



Vibrant NC Communities: Building and Coordinating Capacity

2020 NC Cooperative Extension CRD Virtual Conference Presentations

Monday, August 17, 2020

Welcome and Conference Kickoff (*Dr. Susan Jakes*) and Extension Administration Remarks (*Dr. Dale Monks*)

[Zoom Recording](#)

Opening Keynote: **Crossing the Digital Divide**

(Panelists: Zach Barricklow of Wilkes Community College, Sherrell Dorsey of Build the Good, Laura Fogle of Digital Durham, Darren Smith of Gig East Exchange; moderated by Maggie Woods of the Institute for Emerging Issues)

[Zoom Recording](#)

Workshop: **From Technical Expert to Convener & Connector: Expanding Extension's Role in Communities** (*Presented By: Kristin Feierabend*)

[Zoom Recording](#)

[Slide Deck](#)

What are Your Community's First Impressions? (*Presented by Becky Bowen*)

[Zoom Recording](#)

[Slide Deck](#)

Code of the West: Cowboy Ethics *(Presented by Rob Hawk)*

[Zoom Recording](#)

[Slide Deck](#)

Rural community solutions for broadband deployment, opportunities, and funding options *(Presented by Sara Nichols, Land of Sky Council of Government)*

[Zoom Recording](#)

[Slide Deck](#)

Community Gardens as a Tool to Engage Youth in Building their Community *(Presented by Marcus Cyprian and Donyel Barber)*

[Zoom Recording](#)

[Slide Deck](#)

Tuesday, August 18

Connection before Content *(hosted by Susan Kelly)*

[Zoom Recording](#)

Workshop: Establishing Diversity, Equity, Accessibility and Inclusion (DEAI) in community based programing: *(Presented by: Heather Kelejain and Lloyd Singleton)*

[Zoom Recording](#)

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Workshop: Extension and Workforce Development *(Presented by Becky Bowen, Kenny Sherin, Rob Hawk, and Gary Cross)*

[Zoom Recording](#)

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[Qualla T Customer Service Training](#)

Community Food Distribution Aggregation Models: A Story of Three Pivots
(Presented by Laura Lauffer, EmPowering Mountain Local Food Systems)

[Zoom Recording](#)

[Slide Deck](#)

Overcoming challenges in the Scale-up of Vacationer Supported Agriculture during the COVID-19 Pandemic *(Presented by Hannah Dankbar, Britt Davis, Erin Kohn, and Becky Bowen)*

[Zoom Recording](#)

[Slide Deck](#)

Workshop: Connecting Through Hard Conversations in Communities: Racism Study Circles *(Presented by Kenny Sherin and Kari O’Neill)*

[Zoom Recording](#)

[Slide Deck](#)

Lightning Rounds

Building Advocacy Capacity in an Advisory Council *(Presented by: Mark Blevins and Harriet Edwards)*

[Slide Deck](#)

NC Cooperative Extension & Jacksonville's Community Development Office Working Together to Fill a Need - a 20 year relationship *(Presented by: Diana Rashash and Peggie Garner)*

The New Hanover County Center at the Arboretum: An Inspiring Educational Center
(Presented by: Lloyd Singleton and Amy Mead)

Comprehensive Nutrition Education Programs are Community Development *(Presented by: Breyana Davis)*

[Zoom Recording](#)

Closing Keynote: **Master Blend Family Farm Story** (*Ron Simmons of Masterblend Family Farm*)

[Zoom Recording](#)

[Slide Deck](#)

Keynote Speakers



Zach Barricklow currently serves as Vice President of Strategy for [Wilkes Community College](#), overseeing the ongoing development and implementation of the college's five-year strategic plan. The guiding vision for the college's work is to ultimately equip more students with credentials that earn a family-sustaining income. One way to fulfill this vision is to better leverage the excellent broadband connectivity enjoyed in the northwest NC region by preparing the existing and emerging workforce to engage in the telework/remote work economy. To that end, Zach and WCC are in the process of mobilizing a cross-institutional, public-private, regional team to look at credential pathways, corporate partnerships, infrastructure, and promotional strategies related to significantly expanding its telework/remote work economy.

Prior to his current role, Zach served for eight years as co-founder and managing partner of [Versado Training](#), an award-winning company that operated with an entirely virtual workforce for most of its existence. Zach is a current doctoral candidate at the University of Southern California. He and his wife, Lauren, live in the small mountain town of Sparta, North Carolina with their three children.

Sherrell Dorsey is the founder and CEO of [The Plug](#)—a digital news and insights platform covering the Black innovation economy. Her work has been featured in [VICE](#), [The Washington Post](#), and more. Sherrell has been a contributing writer for notable publications like [Columbia Journalism Review](#), [Fast Company](#), [Black Enterprise](#), and others. In 2018, she was named an inspiring woman in tech by [CNet](#).



Prior to launching The Plug, Dorsey served as a marketing manager for companies like Uber and Google Fiber. She holds a Master's degree in data journalism from Columbia University.



Laura B. Fogle is an educational technology professional and one of the founders of Digital Durham, a community collaborative in Durham, NC. Laura and two librarians planned a community listening event in 2016 about digital equity and the collaborative grew from that initial meeting. Digital Durham currently has twelve member organizations who share best practices, cooperate on joint projects, and together raise the visibility of digital equity and inclusion in our community and beyond. We amplify our impact as a member of the North Carolina Digital Equity and Inclusion Collaborative and as an affiliate of the National Digital Inclusion Alliance. Through our collective efforts, we strive to create a Durham where everyone is equitably engaged in the digital world.

Darren Smith is responsible for building an innovation ecosystem to support existing Wilson, NC companies while bringing in new, energetic members to join our community. He is leveraging his knowledge of the startup ecosystem in North Carolina to build strong partnerships to launch Wilson’s GIG EAST EXCHANGE as part of this growing center of innovation.



Wilson is building the Exchange from the ground up as one of the leading smart city technologies in the Southeast. The Exchange will be a place to foster entrepreneurship where people come to develop ideas and give life to new businesses and jobs. People utilizing the Hub will take full advantage of the high speed fiber optic network that Wilson built to serve local customers while attracting and retaining high level talent that its current and future employers will demand.



Ronald Simmons has served as President of Master Blend Family Farms, LLC in Kenansville, NC since 2012, combining his two favorite things, nature and food,. With over ten years of professional experience in agribusiness, Ron has a diverse expertise in various operations; including public and private sectors of scheduling, employee and account management, marketing, and quality control among other aspects of business management. In addition to overseeing Master Blend, Ron serves on the NC Cooperative Extension Advisory Committee. Along with his professional drive, he is committed to helping 4-H, Future Farmers of America (FFA), and other small farmers learn and expand, locally and naturally.

Maggie Woods is a Policy and Program Manager for NC State University's Institute for Emerging Issues (IEI). In that position she is part of the policy team and contributes to the planning and implementation of IEI's yearly program of work. Prior to joining IEI, Maggie was the Senior Program Coordinator for International Academic Programs at Duke University's Sanford School of Public Policy, where she managed four programs in five countries.



Maggie has served many capacities in the nonprofit and public policy sectors. She's worked as a consultant on education access programming, was a policy intern at the International Labour Organization in Geneva, Switzerland, and served two years as an AmeriCorps VISTA where she developed college readiness programs. Maggie is the current co-leader of the Triangle AmeriCorps Alums chapter, and holds a Master of Public Policy from Duke University and a Bachelor of Arts in International Studies from California State University, Long Beach.