Ohio Workforce Preparation Team (Marketing & Building Your Business) Graham Cochran, Co-Leader Ohio 4-H Workforce Preparation Team; Tricia Callahan, Co-Leader Ohio 4-H Workforce Preparation Team; 4-H Workforce Prep Team

The 4-H Workforce Preparation Initiative has been working on strengthening and expanding programs that are developing job skills for youth. A team of professionals will share with you tools to be more intentional about developing these skills and competencies for career success. The Ohio 4-H Workforce preparation experience and traditional county programming.

Paper or Plastic? Integrating Credit Card Machines into your County Program (Technology & Building Your Business) Tricia Callahan, Extension Educator/Director; Linda Good, Office Associate

These days you can use a credit card just about. Have you ever wondered if your county office could get one? Miami County has been piloting this effort in order to gather information on the feasibility, cost, staff usability, client usability, client satisfaction, and general trends. You will walk away with instructions on whom to contact at OSU about receiving the service locally, the cost, and the security issues that need to be considered before starting.

Move It Miami County: Finding Innovative Ways to Promote Health and Market Extension (Marketing) Tricia Callahan, Extension Educator/Director; Susan Couser, Extension Educator; Demetria Woods, 4-H Educator; Tim Fine, Program Assistant.

At times it is hard to find innovative and creative ways to meet the demands of programming schedule while also marketing themselves to others. This year Miami County Extension tried to combine these efforts by utilizing a county employee health program. The goal of the program was to not only increase healthy behaviors among employees, but also to get information out to other county departments and to county commissioners about what we do and services we offer. This poster session will help you to look at your programing to see where you may be taking advantage of opportunities to promote yourself and your organization. Information will be provided on using resources already available to increase the scope of what others ‘know’ about you.

The Direct Marketing Connection (Building Your Business) Julie Fox, Direct Marketing & Tourism Development Specialist; Direct Marketing Team Members

The poster and handout materials present research, examples and resources to help Extension personnel create, expand and evaluate direct marketing initiatives in their counties/regions.

Emerald Ash Borer - If Your Tree is An Ash, It is at Risk (Marketing)

Amy Stone, Extension Educator/EAB Outreach Coordinator; Kathy Smith, Extension Associate/School of Natural Resources; Jon Herms, Associate Professor/ Associate Chair, Department of Entomology

Poster objectives include increasing the knowledge and awareness of EAB. Extension Professionals will be aware of the display that has been created and available for their use across the state. Supporting materials will also be part of the display that will be manned by members of the Ohio State University Emerald Ash Borer Outreach Team. These handouts will be distributable to participants as they visit the display, and questions about the insect and the program can be asked to team members.

Ohio Latino Work Force (Marketing) Candace Pollock, Technical Editor, Communications and Technology; Francisco Espinosa, Program Manager; Arg & Hort Labor Education Center

According to a recent OSU Extension study, 40 percent of U.S. green industry sales support the industry’s labor force, 70 percent of which is Spanish-speaking or of Hispanic origin. With migrant labor being crucial, effectively communicating with Latino audiences as well as improving the relationship between employer and employee is becoming more critical. See how the Ohio Latino Workforce group is helping OSU Extension educators address the critical issue of migrant labor in the United States.

The Knowledge Economy Initiative (Marketing, Building Your Business) Rick McCann, Knowledge Economy Coordinator; Jerry Thomas, Director, Center at Lima; Bill Grunkemeyer, Director, Center at Wooster; Tom Worley, Director, Center at Piketon; Dave Boulady, Team Leader, Employment Success; Myra Moss, Team Leader, Entrepreneurial Success; Dana Oleskiewicz, Team Leader, School Success.

This Poster describes our business - the Knowledge Economy Initiative, describes our customers - extension clients, and describes our plan to reach them through actionable programs. It will also emphasize extension (y)our Business through the utilization of programs that are, and will be, implemented by our three KE teams. And finally, it will also use current Technology to capture audience attention and reinforce this message.

First Day Posters

Each Program Area (4-H FCS, AG & NR, Community Development) as well as the associations have been asked to put up a display for the pre-conference day and the first day of Annual Conference.

xExtension – Create More Mind Reach (Technology) Carla Craycraft, Associate Director, xExtension, University of Kentucky; Craig Wood, Associate Director, xExtension

xExtension is an interactive learning environment delivering the best, most researched knowledge from the land grant universities. This session will feature Carla Craycraft and Craig Wood, xExtension’s content co-director, who will provide an update on the progress of xExtension, its current offerings, plans, challenges and most importantly, an invitation to join this national initiative.