



**Winter Conference – February 19-21, 2008
Philadelphia, PA**

AGENDA

**Tuesday
February 19th**

| | | |
|---------|---|----------------------------------|
| 2:00 PM | Welcome | Jeff Olson ASNNA Co-chair |
| 2:15 PM | Introducing “ASNNA” | Joyce Counihan North Carolina |
| 2:45 PM | Break | |
| 3:00 PM | Social Marketing 101 | Leslie Beckstrom Colorado |
| 4:15 PM | Break | |
| 4:30 PM | Network Partnerships and Collaborative Work | David Ginsburg ASNNA Co-Chair |
| 5:30 PM | *Social Hour and Networking (Light Hors D’oeuvres) | |
| 7:00 PM | Dinner (On Your Own) | |

*Open to all conference registrants

The purpose of Tuesday’s agenda is to provide an opportunity for new and interested states to learn more about ASNNA, as well as social marketing in relationship to FSNE. An effort will be made to provide an introduction to ASNNA, including an overview of social marketing strategies and principles as well as examples of partnerships and collaborative work within FSNE. The networking (social) hour will provide an opportunity for informal networking. States not interested or available to attend Tuesday afternoon will hopefully arrive in Philadelphia in time to attend the informal networking hour.

Wednesday
February 20th

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| 7:30 AM | Breakfast Provided | |
| 7:30 AM | <i>*Optional: Program Management - From the Roots Up</i> | <i>Joyce Counihan & Peter Counihan North Carolina</i> |
| 9:00 AM | Welcome and Introductions | David Ginsburg & Jeff Olson ASNNA Co-Chairs |
| 9:30 AM | State Network Highlights | Steve Gauvry Pennsylvania |
| 10:20 AM | Break | |
| 10:30 AM | State Network Highlights | Doris Montgomery, Iowa Paul McConaughy, Michigan |
| 11:20 AM | Break | |
| 11:30 AM | Social Marketing 201 | Katie Bogue Iowa |
| 12:30 PM | Lunch Provided | |
| 1:30 PM | Cooperative Extension Updates | Helen Chipman CSREES, USDA |
| 2:00 PM | ASNNA Business Meeting <ul style="list-style-type: none">• Defining our Structure• 2008-09 Activities• Elect New Co-chair | Jeff Olson & David Ginsburg ASNNA Co-Chairs |
| 3:15 PM | Break | |
| 3:30 PM | Roundtable Discussions | Chris Sady David Ginsburg |
| 5:00 PM | Roundtable Reports | |
| 5:30 PM | Dinner (On Your Own) | |

Thursday
February 21st

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| 7:30 AM | Breakfast Provided | |
| 8:00 AM | Nutrition Issues & Initiatives <ul style="list-style-type: none">• Core Messages Work Group• PART Review• Farm Bill• SNAP• Cross-program initiatives | Judy Wilson FNS, USDA Karen Walker FSP, USDA |
| 9:00 AM | Break | |
| 9:15 AM | FSNE Guidance Update | Alice Lockett FSP, USDA |
| 9:45 AM | Evaluation & Obesity Prevention Grants, FY '08 Promising Projects | Carol Olander OANE, USDA |
| 10:45 AM | Break | |
| 11:00 AM | EARS & Year-End Report | Judy Wilson FNS, USDA |
| 11:30 PM | Successful Evaluation Strategies | Denise Wall, Pennsylvania Sharon Sugarman, California |
| 12:30 PM | Wrap-Up | David Ginsburg ASNNA Co-Chair |
| 1:00 PM | Adjourn | |