



## Extension Pre-Conference Program

**Tuesday, November 13, 2007**

### **eXtension – Complementing Current Extension Programming**

Goal: Engage all Extension educators in eXtension.

- 12:00                    **Registration Begins**
- 4:00 – 5:30 pm        **eXtension Community of Practice** (this session is for everyone – current and potential members of the *Financial Security for All* Community of Practice; arranged by Debb Pankow, Chair)
- 6:00 – 9:00 pm        **Sub-group Team Meetings** (led by some members of the *Financial Security for All* leadership team – Debb Pankow, Nancy Porter, Judy Branch, Sharon Seiling, and Barb O’Neill)
- Note: The eXtension *Financial Security for All* leadership team will meet from 2 to 4 pm.

**Wednesday, November 14, 2007**

### **Using Social Marketing to Build on Extension’s Strengths**

Goal: Learn how to apply social marketing techniques to motivate financial action.

- 7:00 – 8:00 am        **Registration, Continental Breakfast, and Networking**
- 8:00 – 8:15            **Welcome and Facilitation** --Jane Schuchardt
- Social Marketing Part 1**  
Learn: Upstream Strategies -- Dena Wise and Jane Schuchardt  
Apply: Building Assets – Stephen Ayers
- 8:15 – 9:45            Managing Consumer Credit – Cole Ehmke  
                              Maximizing Tax Credits – Suzann Knight  
                              Fighting Fraud – Joanne Bankston  
Share: All pre-conference participants
- 9:45 – 10:10         **Networking Break**
- Social Marketing Part 2**  
Learn: Downstream Strategies -- Dena Wise and Jane Schuchardt  
Apply: Same topics as above  
Share: All pre-conference participants
- 10:10 – 11:40
- 11:40 – 11:50        **Take Aways**
- 11:50 – 1:00         **Box Lunch and Program Updates** -- Jane Schuchardt and all
- 2:00                    **AFCPE Conference Begins**

**Presenters/Planners:** *Jane Schuchardt*, National Program Leader; *Dena Wise*, University of Tennessee; *Stephen Ayers*, University of Illinois; *Joanne Bankston*, Kentucky State University; *Cole Ehmke*, University of Wyoming, and *Suzann Knight*, University of New Hampshire

**To register:** [www.afcpe.org](http://www.afcpe.org)

**Cost:** \$65 (includes Wednesday continental breakfast and boxed lunch)

**Questions:** Jane Schuchardt, 202-690-2674 or [jschuchardt@csrees.usda.gov](mailto:jschuchardt@csrees.usda.gov).