

APS Webinars



FIELD SIDE MANNER: SERVING PLANT PATHOLOGY'S STAKEHOLDERS (PART 1 AND PART 2)

October 18, 2017 and October 25, 2017 | 11:30 a.m. CDT

Free for APS Members | \$49 for non-members

REGISTER AT
apsnet.org/webinars

What Will Attendees Learn?

- Learn how to be mindful of stakeholders' thoughts, input, feelings, and cultures and understand how they communicate plant health problems.
- Learn how to identify and adapt to the needs of various stakeholder groups in order to address plant health problems.

Just as doctors must have good bedside manner when dealing with patients, plant pathologists must be mindful of their "fieldside manner" when dealing with diverse stakeholder groups, ranging from growers to politicians. Plant pathologists have many opportunities to foster relationships and understanding with these individuals. These relationships are necessary to take our science to practice. The following speakers will share their experiences and advice on effectively communicating and interacting with stakeholders.

Who Should Attend?

APS members and allied plant health professionals within the United States and internationally at all stages of their careers, especially those in the early and mid-career stages.

FIELD SIDE MANNER: SERVING PLANT PATHOLOGY'S STAKEHOLDERS—PART 1

October 18, 2017 | 11:30 a.m. CDT



**Pulling No Punches:
Be Honest and Direct and Still
Achieve Your Goals**
Dr. Walt Mahaffee, USDA ARS



**The Business of Working
with Stakeholders**
*Dr. Courtney Gallup
Dow AgroSciences LLC*



**Working Relationships with
Regulated Stakeholders:
A Win-Win**
Dr. Mary Palm, USDA APHIS

FIELD SIDE MANNER: SERVING PLANT PATHOLOGY'S STAKEHOLDERS—PART 2

October 25, 2017 | 11:30 a.m. CDT



**Tapping into
Growers' Expertise:
Engaging in Extension**
*Dr. Lindsey du Toit, Washington
State University, Mount Vernon
NWREC*



**Have I told You About the
Time...: Communicating
"Plant Pathology" to Diverse
Audiences in Academia**
*Dr. James Bradeen, University
of Minnesota*



**Think Locally, Act Globally:
Meeting Stakeholders' Needs
in Developing Countries**
*Dr. Anna Testen, The Ohio
State University*