



May 26, 2015

To future Kearneyites and Cooperative Extension peers:

As I write these thoughts for you 50 years into our future, I must ponder what differences between our lives there must be; advances in health care, transportation and communication. What devices and technology must be available to you that are almost unimaginable to me?

In the span of my career, I saw personal productivity go from transcriptions on paper to work stations, to personal computers, to voice recognition, all improving productivity at lower costs. I did my thesis on a typewriter, analyzed my data on a mainframe IBM computer using punch cards and made my presentations by photographing charts and developing them in a darkroom. There was no wireless voice and data network, only in-person contact and surface mail.

By the end of my career, worldwide connectivity provides instant contact with easy access to information distant resources and with information abundant.

However, **information is not knowledge and knowledge is not practice**. That simple thought is the message I want to leave you. For in Extension, we learn from real experience, teach by doing, progress by listening. Regardless of the technological advances, technology and knowledge transfer is based on personal contact and trust. Humans, even in your time, are a high touch species who thrive on social interaction.

My advice: get out of the office and get to the farm. Experience your stakeholders' lives and be there to help them make difficult decisions. Build their trust and your reputation as an honest broker of change. Create and nourish human networks as well as virtual ones.

This societal requirement for "continual improvement in the face of constant change" is as true in 2065 as it was in 1917 and 2015. Good luck in continuing this legacy into the next 50 years.

A handwritten signature in blue ink that reads 'PB Goodell'. The signature is written in a cursive, flowing style.

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