

## Concurrent Sessions 1

### **Emergency Preparedness**

Justen R. Noakes, Director of Emergency Management for HEB



Justen Noakes will cover the role HEB plays when a major disaster strikes a region in Texas. HEB supports communities by being first on site and teams up with the local Emergency Teams. Agents will benefit greatly by understanding HEB's role in supporting families in a time of critical need. This past week Justen has been in West, Texas, supporting the community in the wake of the fertilizer plant explosion.

Justen has been employed by HEB for 18 years. For the last 8 years he has been involved in Emergency Management. He led the response and recovery efforts at HEB after Hurricanes Rita, Dean, Humberto, Dolly, Gustav and Ike. He was involved in the 2009 H1N1 Pandemic Flu outbreak, the 2010 Laredo flood and the wildfires of 2011.

### **The Obesity and Fitness Connection**

Catherine Coccia, Ph.D., R.D. & Michael C. Zourdos, Ph.D., CSCS

The goal of this session will be to describe the role of nutrition and physical activity in the development of obesity. Specifically this session will address the impact of the family ecosystem, parenting styles and modeling on the development of health behaviors, provide nutrition and physical activity recommendations and inform the audience on fun ways to fit these recommendations into their busy lifestyles. Discussion items include: Describe the prevalence and mechanism of obesity development; provide basic nutrition and physical activity recommendations; discuss strategic tips on how to fit these recommendations into busy lifestyles.



Dr. Coccia holds a Ph.D. in Family Relations from Florida State University and is a registered Dietitian through the Commission on Dietetic Registration. Dr. Coccia is an Assistant Professor at Texas A&M Kingsville where her areas of interest are community-based programs for children and families, program development and evaluation, parent-child relationships, health-related outcomes, and diverse populations. She has co-written numerous publications on these various topics and is a member of several professional organizations.

Dr. Zourdos holds a Ph.D. in Exercise Physiology from Florida State University and a M.S. in Applied Health Physiology. His primary interests lie in: Optimizing periodization for maximal strength gains and hypertrophy; Advancing the Design of Daily Undulating Periodization Examining daily 1RM training/overtraining protocols for significant strength gains; High performance aerobic training and recovery; Timing of nutritional intake and exercise performance; Psychology of high performance exercise and sport Concurrent Training, High Performance, Molecular Mechanisms behind concurrent training results, muscle damage, effects of different modes of training.



## **Promoting Health using Wise Selections of Beef**

### **"Grilling 101"**

Roger Hall, Event Marketing Coordinator, Texas Beef Council

"Grilling 101" is an event where participants will learn the secrets of grilling. From choosing the correct grill, to building the fire, choosing the right cut of beef, to determining doneness, Roger Hall, the Texas Beef Council grill master, will provide grilling instruction to provide participants with the confidence and knowledge to grill the perfect steak. Calorie for calorie, beef is one of the most nutrient-rich foods available. A 3-ounce serving of lean beef is an excellent source of protein, phosphorus, selenium, vitamin B12, and zinc.



Roger Hall serves as the Event Marketing Coordinator for the Texas Beef Council and is a graduate of Texas State University. A native Texan, Roger began his career in the retail industry and joined the Texas Beef Council staff more than eight years ago. Taking beef information directly to consumers at events, he provides cooking demonstrations full of culinary tips and recipe ideas.

## **Creating a Positive Climate for Customer Service**

The Lone Star Bank University Customer Service Team

Customer service is the service provided to customers before, during and after purchasing and using goods and services. Good customer service provides an experience that meets customer expectations. Bad customer service can generate complaints. Good customer service involves developing bonds with customers, hopefully leading to long term relationships. It creates advantages for both customers and the business alike. Customers benefit because the business is providing a service that meets their needs. The business benefits because satisfied customers are likely to be repeat customers. However, good customer service is not easily achieved. It takes time to establish. It requires investment to deliver consistent standards.



Customer service is more than waiting on customers. It includes trying your best to make sure that the customer is satisfied. Customer service is being friendly and helpful to customers. Customer service is helping customers satisfy the need that brought them into your program.

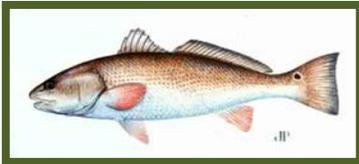
## Concurrent Sessions 2

### **Promoting Health through Wise Selection of Seafood**

South Region Coastal Marine Resource Agent

Eating seafood is a great way people can practice healthy eating habits. Seafood is a nutrient rich food that is a good source of protein, vitamins and minerals. The American Heart Association recommends eating fish (particularly fatty fish such as mackerel, lake trout, herring, sardines, albacore tuna, and salmon) at least 2 times a week.

Omega-3 fatty acids are considered essential fatty acids. They are necessary for human health but the body can't make them - you have to get them through food. Omega-3 fatty acids can be found in fish, such as salmon, tuna, and halibut, other seafood including algae and krill. Omega-3 acids may also benefit cholesterol, blood pressure, rheumatoid arthritis, SLE, Osteoporosis, ADHD, depression – the list goes on!



South Region Coastal Marine Resource Agents serving the Coastal Bend will provide information to benefit agents as they provide cooking tips, nutrition information and food safety information to clientele.

### **Cultural Arts Experience**

**South Padre Island Art Space** is a vibrant creative learning place where every level of artistic expression is thoughtfully explored. Their goal is to enrich the community by actively promoting the arts through education, sponsorship & outreach. The Art Space began as a group of potters and crafters in Port Isabel who joined together in a small studio and decided to expand the vision to become a member supported art studio on South Padre Island.



Participants will travel to the Art Space for a hands-on learning workshop promoting cultural arts ideas and opportunities that can be used with both adult and youth audiences in the community.

## **Stress Management Strategies**

Shirley Fleming, owner, Harlingen Yoga Center

The benefits of yoga, as related to stress is well documented. Weight management or weight loss, improved sleep patterns, tension headaches relieved, flexibility and mobility improvement, anxiety and depression alleviated, improved strength in the muscular structure, and slowing of the ageing process are all benefits of yoga. The muscles of the face are uniquely different than the muscles in the rest of the body. During this presentation you will learn how to relax the facial muscles with movement and breathing techniques to both relax the muscles and calm the mind. Facial yoga helps to slow the signs of ageing. Facial Yoga exercises are easy to do, require little time or effort and they are fun!



**Shirley Fleming**, owner of the Harlingen Yoga Center, has been practicing yoga for about 10 years. Shirley will be teaching us about stress relief through facial yoga. Most people seldom think of exercising the muscles of the face, however much stress is held in the muscles of the forehead, eyes and jaw.

## **The Obesity and Fitness Connection**

(refer to Session 1 for information)

**\*Every effort will be made to place attendees in the workshop requested, but all sessions will be filled on a first come, first serve basis.**

### Focused Programs Addressing Issues

#### **Program Highlights and Sharing from Each District**

We will conduct "Round Robin" sessions during which each District will have the opportunity to highlight a program to create understanding and enthusiasm about activities in their part of the state. Districts 1-6 will be highlighted on Thursday and Districts 7-12 will be highlighted on Friday. These sessions will consist of presentations to small groups for about 15 minutes, and repeated throughout the session

## General Sessions and Keynote Speaker

### **Key Note Address** **Family and Consumer Sciences:** **La Chispa (the spark) Creating Change in Communities**

**Douglas Steele, Ph.D.**  
**Director Texas A&M AgriLife Extension Service**



Dr. Douglas Steele was appointed as Director of the Texas A&M AgriLife Extension Service by The Texas A&M University System Board of Regents in November, 2012. Prior to his current appointment, he was Vice President for External Relations and Director of Extension for Montana State University from 2004 to 2012. He previously held Extension positions at Colorado State University and Purdue University. Dr. Steele has been active on national Extension committees, serving as Chair of the Extension Committee on Organization and Policy (ECOP), Chair of the National 4-H Congress Board of Directors, Trustee for National 4-H Council and Co-chair of the ECOP Marketing and Communications Task Force.

### **The Changing Face of Texas** **Cruz Torres, Ph.D.**



Dr. Cruz Torres is a frequent speaker for public, government and private non-profit organizations about Latino/Aging demographic trends and social and community issues related to shifts in demographic trends.

Dr. Torres will address *The Changing Face of Texas: Demographic Implications for Hispanic Outreach in Extension Education Programs*. The presentation highlights the different trends in population growth and/or decline in Texas. She will focus on changes in race/ethnicity, age, education, and economic status of the Texas population. Specifically, the objectives of this presentation are for the audience to be able to: Become familiar with the changing demographic patterns of the Texas population;

Identify which of these patterns are pertinent to their every day delivery of services; Identify the implications shifting demographic patterns will have on service delivery.

## **Closing General Session**

### **Servant Leadership**

**Barbara Baggerly-Hinojosa, Ph.D.**



Dr. Barbara Baggerly-Hinojosa is a wife, mother, and educator living in the Rio Grande Valley of Texas. Her current research is on the relationship between the secondary school principal leadership and the student drop-out rate.

Dr. Baggerly-Hinojosa conducts leadership training seminars in business, education, healthcare, and governance fields. In addition to the training seminars, Dr. Baggerly-Hinojosa is a guest writer for The Mercedes Enterprise newspaper, Vision magazine, Fitsclusive magazine, a blogger for oneinabillionconsulting.com, and Adjunct Professor of Leadership Studies with Our Lady of the Lake University.

### **Motivating Others Starts with You** **Veronica Gonzales**



Veronica Gonzales, Vice President for the University Advancement Division of University Advancement UTPA, earned her Doctorate of Jurisprudence from the University of Texas School of Law in 1991. After law school, she moved to McAllen and spent two decades building an acclaimed career as an attorney. In 2004, voters in the McAllen, Mission, Edinburg and Alton area elected her to serve as the first female representing District 41 in the Texas House of Representatives. Healthcare issues in the Rio Grande Valley are of great concern to Veronica and for three legislative sessions, she sat on the Public Health Committee, giving her a key decision-making role on issues affecting the public's health, medical licensing and access to care.

Extension has the expertise to empower families with information to help them face these challenges. Health care is a challenge for many families. You can make the difference for many Texans. Are you prepared to do it?

## Other Information

### Pre-conference Sessions

#### **SPANISH AT WORK**

**Maricela Garcia**

Spanish at Work will address those times when we are in a situation where we cannot understand what a Spanish speaking person is saying. It may be something very simple but if we don't know Spanish we cannot communicate with the person. Learn some strategies to build bridges with the Hispanic community using language.



**Maricela Garcia**, a professor at South Texas College has a Spanish minor and will be sharing simple Spanish phrases that will be of help in those cases. She will give us tips on how we can use words that are the same in Spanish and English. After the session you may be able to tell others, "Yo hablo Espanol!"

#### **HISTORICAL OVERVIEW OF SOUTH TEXAS AND SOUTH PADRE ISLAND**

**Speaker TBA**

Explore the significance and impact on the area of South Texas History and Culture.

### Special Activities

#### **Pan American Round Table I of Brownsville**



A special treat will be a textile review by the Pan American Round Table I of Brownsville. The first meeting of the Brownsville Table was held in November, 1932, making it the fifth to be organized in the State of Texas. Members of the Table have, since the beginning, represented each of the twenty-one republics of the Pan American Union, plus Canada. Each member has been challenged to learn and acquire the costume of the country they represent on the Table. They began to model these beautiful costumes for tourists and civic organizations. The original collection is now housed at the P.A.R.T. I Costume of the Americas Museum in Brownsville.

Today the Brownsville Table continues to present costume reviews and cultural information to clubs, conventions, schools, and various other meetings, both locally and over the Valley, and some even across the state.

## LA EXPERIENCIA DEL MERCADO

Come join us for a "Build Your Own Nacho" bar and an evening of on-site shopping and mariachi music.

## VITICULTURE EXPERIENCE



**Fay Mainhart** is currently the Executive Director of the Ruthe B. Cowl Rehabilitation Center. Prior to her current responsibility she was the Wine Steward/ Manager for an upscale HEB Grocery Store in Laredo, Texas for five years. She is Past President of the Laredo Business and Professional Women's Association, former board member of the Webb County Community Action Agency and Past President - 2006 for the United Way of Laredo's Executive Board.



**Norma Linda Sanchez** will be on hand to give us an account of how she has turned her Master Gardener experience into a profitable grape growing and wine producing business.