



***DIVERSITY DAY 2007: EXPLORING CONNECTIONS***

*September 5, 2007 – Doyle Conservation Center, Leominster MA\**

*\* See [http://www.thetrustees.org/pages/3946\\_directions.cfm](http://www.thetrustees.org/pages/3946_directions.cfm) for directions to the DCC*

9:30 Welcome and registration

10:00 Why Workforce Diversity and Civil Rights Compliance in Program Delivery Matters  
*Christine Clarke, MA State Conservationist, NRCS*  
*Roylene Rides-at-the-Door, RI State Conservationist, NRCS*

10:30 Gender Communication: Men, Women, and Teams  
&  
Key Principles for Effective Workplace Communication  
*Gail Brant, Sociologist, USDA-NRCS East National Technology Support Center*

11:15 Break

11:30 Test Your Intergenerational Communication Skills: Exploring Commonalities  
Between Different Generations.  
*Teams will be formed for group exercises with members of as many generations as possible including “Veterans” (born between 1922 and 1943), “Boomers” (1943-1964), “Gen Xs” (1965-1980), and “Gen Ys” (1981-2000).*

*Team exercise facilitators:*

*Clark Merrill, Vice-President of Instruction, Dale Carnegie Training (To be confirmed)*

*Gail Brant, Sociologist, USDA-NRCS East National Technology Support Center*  
*Members of the MA&RI Civil Rights Committee*

12:15 Bring your own lunch or eat in a nearby restaurant (list provided at the event).

Enjoy your lunch at one of the tables on the covered terrace of the Doyle Conservation Center. Learn about this state-of-the-art "green building" with inspiring examples of appropriate technology to reduce waste, resource depletion, and pollution. Stroll in the “least-impact” grounds surrounding the DCC and the adjacent Pierce Park.

1:15 Panel Discussion: The Art of Successful Intercultural Communications

- Barriers and opportunities for minority farmers in the northeast – What can be done to better serve these communities? Are there systemic issues preventing access to programs and services?

- Building trust, developing a relationship, and establishing credibility to foster good cross-cultural communications. Learning from diverse experiences.
- Finding common ground to avoid cultural misunderstandings

*Moderator: Jennifer Hashley, Director, New Entry Sustainable Farming Project, Tufts University*

*Panel:*

*- Kevin Connelly, Soil Scientist, Greenfield MA Field Office, NRCS*

*- Mary Johnson, Director of the Accelerated Conservation Planning Project, Massachusetts Association of Conservation Districts*

*- Suliman Kamara, Marketing Specialist, New Entry Sustainable Farming Project, Tufts University*

*- Don Liptack, District Conservationist, Barnstable MA Field Office, NRCS*

*- A Nuestras Raices, Holyoke, MA Representative (Participation confirmed)*

2:30 Conclusion