



Theme: All Systems Go - Navigating National Identity for Local Impact

Building Extension's national culture of creativity and collaboration for local solutions to national issues.

The 2022 PILD theme reflects Extension's commitment to address immediate needs of our local communities by navigating the national and state landscape amid a global pandemic and economic uncertainty. The theme recognizes Extension's ability to leverage funding, partnerships, and technology to build advocates and meet the challenges of economic hardship, youth and adult programming, diversity, equity, and inclusion to strengthen and empower local communities and constituents.

March TBD – , 2022

Pre-conference webinars:

- **What you need to come to D.C.**
 - What to Expect at PILD
 - How to set up virtual hill visits
- **A Conversation with House and Senate Staffers**
 - Panel Moderator – Ali Mitchell, Executive Director, Association of Northeast Extension Directors
 - Panel Members –
 - House Staffer
 - Senate Staffer
- **“The Extension Storyteller: Using Stories to Enhance Meaning and Catalyze Change”**
 - Nancy K Franz

Sunday – April 3, 2022

9:00 – 11:30	Planning Committee Meeting
11:45 – 1:15	Planning Committee Lunch
1:30 – 6:30	Conference Registration Desk Open

2:30 – 5:00 PILD 1st Timers Orientation
This is a walking tour of the hotel, metro stop, and surrounding area.

5:00 Dinner on your own

6:00 – 9:30 **Washington Twilight Tour**
Registered individuals meet in lobby at 5:45pm to board buses. Pre-purchased ticket required).

Monday – April 4, 2022

7:00 Registration open

7:30 – 8:30 Breakfast

8:30 – 8:45 Welcome to PILD

- Alicia Betancourt, PILD Chair
- Introductions and Welcome – Gene , 2022 JCEP President

8:45 – 9:30 Keynote presentation: **Mark Bayer, Bayer Strategic Consulting**
Mark co-delivered the eCornell Keynote, "[The Sounds Of Science](#)".
He served as a chief of staff in the U.S. Senate and House of Representatives during a two-decade career working on Capitol Hill for Ed Markey, Since leaving the Hill in 2015, he has been helping scientists, engineers, and others unfamiliar with the policy process to get their voices heard by policymakers through workshops, an online course, and coaching.

More about Mark is on his [website](#) and in this one-page speaker [kit](#).

9:30-10:30 Public Extension Leadership – Your Power to Represent Extension in D.C. and at Home

10:30 – 11:00 Networking Break

11:00 – 12:00 ECOP's New Advocacy & Education Vision for the Cooperative Extension System

12:00 – 1:15 Lunch

1:15 – 2:00 **The New NIFA**

- Dr. Carrie Castille, Director of the National Institute for Food & Agriculture (NIFA) Q&A

2:00 - 2:30 **NIFA is your Partner**
A panel of NIFA leaders to discuss how Extension fits into the USDA portfolio from the Federal perspective.

- Panel Moderator – Bill Hoffman, Chief of Staff, NIFA Office of

- the
- Panel Members – NIFA Staff

2:30 - 3:00 **Networking Break**

3:00 – 3:20 **ECOP Priority Action Team (PAT) Breakout Sessions**

Learn about PAT progress, how to get involved and meet relevant NIFA staff.

3:20 – 3:30 Stretch Break

3:30 – 3:50 **ECOP Priority Action Teams (PAT) Breakout Sessions (Repeat)**

Learn about PAT progress, how to get involved and meet relevant NIFA staff.

3:50 – 4:00 Stretch Break

4:00 – 5:30 Professional Association Meetings

4:00 – 5:30 Volunteer Session

- Caron Gala, APLU, Government Affairs

6:00 Association Night Out

Associations make plans on their own.

6:00 Volunteers/Directors/Administrators Night Out

Interested folks meet in the Lobby at 6:00pm to walk to dinner together.

Tuesday – April 5, 2022

7:30 – 8:30 Breakfast

8:30 – 9:30 Extension Directors/Administrators Budget and Legislative Meeting
(Special breakout)

8:30 – 9:25 **Structure and Funding of Extension”**
Presenter: Ali or Robin and Bill Hoffman, NIFA, Chief of Staff, Directors
Office

9:25 – 9:45 Networking Break

9:45 – 10:45 **Abstract Breakout Sessions**

10:45 – 11:00 Stretch Break

11:00 – 12:00	“The FY 2022 Extension System Budget Request – What it is, how to talk about it, and why it matters”
12:00 – 1:00	Lunch
12:00 – 1:00	JCEP Special Guest Invited luncheon, Gene McAvoy
1:00 – 2:00	Community Partnerships to Improve DEI, Barry McNealy, Birmingham Civil Rights Institute
2:00 - 2:30	Networking Break
2:30 – 3:15	Capnote Presentation: “A System without Borders.” Jorge Atilas and Carolyn Henney
3:15 – 4:00	Post Conference Workshop
4:00- 5:00	State Planning Time for Hill Visits
6:00 pm	States Night Out

Wednesday – April 6, 2022

7:00 – 8:00	Breakfast on your own
8:00 - 5:00	Congressional and Agency Visits
6:00	Dinner on your own