



The Penn State Energy, Business & Community Vitality Programs Professional Development Committee is pleased to provide you this “quick look” at the planned webinars to be offered this fall. Invest an hour to learn, grow, and get enthused!

All sessions will be held in a unique Zoom webinar room, from noon to 1 PM on the dates listed; all interested Penn State Extension personnel are welcome to take part, by joining at the URL.

October 15th “Agribusiness & Local Food Systems”

<https://psu.zoom.us/j/411832959>

Becca Jablonski, Assistant Professor and Food Systems Extension Economist in the Department of Agricultural and Resource Economics at Colorado State University

The number of farms and ranches selling through local and regional food markets has grown over the past several years, now totaling >167,000. This session will present research using national data on how scale, commodity and participation in direct and intermediated marketing channels influence the expenditures and financial performance of farms and ranches.

October 22nd Diversity Series -- Urban Audiences

<https://psu.zoom.us/j/987124020>

John Byrnes, Penn State Extension, Philadelphia
Suzanne Weltman, Penn State Extension, Philadelphia

“Won’t You Be My Neighbor? Cross-Cultural Conversations.”

We plan to discuss the challenges of building rapport and relationship in communities and neighborhoods where we are the minority, and not part of the common culture.

October 24th “An hour of Power; Designing Powerful PowerPoints”

<https://psu.zoom.us/j/811083270>

John Wodehouse, Penn State Extension, Chester County

This webinar will help you enhance your PowerPoints and presentations to appeal to different learning styles. Join me, John Wodehouse, for my “An Hour of Power” lunch and learn session, where we will discuss the latest science of how we learn via PowerPoint and we will delve into effective communication strategies to present to groups when using PowerPoint as a teaching tool. Gain strategies to reduce per slide information and learn about using call outs to engage attention. We will look at examples of some great, and not-so-great presentations.

October 29th Diversity Series -- Plain Sect Audiences

<https://psu.zoom.us/j/149812828>

Thomas Ford, Penn State Extension, Cambria
Jeff Stoltzfus, Penn State Extension, Lancaster

“Developing relationships within the plain community”

Effective education in any community starts with developing trust and relationships. The Plain community is growing in PA and throughout the mid-west. As with any audience, understanding and respecting their culture and unique life experiences is the beginning of developing trust, respect and effective educational programs. We will talk about the unique aspects of working with the plain community.

November 5th Diversity -- Latino Audiences

<https://psu.zoom.us/j/350105745>

Maria Gorgo-Gourovitch, Penn State Extension, Chester

Title: “Latinos and Agriculture: A Changing Demographic”

Description: As Pennsylvania’s land-grant institution, Penn State University addresses state and national needs through teaching, research and extension. The Cooperative Extension Service brings information and technology gained through research to the public. Due to the current demographic changes, Latinos’ role will increase in importance, in leadership and in numbers. Latinos will play a critical role in the future of US Agriculture and related fields. Penn State Extension is actively reaching out to Latinos and providing statewide educational programs to Spanish-speaking new farmers throughout the state.

Mauricio Rosales, Penn State Extension, Lancaster

Title: Earning the trust of Hispanic dairy employees”.

Description: After living and working with 8 Mexicans for almost two years in addition to be part of the dairy industry for 8 years, Mauricio has many good stories and life lessons to share. These experiences have been very useful to understand the needs and concerns of Hispanic employees working on dairy farms.

November 15th – Women Farmer Audiences

<https://psu.zoom.us/j/793234716>

Patty Neiner, Pennsylvania Women’s Agricultural Network

PA-WAgN was founded to encourage and support women in agriculture; provide and strengthen networks for women in agriculture; provide educational and mentoring opportunities for women in agriculture; raise community awareness of agricultural related issues and concerns; and sustain farming livelihoods. Join this session to learn about the issues relevant to women in agriculture, as well as the educational methods that best meet this group’s needs.

December 10th Community Development – Best Practices

<https://psu.zoom.us/j/225117945>

Neal Fogle, Penn State Extension, Snyder
Judy Chambers, Penn State Extension, Adams

Pennsylvania Beef Producers Survey – Purpose, Processes & Community Development Applications

Description: Members of the Penn State Extension Economic & Community Development Team provided stakeholder participation and data collection assistance to the Pennsylvania Beef Producers Working Group, exemplifying application of community development and public participation strategies to a specific industry sector. This session will provide participants with an overview of beef producer listening sessions and how they led to the completion of a detailed survey, as well as addressing: being part of a partnership and the determination and distribution of tasks, challenges of coordinating multiple participant lists and survey delivery techniques, determining survey content, and applying survey data.

December 17th Community Development – Best Practices

<https://psu.zoom.us/j/440614664>

Walt Whitmer, Penn State, University Park
Kathy Braiser, Penn State, University Park

Water for Agriculture – Creating an Engaged Approach to Water For & From Agriculture.

The Water for Agriculture project brings together, researchers, technical experts, Extension professionals and communities to foster community-led solutions to the water and agriculture issues most important to them. We'll highlight the goals, research design and core strategies of this four-year, multi-disciplinary, cooperative USDA-NIFA funded project and discuss the implications it has for improving the evidence base and practice of engagement around critical community issues.