

JULY 18TH - 20TH, 2022 2315 NORTH MAIN STREET, FORT WORTH, TX

FORT WORTH

# TEXAS EXTENSION SPECIALIST ASSOCIATION

ANNUAL MEETING & PROFESSIONAL  
IMPROVEMENT CONFERENCE 2022





# PROGRAM

Monday,, July 18th

1:00-3:00p

Registration - outside Niles  
City Ballroom

1:30-3:00p

TESA Board Meeting

3:15-3:30p

Welcome and Introductions

Dr. Philip Shackelford - President  
Janet Hurley -President Elect

3:30-4:30p

Cooperative Extension Program  
Update

Dr. Carolyn Williams -  
Executive Associate Director,  
Laura Jones -  
CED Program Specialist  
Cooperative Extension Program

4:30-5:00p

Benefit Update

Judy Kurtz - Manager,  
Employee Benefits

6:30

Welcome Mixer - outside Niles  
City Ballroom

7:00p

Memorial Dinner \_ Nile City  
Ballroom

Tuesday,, July 19th

6:00-8:30a

Breakfast

9:00-noon

Fort Worth Stockyard Tour

Meet in hotel lobby at 9:00a  
to walk down to stockyards

noon-1:30p

Lunch on your Own



# PROGRAM

Tuesday, July 19th continued

1:30-2:00p

## Marketing & Communication Updates

Katlin Keppler - Learning and Organization Development Manager, Digital Education  
Megan M. Homeyer - Systems Administrator I - E-Commerce Administrator, Digital Education

2:00-2:45p

## Texas Land Ownership & Population Trends

Roel Lopez - Director, Natural Resources Institute

2:45-3:00p

## Break

3:00-3:30p

## Social Media & Outreach Strategies

Tamara Garza - Marketing Strategy Coordinator

3:30-4:00p

## Taking a Fresh Look at Employee Development

Tearney Woodruff - Extension Specialist, Organization Development

4:00-4:30p

## How Your Task and Even Reporting Impacts Funding for AgriLife Extension

Brian Faries - Program Director, Office of Data & Accountability





# PROGRAM

Tuesday, July 19th continued

- 4:30-5:00p    **Preparing your Promotion Packet**  
Andy Crocker - Senior  
Extension Program Specialist,  
FCH  
Steve Green - Assistant Agency  
Director, FCH
- 6:30p            **Awards Dinner at Joe T. Garcia's**  
- Sponsored by Texas Farm  
Bureau

Wednesday, July 20th

- 6:00-8:30a    **Breakfast - check out the lobby**
- 7:00a-8:30a    **Past Presidents Breakfast**  
Longhorn Ballroom
- 8:30-9:15a    **Texas A&M AgriLife Extension**  
**Program Updates**  
Dr. Rick Avery - Director, Texas  
A&M AgriLife Extension Service
- 9:15-10:00a    **Administrative Discussion**  
Dr. Dan Hale - Associate  
Director for Ag/NR  
Dr. Courtney Dodd - Associate  
Director for Health, Youth &  
Families and State 4-H Program  
Leader
- 10:00-10:15a    **Break**
- 10:15-12:00p    **TESA Business Meeting**
- 12:00p            **Adjourn**



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