American Identity Movements,” “The Melting Pot Myth vs. the Cultural Cookie Cutter,” “Police and the Enemy Image in Black Literature,” “Law Enforcement in a Culturally Diverse Society,” “Understanding and Coping with Cross-Cultural Adjustment Stress,” “The Process of Reentry,” Readings in Cross-Cultural Communication, The University and Revolution, and, his most recent book, Culture, Communication and Conflict.

Professor Weaver will speak to the conference audience about the challenges of leadership and today’s leaders’ need for new skills, sensitivities and approaches in light of increasing globalization, diversification and multiculturalism.
8 a.m. - 5 p.m.  Registration desk available in main lobby, Kellogg Center  
Exhibits available throughout the conference in the River Café, Lower Level  

7:30 - 8:30 a.m.  Continental Breakfast served for conference registrants in the River Café, Lower Level  

8:30 - 9:30 a.m.  
Opening plenary session  
103 A & B  
- General introductions: Mary Andrews and Mike McGirr  
- Welcoming remarks from Lou Anna Simon, Michigan State University Provost; Margaret Bethel, Michigan State University Extension Director, and Colien Hefferan, CSREES administrator (via a videotaped message)  
- Overview of the program and introduction of the steering committee  

9:30 - Break   

9:45 - 10:45 a.m.  
Plenary session: panel discussion — “State Extension Strategies and Methods of Internationalizing Extension” including a Report of National Survey of Extension Directors  
103 A & B  
This session attempts to outline various strategies that states have used to enhance the international dimension of their Extension programs. The presentations will highlight a range of domestic and overseas activities that have helped build programs to better serve local clients.  
Moderator: Michael McGirr, national program leader, USDA/CSREES  
“Building Confidence and Competence through International Training” — Mary Andrews, Michigan State University  
“Niche Marketing for Ethnic Consumers” — John Nettleton, Cornell University  

11:30 - Noon  
“Global Experience, Local Impacts” — Sandra Hodge, University of Missouri  
“An Extension Experience in Mexico: Better Serving Our Local Clientele” — Glenn Ames, University of Georgia  
“Removing Barriers to Internationalizing Extension” — Barbara Ludwig, Ohio State University  

Noon - 1:30 p.m.  
Working luncheon: table discussions — “Creating the Vision — What does an Internationalized Extension look like? Where would we like to be 5 to 10 years from now?”  
Red Cedar A & B  
Moderator(s): Deanna Behring and Theodore Alter, Pennsylvania State University  
This luncheon session will provide an opportunity to visualize where Extension would like to be in five to 10 years. The session kicks off with some thought-provoking comments from Theodore Alter, director of Cooperative Extension and vice president for outreach at Pennsylvania State University. Dr. Alter will also set the stage via a series of questions for table discussions over lunch. Comments from each table will be synthesized and presented during the summary session at the end of the conference. The summary will also be used as the basis for a white paper to be presented to ECOP, discussed with USDA leadership and shared as a planning tool with Cooperative Extension around the country.  

1:45 - 3:00 p.m.  
Concurrent sessions: “Exploring the Issues Behind the Headlines: Presentations from local Experts.” Participants will choose one of the following three concurrent sessions:
Session A:
“Agriculture Biotechnology and GMOs: An International Perspective”
Michigamme
This session will provide an opportunity to explore the current international realities in the use and transfer of biotechnologies and genetically modified organisms (GMOs) and how those realities affect producers and consumers in the United States and developing nations. Resource persons will clarify various concerns about the safety and proprietorship of GMOs and reflect on the dilemmas faced by nation states as they make policies about these materials. Will discuss the rules, regulations and structures in place (and anticipated) around the world to deal with international policies and safeguards. High-profile cases will be discussed as examples of the current status of the debates.
Moderator: Vickie Parker-Clark, University of Idaho

“Unraveling the Controversies” — Rebecca Grumet, Department of Horticulture and Graduate Program in Genetics, Michigan State University

“National and International Structures” — Johann Brink, director, Agriculture Biotechnology Support Project, Institute of International Agriculture, Michigan State University

Session B:
103 A & B
Our food supply increasingly relies on international commerce. Although this offers greater consumer choice, it also presents the possibilities of increased health and safety risks, intended or unintended. This session will explore the scope of international commerce, evaluate the nature of international food laws and regulations, assess the biosecurity risks for animal and plant agriculture, and project future needs in science and systems to safeguard our food supplies.
Moderator: Mark Hansen, Extension Disaster Education Network coordinator for Michigan State University Extension

“Realities of Today’s Food System” — David Schweikhardt, Department of Agricultural Economics, Michigan State University

“International Safeguards for the Food System” — P. Vincent Hegarty, director, Institute for Food Laws and Regulations, Michigan State University

“Threats to the Safety of Animal Agriculture” — Dan Grooms, DVM, Large Animal Clinical Sciences, College of Veterinary Medicine, Michigan State University

“Threats to the Safety of our Plants and Soils” — Ray Hammerschmidt, chairperson, Department of Plant Pathology, Michigan State University

Session C:
“Religious Diversity and Cross-cultural Understanding: The Case of Islam”
Conference 61
Islam is a world religion practiced by more than 1 billion people worldwide. In this session, we will explore the diversity of Islamic belief and practice in several world regions. Panelists with knowledge of Muslim societies in Africa, the Middle East and Southeast Asia will address how understanding the religious context of Muslims and post 9/11 concerns of the U.S. public can help Extension staff work more effectively in promoting cross cultural understanding within and outside of the Islamic Community. More generally, the role of religion in daily life will be addressed.
Moderator and introduction: Robert S. Glew, associate director, Center for Advanced Study of International Development, Michigan State University

“Islam in the Middle East: The Case of Yemen” — Beth Kangas, Department of Anthropology, Michigan State University

“Islam in Malaysia” — Kurniawati Yahaya, Department of Teacher Education, Michigan State University

“African Islam” — Malik Balla, Department of Linguistics, Michigan State University

“Post 9/11 Reactions of the American Public” — Q & A and discussion

March 25
3-3:30 Break  
River Café  
3:20 - 4 p.m. Concurrent sessions:  
“The Interface between International and Multicultural Dimensions in Extension — Case Studies of State Responses to Domestic Diversity.” Participants will choose one of the following:

Session A:  
“Floriculture College of Knowledge Greenhouse Grower Career Development Certificate Program for Spanish-speaking Employees”  
Conference Room 61  
Moderator: Kathryn Foerster, Michigan State University Extension  
The overall goal of developing the Floriculture College of Knowledge Greenhouse Grower Career Development Certificate Program in Spanish was to provide qualified assistant growers/managers for the greenhouse industry. To accomplish this goal, a research-based core curriculum for greenhouse management and crop production was translated into Spanish, and educational opportunities were provided for Spanish-speaking persons employed in the greenhouse industry. Presenters were identified who could deliver the technical content of the curriculum in Spanish with technical support from members of the MSUE Floriculture Area of Expertise team. The program gained national recognition as a model for bilingual training in the greenhouse industry.  
Presenter: Thomas A. Dudek, district Extension horticulture and marketing agent, Ottawa County, Michigan

Session B:  
“Our Costumes are Beautiful, but it’s as if the Persons Wearing Them Didn’t Exist”  
Michigamme  
Moderator: Barb Mutch, Michigan State University Extension  
The title of this presentation is paraphrased from a comment by Rigobertu Menchu, the Nobel Prize winning Mayan Indian from Guatemala. Her ability to learn the language of the culture that oppresses her so that she can advocate and educate is an inspiration to those with the West Virginia University Extension Service working for social justice and cultural understanding. The workshop provides a case study of the scope and perseverance of WVU International Extension in the face of dwindling resources and changing program priorities.  
Presenter: Richard Fleisher, West Virginia University Extension Service

Session C:  
“Wisconsin Extension and Diversity — A Commitment to Excellence”  
103 A & B  
Moderator: Phyllis Seitz, Michigan State University Extension  
Wisconsin recently initiated a strategic planning process to position UWEX to strengthen its international programming dimensions. The state has decided to combine diversity and multiculturalism within the overall internationalization initiative. Leaders at UWEX will explain their strategies and rationale.  
Presenters: JoAnn Hinz, assistant to the dean and director, University of Wisconsin Cooperative Extension  
John Preissing, northern district director, University of Wisconsin Cooperative Extension

4:10 - 5 p.m. Concurrent sessions:  
“The Interface between International and Multicultural Dimensions in Extension, Part II — Case Studies of State Responses to Domestic Diversity.” Participants will choose one of the following:
Session A:

“A Ten-year Vision and Programming Framework for 4-H Global and Cultural Education for Michigan State University Extension”

Michigamme

Moderator: Bonnie Wichtner-Zoia, Michigan State University Extension

Presented will be Michigan’s 4-H Youth Development’s approach to meeting the challenges of a multicultural global society through the new 4-H Global and Cultural Education initiative. The vision for the new 4-H Global and Cultural Education Program is to create — through local, national and international hands-on activities — (1) an understanding of self; (2) a sense of connectedness and respect for, and responsibility to the world and (3) an ability to serve others with wisdom, caring and humility. This vision will be carried out through a learning framework that ensures the three components of the vision are actualized through curricula, local empowerment, technology, cultural exchanges, recognition and achievement. We will share our process, partnerships, vision, plan of work and fundraising methods.

Presenters: Betsy Knox, associate program leader for global and cultural education, Michigan 4-H Youth Development, Michigan State University Extension

Renee Applegate, Michigan 4-H coordinator for international exchanges, Michigan State University Extension

Session B:

“Internationalizing Extension by Engagement Across Campus”

103 A & B

Moderator: Dee Williams, Michigan State University Extension

Experiences from “The Latino Ohio: Working with the State’s Migrant and Immigrant Populations,” a two-day conference for Ohio State University Extension employees, university faculty/staff and community members who are working with this growing Ohio population. Highlights development and benefits of university partnerships between Ohio State University Extension, the Office of International Affairs, Department of Spanish and Portuguese, Center for Latin American Studies and University Outreach.

Components of the conference include an in-service immersion program, a trip to the west side of Columbus where there is a large Latino population, visits with social service agencies that work with Latinos, a stop at an apartment complex with a large Latino population and dinner at Latino-owned/operated restaurants.

Presenters:

Karen Bruns, leader, OSU CARES and Outreach/Engagement, University Outreach and Extension administration, Ohio State University Extension

Kathy Lechman, leader of diversity development, Ohio State University Extension and the College of Food, Agricultural, and Environmental Sciences

Session C:

“FINPAC - Improving Farm Profitability for both English and Spanish-speaking Farmers”

Conference Room 61

Moderator: Frank Brewer, Michigan State University

FINPAC is a software program that helps U.S. farmers evaluate alternative farm management strategies to improve farm profitability. The software includes a farm planning and analysis system, as well as a business plan to communicate with potential lenders. Over the past three years, the software has been modified by faculty at Pennsylvania State University into Spanish to assist small and medium size farmers (and those supported by cooperatives) to better manage their enterprises. It also helps them document their management strategies in a format that will be accepted by banks, Spanish-speaking environments, including Puerto Rico, Mexico, the Caribbean, Central America and communities in the U.S. where Spanish is the major language.

Presenter: Ted Alter, associate vice president, Pennsylvania State University

6:30 - 8 p.m. Dinner with informal interaction and networking

Red Cedar A & B
Plenary session: “The Global Interdependence Initiative — Understanding and Applying the Research about how People Interpret Information Around Internal ‘frames’ and Implications for Universities and Extension”
104 A & B

This session will examine the “frames” that people use to interpret global issues. The very words we use when we talk about global issues can have an enormous impact on the listener’s attitude and understanding. The Aspen Institute, through its Global Interdependence Initiative, commissioned extensive research about framing in an effort to improve communications about global interdependence. A committee of university representatives has been working with USDA and the Aspen Institute to examine key framing elements and their relevance for university and agricultural audiences. This session will explore how we can more effectively communicate about global issues.

Presenters: David Devlin-Foltz, director, Global Interdependence Initiative, The Aspen Institute
Carol Radomski, development educator and consultant, CSREES, USDA

Noon - 1:30 p.m.

Luncheon Discussions: “Critiquing our Organizational Culture — How to Create a Supportive Environment for Internationalization?”
Red Cedar A & B

These roundtable discussions will offer an opportunity to review current organizational structures, policies and practices across the states to identify both enabling and discouraging forces affecting internationalization efforts. Participants will share experiences and suggest changes to strengthen our
Extension organizational culture to be more supportive of international dimensions.
Moderator: K. B. Paul, Lincoln University, Missouri

1:45 - 3 p.m.  Concurrent sessions: Peer review paper presentations on topics of internationalizing Extension. Participants will choose to attend one of the following sessions:

Session A:

“Mutually Beneficial Partnerships”
Michigamme
Moderator: Kathy Lechman, Ohio State University
“From Topeka to Tchebebe (We’re not in Kansas anymore)” — Heather L. Bowen, CHF International
“Sustained Partnership Experiences Between the Ohio State University and the University of Swaziland” — Larry Miller, Ohio State University; Barnabas Dlamini, University of Swaziland,
“What is Extension’s Role in the New Global Agricultural Economy?” — Burt Swanson, University of Illinois at Urbana-Champaign

Session B:

“Domestic Benefits of Out-of-Country Experiences”
104 A & B
Moderator: Leon J. Ressler, county Extension director, Lancaster County, Pennsylvania
“Pathways to Global Partnerships” — Eric Abbott and Neonila Martyniuk, Iowa State University
“Reaching Across the Border: Wisconsin and International Partnerships” — Arlen Albrecht and Martin Havlovec, University of Wisconsin
“Maximizing Domestic Benefits of International Cooperation” — Nancy Crago, Pennsylvania State University; Nick Place, University of Florida

Session C:

“State Experiences of Internationalizing Extension”
Conference Room 61
Moderator: Phil Seitz, county Extension director emeritus, Michigan State University Extension
“Global Perspectives and Local Impacts: Program Models from Missouri” — Sandra Hodge, University of Missouri
“International Planning Retreat for UWEX Cooperative Extension” — John Preissing, University of Wisconsin
“Orientation to International Extension: Preparing Extension Faculty for their First International Experience” — Pete Vergot, University of Florida/IFAS Extension

Wednesday
March 26
3:20 - Poster session and networking  
5 p.m.  River Café, Lower Level

This informal time will allow participants to view the posters and exhibits and interact with the presenters. This will also be a time for participants to review the choices of international cuisine available in East Lansing and sign-up for restaurant choices.

**Posters**

“Building Global Dimensions into Extension through Participation in International Study Seminars,” — Nancy Crago, Pennsylvania State University

“Hints for Success While Working Abroad: Today's International Agricultural Advisor isn't Wearing Shoes from the Past” — Shanna Dick, Texas A&M University

“Internationalizing University of Idaho Extension” — Reed Findlay, Wayne Jones and Rauhn Panting, University of Idaho

“Maximizing the Domestic Benefit and Impact of International Extension Involvement” — Nancy Crago, Pennsylvania State University, and Nick Place, University of Florida

“Ensuring Impact of International Extension Involvement through Professional Development and Training” — Nick Place, University of Florida and Nancy Crago, Penn State University

“Preparing to Internationalize Extension in Indiana: A Case Study” — David Sammons and David Petritz, Purdue University

“Epsilon Sigma Phi — Promoting the Extension Profession and Professional Development Worldwide” — Ellen Burton, East Peoria Extension Center, University of Illinois

**Exhibits**

*Extension Disaster Education Network Project* — Mark Hansen, Michigan State University Extension and Steve Cain, Purdue University

“MSU Global Access” — Jay Rodman of the International Studies and Programs Office at Michigan State University will be present to demonstrate a major outreach effort via the Internet to support citizen inquiries about international events and topics.

“Pathways to Global Partnerships” — Neonila Martyniuk, Agro-Soyuz

“Internationalizing Extension Programming Targeting the Latino Community: A Cross-Cultural Seminar for Extension Personnel in Xalapa, Mexico” — Glenn C.W. Ames and Jorge Atiles, University of Georgia

“CHF International - Reaching U.S. Audiences” — Heather Bowen, CHF International

“ACDI/VOCA” — Sue Schram, ACDI/VOCA

“Sacred and Mystical Places of India” — Penelope Stickney, Kankaku Community College, Illinois

“Michigan’s International Extension Programs” — Mary Andrews, Michigan State University Extension

**Wednesday**

Evening  Dinner (on your own) ethnic restaurants in East Lansing
7:30 - 8:30 a.m. Continental Breakfast for Conference Registrants, *River Café*, Lower Level

8:30-10:30 a.m. **Plenary session: “Partnerships and Opportunities to Build Capacity for Internationalization Efforts: A Panel of Representatives of Partner Organizations”**

Representatives of organizations working at the international level will share the goals and objectives of those organizations. Discussion will center on how Extension can cooperate with such organizations to provide training and exposure/experience to our staff members to strengthen their ability to engage audiences in dialogue about international issues.

Moderators: Pete Vergot, University of Florida Extension, and Frank Brewer, Michigan State University

Panel members:
- Sue Schram, vice president, ACDI/VOCA
  www.acdivoca.org/acdivoca/acdivoca?
  openpage
- Mike McGirr, national program leader, International Programs, USDA/CSREES
  www.reeusda.gov/serd/ip/overview.htm
- Neonila Martyniuk, Agro-Soyuz
  www.aginukraine.com/AgroSoyuz/
- Rodger Cooley, Heifer International
  http://www.heifer.org/index.shtml
- Ellen Burton, chairperson, Epsilon Sigma Phi’s Global Relations Committee
  http://www.espnational.org

10:30-10:45 a.m. Break

10:45 - Noon **Plenary session: “What have we learned? What more do we need to do?”**

Review of lessons learned from previous sessions (report from the two luncheon discussions), Mike McGirr, USDA/CSREES and Diane Ruonavaara, Michigan State University Extension

Presentation of Mini-grant Program, Barbara Ludwig, Ohio State University

12:15 - 1:30 p.m. **Lunch and facilitated discussion —**

Mary Andrews, Michigan State University Extension

- Wrap-up and reactions
- Next steps — recommendations to the Extension leadership
- Send-off: Margaret Bethel, director of Michigan State University Extension

2:00 - 3:30 p.m. **Meeting of National Initiative Steering Committee,**

2 p.m. Departure of participants — have a safe trip home!
This conference is part of

*The National Initiative to Internationalize Extension,*

a three year project to encourage capacity building within the national Extension system for a global and international dimension within Extension programming.

**Sponsoring Units:**
Cooperative State Research, Extension and Education Service, (CSREES) USDA
Michigan State University Extension (MSUE)
Center for Advanced Study of International Development (CASID), MSU

**The Conference Planning Committee:**
Mary Andrews, Michigan State University Extension
Deanne Behring, Pennsylvania State University
Frank Brewer, Michigan State University
Barbara Ludwig, The Ohio State University
Mike McGirr, International Programs Office, USDA
Vickie Parker-Clark, University of Idaho
K.B. Paul, Lincoln University, Missouri
Carol Radomski, Consultant, CSREES-USDA
Diane Ruonavaara, Michigan State University Extension
Jodie Leland Smith, Fort Peck Community College, Montana
Pete Vergot, University of Florida

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