

National Association of County Agricultural Agents

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Proceedings

**95th Annual Meeting and
Professional Improvement Conference**

July 11-15, 2010

Tulsa, Oklahoma

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NACAA

Report To The Membership

2010

NACAA President

Phil Pratt
Oklahoma

In looking back at my year as President, I would give the year a grade of B. We had some successes but there were also some short falls and areas of concern.



A bright spot was the continued support and participation of the NACAA membership for the AM/PIC. The 95th NACAA Annual Meeting and Professional Improvement Conference was attended by a little over 1300 Extension Agents/Educators, family members and guests. The level of participation by the membership allowed for a diverse and educational professional improvement program, and it also enabled NACAA to cover the costs of conducting another successful AM/PIC.

A point of concern is membership numbers. Maintaining or increasing membership numbers was an emphasis during the past year. However, we saw a decrease of approximately 5% in our paid membership. It is recognized most states have faced budgetary problems and a continued decrease in the number of Extension educators/agents. However there are significant numbers of Extension agents/educators working in agriculture related fields that are not members of their state association and therefore not members of NACAA. NACAA membership is dependent solely upon membership in the state associations.

The NACAA Board stressed recruitment and retention of members into the state association. States were provided information and materials on the scholastic opportunities and other benefits of NACAA membership. We asked states to redouble their efforts to recruit new members into their state association. In the final analysis, NACAA is dependent upon the state associations' ability to recruit and maintain their membership.

Financially NACAA is on solid ground. The current and previous NACAA Boards have been cognizant and proactive concerning the potential impact of the nations' economic uncertainty and the reduction in membership. Budgets have been developed based on the potential impact of these two issues. The AM/PIC budget and the NACAA operational budget for this year and next year reflect the Board's commitment to "living within our means". The Board's internal fiscal committee provides recommendations regarding NACAA's investments and provides a monthly update to the Board. As a result of this fiscal management, expenditures have been kept within budgeted amounts and the assets of NACAA have continued to grow.

President Elect Stan Moore and Executive Director Scott Hawbaker are to be commended for their work with NACAA donors/sponsors. In today's business environment it is becoming more of a challenge to sustain funding from donors/sponsors. Through the efforts of these two men, funding from NACAA donors/sponsors was increased over that of the past year. NACAA continues to be a good investment for our donors by providing them exposure to Extension agents/educators and their clientele across the nation.

The NACAA committees did a great job this past year. They performed and fulfilled their duties and responsibilities according to NACAA policy. Vice President Wigley, working with the national committee chairs and vice chairs, made a concerted effort to improve the communication between the national committees and the membership. There was improvement in the notification of regional and national award winners and other aspects of committee communication with state committee chairs. Through the efforts of the Council Chairs, Committee Chairs and Vice Chairs an outstanding professional improvement program was provided at the 95th AM/PIC.

A major challenge faced during the past year was filling vacant committee vice chair positions. The Council Chairs and Vice President dedicated an inordinate amount of time and effort seeking NACAA members to fill these positions. Serving as a committee vice chair or chair does require a time commitment and some effort, but it also provides excellent professional development opportunities. Having capable and dedicated people serve as committee chairs and vice chairs is essential to the continued success of NACAA's professional development programs. State presidents are asked to encourage members within their association to apply for NACAA leadership positions. All of us need to encourage our colleagues to step forward and apply for committee vice chair, committee chair and council chair positions.

This past year marked my second year serving on the JCEP board. Serving on this board provided Past President Rick Gibson, President Elect Stan Moore and me the opportunity to work and interact with the leadership of our five sister associations. NACAA's relationship with the other associations continues to be very good. NACAA members provided excellent leadership in planning and facilitating the 2010 JCEP Regional Workshop and PILD. Mark Stewart, NACAA North Central Region Director, will chair the 2011 PILD planning committee. Galaxy IV is on the horizon and JCEP soon will be naming the Galaxy IV planning committee. I am excited about the NCAAA members who will be named to this committee and the experience and leadership they will provide in planning Galaxy IV.

One of the highlights of the past year was the opportunity to meet with the U.S. Deputy Secretary of Agriculture, Kathleen Merrigan.

The past history of NACAA reports meetings of NACAA Board members with the U.S. Secretary of Agriculture. However, it has been many years since NACAA representatives have had this opportunity to meet individually with people serving in the upper echelons of USDA. This year, through the efforts of President Elect Stan Moore, NACAA was granted a meeting with the Deputy Secretary. Those attending the forty five minute meeting were the Deputy Secretary, three of her staff members, Past President Rick Gibson, President Elect Stan Moore, Vice President Paul Wigley and me. In our talking points we touched on NACAA and what we do, NACAA SARE Fellows program, and the importance of the Smith Lever funds to Cooperative Extension programming. I feel the meeting was a success and may have opened the door to additional opportunities to interact with Deputy Secretary Merrigan. The past year has been an enlightening, educational and enjoyable experience. When I started working for the Oklahoma Cooperative Extension Service thirty-five years ago, I never dreamed I would have the opportunities provided to me by NACAA. I am fortunate to belong to such a great association and I sincerely appreciate all NACAA has done for me. I will always treasure the honor of serving as your president. Thank you.

NACAA President-Elect

Stan Moore Michigan



Engaging the Media Like You Mean It! That was the title of a professional development session offered at the AM/PIC last year in Oregon by Jim Ochterski of Cornell University Cooperative Extension. I knew right away that this year was going to be no exception to my "always learning something at the AM/PIC that I can take back home and use". Over the course of the next few months, I was able to work with Jim to fashion a program for a group of young agriculture leaders in my area of Michigan. The success of the program was directly tied to Jim's excellent program, and my attendance at the professional development opportunities afforded at the NACAA AM/PIC.

So it got me linking... in these times of ever increasing changes in Extension, perhaps one of the most important things that we can do is "Engage Our Careers Like We Mean it". There are many points of similarity between the programs Jim and I have offered and this challenge:

1. We need to be purposeful about professional development just as producers need to be purposeful about developing their skills to work with the media. To be the best educators that we can be requires that we spend the time to develop our own skill set. For me, the professional development opportunities at the AM/PIC have afforded me this opportunity every year that I have attended.
2. We need to cultivate relationships. Just as producers need to build relationships with media people that they can trust with getting their message out, we need to build relationships with Extension Colleagues that can help us grow in our careers. NACAA provides many opportunities to network with our counterparts from around the country and learn from each other.
3. We need to be proactive in "Engaging Our Careers Like We Mean It". Being ahead of the story, rather than being

reactive is a very good place to be. When we engage with other Agricultural Agents from across the country, we are able to better see what issues are arising, and what others are doing to provide education to address those issues. This allows us to go back home and provide educational programs that are ahead of the curve instead of behind the curve.

Well, I have probably stretched that analogy as far as I can, but as you can see I am pretty proud of our NACAA and what it can mean to each of us if we truly engage in the process. For those of you that may be interested in seeing a bit more of Jim Ochterski's presentation, you can view a portion of it on the NACAA website at: <http://nacaa.com/ampic/2009/presentations.html>

Being your President Elect for the 2009-2010 year has been a wonderful experience and opportunity. It is the responsibility of this position to work with our Executive Director, Scott Hawbaker, to both retain current donor/sponsors and also seek new donor/sponsors. As cost go up each year, it is also important for our donor/sponsor base to continue to grow.

This, of course, is a job too big for just two individuals. Each year we encourage Committee Chairs to seek donations that can support their programs, and encourage you, the member, to help us as well. Each of us has contacts with Agribusiness that may work into a new donor/sponsor for NACAA. What we need from you is that willingness to help develop that lead and "make the ask". Scott and the President Elect are always willing to help you put together the packet of information that you will need to help you be successful in seeking these donors.

For those of you that did make special efforts to bring on new donor/sponsors this year, I want to express my thanks. Even if you weren't successful, you still carried a message of "The great work that NACAA is doing" to our Agribusiness friends, and that is an important message.

For those that are successful, NACAA offers an incentive program designed to reward members who assist in identifying new donors. If you, as an NACAA member, find a new sponsor who contributes \$2,000 to \$4,999 you are reimbursed your next AM/PIC registration fee. Those that find a sponsor who contributes \$5,000 to \$9,999 receive not only reimbursement of AM/PIC registration fee, but also a \$500 travel voucher to the AM/PIC. For a new sponsor who donates \$10,000 and up, you receive the AM/PIC registration fee reimbursement and a \$1,000 travel voucher to attend AM/PIC.

One new effort that Scott and I tried this year is meeting directly with three marketing firms that represent Agribusinesses. The firms expressed willingness to help connect us with their clients for a potential donor/sponsor relationship. Hopefully these efforts will pay back dividends over the long run.

To date our sponsorship for this year is just over \$132,000 (not counting SARE Funds valued over \$50,000), up slightly from last year. These levels are due, in great part, to the diligent efforts of Scott Hawbaker.

Over the next year I am looking forward serving you as President, and I appreciate the trust that you have placed in me. I am also looking forward to working with the very capable NACAA Board that you have elected to serve during the coming year. Together we will continue to work toward making NACAA the best

organization that it can be, ensuring that it continues to provide you with the greatest opportunities to “Engage Your Career Like You Mean It”!

NACAA Vice-President

Paul Wigley
Georgia



What a year full of activities it has been. But consider that it has only been ten months since our AM/PIC in Portland and you realize that a compressed work schedule is really tuff when it comes to preparation and deadlines. It has been my honor to serve as your Vice President for the past year and provide service to the committees and council chairs of our great organization. It has been a learning experience that I will treasure for the rest of my life. It has also given me the opportunity to meet and interact with great professionals such as yourself from all across our great nation.

There are two challenges that face our organization when it comes to committee work. The first of these is communication. I have heard from both sides of the equation during my time on the NACAA board. I have heard some state officers and committee chairs state that they rarely if ever hear from the national committee chair or vice chair for their region. I have also heard from national committee vice chairs and chairs as well as council chairs that they do not receive correspondence from the state committee chairs. Sometimes the reason for this miscommunication is simply because the proper person has not been notified. Each year the state association must update its leadership base on the NACAA website. This will insure that the current state committee chairs are receiving all necessary correspondence from their national counterparts. If the state leadership is not updated all correspondence by default goes to the last state president entered in the database. We are all busy professionals with numerous time commitments to our local constitutes as well as our state and national organizations. If this one detail “falls through the cracks” the line of communication is broken. We are working diligently with state leadership to try to make sure that this line of communication remains current and open.

The second challenge that we face is one that has grown in magnitude in the past five years. This is finding enough qualified, willing people to serve in the committee vice and committee chairs roles. One reason this is becoming a bigger challenge is that our membership numbers have decreased during the past five years. This is due to the fewer number of extension professionals that are eligible for membership in NACAA. Think back five years and look around in your own state and think about how many of you were working in your state as compared to now. The economic downturn and the financial burden it has placed on the county, state, and national government is seen in the reduced number of extension employees. Simply said there aren’t as many of us as there was five years ago. Of those, less than half are willing to assume these leadership roles. The retirement of baby boomers has reduced our work staff and in places they are not being replaced due to the economic downturn. Reduce that number again because some state administrators do not find it a worthy use of time or do not consider it to be of value for promotion and tenure. This leaves us with a relatively small pool of persons to draw from. I have experienced this frustration working with the council and committee chairs this year in filling the vacant slots.

We must find more members that are willing to step up and serve in the vital leadership roles. Our other alternative is to reexamine the committee structure. Has the time come to try to combine, redirect, or refocus some committees in our organization? I as well as the rest of your national leadership welcome your comments.

Once again, it has been my pleasure to serve you this past year. I am honored that you have placed your trust and faith in me and I look forward to serving you again next year. Thank you for all you do to help make our organization great.

NACAA Secretary

Henry Dorough
Alabama



“Nothing endures but change.” This profound quote by the ancient Greek philosopher Heraclitus was made around the year 500 BC. It demonstrates how conversation on change is nothing new. Change has shaped the landscape of this world not only from a physical sense but in a philosophical manner as well. Add the seemingly unlimited creativity of the human mind and it is no wonder how mankind has transformed the face of the earth and the politics that have evolved throughout history.

Cooperative Extension has changed considerably since its creation by the Smith-Lever Act and will face even greater changes in the very near future; a reality many states are witnessing at this very moment. Extension’s relevance is being challenged in the age of the internet and the newest rage: social networking. Rather than pick up the phone to call the local Extension office, most people now go to the internet for answers. According to a 2009 study, 81% of people on the internet use search engines to find information. A 2005 study reported 94% of farmers have a computer, 80% use the internet daily and 58% conduct their farm business on the internet. I would suggest that in 2010, these numbers have grown substantially. In addition, many of our clients are now using social networking tools as a means to communicate and get answers. The popularity of sites such as Twitter, Facebook and LinkedIn offers many opportunities for agricultural agents to connect with new and traditional clients in a not so traditional way.

NACAA has not been immune to the changes in Cooperative Extension either. A smaller workforce translates into fewer members, but more importantly it spells out the importance of an association that feeds the professional improvement requirement of its members. Shrinking funds and travel restrictions have forced many agricultural agents to pick and choose which professional training meetings they will attend and the NACAA AM/PIC should be on the top of their list of choices.

No other meeting can provide the quality and quantity of choices specific to the training needs of an Extension agent. Agent-led sessions on successful Extension programs from around the nation are, in my opinion, the highlight of the conference; something you can take home and put right to work. And for those of you a little apprehensive of opening a Facebook account, there are sessions to help ease the learning curve with that also. If you did not make the 2010 NACAA AM/PIC your primary professional development meeting this year, I encourage you to do so next year in Overland Park, Kansas. You won’t be disappointed.

Communication has been a word emphasized by me and others on the Board the last two years. As your secretary, it is my job to keep you informed of the happenings of your association. The minutes of board meetings illustrate the bulk of the work your association board and committees are engaged in. Making this information available to you in a timely manner has been a top priority and minutes are now posted on the NACAA website in a relatively short time period after they are approved. Additionally, beginning with the March 2010 NACAA Board conference call minutes, all attachments will now be posted online with the minutes to ensure you have the opportunity to see everything we see during our meetings.

In an effort to protect our association's integrity, last year I encouraged the Board to put all minutes under password protection on the NACAA website. This year, I questioned whether or not specific financial information needed to be included in the body of the minutes. Placing the minutes on the internet under password protection does not ensure someone with malicious intent will not affect our association's wellbeing. In the interest of protecting the association and our sponsor/donor partners, the Board agreed to exclude all specific financial information from the minutes. In addition, any attachments with financial information such as the Treasurer's Report will not be placed on the website. However, as a member you are entitled to this information and can easily acquire the association's financial reports as presented by sending a written (email) request to the Treasurer.

The history of NACAA is important for many reasons and the secretary is charged with collecting annual historically significant documents for storage at the USDA Agricultural Library located in Beltsville, Maryland. Unfortunately, for unknown reasons, our records have not been updated since 1992. This year we have laid the groundwork to bring the records up to date by the end of my term as your secretary.

The NACAA Secretary serves as chair of the internal Publication Committee which provides oversight for content of the NACAA website, **The County Agent** magazine and the **e-County Agent** blog. This year, the new Electronic Journal Committee was placed under the guidance of the internal Publication Committee for the production of the **Journal of NACAA**; our very own refereed journal. This new venture will create many opportunities for NACAA members to publish articles and hopefully play a helpful role for those going up for promotion within their state.

This has been an outstanding year for NACAA and an exceedingly memorable and rewarding experience for me. Thank you for providing me this awesome opportunity to serve this wonderful organization. Thank you also to all of my Alabama colleagues for placing your confidence in me. I look forward to serving you another year.

I encourage you to embrace change and help keep Extension and NACAA in the forefront of education and information exchange. English playwright William Somerset Maugham once wrote: *"Nothing in the world is permanent, and we're foolish when we ask anything to last, but surely we're still more foolish not to take delight in it while we have it. If change is of the essence of existence one would have thought it only sensible to make it the premise of our philosophy."*

NACAA Treasurer

Parman Green
Missouri



I am glad to report the financial condition of NACAA is very sound. To be honest, I was not fully aware of the financial condition of organization last year as I stepped into the role of treasurer. In fact, you will recall one of my campaign statements was to make our financial information more available and transparent to the membership.

During my first year (six months) as treasurer, I have concentrated my efforts on insuring our compliance with organizational registrations and consistency of our accounting. To the latter objective I elected to continue the accounting database utilized by Paul Wigley during his three year term as treasurer. I have greatly simplified the chart of accounts and added "class" tracking to our QuickBooks accounting system. These changes have increased the user-friendliness of the system and added to the usefulness of the financial reports.

Another goal I had coming into the job of treasurer was to continue providing timely payment of organizational expenditures. Through the benefits of electronic communication, I believe President Pratt and I have continued to narrow the turn-around-time for getting expense voucher requests paid.

I have striven to make our financial reports more available and transparent to the membership. Confidentiality of our financial information is a valid concern (who should have access to our financial information). The degree of financial disclosure will ultimately be dictated by the desires of membership.

The NACAA board continues to provide great financial oversight and strives to keep our expenditures conservative as we weather the current economic environment. I have been impressed by the thoughtfulness each of the board members has given the financial issues and concerns we have considered and debated.

Thank you for the opportunity to serve as your treasurer for 2010 and I look forward to possibility of continuing my service as your treasurer.

NACAA Past President

Rick Gibson
Arizona



NACAA, you are "doin' fine" not just in Oklahoma, but in every facet of the organization! I am so proud to be a member of our fine professional improvement association and so grateful to have been given the opportunity to serve on the NACAA national board these past four years.

There is a critical need within NACAA each year for individual members to step up and help move the organization forward. If you have not yet made the plunge, I would encourage you to search for your own personal niche within NACAA, look for where you can provide service, and then apply for a position to serve. Not only will you find personal satisfaction, but you will also learn more about your profession as well. Service is one way to give back to the organization and help build its capacity to help others. I have greatly

enjoyed my service within in the NACAA structure and look forward to additional professional improvement opportunities in the years to come. I can assure you that it is well worth the time and effort.

As Past President, I had the privilege of representing NACAA on the Outstanding Young Farmer selection committee and traveling to their Awards Congress in Raleigh, North Carolina. Dan Downing, Chairman of the Agricultural Issues and Public Relations committee, joined me on this trip and we both had the opportunity to talk with current and past winners of this award. These farmers represent the "cream of the crop" and many serve in leadership roles at the local, county, state and national levels.

The purpose of the Outstanding Young Farmer program is to bring about a greater interest in the farmer, to foster better urban-rural relations through the understanding of the farmers' challenges, to develop an appreciation of their contributions and achievements, and to inform the agribusiness community of growing urban awareness of farmers' importance and impact on the American economy. Since 1976, John Deere has been the national sponsor for the Outstanding Young Farmer program.

Please consider nominating one of your outstanding young farmers for this program. It is a great way to reward them for helping to feed the nation and a tremendous experience that they will never forget. NACAA members who nominate a national winner are eligible for reimbursement of registration fees for the next year's NACAA Annual Meeting and Professional Improvement Conference. You will also have the bragging rights of having a national winner from your area, the knowledge that you have helped recognize an outstanding young farmer, and helped NACAA partner on a national scale with John Deere and the Jaycees. The Agricultural Issues and Public Relations committee administers this program within NACAA and is the best source of information about the program. The deadline for nominating a candidate from your county is August 1 of each year.

Another important organization that NACAA partners with is the Joint Council of Extension Professionals (JCEP). JCEP is comprised of the six Extension professional associations – NACAA, ANREP, NEA4-HA, NEAFCS, NACDEP, and ESP. If you are a member of NACAA, you are also a member of JCEP. JCEP's Board is composed of the Presidents Elect, Presidents, and Past Presidents of each of the above associations. We also have representatives from NIFA (National Institute of Food and Agriculture); the Association of Public and Land Grant Universities (APLU); and the Extension Committee on Organization and Planning (ECOP). The JCEP officers come from within the Past Presidents ranks, and this year, I had the honor of serving as JCEP Treasurer. Phil Pratt will be serving as JCEP Treasurer next year, and Stan Moore was recently elected President Elect.

JCEP sponsors and coordinates the Leadership conference, the Public Issues and Leadership Development Conference (PILD), and the Galaxy Conference. Each of these is a key opportunity for learning and professional growth. We continue to plan for Galaxy IV conference that is now just three short years away. We have elected this year a vice president who will be the NACAA president during the next Galaxy conference. As we participate in the planning for this conference, it is important that we not only continue to reach out to our peer Extension associations, but to also ensure that NACAA is well represented during the planning process.

What can you and I do to make good use of the opportunities that come through JCEP? The best way is to plan on attending one or

more of the JCEP-sponsored meetings either in person, or through the webinars that are often held in conjunction with these meetings. The JCEP Board is the conduit for sharing ideas and issues that can be addressed by JCEP so I encourage you to share these with Phil, Stan, and Paul. NACAA has worked hard to develop a strong and enduring relationship with our peer associations. It is critically important for the future of Extension that we continue to work together and build upon this foundation.

Recently my Arizona Cooperative Extension director, Jim Christenson, asked me to outline for him in writing how participation in NACAA leadership positions has helped me grow both professionally and individually. It has been an intriguing exercise. Of the many benefits that I have listed, perhaps the greatest reward has been the opportunity to get to know so many of my colleagues from around the country and to realize that even in our diversity we all face similar obstacles and challenges. I express my gratitude for each of you and for all that I have learned from you. I am also grateful for the professional growth that I have experienced as a member of NACAA.

Each year you and I face many challenges and obstacles as part of our profession. It has been my experience that NACAA has the mission, structure, and capacity to help us learn how to face those obstacles, those challenges, and meet them head on. It helps us change them into opportunities. As a professional improvement organization for agricultural Extension professionals, NACAA is unique in that regard. NACAA you are "doin' fine!"

NACAA Southern Region Director

**Alan B. Galloway
Tennessee**



As I make plans to attend my nineteenth NACAA Annual Meeting and Professional Improvement Conference (AM/PIC) and my last as a regional director, it is nearly impossible to think about writing these words without acknowledging how fast two years as a regional vice-director and two years as regional director have passed. Many told me as I began my term that the position of regional director was the best in our association. I can wholeheartedly concur it is a great experience. The many states I have had the opportunity to visit, the members I have met and got to know and the knowledge learned about the differences and similarities of what we do as Extension agents/educators on a daily basis have been wonderful parts of the whole experience.

While serving on the NACAA Board and on the fiscal and state relations committees, I have learned much about the inner workings of our association. I am continually impressed with the long hours and efforts expended by the board members to keep NACAA strong and headed down the right path. A couple items I am particularly proud to have assisted with were the development of the single sheet of NACAA – "Snapshot of Opportunities", summarizing the many programs and awards in which members can become involved and the revision of the State Officers Handbook which now includes step-by-step instructions for updating state officers and committee chairs on the NACAA website. Additional efforts included assisting with the development of the AM/PIC planning budget spreadsheet and working many hours on the 2009 and 2010 AM/PIC budgets. While at times it was tiring, it has always been encouraging to have the

other board members there working along side and knowing we were all trying to insure we were providing the best for NACAA members.

While many states continue to have financial challenges and staffing in many has dropped, I have been constantly amazed by the energy of each state association and their desire to provide professional improvement for their members. NACAA members everywhere realize we have to be on the top of our game to provide quality, unbiased educational information to our clientele.

Just like the farmers and ranchers we encounter daily know they must grease their equipment properly if they want it to function when needed. NACAA members need "grease" in two ways. First, we must "grease" our base of knowledge and never hesitate to search out new information and ways of improving our understanding of agricultural issues. Only if we are clear on the problems and challenges can we possibly explain them to our clientele and provide them with the knowledge they need to survive and thrive. NACAA can provide a lot of that information through seminars, workshops, via web based means and through the interaction with other members. Secondly, we need to "grease" the NACAA wheels to keep in moving and improving. We need to continue searching for ways to enhance the professional improvement to our members through the NACAA AM/PIC and through other means throughout the year. We also need to be diligent in recruiting new members and keeping veteran members involved. And let's be certain we don't forget a powerful source of valuable information and assistance, our life members.

It has been a privilege and the highlight of my involvement in NACAA serving as a regional director. I owe many thanks to my fellow Tennessee members for providing this opportunity and to the UT Extension administration in allowing the time away from regular duties. I look forward to future opportunities to serve or be a resource for future NACAA members.

NACAA Southern Region Director

**Charles Davis
South Carolina**

As my first year as Southern Region Director draws to a close I can't help but echo the thoughts of many of my predecessors.... "this is the greatest job!" I can't begin to tell you how much fun it is to visit with you at your state association meetings. Visiting with you on your home turf, learning about your agriculture on the tours, experiencing new foods at your cookouts, spending some money at your scholarship auctions (yes, that is fun too!) and meeting with your extension administrators gives me a greater appreciation for this thing we call Extension. I am impressed as I visit your states with the depth of dedication that I see in the membership. We are one strong, committed bunch of people! At a recent state meeting, I noticed 15 agents outside the meeting room during a break, all on the phone returning calls to producers, helping them solve problems, giving advice, and soothing jangled nerves. I know, because I was one of them. We should never underestimate how important our work is to those we do it for.

As I listen to the accolades given for those who are honored at the state meetings, it is easy to see how deep the commitment to serving others is. As I meet life members who have attended 30



and 40 state meetings, it is easy to see the passion that extension agents have for the job, and for the membership. I often tell my friends that extension is not a job, it is a way of life!

It is also my task to take the pulse of our organization, to see where the worries are and to promote cohesiveness within the whole of NACAA. We are in the midst of some troubling times. I hope that as we work our way through these troubling times that we don't become discouraged. We have been through tough times before, but this one seems to have an extra bite that threatens to dismantle one of the most cherished and appreciated institutions of teaching that the world has ever seen. Our job as leaders of NACAA and your job as leaders in your state associations is to maintain a positive attitude, learn how we can do our jobs more efficiently, and stand behind our new young agents who are just beginning their extension careers. As we visit with our young agents, I hope you will take time to encourage them. Even those of us who are getting up in years in our extension careers can learn a lot from them. They have talents and abilities that many of us wish we had had in our early careers.

I have had the pleasure to visit Mississippi, Louisiana, Alabama, and South Carolina since becoming Southern Region Director and I can truly say it has been time well spent. I want to thank those associations for their wonderful hospitality and for making me feel like one of your own. I am looking forward to the rest of my state visits with great anticipation, not only for the visit, but for the chance to get to know you all personally, share some good stories, eat some good food, and spread a little encouragement along the way.

NACAA North Central Region Director

**Mark Stewart
Missouri**



This first year as your regional director has been a great experience. The opportunity to represent the organizations members from the NC Region has provided me the opportunity to learn more about an organization I have been a member of for twenty-nine years. To the NC membership, thank you for your trust!

The North Central Region (NCR) has experienced many of the same challenges that the other regions have faced with restricted state budgets. As I visited with members from several states I have been impressed at the "can do" attitude most expressed as they considered the changes in their job responsibilities these budgets will mandate.

Larry Howard (NC Region Vice-director, NE) and I have made eight state association meetings this year and Stan Moore pinch hit for us in Michigan. We have been impressed with all the great things the state associations are accomplishing. As is fitting, each meeting has its own flavor and is tailored to meet the needs of their state membership. What is apparent in all is the camaraderie and teamwork that each of these events fosters in the membership.

Budget constraints have resulted in many states canceling or shortening their state annual conference. Many state associations are finding it difficult to find the time at the annual conferences for association work. As Chuck noted last year, several states are

holding separate state meetings for our associations during which they conduct educational tours and provide professional improvement opportunities as well as conduct their necessary business. This model seems to work very well.

The NCR will be hosting the 2011 AM/PIC in Overland Park, KS. When I attended the Kansas association state meeting, their committees were really getting down to work. I expect all of the regions state associations have been contacted by the Kansas association to discuss support and/or assistance with the meeting. From the comments I heard, this engagement by other states is very much appreciated.

I would also like to remind all the states that at the 2011 AM/PIC it will be the NCR's turn to bid for the 2015 AM/PIC. Your national officers have worked to update the AM/PIC planning budget this year and any state considering a bid should request a copy of the planning template.

An organization like NACAA requires commitment from its leadership if it is to be successful. Many of our NCR members have accepted committee leadership roles and help support our association's successful professional development and recognition functions. The organization thanks you! I encourage all of you to consider applying for committee chairs as openings occur. Once you have been in one of those positions, you will have even greater appreciation for what NACAA offers its members.

As I write this report, I feel I am looking back on a very successful year for your association and forward to another successful, if a bit more challenging, year in 2011.

NACAA Northeast Region Director

**Betsy Greene
Vermont**



I have visited with several of my Northeast Extension compatriots during my first year as Director. At the different meetings, I had the opportunity to learn about local agriculture and related issues, ranging from financial challenges, diagnostics on a disease affecting a "closed herd" dairy farm, to the positives of creative niche marketing, diversification for farm survival, quality of care in large duck operations, and large scale horticulture operations, to name a few. It was also great to partake in some of the state or regional traditional meals, such as giant crock pots of chicken and root veggies that percolated while we toured (Maine), and of course, crab cakes, crab rolls, and crab-crab... (Thanks Dave - for the lesson in expert crab crackin') in guess which state? (Maryland).

In the State Association business meetings, the underlying issues of personnel loss by attrition or budget cuts did not dampen the enthusiasm for ongoing program development, demonstration of successes, encouragement and mentoring of new extension members. It was great to be present for the recognition of achievements of my extension colleagues, whether it was an early achiever or lifetime recognition.

I can confidently report that your national board is working to ensure a productive future for our members and organization. While our Fiscal Committee has worked extremely hard to make financially sound decisions in an unsteady environment, other

committees have worked on providing more opportunities for professional development and/or learning for membership beyond the AM/PIC. I have participated a few of these, including recording the "Using PowerPoint to Create a Poster" and facing off with Henry Dorough as we "judged" the good, bad, and ugly posters (and there were some ugly...) that I have created over the years in "Tips on Creating a Winning Poster" Elluminate sessions. The Journal of NACAA is about to publish the third set of articles on the website, providing an appropriate venue and scholarship for our membership to publish peer-reviewed articles that are of use to our colleagues in their daily jobs.

As a region, we have an exciting, yet challenging adventure ahead as we bring our "best to the rest" at the Galaxy Meeting in Pittsburgh in 2013. We continue to iron out details to make sure that we meet the expectations of our NACAA membership, while collaborating with our other professional extension organizations. I am confident that the Northeast Region will bring a quality experience to our membership!

I look forward to serving as your Northeast Regional Director in the upcoming year.

Program Recognition Council Chair

**Mike Hogan
Ohio**



The role of the NACAA Program Recognition Council is to implement the numerous awards and recognition programs conducted by NACAA for its members. The Program Recognition Council is the largest of the three NACAA Councils with seven committees.

These committees and their respective committee chairs for 2010 include: Communications, Larry Williams, FL; Search for Excellence, Dick Brzozowski, ME; 4-H and Youth, Sherry Beaty, AR; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Cynthia Gregg; VA and Scholarship, Chris Bruynis, OH.

These National Committee Chairs are the backbone of NACAA committee work, and it is only through their hard work and dedication that NACAA is able to conduct awards and recognition programs for its members. Some of these committees receive hundreds of entries from throughout the country for specific awards programs. The National Committee Chairs would not be able to coordinate these awards programs without the many Regional Vice-Chairs who serve our association by assisting with these committees. All of us as members owe these volunteer leaders a debt of gratitude for their hard work and dedication.

This past year has certainly been a challenging one for NACAA and the committees of the Program Recognition Council. Budget challenges around the country have reduced the number of NACAA members able to serve in committee leadership positions. Please consider serving in one of these leadership positions, and recommend co-workers who may be willing to serve.

It has been a privilege to serve our association as Council Chair for the past three years. My term as Council Chair will conclude at the end

of this year's AMPIC in Tulsa. Assuming the role of Council Chair for the Professional Improvement Council will be JJ Jones of Oklahoma.

Recognition and Awards Chair

**Cynthia Gregg
Virginia**



First I must say thank you to the Committee members of the Recognition and Awards Committee: Larry Howard, North Central Region Vice-Chair; Kurt Nolte, Western Region Vice-Chair; Ronnie Helmondollar, Northeast Region Vice-Chair; and all of the State Chairs. You did a great job this year! Thank you for all you do for your respective states and NACAA.

This year in Tulsa the Committee was responsible in the awarding of the Hall of Fame Awards to four outstanding individuals on Monday during the Opening Ceremonies. The recipients have done great things during their careers in assisting the clientele, agents, and specialists of the Extension Programs in their respective states and regions of the country. This year's inductees make one proud to be a member of NACAA. The Committee wishes to express a special thank you to John Deere and Company for their sponsorship of this award again this year.

On Tuesday Morning, fifty-three Achievement Award recipients received their respective awards at a Breakfast in their honor. These members have provided quality programming for their clientele, have done so in ten years or less, have respect of co-workers and represent one percent of their respective state membership. American Income Life was the sponsor of this program for the forty-second year. The Committee wishes to express our appreciation for the continued support of the Achievement Awards Breakfast.

Thursday evening, the Annual Banquet was the opportunity to award the Distinguished Service Award to seventy NACAA members from across the country. These members received one of the highest awards presented by the NACAA. The members represent two percent of their state membership, provide outstanding educational programming, are respected by their clientele and co-workers, and have worked for more than ten years. Philip Morris USA was the once again the sponsor of the DSA Banquet Booklet and the committee wishes to say thank you for their continued support.

It has been a busy year for the Recognition and Awards Committee. We have continued to work on electronic submission of all three awards: Achievement Award, Distinguished Service Award, and Hall of Fame.

I would be remised if I also did not thank the NACAA Board, President Phil Pratt and the remaining officers along with Program Recognition Council Chair Mike Hogan and Scott Hawbaker for allowing me to become Chair of this great Committee with outstanding members on it as well as for your understanding and support as I have learned this new role. Another special thank you goes to Immediate Past National Chair Todd Lorenz for all of his encouragement and assistance. John Dorner has been invaluable with his assistance with electronic submission and web based documentation, therefore a big thank you goes to you

as well for all of your assistance this year. Alan Galloway's work on getting the plaques completed is very much appreciated by the Recognition and Awards Committee. Thank you also goes to the Oklahoma Agents for a great meeting, along with a special thank you to Greg Highfill, Vernon Scogin, and Stan Fimple for all of your assistance with the three awards programs!

It has been truly a pleasure to serve as the Recognition and Awards Committee National Chair this year. To all NACAA members keep up the great work you do as you do make a difference in your communities, counties, parishes, areas, states, and regions.

Communications Chair

**Larry Williams
Florida**



The communications Committee is pleased to report continued strong participation in the communications awards program for 2010. We are also pleased to report that Bayer Advanced has continued sponsorship of the Communications Awards Program for 2010.

We continue to have a large number of entries in the 14 communication award categories. The national level entries are evidence of the high quality of work and communications efforts that are being conducted by extension educators throughout the country. Our members are producing quality materials. Many of the judges at the national level report the difficulty in judging the entries due to consistent quality.

Ever changing technology is a "two-edged sword" creating some challenges but yet enabling us to do a more professional job. It is obvious that new technology offers extension users more options, greater flexibility and more convenience in accessing our information. This is having a positive impact on our clientele.

The Communications Committee asks that you take a few minutes to visit the posters of the winning entries in the poster display area. While there, you may even possibly gather some new ideas for your own communication efforts. The abstracts of the national winner, national and regional finalist for each category are published in the proceedings. These provide further opportunities to gain ideas improve our communication abilities and extension programming. It has been the practice of the national committee to hold onto the national winning entries in each category for a year so that states could borrow them to exhibit at their state meetings to encourage entries in the categories. The state chair needs to request that they be sent and then pay the return postage.

Many thanks go to the regional vice-chairs who have worked diligently over the past year or more. I appreciate their hard work to help make this program a success. The regional vice-chairs are North Central Region Chair Gary Wilson (Ohio), North East Region Chair Lee Young (Pennsylvania), Southern Region Chair Terry DelValle (Florida) and Western Region Chair Jack Kelly (Arizona).

We made much progress in transitioning to electronic entry submission with making it possible to submit all 14 categories electronically. The Learning Module and Bound Book categories offer the greatest challenges to electronic submittal. In 2011, we

plan to require that all but the Learning Module and Bound Book categories be submitted electronically. This will minimize potential problems with entries making it to all levels of judging (state, regional and national) when required. I appreciate John Dorn's efforts through his dedicated work with the NACAA Website to make this happen.

Search For Excellence Chair

Dick Brzowski Maine



The current Search for Excellence (SFE) committee is comprised of four regional vice chairs - Stanley McKee or Pennsylvania; Jesse Clark of Arkansas; Tom Dorn or Nebraska and Ronald Patterson of Utah and me. To get things underway, we held a conference call on February 5, 2010 to discuss procedures for promoting SFE entry submission and for scoring the entries to be received. We also confirmed the division of responsibilities as to the SFE categories each would lead. The responsibilities were as follows:

Landscape Horticulture – Jesse Clark, jclark@uaex.edu

Livestock Production – Ronald Patterson
ronald.patterson@usu.edu

Crop Production – Thomas Dorn tdorn@unlnotes.unl.edu

Young, Beginning or Small Farmer/Rancher – Stanley McKee
sam36@psu.edu

Remote Sensing & Precision Agriculture – Thomas Dorn
tdorn@unlnotes.unl.edu

Farm & Ranch Financial Management – Ronald Patterson
ronald.patterson@usu.edu

Sustainable Agriculture – Richard Brzowski
rbrz@umext.maine.edu

Each vice chair was responsible for organizing the team of judges for their respective category(s); judging the entries and submitting scores to me by a certain date (May 1, 2010).

An organizational approach for state contacts: On March 29, 2010, NC Regional Vice Chair Thomas Dorn copied a message to the other 3 regional vice chairs and to me that he had sent to his state contacts as a way to make sure everything was in order. This message became a model for others to use in their own region. The message included the following check-list for the state chairs:

Step by step procedure to identify state winners

·Log on to the NACAA Awards and Recognition page <http://nacaa.com/awards/>

·Click on **My Award Applications, Nominations & Chair Approvals**

·Log in with your Login and password click on the **Continue** button

·The screen will show **your state Applications** and all the entries from your state will be listed by category.

·Click on the little box at the extreme left of the entry you have judged to be the state winner in each category.

·Click on the button **Transmit Winners to Regional Vice-Chair**

All entries received and screened by the states were judged by early May and national and state winners were notified by mid-May. The number of entries per category was as follows:

Landscape Horticulture 18 completed entries

Livestock Production 20 completed entries

Crop Production 25 completed entries

Young, Beginning or Small Farmer/Rancher 13 completed entries

Remote Sensing & Precision Agriculture 5 completed entries

Farm & Ranch Financial Management 10 completed entries

Sustainable Agriculture 7 completed entries

I believe there were several entries (covering almost all categories) that were not judged for national recognition as they were deemed incomplete. In early April, I contacted several members who submitted entries in the category of Sustainable Agriculture encouraging them to complete their entry. Many entries only included the abstract and no narrative. This deficiency needs to be caught sooner in the process and corrections made by the submitter.

Suggestions for 2011:

- o It is evident that the Search for Excellence program is underused and perhaps underappreciated by NACAA members. The entry process is not that difficult. It is probably easier to assemble than many reports they are writing for their accomplishments and work. The number of entries in each of the seven categories should be increased. The number of entries for the categories of Precision Agriculture & Remote Sensing and Sustainable Agriculture were very low this year. So low, we had to recruit entries in these two categories after the deadline. I recommend we (the committee and NACAA) do a better job of promoting the SFE program and in recruiting members to enter projects and programs. This might mean using a targeted approach of articles, special email messages, setting state targets, etc.
- o It appears that not all SFE state contacts know what to do with entries in making sure they are received and complete. Scoring all entries is also a weakness for some states.
- o As chair, I need to do a better job next year. This year, the deadlines I set for the regional chairs and judging were too tight to the "early bird" registration deadline of May 15, 2010.

Thanks:

- o Each of the Regional Chairs is to be commended for doing a good job this past year. To some this role as regional chair and judging was brand new. To others, the electronic entry system was new and different. This was not an easy task for them especially during one of

the busiest parts of their year in Extension work (springtime).

- o Our committee received excellent support and advice from past National SFE Chair, Bradley Brummond of ND since the 2009 AM/PIC. I appreciated his help. Brad has also stepped forward to serve as National Chair at the 2010 AM/PIC in Tulsa as I am unable to attend due to my wife's illness.
- o Thanks to Program Recognition Council Chair, Mike Hogan for his support and encouragement during the process. Mike always had thoughtful and accurate answers to the questions I posed.
- o NACAA IT person, John Dorner of NC was a great help to me and others throughout the process. John responded to my emails and phone calls in a timely fashion and was very helpful in dealing with the NACAA web site and entries.
- o Thanks to Scott Hawbaker for his support and encouragement to me with problems and situations that arose with entries and other related situations.

Everyone with whom I have dealt has been supportive in this process.

Professional Excellence Chair

**Gary Zoubek
Nebraska**



The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed and judges are secured so that all posters are peer reviewed at the AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. Syngenta Crop Protection is the primary sponsor for 2010, they are sponsoring the awards breakfast this year.

All abstracts were completed on-line, thanks to John Dorner, NACAA Electronic Communications Coordinator! We have a few issues to work out, but the process overall went really well! All lead authors were contacted and informed that their abstracts were accepted and asked to inform co-authors of the same! After a few emails and some phone calls, this was accomplished by mid-May!

Posters were peer reviewed at the state level by state chairs and at the regional level by Regional Vice-Chairs. Thanks for a job well done! The current regional Vice Chairs are Scott Jensen '11 Western Region, James Jones '10 Southern Region, Virginia Rosenkranz '10 North East Region and Jefferson McCutcheon '11 North Central Region.

This year, we had 133 abstracts accepted for the meeting in Tulsa; 48 entries in the Applied Research category and 85 entries in Extension Education programs. Summary sheets listing poster authors and titles were prepared and distributed to NACAA members at the entrance of the poster session so that they could more easily find poster that they're interested in. The times for

meet the authors were move away from meal function times to morning breaks on Monday and Tuesday.

The goal of the Professional Excellence Committee has been to improve the quality of the abstracts and poster entries. We've seen considerable improvement over the past few years. Copies of the judging score sheets and criteria are posted on the website for participants to consider prior to preparing abstracts and poster. Judges' scores are also shared with participants in an effort to improve future posters.

The Professional Excellence Committee continues to utilize more judges to reduce the amount of time it takes for judging. Each judge was asked to evaluate 10-15 posters. The top three or four posters from each group are then evaluated by additional judges to select the top poster recipients in each category! Awards were presented at the AM/PIC Poster Session Breakfast on Tuesday morning. The top three posters in each category received cash awards and plaques, the regional winners received a certificate and the remaining top 20% received finalist recognition ribbons.

I want to thank each of the volunteers that have helped, it is really appreciated! I also want to thank the state Professional Excellence Committee Chairs and my fellow committee members for the job they have done. This is not an easy assignment. The Professional Excellence committee has to get the Poster Session set up, organized, judged, and finally recognized in a span of three days. It takes a lot of dedication and hard work to make this happen, and without the Vice Chairs on this committee, it would not happen.

Public Relations Chair

**Keith Mickler
Georgia**



The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program. The PRIDE program is a great way for NACAA members to highlight educational programs that demonstrate the public relations facet of extension work, as well as enhance the understanding of agriculture in their respective communities.

The PRIDE program had 8 entries this year, the entries were outstanding examples of the daily public relations work we all do in our roles as extension agents. There is a tremendous amount of work that we are all doing, some of which would make excellent entries in the PRIDE program. We challenge all of you to make an effort to enter the PRIDE award program.

Congratulations to Nicholas Polanin from New Jersey, who was the PRIDE program National winner. Nick will present his winning entry at the PRIDE luncheon. Congratulations also go John Hall from Maryland, B.J. Jarvis from Florida and Kevin Rose from Tennessee, all national finalists. Each received their awards at the luncheon.

A enormous thank you goes to Mark Melching, North Central Region chair, Larry Hull, Northeast Region chair, Susan Kerr, Western Region chair and all the state chairs; these are the people who get the work done.

We have one vice chair who has been reappointed for another two year and that is Mark Melching, North Central region. We say an early good bye to Larry Hulle who has left cooperative extension

but will be replaced with Paula Schafer, North East region vice chair. Susan Kerr has one year left as Western region vice chair and Brent Allen will serve a two year term as Southern region vice chair. I want again thank everyone for their work and dedication this year and welcome you back or on board the Public Relations Committee. I also want to thank Mike Hogan, Scott Hawbaker and the esteemed Paul Wigley for all their help in keeping the committees on the correct path.

The Public Relations committee is looking forward to next year's challenge of having more participation. This year's participation in the PRIDE program was down significantly from the 18 entries in 2009 to just 8 in 2010. The Public Relations committee challenges each of you to submit an entry in the NACAA awards programs especially PRIDE. This is a great opportunity; we know all of you make great strides in public relations each day, so why not submit your work, We are certain many of you have efforts worthy of winning.

The Public Relations committee especially wants to thank the sponsors of the PRIDE award; United Soybean Board and National Rural Electric Cooperative Association. If not for our sponsors this award and luncheon would not be possible. Please show your appreciation to all of NACAA sponsors when the opportunity presents itself.

Scholarship Chair

Chris Bruynis
Ohio



The regional and national scholarship chairs continued to work closely with the state scholarship chairs to improve the accuracy of the scholarship database. Corrections include combining members donations under one name, correcting donation contribution levels with appropriate documentation, correcting member status (added a column on the scholarship report to show current status ie: member, life member, etc.), and entering new donations as they occur. Many of the states are using the online database in communicating with their members and encouraging their members to become vested in the scholarship fund.

NACAA members and friends have donated \$13,890.00 to the scholarship fund from July 1, 2009 through June 30, 2010. The majority of this money was from the silent auction and special drawing sales during the 2009 NACAA Annual Meeting.

At the 2009 NACAA AM/PIC two individual and four group applications were awarded scholarships. The committee agreed to fund these applications at the following levels awarding a total of \$16,505.00.

Scholarship applications funded are:

Individual Applications

Alejandro Bolques	Ph.D Degree	\$1,000.00
Daniel Goerlich	Ph.D Degree	\$1,000.00

Group Applications

Ronald Barron	(TN)	Study tour to Kentucky	\$2,355.00
Galen Logan	(TX)	Study tour to Oklahoma	\$2,250.00

Dennis Epplin	(IL)	Study tour to Puerto Rico	\$7,200.00
Gary Wilson	(OH)	Study tour to Australia	\$2,700.00

4-H and Youth

Sherry Beaty
Arkansas



I am very excited about the number of presentations submitted for the first ever 4H seminar session. There are nine presentations that have been accepted for this year NACAA AM/PIC. As always we had some outstanding applications for our Excellence in 4H/Youth this year with a total of 10 applications. Our winners include:

National winner: Carol Schurman from Pennsylvania
National finalists: Chris Bruynis from Ohio, Libbie Johnson from Florida, and Amy Heck from Arkansas

State Winners: Becky Spearman from North Carolina, Robert Scott from Texas, Sandy Ferry from New York, William Lantz from Maryland, Michael Rethwisch from Nebraska, and Lynn Davis from Georgia. Congratulations to all of the winners.

I have thoroughly enjoyed serving as the National Chair for 4H and Youth, I have gotten a lot of really good ideas to diversify my own 4H program. I am very grateful for this opportunity to serve this organization. Good luck to all future applicants and presenters.

Extension Development Council Chair

Karen Vines
Pennsylvania



The Extension Development Council has had another busy year. Committees have explored further opportunities to use social media and web-conferencing to provide communication opportunities with membership between national meetings. The committees have also developed good programming to provide your professional development needs during the AMPIC in Tulsa.

Special thanks to our leadership completing their terms at the 2009-10 AMPIC:

- Ag Issues & Public Relations - Dan Downing completes two membership terms and two terms as committee chair. During his tenure the committee has worked with our partners in other organizations to improve relationships and participation in the Young Farmer Program. They have also provide web conferences to make state chairs of NACAA more aware of the program and application process. Dan also retires as regional vice-chair for the North Central region. He is being replaced by Scott Gabbard (IN).
- Early Career Development – Dan Kluchinski (NJ) completes two terms as committee chair for this committee. As chair of this committee he has lead development of a Facebook page to encourage communication among new members. He has also

supported use of the NACAA wiki for communication. The committee is also developing a toolkit for new members and looking at a repository for NACAA award winners to encourage new members submitting applications. Also retiring are the southern region vice-chair – Mark Gregory (OK) and western region vice-chair - Matthew Palmer (UT). The new chair for the committee will be Mahlon Peterson (WI). Regional vice-chairs will be Laura Griffeth (GA) for the southern region and Taun Beddes (UT) for the western region.

- Administrative Skills – Bruce Barbour (NJ) completes his second term of membership and term as committee chair. This committee is leading discussion about the administrative challenges being faced by extension professionals during this time of economic challenge. In addition to Bruce, Brian Tuck (OR) also retires as vice-chair for the western region. Incoming chair of the committee is James Cowden (NC). Ken Balliet (PA) fills the northeast region vice-chair position. The western region position is still open at this time.
- Teaching & Educational Technologies – Greg Hoover (NC) completes two membership terms and two terms as chair of this committee. This committee has continued the “hands-on” programming for Sunday and banquet day in addition to providing Tuesday workshops. They also provided support to implement the electronic evaluation process at the 2009 AMPIC. In addition to Greg, Matt Hanson (WI) also retires as north central regional vice-chair. Incoming chair for this committee is Jenny Carleo (NJ). The north central region vice-chair position will be filled by Chris Zoller (OH) and the southern region vice-chair will be Mark Blevins (NC).

Please join me in expressing appreciation to those who have provided leadership during the past year to accomplish their goals for the association. We look forward to working with the new leadership team. Please join us at the committee meetings and workshops to learn more about these committees and leadership opportunities for you.

Ag Issues & Public Relations Chair

**Dan Downing
Missouri**



The AI & PRC had another productive and enjoyable year thanks to the efforts of committee members Janet Spencer -Virginia Tech, Mark Heitstuman – Washington State, Stephen Komar – Rutgers, Dan Downing – Missouri, and Extension Development Council - Chair, Karen Vines, PA. Thank you to each of these colleagues as well as the State Committee Chairs for their hard work and dedication.

Throughout the year the committee has worked to provide leadership encouraging the development of state level AI & PRCs, identifying emerging issues for the AM/PIC program, Promoting the Outstanding Young Farmers of America program, conducting two webinars, and refilling committee leadership roles with Janet

Spencer accepting the committee chair position. Also, returning to the committee will be Mark Hietstuman, and Stephen Komar. New to the committee will be Scott Gabbard – Purdue.

The Outstanding Young Farmers of America (OYF) program remains one of the core responsibilities of the AI & PRC. Over the past five to six years the OYF program has shifted from struggling for nominations to a growing program with NACAA playing a key role in this turn around. NACAA through the AI & PRC has helped to ease the application process by encouraging a two phased nomination process (a streamlined preliminary application followed by a more in depth application for semi-finalist) and encouraging the acceptance of electronic nominations. An email was sent to all NACAA membership encouraging participation in a webinar explaining the nomination process. In July, a follow-up email was sent reminding members of the August first nomination deadline. As an NACAA member, if the OYF you nominate is selected as one of the national winners your registration fee for the next AM/PIC is eligible for reimbursement. Based upon the number and quality of nominations, this has been a successful way to encourage our members to submit nominations.

The OYF program is coordinated by the United States Junior Chamber of Commerce, the Outstanding Young Farmers of America Fraternity, and NACAA, with corporate sponsorship from John Deere. At the 2010 OYF Congress held in Raleigh, Durham, North Carolina, NACAA was represented by Past President, Rick Gibson and AI/PRC Chair, Dan Downing. Of the ten finalist, six were submitted through NACAA with three national winners submitted by NACAA members: Stan Moore, Chuck Schwartau, and Benji Henderson.

In all it has been a very productive year for the AI & PRC. We look forward to continued progress in the coming year building on successes of the past.

Early Career Development Chair

**Daniel Kluchinski
New Jersey**



The Early Career Development (ECD) Committee is responsible for developing educational programs and resources to orient, assist and address the needs of NACAA members with five years or less of tenure. Although this is our primary audience, the topics we cover are relevant to many agents regardless of their years of NACAA membership and employment with Cooperative Extension.

During 2009-2010, the Committee focused efforts based on a plan of work developed at the 2009 AM/PIC in Portland, OR with the following goals, objectives and plans:

- **Develop educational sessions at the 2010 AM/PIC.** Three sessions will be held in Tulsa that will focus on topics and issues related to technical and extension practice skills development: “E-nouncements: Increasing Attendance at Programs” by B. J. Jarvis and D. K. Palmer (FL); “Ten Ways to be a Successful “New” County Agent”, Sherri Sanders (AR); and “Extension Agent as Performer”, Lee Young (PA).

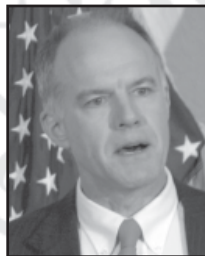
Look into ways to increase interaction and engagement of early career agents (blogs, mentors, etc.) beyond the AMPIC throughout the year. The ECD Committee established the "NACAA - Early Career Development Group" on Facebook. The goal is to use Facebook to facilitate discussion and interaction of NACAA members on relevant topics related to their careers, daily work, and programming. All are invited to join regardless of career stage. The committee also maintains a wiki page on the NACAA web site. The wiki can be found at <http://nacaa.pbworks.com/Committees> and provides information on the committee, its activities and leadership contacts.

We strongly believe that professional improvement program ideas should come from the total NACAA membership to this committee through the State Chairs. As ideas for professional improvement are brought to the Early Career Development Committee, it will be the responsibility of the committee to determine if the idea for professional improvement is feasible, and if so, then determine what course should be taken to offer this opportunity to members. State ECD Chairs, state association presidents, or those interested in early career development issues are encouraged to attend the Early Career Development Committee Meeting at the AM/PIC. Your ideas will be useful for the development of goals for the 2010-2011 year and the AM/PIC in 2011. If you're unable to attend, please share your thoughts any time throughout the year.

I would like to thank the ECD Committee Vice-Chairs for their service, support and guidance during 2009-2010: Mark S. Gregory (OK), Southern Region; Mahlon Peterson (WI), North Central Region; and Matt Palmer (UT), Western Region. In addition, I would also like to thank Mark and Matt as they end their service with the committee. Laura Griffeth (GA) will assume the role of Southern Region Vice-Chair and Taun Beddes (UT) as Western Region Vice-Chair. Lastly my best wishes to Mahlon Peterson as he assumes the role of Chair of the committee. It has been an honor and pleasure to chair this committee for the past two year, and I look forward to my continued service as Northeast Region Vice-Chair.

Administrative Skills Development Chair

Bruce Barbour
New Jersey



In 2010 the Administrative Skills Committee pursued its mission to develop programs that improve the administrative skills of all NACAA members, regardless of their level of administrative responsibility. A high quality round of seminars is scheduled for the AM/PIC which will include AN "EERA" OF OPPORTUNITY FOR OHIO VALLEY AGRICULTURE, regionalizing in response to budget constraints by Jeff Fisher and USING FIRE DEPARTMENT STRATEGIES FOR SURVIVAL IN TIGHT BUDGET TIMES, ways to make extension an indispensable part of the community by David B Holmes.

A webinar presentation was discussed and endorsed in concept by the members of the committee. One strategy proposed was to offer a webinar if quality presentation proposals exceeded the time slots allowed at the AM/PIC. This did not occur but other opportunities to use this medium are under consideration.

The Committee consisted of Bruce Barbour, Committee Chair and Northeast Committee Vice-Chair, James Cowden, Southern Committee Vice-Chair, Brian Tuck, Western Committee Vice-Chair and Julia Woodruff, North Central Committee Vice-Chair.

Professional Improvement Council Chair

Mary Sobba
Missouri



The Professional Improvement Council offers professional improvement educational opportunities for NACAA members. This year the excellent educational opportunities in Tulsa, OK included: presentations by members at the AM/PIC, trade talks and tours.

The Professional Improvement Council includes six committees: Agricultural Economics and Community Development, Agronomy and Pest Management, Animal Science, Horticulture and Turfgrass, Natural Resources/Aquaculture and Sea Grant and Sustainable Agriculture. The committees met in Tulsa to make plans for this upcoming year.

There was an excellent variety of high quality presentations in Tulsa by NACAA members. A total of eighty-three (83) workshops provided peer members an opportunity to learn about programs and gain new ideas to take home and use. The trade talks included industry professionals sharing their knowledge and expertise with members.

The Sustainable Ag Committee coordinates the fellows program. The committee report following has details about this terrific program for NACAA members. This is a very interesting program and I encourage members to take the time to learn about it, and consider participation in the future.

Two committees held tours just prior to AM/PIC. The Animal Science tour had a record number of participants – 31! The two day conference included nine educational stops and many types of livestock species. The Oklahoma members worked closely with the Animal Science committee to put together an outstanding tour. A few of the stops on this tour included Wheeler Brothers Feedyard, Roberts Ranch – Swine Production, Braum's Dairy & Processing Facilities and Royal Vista Equine.

The Horticulture and Turfgrass Committee also sponsored a two day tour in the Tulsa area. The committee worked closely with the Tulsa Master Gardeners putting together a first-rate tour.

The committee chairs have included much more information about their activities in their reports that follow. This coming year we have several new chairs and vice chairs and I look forward to their ideas and enthusiasm.

If you are new to NACAA or have not served on a committee, I highly encourage you to consider doing so in the future. The committee structure is very important to our organization and provides an opportunity to learn more about our organization and to work with members from many states. To find out more, contact a committee member or a council chair.

I truly appreciate all the hard work of our national committee chairs and vice-chairs. They are the ones who make this committee structure work and provide the key communication link with state committees. Thank you to all and I look forward to an exciting year ahead.

Ag Economics & Community Development Chair

Lyle Holmgren
Utah



The Agricultural Economics and Community Development committee met at in September 2009 in Portland, OR. Several ideas and suggestions were discussed including promoting the presentation opportunities, potential educational seminar and general needs of extension educators working with ag economics and community development. With the current financial downturn in many sectors of the nationwide farm economy, the Ag Economics and Community Development committee felt that NACAA Extension Educators would benefit from training on better ways to work with farm families having financial problems. Issues include assisting farm families in tough economic times, transferring the farm to a new generation and enhancing market viability. The committee also sent a questionnaire to NACAA membership on how NACAA can better provide training and resources on farm family financial problems.

This year all abstracts were peer reviewed twice. They were reviewed at the regional level and again at the national level. Nine abstracts were chosen for presentations in Tulsa. The topics varied from farm succession to farm profitability through marketing, financial management and developing farm management skills. We are working on minor improvements and hope to make it even easier and better for 2011.

Thank you to the National Vice Chairs for their leadership, assistance and ideas. I hope many of the ideas from this past year will be implemented in the future.

Agronomy and Pest Management Chair

Johnny P. Whiddon
Georgia



It seems we just left Portland a month or two ago and I was not expecting a large number of applications for Tulsa, due to the short year and all the budget cuts all of us are experiencing. I am proud to say I was wrong. Agronomy & Pest Management received 21 abstracts for review which has doubled from last year. The Agronomy & Pest Management Committee moved three to other committees and accepted 18 for Tulsa. It is going to be a wonderful time in Tulsa. The diversity and quality of presentations are very good. The speakers have created some very interesting research and educational programs. It will be a busy time, but make sure to take the time to come and listen to what the speakers have to say. I always take home new ideas for programs and research, but the biggest impact is the new people I meet and have the opportunity to talk to concerning the presentations.

As I look back to last year's committee meeting I was impressed with the number of new agents there. They had more questions than I had answers, so I hope to be better prepared in Tulsa. NACAA tries very hard to train us, but it seems you really do not get the whole picture until your time is up. Topics that were discussed last year were: the use of on line training for committee members, committee web sites, presentation hand-outs, special speakers, and pre or post tours.

It is a challenge to carry out the responsibilities of Chair or Vice Chair especially when you learn as you go. My success has been due to many people who have been there to help with advise and time. I am afraid these newer agents who are coming now will not have as much help as I have had over the past few years because of retirements and cutbacks. We need to reach out and get more involved in their decisions to be involved in NACAA and their state organizations. We need to help them to stand up and move forward in NACAA.

Thanks to my Vice Chairs for making me look good. Teamwork always makes a job easier and more enjoyable. Tulsa will be here soon so load up and come out to see what Oklahoma has to offer. I am going to enjoy myself and I hope you do too.

Animal Science Chair

Randy Mills
Oregon



Committee Members:

Western Region Vice-Chair and National Chair – Randy Mills, OR

North Central Region Vice-Chair – Ron Graber, KS

Southern Region Vice-Chair – Tammy Cheely, GA

Northeast Region Vice-Chair - Richard Smith, PA

Each year the Animal Science Committee is responsible for planning and conducting the two-day Pre-AM/PIC Animal Science Seminar and Tour.

The 2010 Pre-AM/PIC Animal Science tour stops included:

Pfeiffer Farms, Jerry & Ada Pfeiffer, Orlando, OK – Show goat operation with 400 does and beef cattle operation (commercial cow-calf, contract embryo recipient program, purebred Angus, and wheat pasture stocker operation).

Roberts Ranch, Bill Meinke, Mgr, Ames, OK – Confinement swine operation with 25,000 sows and wheat pasture stocker operation.

Mason Preconditioning Yard, Ames, OK – A typical western Oklahoma stocker pre-conditioning facility.

McGolden Show Sheep, Vince McGolden, Fairview, OK – A large family sheep operation producing champion club lambs across the United States. The McGolden family also conducts Show Camps for interested youth.

Wheeler Bros Feedyard, Bill Roser, Mgr, Watonga, OK – A 27,000 commercial feedyard (including smaller pens for contract research projects) and a stocker cattle operation.

Braum's Dairy & Processing Facility, Tuttle, OK – Dairy and production facility that supplies 275 Braun's Ice Cream and Dairy Stores in the five state region.

Turner Farms, David & Grant Turner, Amber, OK – A large commercial cow-calf and stocker operation.

Royal Vista Southwest – Equine Reproduction, Purcell, OK – Royal Vista specializes in embryo transfer and mare management.

Tour participants included: Andy Andrea, FL; Ely Blasi, KS; Anna-Marie Chamberlain, OR; Kellie Chichester, WY; Eldon Cole, MO; Troy Downing, OR; Chanda Engel, OR; Shelby Filley, OR; Henry Grant, FL; Brian Haller, AR; James Humphrey, MO; Stephen Komar, NJ; Rodney, Leech, VA; Bob Mickel, NJ; Clint Milliman, KS; Cory Parson, OR; Joe Potter, GA; Cade Rensink, KS; Carol Schurman, PA; Gene Schurman, PA; Van Varner, MI; and Joe Walter, FL. Animal Science committee members participating included: Ron Graber, KS, North Central Region Vice-Chair; Tammy Cheely, GA, Southern Region Vice Chair; Richard Smith, PA, Northeast Region Vice Chair; and Randy Mills, OR, Western Region Vice Chair and National Chair. We express our gratitude to Bob LeValley, OK who organized and made local arrangements for the tour and served as our host.

Tammy Cheely, Animal Science Southern Region Vice-Chair, took the lead on the animal science professional improvement seminars again this year. Twelve of our co-workers from around the country shared the results of their successful Extension programs during the professional improvement seminars. Those presenting this year were Ronnie Helmondollar, WV; James Humphrey, MO; Scott Jensen, ID; Barbi Riggs, OR; Cindy Sanders, FL; Eugene Schurman, PA; John Shuffitt, FL; Lyle Holmgren, UT; J. Craig Williams, PA; Noel Mues, NE; Rebekah Norman, TN; and Cory Parson, OR. Abstracts from the seminars are published elsewhere in these proceedings.

The animal science committee continues to expand our relationship with S-PAC (Searchable Proceedings of Animal Conferences, <http://spac.adsa.org>). The 2008 and 2009 NACAA AM/PIC proceedings have been added to the S-PAC data base. NACAA members can subscribe to S-PAC and search the data bases to locate specific information.

The Animal Science committee also arranged with the American Registry of Professional Animal Scientists (APRAS) to offer certification exams during the AM/PIC. In addition, two (2) ARPAS Continuing Education Units (CEU's) were available for those that participated in the seminars. The committee also worked with the Livestock and Poultry Environmental Learning Center (www.extension.org/animal+manure+management) to obtain ARPAS CEU's for their monthly webinars. The Animal Science committee will continue to provide additional professional improvement opportunities for our members by strengthening our relationship with ARPAS, including offering the certification exams at our meetings and CEU's as appropriate.

Natural Resources and Aquaculture Chair

**Kellie Chichester
Wyoming**

Committee members include:



Gary Graham from Ohio State University

Bill Sciarappa from Rutgers University

Steven Patrick from the University of Georgia

Kellie Chichester from the University of Wyoming

The Natural Resource and Aquaculture committee worked very hard this year to put together successful and educational seminars. The number of presentations was down slightly, but the quality of the presentations remained outstanding. The committee worked together to select seven presentations for our professional improvement sessions. The 2010 sessions reflect our diverse and important interests in education, water and soil. The session and their moderator are as follows:

The Natural Resources and Aquaculture session moderated by Kellie Chichester with presenters Madeline Flahive-Dinardo – Rain Garden Training Programs: Bringing New Opportunities to Professional Landscapes; Roberta Dow – Making a Difference with Groundwater Stewardship; Richard Mohr – Growing Seafood and Salad on Sedge Island: A Tasteful Approach to Natural Resource Education; Joe Walter – Regional Wildlife Enhancement Field Days Improves Wildlife Habitat and Increases Ranch Income; Susan Kerr and Stephen Van Vleet – Developing Natural Resource Extension Volunteers Through the Weed Watchers Program; Sam Angima – Effect of Soil Amendments on Soil Enzyme Activities and Active Carbon on a Managed Douglas-Fir Forest Ecosystem; and Stephen John Komar, Jr. – Equine Bedding Materials Effect on Physical and Chemical Properties of Composted Stall Waste.

I would like to thank the regional vice-chairs for their assistance in reviewing the professional improvement seminar proposals. Also, welcome to new Western region vice-chair Matt Palmer from Utah State University and congratulations to Bill Sciarappa who will be serving as National Chair for 2010-2011.

Horticulture and Turfgrass Chair

**Nicholas Polanin
New Jersey**



Committee Members:

Nick Polanin, Northeast Region Vice-Chair,
Committee Chair

Jennifer Schutter-Barnes, North Central Region Vice-Chair

Norman Nagata, Western Region Vice-Chair

Brian Jervis, Southern Region Vice-Chair

Participation in the Horticulture and Turfgrass committee activities of the NACAA provides members with excellent professional improvement opportunities in all areas of horticulture, from landscaping and turfgrass to commercial production and Master Gardeners, and so much more.

The goal of this committee is to attract membership attendance to and participation at the AM/PIC of individuals with horticultural interests. Whether your job responsibilities in horticulture are full or part time, we believe you'll find valuable education and networking opportunities at this and every NACAA AM/PIC. While

many of us in horticulture also have the option of attending the annual ASHS meetings held at approximately the same time, we believe our AM/PIC can provide a more direct application and collegial atmosphere to meet your horticulture professional improvement needs.

This committee plans a pre-conference tour prior to each AM/PIC. This year the tour encompassed 2 full days, touring selected sites of horticultural interests throughout the Tulsa area. Each year the tour is funded by NACAA members, unless commercial donors can be found. A huge "Thank You" shout-out to the Tulsa Master Gardener Association for providing major sponsorship for this year's tour. In addition, for the fourth year, Ball Horticulture also provided funds to partially support the tour. And a special thanks to our man on the ground, Brian Jervis, Tulsa County Extension Horticulturist, for planning, organizing, and facilitating this tour.

Tour attendees included sixteen NACAA members, one life-member from Louisiana, and one non-member spouse. With all the tour participants arriving on Thursday evening, this year's pre-conference tour began on Friday morning, July 9 and concluded Saturday evening, July 10, 2010. Some of the tour stops included a mushroom farm, local commercial nursery production, a working oil and gas rig, and a visit with "Up with Trees" and Lacebark, Inc. And of course who can forget the great dinner provided by the Tulsa Master Gardeners!

There was overwhelming interest on the part of NACAA membership to present research and outreach in horticulture and turfgrass at the Tulsa conference, with a total of 20 presentations over three concurrent sessions – commercial, consumer, and Master Gardener horticulture. These were held in addition to the horticulture "Trade Talk" seminars and the Thursday 'Super Seminar' on Leafy Greens and Food Safety.

Many thanks to a great committee - Jennifer Schutter-Barnes, North Central Region Vice-Chair, Brian Jervis, Southern Region Vice-Chair, and Norman Nagata, who finishes his term as Western Region Vice-Chair at the conclusion of the Tulsa AM/PIC. The remaining membership of the committee remains intact, and we welcome Ms. Stacey Bealmear, Extension Agent in Urban Horticulture for The University of Arizona, Yuma County Cooperative Extension as the incoming Western Region Vice-Chair.

Sustainable Agriculture Chair

**Norman Suverly
Washington**



The Sustainable Agriculture Committee was again generously supported by the USDA/NACAA Sustainable Agriculture Research and Education (SARE) program to fund the NACAA Fellows Seminars. Four SARE Fellows were selected in 2010 from the four NACAA regions. They are: Lauren Ashley Hunter from Idaho (Western), Jim Ochtanski from New York (Northeast), Jack Boles from Arkansas (Southern) and Suzanne Mills-Wasniak from Ohio (North Central). The 2010 SARE Fellows have been selected and notified and will receive recognition at the NACAA AM/PIC in Tulsa, OK. Each group of Fellows participates in four sustainable agriculture seminars over a two year period. The four seminars will be rotated in the four regions. To this date, five

seminars have been held and we have just begun our second rotation of seminars with our third round of SARE Fellows. Fellows have visited Arizona, New Jersey/Pennsylvania, Georgia/South Carolina, Wisconsin/Iowa, and eastern Washington. A seminar is planned for this fall in Maine.

Travel costs to all four seminars and tours are covered by USDA SARE. In addition to the educational opportunity, successful participants of the Fellows Program receive a USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC, and a \$1,500 stipend to be used for program support, materials or hardware after completing the entire two year program. Before the completion of the fellowship, each participant will be expected to conduct an educational or research program in their home state discussing or exploring some element of sustainable agriculture.

The first round of SARE Fellows that were selected 2007 will be giving a presentation of their experiences at the SARE Fellows Brown Bag lunch presentation on Tuesday, July 13, 11:45 to 1:15 pm. The presentation will be given by Adam Hady of Wisconsin, Walt Bumgarner of Pennsylvania, and Ronnie Barrentine of Georgia. The new round of SARE Fellows will also be recognized at this event. This event is sponsored by USDA SARE.

The SARE Fellows program is not our only task. Our committee has spent much time in reviewing abstracts that will be presented at the sustainable agriculture professional improvement seminars on Tuesday afternoon. The topics are varied and I think you will enjoy them. This is our second year in providing these professional improvement seminars under the topic of "Sustainable Agriculture."

It has been a pleasure serving as the National Chair for the Sustainable Agriculture committee this past year. The regional vice-chairs and others on the committee have been instrumental in getting things done. I want to thank them. Unfortunately, I will have to end my term as National Chair early, as I am leaving Extension for other opportunities prior to the AM/PIC meeting in Tulsa. NACAA has been a great organization to work with and has provided me great professional development opportunities.

The Sustainable Agriculture Committee looks forward to future experiences and successful outcomes from the Sustainable Agriculture programs through this valuable partnership with NACAA and USDA/SARE. Everyone involved in this NACAA program would like to give a special thank you to USDA SARE and in particular Kim Kroll, Associate Director of the USDA SARE Program for the tremendous support we have had and look forward to continuing for many years to come.

NACAA Journal Chair

**Mickey Cummings
Georgia**



The NACAA Electronic Journal Committee appreciates the submissions from NACAA Members. The total number of submissions was 26 papers. Twenty Four Papers were accepted for publication.

It has been my pleasure to chair this committee for the last couple of years. I will continue to serve the committee and NACAA as a reviewer. I will also work closely with Stephen Brown of Alaska, the incoming chair, to make sure that NACAA Members have a venue for publishing their research and demonstration work. Thanks for this great opportunity!

NACAA Life Member Chair

Elmer Olsen
Ohio



The Life Member committee is responsible for coordinating programs and activities with the chairman of the NACAA Annual Meeting Life Member committee. My hat goes off to Ron Vick this years Chairman for all the hard work he has done in preparing for this years meeting.

One of the major events of our business meeting is a Memorial Service for NACAA Life Members who have passed away since last year's meeting. This year we will recognize 83 former colleagues who are no longer with us but, who affected the lives of thousands of families. This program would not be successful without the determination of our four Vice Chairs. Don Smucker - North Central Region, Micky Fourakers - Southern Region, J. Lee Miller - North East Region and Mike Stoltz - Western Region. It seems to be getting more and more difficult to get responses from state life member chairs. We urge state presidents to select individuals who are interested in Life Member activities.

Just as membership is declining among active educators, the same holds true for the number of Life Members attending the AM/PIC. I had intended to survey life members this year, but it was one of the projects that fell through the cracks.

In closing I want to thank the NACAA Board for the support of the Life Member program. We realize most years we do not have a sponsor for our entire program at the Annual Meeting. We appreciate all you do for us and as retired agents we are always ready to assist in any way possible.

Special Assignments

Electronics Communications Coordinator

John Dorner, IV
North Carolina



My goal as the Electronic Communications Coordinator has been to improve communications and information sharing among the officers, committees and members of the NACAA.

One of the biggest obstacles we have to good communications and effective committee work is keeping the database up-to-date. **It is imperative that every state keep their list of officers and committee chairs current.** One problem we had again this year was getting awards approved by the state committee chairs

because the state chairs were not identified in the database. The state committee chairs must be identified in the database in order to be able to select the state award winners. This applies to more than just the Recognition and Awards committee. If you are applying for an award, make sure your state has the appropriate committee chair identified in the database - or your application won't be able to be selected as a state, region or national winner. The state presidents and people with administrative access to the database (www.nacaa.com/members/member_access.php) for each state can update this information.

The national and regional chairs need to communicate with the state chairs and if that information is not in the database, nobody can do their job.

On a positive note, the member database continues to grow in functionality and the kinds of reports that you can get out of it. The awards, posters, presentation and journal have all had significant upgrades since the last AM/PIC. This year there were 26 journal submissions, 144 poster submissions, 102 presentation proposals, and 946 award applications - all online!

There is still a lot of room for improvement and we plan to continue improving both the database and the web site this next year. Our plan is to completely update the look of the website in 2010.

I'd like to ask each member to make sure your contact information is correct by going to: http://www.nacaa.com/members/member_edit.php (or click on Edit Member Information) from the Member Database page.

If you have ANY suggestions improving the blog, website, member database, journal, awards/poster/presentation applications or approval process or need any help please let me know.

Journal of Extension

Keith Mickler
Georgia



I wish to take this opportunity to thank the NACAA officers and board for allowing me the continued opportunity to represent NACAA on the Journal of Extension Board (JOE).

Currently I serve on the Joe Executive committee as treasurer. A major element of JOE board members is the marketing of JOE and to make sure you know who JOE is. One way to accomplish this is to have the JOE and Job Bank displays at all national extension association meetings. You will find the JOE and Job Bank booth while in Tulsa.

With that said I will say publishing in JOE is not an easy task nor should it be. All JOE submissions are double blind peer reviewed with high editorial standards and scholarly rigor expected of all papers and reviewers. Should your paper be published in JOE consider that a mammoth achievement toward promotion.

As of May 31, 2010, 120 submissions were received and reviewed with 9% being rejected as unsuitable for JOE, 55% returned to author for revision and 36% accepted review and publication. Currently there are 122 accepted submissions waiting to be published. JOE is published six times per year.

Another function of JOE is the National Job Bank <http://jobs.joe.org/>. The National Job Bank provides access to a broad range of faculty positions across teaching, research, extension and outreach as well as to other professional positions involving education, research and/or outreach missions.

The JOE web site had been redesigned for a little over a year with a much improved readability interface. Check it out at <http://joe.org> I think you will like what you see it.

In the very near future the National Job Bank redesign will be unveiled. The new site will allow the job seeker to post resumes and cover letters for potential employers to search through and find key people for positions they wish to fill.

Just a reminder to visit JOE often at <http://www.joe.org> and the National Job Bank at <http://jobs.joe.org>

Executive Director

Scott Hawbaker
Illinois



It's hard to believe that it's been only 10 months since our AM/PIC in Portland, Oregon...and what a year (10 months) it's been. Stan Moore and I were successful in once again securing a significant number of sponsors/donors/partners for the 2010 AM/PIC. Thank you to our partners for once again supporting NACAA. Your support is vital to making our meeting affordable and rewarding for everyone.

I continue to do my very best to "hold down the fort" at the NACAA headquarters office in Illinois. My goal is to provide the service that NACAA members deserve and need. I enjoy working with each of you when you have a question or concern regarding NACAA policy and procedures, please feel free to call the office at (217) 794-3700, send a fax to (217) 794-5901 or email me at nacaemail@aol.com

**95th ANNUAL MEETING
and
PROFESSIONAL
IMPROVEMENT CONFERENCE
of the
NATIONAL ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS
TULSA, OKLAHOMA
July 11-15, 2010**

THURSDAY, JULY 8

7:00 pm - **Orientation - HORTICULTURE
PRE-CONFERENCE TOUR**
Place: Tulsa, OK....Downtown Doubletree Hotel
Presiding: Nicholas Polanin, National Chair of
Horticulture Committee

FRIDAY, JULY 9

7:00 am - **PRE-CONFERENCE LIVESTOCK TOUR**
Place: Tulsa, OK....Departing from Southern
Hills Marriott Hotel
Presiding: Randy Mills, National Chair of
Animal Science Committee
OAEAA contact: Bob LeValley

8:00 am - **PRE-CONFERENCE HORTICULTURE TOUR**
Place: Downtown Doubletree Hotel, Tulsa, OK
Presiding: Nicholas Polanin, National Chair of
Horticulture Committee
OAEAA contact: Brian Jervis
Sponsors: Tulsa Master Gardener
Association, Ball Horticulture, Arbico Organics,
BioQuip Products, Inc., Green Methods.com

8:00 am-
5:00 pm **NACAA Board Meeting**
Place: DoubleTree Downtown, 2nd Floor
Coventry

SATURDAY, JULY 10

7:00 am - **PRE-CONFERENCE LIVESTOCK TOUR**
Place: Watonga, OKDeparting from
Watonga Hotel
Presiding: Randy Mills, National Chair of
Animal Science Committee
OAEAA contact: Bob LeValley

7:30 am- **PRE-CONFERENCE HORTICULTURE TOUR**
Place: Downtown Doubletree Hotel, Tulsa, OK
Presiding: Nicholas Polanin, National Chair of
Horticulture Committee
OAEAA contact: Brian Jervis
Sponsors: Tulsa Master Gardener
Association, Ball Horticulture, Arbico Organics,
BioQuip Products, Inc., Green Methods.com

8:00 am-
3:00 pm **NACAA Board Meeting**
Place: DD 2nd Floor Coventry

1:00 pm-
7:00 pm **REGISTRATION**
Place: TCC West Gallery

1:00 pm - **Registration for 4-H Talent Revue**
5:00 pm **Place:** Holiday Inn Lobby

5:30 pm-
8:30 pm **Oklahoma Heritage Cookout (By Invitation)**
Place: Will Rogers Birthplace Ranch

6:00 pm-
9:00 pm **4-H Talent Revue Orientation and Dinner**
Place: Holiday Inn Assembly Room

10:00 pm **Oklahoma Meeting**
Place: TCC Executive Conference Room LL1

SUNDAY, JULY 11

7:30 am-
noon **4-H Talent Revue Rehearsal and Meal**
Place: Holiday Inn Assembly Room

8:00 am-
7:00 pm **REGISTRATION**
Place: TCC West Gallery

7:00 am-
1:00 pm **GOLF OUTING**
Vans leaving from DD International Foyer
Contact: Brian Jervis, Tulsa County Extension
Office, 918/746-3707

9:00 am-
12:00 pm **Regional Director and Vice Director
Workshop**
Presiding: Virginia Knerr, NACAA Western
Region Director
Place: TCC Assembly 3D

9:00 am-
1:00 pm **Commercial Exhibits & NACAA
Educational Exhibits Set Up**
Place: TCC Exhibit Hall B in Commercial &
Poster Area

9:00 am-
Noon **Scholarship Selection Committee**
Place: TCC Assembly 3C

9:00 am-
Noon **Nominating Committee Meeting**
Place: TCC Assembly 3A
Presiding: Rick Gibson, NACAA Past President

10:00-
11:00 am **PRAYER SERVICE**
Place: None on Site - Directed to Local
Churches

1:00 pm-
6:30 pm **COMPUTER TECHNOLOGY CENTER**
Place: TCC Exec Conf Room LL3

Noon-
2:00 pm **National Committee Chairs and Vice Chairs
Luncheon and Workshop**
Place: TCC Ballroom Breakout Brady & Blue Dome
Presiding: Paul Wigley, NACAA Vice President
Courtesy: NACAA

1:00 pm-
5:00 pm **COMMERCIAL EXHIBIT TRADE SHOW**
Place: TCC Exhibit Hall B in Commercial Area

1:00 pm-
6:00 pm **Set Up NACAA Posters**
Place: TCC Exhibit Hall B Commercial in
Poster Area
Coordinator: Gary Zoubek, Professional
Excellence Committee Chair

2:30 pm - **BREAK**
3:00 pm **Courtesy:** Alabama Association of County Agricultural Agents and Specialists

1:30 pm- **State Officers Workshop**
3:00 pm **Place:** TCC Conference Hall D North
Presiding: Alan Galloway, South Region Director

1:30 pm- **Teaching and Educational Technologies**
4:00 pm **Hands- on Teaching Sessions** - Participants are encouraged to bring their laptops
Topic: 'Collaborating Online' - made powerful by Google
Presenter: John Dornier, North Carolina Cooperative Extension
Place: TCC Assembly Hall 3A

2:00 pm- **Program Recognition Council Workshop**
5:00 pm **Place:** TCC Ballroom Breakout Riverside
Presiding: Mike Hogan, Council Chair

2:00 pm- **Extension Development Council Workshop**
5:00 pm **Place:** TCC Conference Hall B North
Presiding: Karen Vines, Council Chair

2:00 pm- **Professional Improvement Council Workshop**
5:00 pm **Place:** TCC Conference Hall C North
Presiding: Mary Sobba, Council Chair

2:00 pm- **Life Member Committee Meeting**
3:00 pm **Place:** TCC Assembly Hall 2D
Presiding: Elmer Olsen, Life Member Committee Chair

2:00 pm- **NACAA Educational Foundation Annual Meeting and Board of Directors Meeting**
3:00 pm **Place:** TCC Ballroom Breakout Utica
Presiding: Dave McManus, President, NACAA Educational Foundation

3:00 pm- **FIRST TIMER ORIENTATION AND RECEPTION** (All first time attendees and spouses invited)
4:00 pm **Place:** TCC Ballroom Breakout Brookside
Presiding: Nathan Anderson, OAEAA;
Presenters: Rick Gibson, NACAA Past President & Bob Woods, Chair NACAA AM/PIC

4:30 pm- **WELCOME TO OKLAHOMA DINNER**
6:30 pm **Place:** TCC Exhibit Hall B (West Side)
Courtesy: Tysons Foods, The Poultry Federation, Oklahoma Soybean Board, and Novartis Animal Health

5:30 pm- **State President Rehearsal for Flag Ceremony**
Place: TCC Ballroom
Presiding: Dirk Webb, OAEAA

6:00 pm- **Parents Orientation for Sons and Daughters Program**
6:45 pm **Place:** DD COF Russell and Woodward
Presiding: Brian Jervis

7:00 pm- **OPENING SESSION AND WELCOMING PROGRAM**
8:30 pm **Place:** TCC Ballroom
Presiding: Phil Pratt, NACAA President
Invocation: Dr. Bill Taggart, Retired Associate Director, Oklahoma Cooperative Extension Service
Presentation of Colors: Governor's Color Guard
National Anthem: Lacey Dale
Presentation of State Flags: Announced by Randy Pirtle, County Extension Director, OGES
Welcome and Introduction: Dr. James Trapp, Associate Director, Oklahoma Cooperative Extension Service
Inspirational Address: Baxter Black
Sponsored by: Purina Mills and Novartis Animal Health
Closing Announcements: Bob Woods, AM/PIC Chair

8:30 pm- **Get Acquainted Social - A Bar Bunkhouse Band & ICE CREAM SOCIAL**
10:00 pm **Place:** TCC North Portico & Cul-de-Sac & Ballroom
Courtesy: Southwest Dairy Farmers and Oklahoma Association of Extension Agriculture Agents

9:00 pm- **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: TCC Ballroom Pre-Function Area

9:30 pm- **HOSPITALITY**
11:30 pm All hospitality rooms located in Double Tree

Pennsylvania	Parlor 1710
Georgia	Parlor 1611
Alabama	Parlor 1532
Missouri	Parlor 1510
Maryland	Parlor 1411
South Carolina	Parlor 1610
Kansas	Parlor 1711

10:00 pm **Oklahoma Meeting**
Place: TCC Executive Conference Room LL1

MONDAY, JULY 12

7:30 am- **NACAA Poster Judging**
1:00 pm **Place:** TCC Exhibit Hall B Commercial in Poster Area
Coordinator: Gary Zoubek, Professional Excellence Committee Chair

6:30 am- **Voting Delegates Breakfast**
7:45 am (Meal by invitation & ticket)
Place: TCC Ballroom Breakout Riverside & Utica
Presiding: Henry Dorough, NACAA Secretary
Courtesy: NACAA

8:00 am- **REGISTRATION**
5:00 pm **Place:** TCC West Gallery

7:00 am-7:00 pm	COMPUTER TECHNOLOGY CENTER Place: TCC Exec Conf Room LL3	11:45 am-1:15 pm	PRIDE Luncheon (Tickets Required) Place: TCC Ballroom Breakout Brady Presiding: Keith Mickler, Public Relations Committee Chair Speaker: Nicholas Polanin, National Winner Pride Award Speaker: United Soybean Board Courtesy: United Soybean Board and National Rural Electric Cooperative Association
9:30 am-12:00 pm	COMMERCIAL AND NACAA EDUCATIONAL EXHIBITS OPEN Place: Exhibit Hall B: Commercial Space		
1:30 pm-5:00 pm	COMMERCIAL AND NACAA EDUCATIONAL EXHIBITS OPEN Place: Exhibit Hall B: Commercial Space		
8:00 am-10:00 am	GENERAL SESSION Place: TCC Ballroom Presiding: Phil Pratt, NACAA President Call to Order and Welcome Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director - Greetings from JCEP Report to the Association: Phil Pratt, NACAA President Recognition of Donors and Introduction of New Programs: Stan Moore, NACAA President Elect Presentation by Bidding State 2014 AM/PIC National Outstanding Young Farmer Hall of Fame Awards Presentation Comments and Introduction of Keynote Speaker: Dr. Robert Whitson Vice President and Dean of the College of Agriculture and Natural Resources, Oklahoma State University Keynote Address: Frank Lucas, Oklahoma Congressman Closing Comments: Bob Woods, AM/PIC Chair	11:45 am-1:15 pm	First Time Attendee Luncheon (Tickets Required) Place: TCC Ballroom Portico Presiding: Nathan Anderson, OAEAA and Betsy Greene, NACAA Director, NE Region Speaker: Ron Justice, Oklahoma State Senator and Retired County Extension Agent Courtesy: Phil Niemeier, President, NASCO Division
		11:45 am-1:15 pm	Professional Improvement and Search for Excellence Luncheons (Tickets Required) Crop Production Place: TCC Conference Hall B South Presiding: Tom Dorn, North Central Region Vice Chair, NACAA SFE Committee Program: "Overcoming the Barriers to Higher Soybean Yields" Presenter: Mike Staton, Michigan Courtesy: Qualisoy (Lunch Sponsor), Pioneer (Award Sponsor)
10:00 am-10:30 am	BREAK & Meet the Posters Authors Session Place: Exhibit Hall B at Commercial Space Courtesy: Louisiana County Agricultural Agents Association		Farm and Ranch Management Place: TCC Conference Hall D South Presiding: Ron Patterson, Western Region Vice Chair, NACAA SFE Committee Program: "Understanding Your 2008 Farm Bill Options" Presenter: Tim Lemmons, Nebraska Courtesy: SFP
10:30 am-11:40 am	TRADE TALK CONCURRENT SESSIONS Seminars – Animal Science: Merial - B. Joe Didrickson, DVM, PHD - Large Animal Veterinary Services, "Endectocide Resistance" Purina Mills, Novartis Animal Health Place: TCC Conference Hall A Horticulture: Bayer Advanced - Bruce Spesard, "2011 Bayer Advanced Product Introductions", TruGreen Place: TCC Conference Hall B North Crop Science/Agronomy 1 Dow AgroSciences, United Soybean Board, Qualisoy & Speciality Fertilizer Products Place: TCC Conference Hall C North Crop Science/Agronomy 2 Monsanto's Wheat Platform Speaker: Jeffery Koscelny Wheat Product Manager, Monsanto Place: TCC Conference Hall D North		Landscape Horticulture Place: TCC Conference Hall C South Presiding: Jessie Clark, Southern Region Vice Chair, NACAA SFE Committee Program: "Profession Recognition in North Carolina's Green Industry" Presenter: Danny Lauderdale, North Carolina Courtesy: TruGreen
		11:45 am-1:15 pm	Excellence in 4-H Programming Luncheon (Tickets Required) Place: TCC Ballroom Breakout Greenwood Presiding: Sherry Beaty, Chair, NACAA 4-H & Youth Committee Program: "Acres of Adventure" Presenter: Carol Schurman, Pennsylvania Courtesy: Syngenta
		11:45 am-1:15 pm	EDUCATIONAL LUNCHEON SEMINARS (Tickets required) Program 1: "Opportunity for Impact: Supplementation Decisions for Range and

Pasture Cattle”

Presenter: Dr. Cathy Bandyk

Place: TCC Assembly Hall 2A & 2B

Courtesy: Quality Liquid Feeds

Program 2: “Current Concepts in Livestock Parasite Control”

Presenter: Dr. Christine Navarre

Place: TCC Assembly Hall 2C & 2D

Courtesy: Merial

Program 3: “Alternative Crops & Agri – Tourism”

Presenter: Kefyalew Desta, Janelle Malone & Chris Kirby

Place: TCC Ballroom Breakout Riverside and Utica

Courtesy: Sustainable Agriculture Research and Education (USDA-SARE)

Program 4: “Freeze Damage in Bermudagrass Turf”

Presenter: Dr. Dennis Martin, State Extension Turfgrass Specialist

Place: TCC Ballroom Breakout Blue Dome

Courtesy: Johnston Enterprises

Program 5: “Nitrogen Fertilizer Technology”

Presenters: Grant Troop

Place: TCC Ballroom Breakout Brookside

Courtesy: Agrotain

12:00 pm-
2:00 pm

Past National Officers and Board Member

Luncheon (Dutch treat)

Place: DD Coventry

Coordinator: Rick Gibson, NACAA Past President

1:30 pm-
2:30 pm

COMMITTEE WORKSHOPS FOR ALL NACAA MEMBERS

“How to Host an AM/PIC”

Presiding: Bob Woods, 2010 AM/PIC Chair

Place: TCC Conference Hall C North

Communications

Presiding: Larry Williams, National Committee Chair

Place: TCC Assembly Hall 3F

Search for Excellence

Presiding: Brad Brummond, Acting National Committee Chair

Place: TCC Assembly Hall 3C

4-H & Youth

Presiding: Sherry Beaty, National Committee Chair

Place: DD 2nd Floor Conference Room

Professional Excellence

Presiding: Gary Zoubek, National Committee Chair

Place: TCC Assembly Hall 3D

Public Relations

Presiding: Keith Mickler, National Committee Chair

Place: TCC Assembly Hall D North

Recognition & Awards

Presiding: Cynthia Gregg, National Committee Chair

Place: TCC Assembly Hall 3B

Scholarship

Presiding: Chris Bruynis, National Committee Chair

Place: DD COF Woodward

Agronomy & Pest Management

Presiding: Johnny Whiddon, National Committee Chair

Place: DD IB Geneva

Agricultural Economics & Community Development

Presiding: Lyle Holmgren, National Committee Chair

Place: DD COF Philbrook

Animal Science

Presiding: Randy Mills, National Committee Chair

Place: DD COF Remington

Natural Resources/Aquaculture/Sea Grant

Presiding: Kellie Chichester, National Committee Chair

Place: DD IB Buckingham

Horticulture and Turf Grass

Presiding: Nicholas Polanin, National Committee Chair

Place: TCC Conference Hall B North

Agricultural Issues and Public Relations

Presiding: Dan Downing, National Committee Chair

Place: TCC Assembly Hall 3E

Early Career Development

Presiding: Daniel Kluchinski, National Committee Chair

Place: TCC Assembly Hall 3A

Administrative Skills Development

Presiding: Bruce Barbour, National Committee Chair

Place: TCC Assembly Hall 3G

Teaching and Educational Technologies

Presiding: Greg Hoover, National Committee Chair

Place: DD IB Manchester

Sustainable Agriculture

Presiding: Adam Hady, Acting National Committee Chair

Place: DD COF Russel

1:30 pm- **Life Members Business Meeting**
3:00 pm **Presiding:** Elmer Olsen, National Committee Chair
Place: TCC 2nd Floor Auditorium

1:30 pm- **Agriculture and Natural Resources Program**
5:00 pm **Leaders Meeting**
Presiding: Dr. Ross Love, Agriculture Program Leader, Oklahoma Cooperative Extension Service, Oklahoma State University
Place: DD COF Gilcrease

2:30 pm- **BREAK**
3:00 pm **Place:** Exhibit Hall B at Commercial Space
Courtesy: Arkansas County Agricultural Agents Association

3:00 pm- **REGIONAL MEETINGS AND CANDIDATE**
5:00 pm **PRESENTATIONS**
Southern **Place:** DD IB Manchester and Geneva
North Central **Place:** DD IB Buckingham & Windsor
Northeast **Place:** DD COF Russell
Western **Place:** DD COF Woodward

4:45 pm- **OKLAHOMA PORK DINNER**
6:30 pm **Place:** TCC Exhibit Hall B (West 2/3)
Courtesy: Oklahoma Pork Council and Oklahoma Farm Bureau

7:30 pm- **4-H TALENT REVUE**
9:00 pm **Place:** TCC Ballroom

9:00 pm- **ICE CREAM SOCIAL**
10:00 pm **Place:** TCC North Portico
Courtesy: Southwest Dairy Farmers

9:30 pm- **Hospitality Rooms**
11:30 pm **Place:** Double Tree Hotel,
Pennsylvania Parlor 1710
Georgia Parlor 1611
Alabama Parlor 1532
Missouri Parlor 1510
Maryland Parlor 1411
South Carolina Parlor 1610
Kansas Parlor 1711

9:00 pm- **STATE PICTURES**
11:00 pm (See schedule in back of program)
Place: TCC Ballroom Pre-Function Area

10:00 pm **Oklahoma Meeting**
Place: TCC Exec Conf Room LL1

TUESDAY, JULY 13

6:30 am- **Administrators' Breakfast**
7:45 am (By invitation)
Presiding: Rick Gibson, NACAA Past President
Place: TCC Ballroom Breakout Blue Dome

7:00 am - **Achievement Award Recognition Breakfast**
8:00 am **Place:** TCC Conference Hall D North
Presiding: Cynthia Gregg, Chair, Recognition

and Awards Committee
Courtesy: American Income Life
Host: Bill Viar

6:30 am- **Poster Session Breakfast**
7:45 am **Place:** TCC Ballroom Breakout Riverside and Utica
Presiding: Gary Zoubek, Chair, Professional Excellence Committee
Courtesy: Syngenta
Host: Tony Driver, Syngenta

7:00 am - **COMPUTER TECHNOLOGY CENTER OPEN**
4:30 pm **Place:** TCC Exec Conf Room LL3

8:00 am - **REGISTRATION**
5:00 pm **Place:** TCC West Gallery

8:30 am- **Delegate Session**
11:30 am **Place:** TCC Conference Hall A
Presiding: Phil Pratt, NACAA President
Invocation: Paul Wigley, NACAA Vice President
Delegate Roll Call: Henry Dorough, NACAA Secretary
Nominating Committee Report: Rick Gibson, Past President
Election of Officers
Selection of 2014 AM/PIC Site
Greetings from JCEP
NACAA Foundation Report
Scholarship Committee Report
Treasurer's Report and Adoption of Budget: Parman Green, NACAA Treasurer
Confirmation of Committee Appointments: Paul Wigley, Vice President
New Business
Remarks: Stan Moore, NACAA President Elect

8:30 am- **Extension Development Council Seminar**
11:30 am **Administrative Skills Workshop**
Presiding: Bruce Barbour (NJ) National Committee Chair
Place: TCC Ballroom Breakout Cherry Street

8:30 - 9:30 am - Using Fire Department Strategies for Survival in Tight Budget Times
Presenter: David B. Holmes, Florida Cooperative Extension Service

9:30 - 10:30 am - Taking the Pain out of Administration
Presenter: Bill Hlubick, Rutgers Cooperative Extension

10:30 - 11:30 am - An "EERA" of Opportunity for Ohio Valley Agriculture
Presenters: D.A. Dugan, J. Fisher, J.F. Grimes, D. A. Mangione, C. R. Stephens, Ohio State University Extension

8:30 am - **Extension Development Council Seminar**
11:30 am **Early Career Development Workshop**
Presiding: Dan Kluchinski (NJ) National Committee Chair
Place: TCC Assembly Hall 3E

8:30 - 9:30 am -	Extension Agent as Performer Presenter: Lee Young, Penn State Extension		Presenter: Keith Mickler, University of Georgia Cooperative Extension
9:30 - 10:30 am -	Ten Ways to be a Successful "New" County Agent Presenter: Sherri Sanders, University of Arkansas Cooperative Extension Service	10:00 - 10:25 AM -	Reducing the Risk of Biocontamination in the Production of Leafy Greens through Public Outreach, Awareness and Education Presenter: Kurt D. Nolte, Arizona Cooperative Extension
10:30 - 11:30 am -	E-nouncements: Increasing Attendance at Programs Presenters: B. J. Jarvis and D. K. Palmer, Florida Cooperative Extension Service	10:30 - 10:55 AM -	Impact of Changing Potato Production Systems in Maryland Presenter: Matthew Sudeep, University of Maryland Extension
8:30 am - 11:30 am	Extension Development Council Seminar Teaching & Educational Technologies Workshop Presiding: Greg Hoover (NC) National Committee Chair Place: TCC Assembly Hall 3C	11:00 - 11:25 AM -	The Need for Drip Irrigation in Potatoes in Western Washington Presenter: Don Mcmoran, Washington State University Extension
8:30 - 9:20 am -	Participants Acceptance of Web-based Extension Program Delivery Presenter: Stephen John Komar, Jr., Rutgers University Extension	8:00 am - 11:30 am	Excellence in 4-H Programming Workshop Presiding: Sherry Beaty, National Chair, 4-H and Youth Committee Place: TCC Assembly Hall 3G
9:30 - 10:00 am -	Making Sense of Messy Surveys Presenter: Jenny Carleo, Rutgers University Extension	8:00	Teaching Youth & Adults Plant Propagation to Increase Horticulture Success & Production Presenter: Stephen Sager, Utah Ranchers Feeding Kids
10:00 - 10:30 am -	BREAK	8:25	Presenter: Anna-Marie Chamberlain, Oregon
10:30 - 10:55 am -	Using Text Messaging to Get Information to AG Producers Presenter: James W. Lewis, Jr., University of Maryland Extension	8:50	G2G (Got to Go) Outside: Outdoor Playtime is Important for Children, Families & the Future of Science & Agriculture Presenter: Tonya Bronleewe, Kansas
11:00 - 11:30 AM -	Integrating Soil Moisture Monitoring in the Arid Regions of Southern Utah with the Local County Extension Websites Presenter: Trent Wilde, Utah State University Extension	9:05	Jump at the Chance Leadership Development Presenter: Brandon Dukes, Texas Range Cattle Research & Education Center 2nd Annual Youth Field Day
8:30 am - 11:30 am	Extension Development Council Seminar Agricultural Issues & Public Relations Workshop - "Challenges facing a changing rural America" Presiding: Dan Downing (MO) National Committee Chair Place: TCC Ballroom Breakout Greenwood	9:30	Presenter: Bridget Carlisle & Sonja Crawford, Florida Extension Youth Activity Camp: A "Hands-on" Summer Program Providing Science-Based Classes for At-Risk Elementary Students Presenter: Mark Heitstuman, Washington
8:30 - 8:55 AM -	Building Bridges Over Troubled Waters Presenter: William Hlubik, Rutgers University Extension	9:55	Herb, Bug & Gardening Camps Presenter: Martha Maddox, Florida
9:00 - 9:25 AM -	Extension Programs, Personnel Administration, and Community Support: A comparison between five Indian reservations and six surrounding counties Presenter: Sabrina Tuttle, Arizona Cooperative Extension	10:20	Teaching Ag Science Principles to Youth in Indiana County & Southwest Pennsylvania Presenter: Carol Schurman, Pennsylvania
9:30 - 9:55 AM -	The Importance of Land Conservation among Elected and Appointed County Officials	10:45	Designing & Delivering Safety Day Programs Presenter: Susan Alexander, Pennsylvania
		11:10	
		10:00 am - 10:30 am	BREAK & Meet the Posters Authors Session Place: Exhibit Hall B at Commercial Space

	Courtesy: South Carolina Association of County Agricultural Agents	Program 2:	“Advancing the Horizons of Seeded Bermudagrass” Presenter: Dr. Charles Taliaferro Place: TCC Assembly Hall 2A Courtesy: Johnston Enterprises
10:00 am-noon	COMMERCIAL EXHIBITS AND NACAA EDUCATIONAL EXHIBITS OPEN Place: Exhibit Hall B at Commercial Space	Program 3:	“Oklahoma Oilseed Update” Presenter: Gene Neuens Place: TCC Assembly Hall 2B Courtesy: Producers Cooperative Oil Mill
10:00 am-3:30 pm	NACAA POSTER SESSION OPEN Place: TCC Exhibit Hall B at Commercial Space	Program 4:	”Cattle Deworming Strategies following the USDA NAHMS Cow-Calf Study” Presenters: Dr. Mark Spire Place: TCC Ballroom Breakout Brady Courtesy: Intervet Schering Plough
11:45 am-1:15 pm	State Presidents and Vice Presidents Luncheon Presiding: Stan Moore, NACAA President Elect Place: TCC Conference Hall B North & B South	Program 5:	“Soil Fertility Seminar” Presenters: Dale Leikam, Leikam Agromax Place: TCC Ballroom Breakout Blue Dome Courtesy: SFP
11:45 am-1:15 pm	Communication Awards Luncheon Place: TCC Conference Hall D North & D South Presiding: Larry Williams, Chair, Communications Committee Courtesy: Bayer Advanced		
11:45 am-1:15 pm	Search for Excellence in Livestock Production Luncheon and Awards Program Place: TCC Ballroom Breakout Utica Presiding: Ron Patterson, Western Region Vice Chair, NACAA SFE Committee Program: “Developing a Pre-Conditioning & Marketing System to Add Value to Beef Calves in Michigan” Presenter: Kevin Gould, Michigan Courtesy: NACAA	11:45-1:15 pm	SARE Fellows Luncheon Place: TCC Assembly Hall 2C Presiding: Julia Gaskin (GA) Program: Awards Luncheon Presenter: Adam Hady (WI), Walt Bumgarner (PA) and Ronnie Barentine (GA) Courtesy: Sustainable Agriculture Research and Education (SARE)
11:45 am-1:15 pm	Search for Excellence in Remote Sensing and Precision Agriculture Luncheon Place: TCC Conference Hall C South Presiding: Tom Dorn, North Central Region Vice Chair, NACAA SFE Committee Program: “Precision Agriculture for Alabama Livestock Producers” Presenter: Kenneth Kelly, Alabama Courtesy: Utah State University	1:00 p.m.-3:30 p.m.	COMMERCIAL EXHIBITS AND NACAA EDUCATIONAL EXHIBITS OPEN Place: TCC Exhibit Hall B at Commercial Space
11:45 am-1:15 pm	Search for Excellence in Young, Beginning or Small Farms/Rancher Program Place: TCC Conference Hall C North Presiding: Jesse Clark, Southern Region Vice Chair, NACAA SFE Committee Program: “Small-scale Poultry Production for Small and Beginning Farmers” Presenter: Brad Burbaugh, Florida Courtesy: Farm Credit Council	1:30 pm-4:30 pm	PROFESSIONAL IMPROVEMENT COUNCIL SEMINARS Ag Economics I Place: Doubletree - Council Oak Foyer - Remington Room Moderators: Stephen Hadcock, Ron Vick & Lyle Holmgren
11:45 am - 1:15 pm	EDUCATIONAL LUNCHEON SEMINARS (Tickets required)		1:30 p.m. Determining if ACRE is a Better Deal Compared to DCP Presenter: Chris Bruynis
Program 1:	“SARE Producer Experience with Sustainable Agriculture” Presenter: Kent Donica, Doug Walton and Sam McClure Place: TCC Ballroom Breakout Riverside Courtesy: Sustainable Agriculture Research and Education (SARE)		1:50 p.m. Delivering Farm Management Education with a Reduced Extension Workforce Presenter: Chris Bruynis
			2:10 p.m. Utilizing Multiple Methods to Teach Fence & Boundary Laws in Missouri Presenter: Joseph Koenen
			2:30 p.m. Developing the Farm Management

- Skills of Northeast Ohio Small & New Farmers
Presenter: David Marrison
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Sharemilking Agreements Provide Entry into Dairy Industry
Presenter: Wayne Prewitt
- 3:30 p.m. Creative Compensation - What Your Pay Should Say
Presenter: Chuck Schwartau
- 3:50 p.m. Balance Sheet / Budgeting Clinics
Presenter: Dennis Kauppila
- 4:10 p.m. Dairy LGM, Not Just Another Insurance Game
Presenter: J. Craig Williams

Ag Economics II & Agronomy

Place: Doubletree - Council Oak Foyer - Gilcrease Room
Moderator: David Marrison

- 1:30 p.m. A Comparison of Cash Market Milk Income with Income from Selected Forward Pricing Strategies
Presenter: John Campbell
- 2:10 p.m. Importance of Proper Check Treatments in Applied Agronomic Research
Presenter: Ed Lentz
- 2:30 p.m. Using Verification Strips To Delineate Treatment Zones
Presenter: Dennis Burns
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association

Agronomy and Pest Management I

Place: DD IB Geneva
Moderators: Johnny Whiddon & Paul Carter

- 1:30 p.m. Initial Evaluation of Some Non-Conventional Products on Soybean Growth and Yields
Presenter: Michael Rethwisch
- 1:50 p.m. Ten Year Summary of the Arkansas Corn and Grain Sorghum Research Verification Program
Presenter: Kevin Lawson

- 2:10 p.m. Reducing Phosphorous Runoff From Small Livestock Farms Into Missisquoi Bay
Presenter: Jeffrey Carter
- 2:30 p.m. Understanding the "Root" Cause of Soil Compaction
Presenter: James Hoorman
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Crop Rotation, Tillage, and Drainage Effect on Grain Production
Presenter: Alan Sundermeier
- 3:30 p.m. 2009 Utah Safflower Variety, Row Spacings, and Planting Rates Trial Results
Presenter: Michael Pace
- 3:50 p.m. The Competitiveness of Cotton Cultivars Against DP 555 B/R When Double-Cropped Behind Winter Wheat
Presenter: Rusty Harris
- 4:10 p.m. IPM School for Agronomy Professionals: Designing an Experiential Education Model for Professional Training
Presenter: Larry Wagner

Agronomy and Pest Management II

Place: Doubletree - International Ballroom - Windsor Room

Moderators: Pete Fandel & John Rowehl

- 1:30 p.m. Control of Grape Colaspis and Rice Water Weevil by Selected Seed Treatments in Arkansas Rice
Presenter: Craig Allen
- 1:50 p.m. Controlling Wireworms with Neonicotinoid Insecticides in Wheat
Presenter: Aaron Esser
- 2:10 p.m. Using IPM Techniques to Mitigate Damage Caused by Townsend's Ground Squirrel in Irrigated Crop Ground
Presenter: Mark Nelson
- 2:30 p.m. Interagency Collaboration to Address 2008/2009 Grasshopper Infestation in NE Oregon
Presenter: Cory Parsons
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural

- Agents Association
- 3:10 p.m. Russian Olive Control: Herbicide Application Timing and Methods
Presenter: Ron Patterson
- 3:30 p.m. Managing Tomato Spotted Wilt Virus in Southeast Virginia
Presenter: Janet Spencer
- 3:50 p.m. An Alternative Planting Strategy for Establishing Clover in Pastures
Presenter: Daniel Griffin
- 4:10 p.m. Hay Production Field Days
Presenter: John Shuffitt

Animal Science I

Place: Doubletree - International Ballroom - Manchester Room

Moderator: Ron Graber

* 2 CEU's available for ARPAS members

- 1:30 p.m. The Effect of Body Condition Score and Hip Height on Body Weight of Beef Cows
Presenter: Ronnie Helmondollar
- 1:50 p.m. Factors Affecting Show-Me-Select Replacement Heifer Values in Northern Missouri
Presenter: James Humphrey
- 2:10 p.m. Animal Health Product Handling and Management
Presenter: Scott Jensen
- 2:30 p.m. Oregon Bio-Security Education and Demonstration Program Using Bovine Viral Diarrhea Virus, Persistently Infected (BVD PI) Cattle Screening as a Model
Presenter: Barbi Riggs
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Determining Forage Availability in the Pasture
Presenter: Cindy Sanders
- 3:30 p.m. Improving Air Quality and Dairy Profitability Through Reduced Protein Feeding
Presenter: Eugene Schurman

Animal Science II

Place: Doubletree - International Ballroom - Buckingham Room

Moderator: Richard Smith

* 2 CEU's available for ARPAS members

- 1:30 p.m. Understanding Ultrasound

- Carcass Data for Market Steers, Market Hogs and Livestock Ultrasound Frequently Asked Questions (FAQ's)
Presenter: John Shuffitt
- 1:50 p.m. Junior Livestock - 4-H and FFA Stockshow Management Software
Presenter: Lyle Holmgren
- 2:10 p.m. NE SARE Mortality Compost Education - Train the Trainer
Presenter: J. Craig Williams
- 2:30 p.m. Beef Basics Home Study Course
Presenter: Noel Mues
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Endophyte-Infected Tall Fescue and Controlled Grazing
Presenter: Rebekah Norman
- 3:30 p.m. Oregon Cattlemen's Workshop: Working Collaboratively to Provide Beef Cattle Educational Opportunities to NE Oregon Beef Producers
Presenter: Cory Parsons

Horticulture & Turfgrass I

Place: TCC Ballroom Breakout Cherry Street

Moderator: Norman Nagata

- 1:30 p.m. Extension Collaborates with Beekeepers to Address Production Issues
Presenter: Elvin Andrews
- 1:50 p.m. Use of Simple Dissection Methods for Disease Diagnosis in Honey Bees
Presenter: Reed Findlay
- 2:10 p.m. Management of Important Blackberry Diseases in Arkansas
Presenter: Shari Sanders
- 2:30 p.m. Curly Top Virus of Tomato
Presenter: Rick Heflebower
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Evaluation of Preemergence Herbicides for Goosegrass (Wiregrass, Silver Crabgrass) Control on a Common Bermudagrass Golf Course

- Presenter: Norman Nagata
- 3:30 p.m. A Landscape Maintenance Training Program at the Bay County, Florida Correctional Facility
Presenter: Ken Rudisill
- 3:50 p.m. International Horticulture Training on Landscape Maintenance in Guayaquil, Ecuador
Presenter: Linda Seals

Horticulture & Turfgrass II

Place: TCC Ballroom Breakout Brookside
Moderators: Jennifer Schutter & Stacey Bealmear

- 1:30 p.m. Community Vegetable Gardens as a Method for Neighborhood Education in Sustainable Landscaping Practices
Presenter: Richard Mohr
- 1:50 p.m. Developing Raised Gardening Beds for Those of Varying Abilities at a Local Community Garden
Presenter: Taun Beddes
- 2:10 p.m. Chickens in the Vegetable Garden
Presenter: Matt Palmer
- 2:30 p.m. Garden N' Grow Teaches Youth Important Life Lessons
Presenter: Jennifer Schutter
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Stormwater Management in Your Backyard Rain Garden Outreach Manual
Presenter: Madeline Flahive Dinardo
- 3:30 p.m. Abiotic Factors Affecting the Sustainability of the Urban Forest
Presenter: Melissa Clifton Sturdivant
- 3:50 p.m. Reaching New Gardeners Through Blogging
Presenter: Rebecca McMahon

Horticulture & Turfgrass III

Place: TCC Ballroom Breakout Greenwood
Moderator: Nicholas Polanin

- 1:30 p.m. Promoting Community Development by Training Advanced Master Gardeners in Administrative Skills
Presenter: Larry Sagers

- 1:50 p.m. Master Gardener Program - Successes and Lessons Learned from Two Different Counties in Ohio
Presenter: Gary Gao
- 2:10 p.m. "It's My First Yard . . . What do I do?"
Presenter: Eugene Matzat
- 2:30 p.m. The Rutgers Master Gardener Program: 25 Years of Growing
Presenter: Nicholas Polanin
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Using Interactive Television and Web-Conferencing Software to Teach Master Gardener Classes
Presenter: Tim Baker
- 3:30 p.m. Horticulture Hotline Designed for Small Master Gardener Programs
Presenter: Ed Lentz

Natural Resources/Aquaculture/Sea Grant

Place: TCC Assembly Hall 3E
Moderator: Kellie Chichester

- 1:30 p.m. Rain Garden Training Programs: Bringing New Opportunities to Professional Landscapers
Presenter: Madeline Flahive-Dinardo
- 1:50 p.m. Making a Difference with Groundwater Stewardship
Presenter: Roberta Dow
- 2:10 p.m. Growing Seafood and Salad on Sedge Island: A Tasteful Approach to Natural Resource Education
Presenter: Richard Mohr
- 2:30 p.m. Regional Wildlife Enhancement Field Days Improves Wildlife Habitat and Increases Ranch Income
Presenter: Joe Walter
- 2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association
- 3:10 p.m. Developing Natural Resource Extension Volunteers Through the Weed Watchers Program
Presenter: Susan Kerr &

Stephen Van Vleet

3:30 p.m. Effect of Soil Amendments on Soil Enzyme Activities and Active Carbon on a Managed Douglas-Fir Forest Ecosystem
Presenter: Sam Angima

3:50 p.m. Equine Bedding Materials Effect on Physical and Chemical Properties of Composted Stall Waste
Presenter: Stephen Komar, Jr.

Sustainable Agriculture
Place: TCC Assembly Hall 3F
Moderator: Adam Hady

1:30 p.m. Biological Recycling of Soil Nutrients
Presenter: James Hoorman

1:50 p.m. Sustainable Agriculture Programs Increase Knowledge for Farmers, Ranchers and Ag Educators
Presenter: Gary Lesoing

2:10 p.m. Corn Production Benefits from Red Clover Crop
Presenter: Alan Sundermeier

2:30 p.m. How to Keep Horses from Making a Mess of Your Watershed
Presenter: Melissa Fery

2:50 p.m. Break
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Texas County Agricultural Agents Association

3:10 p.m. A Comparison of Boom Type Cart Versus Big Gun Irrigation Systems
Presenter: Don Mcmoran

3:30 p.m. Starting a Bilingual Farm School / Incubator (Viva Farms)
Presenter: Don Mcmoran

3:30 pm - 4:30 pm **Commercial Exhibits close and take down**
Place: TCC Exhibit Hall B Commercial Area

3:30 pm - 9:00 pm **NACAA Poster Exhibits close and take down**
Place: TCC Exhibit Hall B Poster Area

4:30 pm **STATES NIGHT OUT!!!**
Place: States make own arrangements

**Visit Information Desk for list of local restaurants and directions

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: TCC Ballroom

8:00 pm **LIVE AUCTION**
Place: TCC Ballroom

10:00 pm **Oklahoma State Meeting**
Place: TCC Exec Conf Room LL1

WEDNESDAY, JULY 14

6:30 am-9:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Place: TCC Ballroom

6:30 am-9:00 am **BREAKFAST**
Courtesy: Quick Trip and Tennessee Association of Agricultural Agents and Specialists

8:00 am-6:00 pm **PROFESSIONAL IMPROVEMENT TOURS**
Place: Exit from Ballroom Portico & Cul-de-Sac

4:45 pm **Shuttle buses leave Tulsa Convention Center**
Ballroom Portico & Cul-de-Sac to take those not participating in tours to Discoveryland!

4:30-6:00 pm **OKLAHOMA Beef Night at Discoveryland**
Courtesy: Beef Night Donors (Refer to pages 63-67)

6:30 pm-7:45 pm **Discoveryland Western Roundup and Patriotic Review**

5:30 pm-8:30 pm **Shuttle buses service back to Tulsa**
Convention Center

10:00 pm **Oklahoma Meeting**
Place: TCC Exec Conf Room LL1

THURSDAY, JULY 15

7:00 am - 8:30 am **National Committee Members Breakfast**
Recognition of Retiring Chairs, Vice Chairs and Special Assignments
Place: TCC Conference Hall A
Presiding: Paul Wigley, NACAA Vice President
Courtesy: United Soybean Board

7:00 am - 8:30 am **3rd ANNUAL NACAA AMPIC PRAYER BREAKFAST** (Dutch Treat \$16.50)
Place: DD 7 West Café - Private Dining
Presiding: Nathan Anderson, OAEAA
Guest Speaker: Steve Mortensen, Tulsa, OK.
Hosted by: Fellowship of Christian Farmers International, Lexington, IL.
FCF Update: Ken Werner, Siloam Springs, AR.

7:00 am - 4:00 pm **COMPUTER TECHNOLOGY CENTER**
Place: TCC Exec Conf Room LL3

9:00 am-5:00 pm **REGISTRATION**
Place: TCC West Gallery

8:30 am-10:00 am **NACAA Policy Meeting**
Place: TCC Assembly 3B

Presiding: Glenn Rogers, Chair, NACAA Policy Committee

8:30 am-
10:30 am

GENERAL SESSION

Place: TCC Ballroom

Presiding: Phil Pratt, NACAA Pres.
Recognition of Retiring Officers and
Installation of Incoming Officers, Directors and
Vice Directors
Looking Ahead to the New Year: Stan Moore,
NACAA President Elect
Outstanding Service to American and World
Agriculture Award
Presentation and Response: Dr. Robert Totusek
Introduction: Phil Pratt, NACAA President
Capstone Speaker: Mike Spradling, President,
Oklahoma Farm Buerau
Announcements: Bob Woods, AM/PIC Chair

10:30 am-
11:00 am

BREAK

Place: TCC North Portico & Cul-de-Sac
Courtesy: North Carolina Association of
County Agricultural Agents; Florida Association
of County Agricultural Agents; Missouri
Agricultural Extension Professionals; Virginia
Association of Agricultural Extension Agents

10:45 am -
4:00 pm

SUPER SEMINAR (Ticket Required for Lunch)

10:45 am -
1:00 pm

Topic: "Wildlife, Weeds, Livestock & Fire"
Presenters: Sam Fulendorf, Terry Bidwell,
Dwayne Elmore & John Weir.
Place: TCC Ballroom Breakout Riverside &
Utica
Courtesy: Sustainable Agriculture Research
and Education (SARE)

10:45 am
4:00 pm

Special Horticulture Super Seminar:
**Topic: "E. coli Contamination on Leafy
Vegetables"**
Place: TCC Ballroom Breakout Cherry Street &
Greenwood
Presenters: University Researchers and
Extension Specialist
Courtesy: University of Georgia

11:45 am
1:30 pm

**Search for Excellence Luncheon- Sustainable
Agriculture Research and Education (SARE)**

Place: TCC Ballroom Breakout Brady
Presiding: Brad Brummond, Acting Chair of
Search for Excellence Committee

Topic 1: "Grazing Systems Management for
Northeast Minnesota"
Presenter: Tony Salzer, Minnesota

Topic 2: "Venison Donation Program"
Presenter: Larry Hulle, New York

Topic 3: "Grazing Management School"
Presenter: Linsey Wiggins, Florida

Topic 4: "Empowering Ag Professional

Through a Beneficial & Pest Insect Train-the-
Trainer Program for OR, WA and ID"

Presenters: Mary Corp, Oregon

Courtesy: USDA SARE

2:30 pm
3:30 pm

**Teaching and Educational Technologies –
Hands on Teaching Sessions** - Participants

are encouraged to bring their laptops
Topic: "How to Develop an E-Newsletter for
Your Extension Clientele"

Presenter: Lyle Holgram & Mike Pace, Utah
State University Extension Agents

Place: TCC Conference Hall C North & South

1:30 pm -
3:00 pm

**American Registry of Professional Animal
Scientists Certification Exam**

Place: TCC Assembly Hall 3F

3:30 pm -

NACAA Board in President's Room

4:30 pm-
6:30 pm

**DSA & AA Recipients, Hall of Fame
Recipients, NACAA Board Members,
Regional Directors, Past Officers, Special
Assignments, Special Guests, Council
Chairs, Committee Chairs and Vice Chairs
Assemble for Banquet**

Place: TCC Conference Hall A

6:30 pm-
9:00 pm

ANNUAL BANQUET

Place: TCC Ballroom

9:15 pm-
11:00 pm

PRESIDENT'S RECEPTION

Place: TCC Conference Hall A

10:00 pm

Oklahoma Meeting & Celebration

Place: TCC Arena Board Room

FRIDAY, JULY 16

8:00 am-
5:00 pm

NACAA Board Meeting

Place: DD 2nd Floor Coventry

SATURDAY, JULY 17

8:00 am-
12:00 pm

NACAA Board Meeting

Place: DD 2nd Floor Coventry or
Presidential Suite

LIFE MEMBER PROGRAM 2010 NACAA ANNUAL MEETING

SATURDAY, JULY 10

1:00 pm-
7:00 pm **REGISTRATION**
Place: TCC West Gallery

SUNDAY, JULY 11

8:00 am-
7:00 pm **REGISTRATION**
Place: TCC West Gallery

2:00 pm-
3:00 pm **LIFE MEMBER COMMITTEE MEETING**
Place: TCC Assembly Hall 2D
Presiding: Elmer Olsen, Life Member Chair

1:00 pm -
5:00 pm **LIFE MEMBER HOSPITALITY**
Place: TCC Assembly Hall 2E

1:00 pm -
6:00 pm **NACAA POSTER SESSION DISPLAY OPEN**
Place: TCC Exhibit Hall B in Poster Area
Coordinator: Gary Zoubek, Professional Excellence Committee Chair

1:00 pm-
5:00 pm **COMMERCIAL EXHIBIT TRADE SHOW**
Place: TCC Exhibit Hall B in Commercial Area

4:30 pm-
6:30 pm **WELCOME TO OKLAHOMA DINNER**
Place: TCC Exhibit Hall B (West Side)
Courtesy: Tysons Foods, The Poultry Federation, Oklahoma Soybean Board, and Novartis Animal Health

7:00 pm-
8:30 pm **OPENING SESSION AND WELCOMING PROGRAM**
Place: TCC Ballroom
Presiding: Phil Pratt, NACAA President
Invocation: Dr. Bill Taggart, Retired Associate Director, Oklahoma Cooperative Extension Service
Presentation of Colors: Governor's Color Guard
National Anthem: Lacey Dale
Presentation of State Flags: Announced by Randy Pirtle, County Extension Director, OCES
Welcome and Introduction: Dr. James Trapp, Associate Director, Oklahoma Cooperative Extension Service
Inspirational Address: Baxter Black
Sponsored by: Purina Mills and Novartis Animal Health
Closing Announcements: Bob Woods, AM/PIC Chair

8:30 pm-
10:00 pm **Get Acquainted Social - A Bar Bunkhouse Band & ICE CREAM SOCIAL**
Place: TCC North Portico & Cul-de-Sac & Ballroom
Courtesy: Southwest Dairy Farmers and Oklahoma Association of Extension Agriculture Agents

9:00 pm-
11:00 pm **STATE PICTURES**
(See schedule in back of program)
Place: TCC Ballroom Pre-Function Area

9:30 pm-
11:30 pm **HOSPITALITY**
All hospitality rooms located in Double Tree
Pennsylvania Parlor 1710
Georgia Parlor 1611
Alabama Parlor 1532
Missouri Parlor 1510
Maryland Parlor 1411
South Carolina Parlor 1610
Kansas Parlor 1711

MONDAY, JULY 12

8:00 am-
5:00 pm **REGISTRATION**
Place: TCC West Gallery

8:00 am-
10:00 am **GENERAL SESSION**
Place: TCC Ballroom
Presiding: Phil Pratt, NACAA President
Call to Order and Welcome
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director -
Greetings from JCEP
Report to the Association: Phil Pratt, NACAA President
Recognition of Donors and Introduction of New Programs: Stan Moore, NACAA President Elect
Presentation by Bidding State 2014 AM/PIC National Outstanding Young Farmer Hall of Fame Awards Presentation
Comments and Introduction of Keynote Speaker: Dr. Robert Whitson Vice President and Dean of the College of Agriculture and Natural Resources, Oklahoma State University
Keynote Address: Frank Lucas, Oklahoma Congressman
Closing Comments: Bob Woods, AM/PIC Chair

7:00 am -
5:00 pm **LIFE MEMBER HOSPITALITY**
Place: TCC Assembly Hall 2E

9:30 am-
12:00 pm **COMMERCIAL AND NACAA EDUCATIONAL EXHIBITS OPEN**
Place: Exhibit Hall B: Commercial Space

1:30 pm-
5:00 pm **COMMERCIAL AND NACAA EDUCATIONAL EXHIBITS OPEN**
Place: Exhibit Hall B: Commercial Space

10:00 am-
10:20 am **Break & Meet Posters Authors Session**
Place: TCC Exhibit Hall B in Commercial Area
Courtesy: Louisiana County Agricultural Agents Association

12:00 pm-
2:00 pm **Past National Officers and Board Member Luncheon** (Dutch treat)
Place: DD Coventry

Coordinator: Rick Gibson, NACAA Past President

1:30 pm - **Life Members Business Meeting**
3:00 pm **Presiding:** Elmer Olsen, Chair, Life Member Committee
Place: TCC Assembly Hall 2nd Floor Auditorium

2:30 pm- **BREAK**
3:00 pm **Place:** Exhibit Hall B at Commercial Space
Courtesy: Arkansas County Agricultural Agents Association

4:45 pm- **OKLAHOMA PORK DINNER**
6:30 pm **Place:** TCC Exhibit Hall B (West 2/3)
Courtesy: Oklahoma Pork Council and Oklahoma Farm Bureau

7:30 pm- **4-H TALENT REVUE**
9:00 pm **Place:** TCC Ballroom

9:00 pm- **ICE CREAM SOCIAL**
10:00 pm **Place:** TCC North Portico
Courtesy: Southwest Dairy Farmers

9:30 pm- **Hospitality Rooms**
11:30 pm **Place:** Double Tree Hotel,
Pennsylvania Parlor 1710
Georgia Parlor 1611
Alabama Parlor 1532
Missouri Parlor 1510
Maryland Parlor 1411
South Carolina Parlor 1610
Kansas Parlor 1711

9:30 pm- **STATE PICTURES**
11:00 pm **Place:** TCC Ballroom Pre-Function Area

TUESDAY, JULY 13

6:30 am - **LIFE MEMBER BREAKFAST** (ticket required)
7:30 am **Place:** TCC Conference Hall B North and B South
Presiding: Elmer Olsen, Life Member Chair
Program Speaker: Mr. Wayne Shearhart

7:00 am - **LIFE MEMBER HOSPITALITY**
5:00 pm **Place:** TCC Assembly Hall 2E

8:00 am - **REGISTRATION**
5:00 pm **Place:** TCC West Gallery

8:00 am- **LIFE MEMBER AND LIFE MEMBER**
4:30 pm **SPOUSES TOURS**
FULL DAY TOURS

Tour #1 – National Cowboy & Western Heritage Museum/Oklahoma City Bombing Memorial
Depart 8:00 a.m. Return 5:00 p.m.

Tour#2- Will Rogers Museum, Armitage Cattle

Ranch, J.M. Davis Arms (Gun) Museum tour - Claremore and Rogers County Area
Depart: 8:30 a.m. Return 3:30 p.m.

Tour #3- Woolaroc Wildlife Preserve and Oil History Museum, Bartlesville
Depart: 8:30 a.m. Return 3:30 p.m.

Assembly: TCC Ballroom. Arrive 30 minutes before Departure
Exit: All Buses Leave from North Portico and Cul-de-Sac

10:00 am- **NACAA Commercial Exhibits and Poster**
12:00 pm **Session**
Place: TCC Exhibit Hall B

10:00 am- **Break and Visit Commercial Exhibits**
10:30 am **Place:** TCC Exhibit Hall B in Commercial Area

1:00 pm- **NACAA Commercial Exhibits Open**
3:30 pm **Place:** TCC Exhibit Hall B Commercial Area

1:00 pm- **NACAA Poster Exhibit Open**
4:30 pm **Place:** TCC Exhibit Hall B Poster Area

2:30 pm- **Break and Visit Commercial Exhibits**
3:20 pm **Place:** TCC Exhibit Hall B in Commercial Area

4:30 pm **State's Night OUT!!!**
Place: States make own reservations
List of local restaurants provided by OAEAA

7:00 pm **Silent and Live Auction Preview**
Place: TCC Ballroom

8:00 pm **Live Auction**
Place: TCC Ballroom

WEDNESDAY, JULY 14

6:30 am- **ASSEMBLE FOR PROFESSIONAL**
9:00 am **IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Assembly Place: TCC Ballroom
Exit: All Buses Exit at TCC Portico and Cul-de-Sac

6:30 am **Breakfast**
9:00 am **Courtesy:** Quick Trip and Tennessee Association of Agriculture Agents

6:00 pm **OKLAHOMA Beef Night at Discoveryland**
Place: Discoveryland!!
Courtesy: Beef Night Donors (Refer to pages 63-67)

THURSDAY, JULY 15

9:00 am- **REGISTRATION**
5:00 pm **Place:** TCC West Gallery

7:00 am - **LIFE MEMBER HOSPITALITY**
5:00 pm **Place:** Assembly Hall 2E

9:00 am **Life Member Travelogue**
Presiding: Elmer Olsen, Chair, Life Member Committee
Presentations: Larry Sams, Stillwater, OK CHINA; Jim Linquist, Manhattan, KS SWEDEN
Place: TCC Conference Hall C North & South

8:30 am-10:30 am **GENERAL SESSION**
Place: TCC Ballroom
Presiding: Phil Pratt, NACAA Pres.
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Looking Ahead to the New Year: Stan Moore, NACAA President Elect
Outstanding Service to American and World Agriculture Award
Presentation and Response: Dr. Robert Totusek
Introduction: Phil Pratt, NACAA President
Capstone Speaker: Mike Spradling, President, Oklahoma Farm Bureau
Announcements: Bob Woods, AM/PIC Chair

10:30 am-11:00 am **BREAK**
Place: TCC North Portico & Cul-de-Sac
Courtesy: North Carolina Association of County Agricultural Agents; Florida Association of County Agricultural Agents; Missouri Agricultural Extension Professionals; Virginia Association of Agricultural Extension Agents

4:30 pm-6:30 pm **DSA & AA Recipients, Hall of Fame Recipients, NACAA Board Members, Regional Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet**
Place: TCC Conference Hall A

6:30 pm-9:00 pm **Annual Banquet**
Place: TCC Ballroom

9:15 pm-11:00 pm **President's Reception**
Place: TCC Conference Hall A

SPOUSES PROGRAM 2010 NACAA ANNUAL MEETING

(Spouses are welcome to attend General Sessions and Voting Delegate Session)

SATURDAY, JULY 10

1:00 pm-7:00 pm **REGISTRATION**
Place: TCC West Gallery

SUNDAY, JULY 11

8:00 am-7:00 pm **REGISTRATION**
Place: TCC West Gallery

1:00 pm-5:00 pm **SPOUSES HOSPITALITY**
Place: TCC Assembly Hall 2F

3:00 pm-4:00 pm **FIRST TIMER ORIENTATION AND RECEPTION**
Place: TCC Ballroom Breakout Brookside
Presiding: Nathan Anderson Rick Gibson, NACAA Past President
(All first time attendees and spouses invited)

4:30 pm-6:30 pm **WELCOME TO OKLAHOMA DINNER**
Place: TCC Exhibit Hall B (West Side)
Courtesy: Tysons Foods, The Poultry Federation, Oklahoma Soybean Board, and Novartis Animal Health

7:00 pm-8:30 pm **OPENING SESSION AND WELCOMING PROGRAM**
Place: TCC Ballroom
Presiding: Phil Pratt, NACAA President
Invocation: Dr. Bill Taggart, Retired Associate Director, Oklahoma Cooperative Extension Service
Presentation of Colors: Governor's Color Guard
National Anthem: Lacey Dale
Presentation of State Flags: Announced by Randy Pirtle, County Extension Director, OCES
Welcome and Introduction: Dr. James Trapp, Associate Director, Oklahoma Cooperative Extension Service
Inspirational Address: Baxter Black
Sponsored by: Purina Mills and Novartis Animal Health
Closing Announcements: Bob Woods, AM/PIC Chair

8:30 pm-10:00 pm **Get Acquainted Social - A Bar Bunkhouse Band & ICE CREAM SOCIAL**
Place: TCC North Portico & Cul-de-Sac & Ballroom
Courtesy: Southwest Dairy Farmers and Oklahoma Association of Extension Agriculture Agents

9:00 pm-11:00 pm **STATE PICTURES**
(See schedule in back of program)
Place: TCC Ballroom Pre-Function Area

9:30 pm-11:30 pm **HOSPITALITY**
All hospitality rooms located in Double Tree

Pennsylvania	Parlor 1710
Georgia	Parlor 1611
Alabama	Parlor 1532
Missouri	Parlor 1510
Maryland	Parlor 1411
South Carolina	Parlor 1610
Kansas	Parlor 1711

MONDAY, JULY 12

8:00 am-5:00 pm **REGISTRATION**
Place: TCC West Gallery

7:00 am- **SPOUSES HOSPITALITY**

5:00 pm Place: TCC Assembly Hall 2F

8:00 am-10:00 am **GENERAL SESSION**
Place: TCC Ballroom
Presiding: Phil Pratt, NACAA President
Call to Order and Welcome
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director -
Greetings from JCEP
Report to the Association: Phil Pratt, NACAA President
Recognition of Donors and Introduction of New Programs: Stan Moore, NACAA President Elect
Presentation by Bidding State 2014 AM/PIC National Outstanding Young Farmer Hall of Fame Awards Presentation
Comments and Introduction of Keynote
Speaker: Dr. Robert Whitson Vice President and Dean of the College of Agriculture and Natural Resources, Oklahoma State University
Keynote Address: Frank Lucas, Oklahoma Congressman
Closing Comments: Bob Woods, AM/PIC Chair

8:00 am-5:00 pm **SPOUSES TOURS**
Place: Assemble in Conference Hall C North Exit North Portico Cul-de-Sac

FULL DAY TOURS
Tour #1 National Western Heritage Museum and Oklahoma Bombing Memorial
Bus departs: 8:00 a.m.

Tour #2 Tulsa Zoo
Bus departs: 9:00 a.m.

Tour #3 Jenks Antique Markets
Bus departs: 9:00 a.m.

Tour #4 The Gardens of Woodward Park
Bus departs: 9:00 a.m.

Tour #5 The Famous and Infamous Sites of Tulsa
Bus departs: 9:00 a.m.

Tour #6 Illinois River Float Trip
Bus departs: 7:30 a.m.

Tour #7 Cherokee Heritage Center & George M. Murrell Home, Talequah, OK
Bus departs: 9:30 a.m.

Tour #8 Bluebell Ice Cream Plant and Great Harvest Bread Company
Bus departs: 8:30 a.m.

4:45 pm-6:30 pm **OKLAHOMA PORK DINNER**
Place: TCC Exhibit Hall B (West 2/3)
Courtesy: Oklahoma Pork Council and Oklahoma Farm Bureau

7:30 pm- **4-H TALENT REVUE**

9:00 pm **Place:** TCC Ballroom

9:00 pm-10:00 pm **ICE CREAM SOCIAL**
Place: TCC North Portico
Courtesy: Southwest Dairy Producers

9:30 pm-11:30 pm **HOSPITALITY**
All hospitality rooms located in Double Tree

Pennsylvania	Parlor 1710
Georgia	Parlor 1611
Alabama	Parlor 1532
Missouri	Parlor 1510
Maryland	Parlor 1411
South Carolina	Parlor 1610
Kansas	Parlor 1711

9:30 pm-11:00 pm **STATE PICTURES**
Place: TCC Ballroom Pre-Function Area

TUESDAY, JULY 13

8:00 am - 5:00 pm **REGISTRATION**
Place: TCC West Gallery

7:00 am-5:00 pm **SPOUSES HOSPITALITY**
Place: TCC Assembly Hall 2F

8:30 am-11:00 am **SPOUSES MORNING WORKSHOPS**
#1 and 2
(Tickets Required)

Spouses attending Workshop #'s 1 & 2 will assemble at 8:30 am and Exit to Buses at 8:45 am
Place: Assemble in Tulsa Convention Center Ballroom
Exit North Portico Cul-de-Sac

9:00 am-11:00 am **SPOUSES MORNING WORKSHOPS**
(Tickets Required)

#1 Dividing and Transplanting Iris
Place: Assemble in Tulsa Convention Center Ballroom
Exit North Portico Cul-de-Sac

#2 Making Herb Vinegars
Place: Assemble in Tulsa Convention Center Ballroom
Exit North Portico Cul-de-Sac

#3 Self Defense
Place: DD IB Windsor

#4 Oklahoma's Wicked Weather
Place: DD IB Geneva

#5 Native Wheat Weaving
Place: DD 2nd Floor Westminster

#7 Is That Me?
Place: DD COF Philbrook

	#8 Native American Crafts Place: DD 2nd Floor Conference Room		#13 Leatherwork Place: DD 2nd Floor Coventry
	#9 Vintage Aprons – A Tie to Our Past Place: TCC Assembly Hall 2D		#14 Cooking with Beef Place: TCC Assembly Hall 3D
	#10 Creative Crayons Place: TCC Assembly Hall 3A	4:30 pm	States Night OUT!!! States make own reservations. List of local restaurants available at information desk.
	#11 Domino Necklaces Place: TCC Assembly Hall 3B	7:00 pm 8:00 pm	Silent and Live Auction Preview Live Auction Place: TCC Ballroom
	#13 Leatherwork Place: DD 2nd Floor Coventry		
	#14 Cooking with Beef Place: TCC Assembly Hall 3D	6:30 am- 9:00 am	WEDNESDAY, JULY 14 ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS Arrive 30 minutes before tour departure time Assembly Place: TCC Ballroom Exit: All Buses Exit at TCC Portico and Cul-de-Sac
11:30 am- 1:30 pm	SPOUSES LUNCHEON (Ticket Required) Place: TCC 2nd Floor Auditorium Presentation: Native American Style Show by Bartlesville Indian Women's Club		Breakfast Courtsey: Quick Trip and Tennessee Association of Agriculture Agents
1:30 pm-	SPOUSES AFTERNOON WORKSHOPS 1 & 2 (Tickets Required) Spouses attending afternoon sessions of Workshop #'s 1 & 2 assemble at 1:30 pm & Exit to Buses at 1:45 pm Place: Assemble in Tulsa Convention Center Ballroom Exit North Portico Cul-de-Sac	6:30 am 9:00 am	OKLAHOMA Beef Night at Discoveryland Place: Discoveryland!! Courtesy: Beef Night Donors (Refer to pages 63-67)
2:00 pm- 4:00 pm	SPOUSES AFTERNOON WORKSHOPS (Tickets Required) #1 Dividing and Transplanting Iris Place: Assemble in Tulsa Convention Center Ballroom Exit North Portico Cul-de-Sac #2 Making Herb Vinegars Place: Assemble in Tulsa Convention Center Ballroom Exit North Portico Cul-de-Sac #5 Native Wheat Weaving Place: DD 2nd Floor Westminster #7 Is That Me? Place: DD COF Philbrook #8 Native American Crafts Place: DD 2nd Floor Conference Room #9 Vintage Aprons – A Tie to Our Past Place: TCC Assembly Hall 2D #10 Creative Crayons Place: TCC Assembly Hall 3A #11 Domino Necklaces Place: TCC Assembly Hall 3B	6:00 pm 9:00 am- 5:00 pm 8:30 am- 10:30 am	THURSDAY, July 15 REGISTRATION Place: TCC West Gallery GENERAL SESSION Place: TCC Ballroom Presiding: Phil Pratt, NACAA Pres. Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors Looking Ahead to the New Year: Stan Moore, NACAA President Elect Outstanding Service to American and World Agriculture Award Presentation and Response: Dr. Robert Totusek Introduction: Phil Pratt, NACAA President Capstone Speaker: Mike Spradling, President, Oklahoma Farm Bureau Announcements: Bob Woods, AM/PIC Chair SPOUSES HOSPITALITY Place: TCC Assembly Hall 2F Spouses will Assemble and be transported to Venues throughout Tulsa for a Day of Shopping Assembly: TCC Conference Hall B North Exit: TCC North Portico DSA & AA Recipients, Hall of Fame Recipients, NACAA Board Members,

Regional Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet
Place: TCC Conference Hall A

6:30 pm-
9:00 pm **Annual Banquet**
Place: TCC Ballroom

9:15 pm-
11:00 pm **President's Reception**
Place: TCC Conference Hall A

SONS & DAUGHTERS PROGRAM 2010 NACAA ANNUAL MEETING

Youth Headquarters
Place: Downtown Doubletree Hotel 2nd Floor, Dover rm

SATURDAY, JULY 10

1:00 pm-
7:00 pm **REGISTRATION**
Place: Tulsa Convention Center, West Gallery

SUNDAY, JULY 11

8:00 am-
7:00 pm **REGISTRATION**
Place: Tulsa Convention Center, West Gallery

4:30 pm-
6:30 pm **WELCOME TO OKLAHOMA DINNER**
Place: Tulsa Convention Center, Exhibit Hall B (West Side)
Courtesy: Tysons Foods, The Poultry Federation, Oklahoma Soybean Board, and Novartis Animal Health

6:00 pm-
6:45 pm **PARENT ORIENTATION**
Place: DD COF Russell and Woodward
Review Youth Headquarters at DD 2nd Floor Dover

6:45 pm-
8:30 pm **YOUTH GET ACQUAINTED PARTY**
Place: Youth Headquarters, DD IB Manchester and Geneva
Courtesy: Oklahoma Extension Association of Family and Consumer Sciences

9:00 pm-
11:00 pm **STATE PICTURES**
(See schedule in back of program)
Place: TCC Ballroom Pre-Function Area

MONDAY, JULY 12

8:00 am-
5:00 pm **REGISTRATION**
Place: Tulsa Convention Center, West Gallery

8:30 am-
SONS & DAUGHTERS GATHER FOR BREAKFAST, DAY'S ACTIVITIES
Place: Youth Headquarters, DD 2nd Floor, Dover

9:00 am **LOAD BUSES**

9:20 am -
4:00 pm **Tulsa Zoo and Tulsa Air and Space Museum**

4:30 pm **SONS AND DAUGHTERS RETURN FOR DINNER**

4:45 pm-
6:30 pm **OKLAHOMA PORK DINNER**
Place: Tulsa Convention Center, Exhibit Hall B (West Side)
Courtesy: Oklahoma Pork Council and Oklahoma Farm Bureau

7:30 pm-
9:00 pm **4-H Talent Revue**
Place: Tulsa Convention Center, Ballroom

9:00 pm-
10:00 pm **Ice Cream Social**
Place: Tulsa Convention Center, North Portico
Courtesy: Southwest Dairy Farmers

9:30 pm-
11:00 pm **State Pictures**
Place: TCC Ballroom Pre-Function Area

TUESDAY, JULY 13

8:00 am -
5:00 pm **REGISTRATION**
Place: TCC West Gallery

8:30 am -
SONS AND DAUGHTERS GATHER FOR DAY'S ACTIVITIES
Place: Youth Headquarters, DD 2nd Floor, Dover

9:00 am - **LOAD BUSES**

10:30 am -
3:15 pm **Cowboy Hall of Fame and Western Museum; Frontier City Amusement Park, Oklahoma City**

4:45 pm **TOUR RETURNS** to Downtown Double Tree Hotel

4:30 pm-
6:00 pm **States Night OUT!! Dine with parents.**
Place: Determined by individual states

7:00 pm **Silent and Live Auction Preview**
Place: Tulsa Convention Center, Ballroom

8:00 pm **Live Auction**
Place: Tulsa Convention Center, Ballroom

WEDNESDAY, JULY 14

Enjoy the day with your parents!

6:30 am-
9:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Place: Tulsa Convention Center, Ballroom

6:30 am -
9:00 am **BREAKFAST**
Courtesy: Quick Trip and Tennessee Association of Agricultural Agents and Specialists

8:00 am
6:00 pm **PROFESSIONAL IMPROVEMENT TOURS**
Place: Exit from Ballroom Portico & Cul-de-Sac

4:45 pm **Shuttle buses:** Depart Tulsa Convention Center Ballroom Portico & Cul-de-Sac
Transport people not participating in tours to Discovery Land

6:00 pm **OKLAHOMA Beef Night at Discoveryland**
Place: Discoveryland!!
Courtesy: Beef Night Donors (Refer to pages 63-67)

THURSDAY, JULY 17

9:00 am - **REGISTRATION**
5:00 pm **Place:** TCC West Gallery

8:30 am - **SONS AND DAUGHTERS GATHER FOR DAY'S ACTIVITIES**
Place: Youth Headquarters, DD 2nd Floor, Dover

9:00 am - **Load BUSES**
TOUR: Blue Bell Ice Cream plant
Afternoon Activity: Big Splash Water Park

4:15 pm - **Return to Tulsa Convention Center**

5:45 pm - **Gather for Departure Evening Activities -**
Place: Youth Headquarters, Downtown Doubletree Hotel 2nd Floor, Dover rm

6:00 pm - **Depart for Evening Farewell Party**

6:30 pm - **Farewell Party**
9:00 pm **Place:** Oklahoma Aquarium, Jenks, OK
Courtesy: Oklahoma Association of Extension 4-H Agents

9:30 pm - **Arrive Tulsa Convention Center**

Poster Session

Applied Research

2010 NACAA

95th
Annual Meeting
and
Professional Improvement Conference
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2009 ON-FARM COTTON VARIETY TRIALS AND DEMONSTRATIONS IN SOUTHEAST ALABAMA

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In 2010, very few farmers will have access to Deltapine 555 cotton (*Gossypium hirsutum* L.) seed due to the EPA's phase out plan of bollgard (crystal protein 1Ac from *Bacillus thuringiensis*), a biotechnology that revolutionized insect control in the cotton belt. Deltapine 555 has been the dominant variety in the south for half of a decade, with the majority of Alabama's acreage being in this one variety. Knowing that this variety was not going to be an option for most farmers in 2010 and no farmers in 2011, we decided to place five replicated on-farm variety trials and two single strip demonstrations in southeast Alabama during the 2009 crop year. From these results, the Alabama Cooperative Extension System has been able to more assertively recommend varieties that producers may have otherwise been afraid to try in their operation. By placing numerous locations throughout the Wiregrass region, farmers have the option of analyzing the results closest to them or the overall averages of the tests. This will lead them to a variety that they can feel content fits their operation. On farm research allows producers to see a variety's potential superior and inferior qualities, as well as its uniformity across varying field conditions. Most farmers comment that this research gives them a better summary than small plot variety research. By conducting these trials, we hope that farmers are able to make more educated decisions when choosing their varieties. Contributing seed companies include: Deltapine, FiberMax, Stoneville, Phytogen, and Dyna-Gro.

A COMPARISON OF CASH MARKET MILK INCOME WITH INCOME FROM SELECTED FORWARD PRICING STRATEGIES

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Milk pricing strategies using futures and options offer dairy producers opportunities to stabilize and/or increase income. Futures and options prices were collected at mid-month for each of the twenty-four contract months for each contract from January 2006 through December 2009. Four pricing strategies were applied to actual production and mail box prices on a Tennessee dairy farm. These strategies were (1) selling futures, (2) purchasing put options nearest to, but under the futures price, (3) selling futures and purchasing call options near \$1.25 over the futures price, and (4) purchasing put options \$1.00 under the futures price and selling call options \$1.00 over the futures price. Accumulative income was compared when the futures price for a contract first reached \$12.00 per hundredweight and at \$1.00 intervals through \$20.00. Selling futures at first opportunity above \$12.00, \$13.00, \$14.00, and \$15.00 resulted in accumulated income less than staying totally in the cash market. Selling futures at first opportunity above \$16.00, \$17.00, \$18.00, \$19.00, and \$20.00 resulted in accumulated income 2%, 6%, 10%, 13%, and 14% respectively above the cash market. For individual contract months, opportunities were available 37 of 48 months to top the cash market when selling futures, 33 months when buying put options, 33 months when selling futures and buying call options,

and 39 months when buying put options and selling call options. However, there was no consistency as to which month of each contract afforded these opportunities.

A FEASIBILITY STUDY OF THE C SOURCE INFLUENCE ON LARGE ANIMAL MORTALITY COMPOSTING EFFICACY

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Livestock mortality is an issue faced by every livestock farming operation. Improper disposal of animal carcasses can lead to negative public perception, possible contamination of surface and groundwater, and may increase the risk of infectious disease transmission. An on-farm study was conducted to determine the efficacy of 3 bulking agents for composting stocker calf carcasses. The treatments consisted of sawdust (Trt. A), poultry litter with sawdust (Trt. B) and hay (Trt. C) replicated 4 times. Carcasses were placed on the center of an 8 x 8 x 2 ft. pad of bulking agent in each of the 12 compost bins, and completely surrounded with at least 1.5 ft of additional treatment. Temperature was monitored using long-stem thermometers and data loggers. On days 75 and 150, each pile was turned. Samples were collected on day 150 for analysis of pH, EC, moisture content, TN, C, S, P, K, Ca, Mg, Na, Cu, Zn, Mn, Fe, NH₄-N, NO₃-N and soluble P. Statistical analyses were performed in SAS, and mean separations were performed by the Paired T method. Significant C reductions were observed in Trts. B and C while significant increases in N were observed for all 3 Trts. Temperature range and mean for Trts. A, B, and C were (62.67 to 149.33; 122.59), (76.33 to 158; 130.19), and (40.67 to 132.67; 90.95), respectively. Treatments A and B formed a humus-like product, maintained temperatures required for effective pathogen kill (above 130°F), and were more effective at decomposing bones when compared to Trt. C.

ADAPTATION OF BRASSICA SPP. AND FODDER RADISHES AS LATE SEASON FORAGES IN THE HIGH DESERT REGION OF OREGON.

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Investigating varieties of BRS and RAD crops that can be planted following small grain, and still reach economic yields to allow for grazing is needed. This study evaluated the yield potential and viability of winter triticale (TRT; n=1), BRS (n=6), and RAD (n=3) varieties, as late season forages. In 2009 three planting dates (PD1, 2 & 3; July 30, Aug.14, & Aug. 28, respectively) were analyzed with 2 harvest dates (HD; approximately 60 and 90 d after planting) per PD (4 replications per variety). Plots were arranged in a randomized complete block design with a split plot and were no-till seeded at 4, 7, and 100 lb pure live seed/acre (BRS, RAD, and TRT; respectively) into small grain stubble. Varieties included:

TRT; Dwarf Siberian Kale; Winfred (WIN); Purple Top White Globe Turnip; Hunter; New York Turnip; Pulsar Rape (PR); Graza Radish; Colonel Radish (CR); and Terranova Radish. Across all PD, TRT was the lowest yielding variety. The variety with the greatest yield differed by PD. For PD 1 and 2, CR, BRS hybrids and PR yielded more than turnip and RAD varieties ($P \leq 0.05$), but by PD 3 all BRS varieties yielded more than RAD varieties ($P \leq 0.05$). The 60 d HD yielded less ($P < 0.01$) than the 90 d HD for PD 1 and 3, only. No PD X HD interactions occurred ($P > 0.16$). Both BRS and RAD produced good late season yields, and seem well-suited to extend the grazing season in the high desert region of Oregon.

ADOPTION, CONSTRAINTS AND OPPORTUNITIES FOR USE OF WEB 2.0 TECHNOLOGIES BY AGRICULTURAL AND RESOURCE MANAGEMENT EXTENSION PROFESSIONALS IN NEW JERSEY

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A 2008 survey of county-based agricultural and resource management personnel was conducted. Respondents were asked about barriers to using Web 2.0 technologies, their previous use of and contributions to internet-based communication, hardware devices used, and their use in programmatic activities. The greatest barriers to use were lack of time to learn/use the technologies (56%), and lack of knowledge about how to use these technologies (47%). The most frequently used technologies were e-mail list serves (93%), on-line purchasing (47%) and product reviews (41%), while respondents reported rarely/never using social bookmarking (94%), instant messaging (65%) or chat rooms (61%). The most frequent contributions were via e-mail list serves (59%), on-line purchases (28%) and social networks (21%), while those rarely/never contributed to were social bookmarking (100%), web feeds (97%) or podcasting (83%). While frequent use of computers at work (100%) and home (87%), and cell phones (100%), is high, the use of Slingbox, TiVo, Gamebox and Smart phones were low indicating a lack of acceptance or availability. Differences across career stages were observed; early career personnel (<10 years) are the highest frequency users of computers at home (100%), while late career employees (>20 years) are lowest (77%). 44% of early career employees reported frequent use of social networking sites compared to 11% of mid-career employees (10-20 years) and 0% of late-career employees. These data suggest a need for training to increase awareness and knowledge of Web 2.0 technologies, and how they may be used to increase efficiency, quality and reach of educational programming.

ALTERNATIVE COVER CROPS PERFORMANCE AND PLANTING TECHNIQUES

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Fall plantings of cover crops are vital to scavenge carry-over

nutrients, particularly nitrogen, which is susceptible to loss. Cover crops are a valuable resource to reduce erosion and are vital to water quality. Wheat, rye, hairy vetch, canola, annual rye grass, tillage radish, and spring oat cover crop plots were planted at three Maryland locations using 4 planting treatments. The following planting techniques were utilized: broadcast only, broadcast and vertical till, broadcast and lightly disk, and no-till drill. Seed emergence counts tracked establishment for each treatment. Overall, seedling rates were highest in the no-till drill, broadcast and lightly disked, and vertical tilled plots and lowest in the broadcast only plots. As expected, increased seed to soil contact resulted in higher establishment rates. Results indicate that increased seed to soil contact was more critical for good seed establishment in hairy vetch and canola and less critical for wheat, rye, and spring oats. Vertical tillage provided comparable establishment rates for rye, and wheat to no-till plots and disked plots, but lower establishment rates for hairy vetch, canola, and spring oats. In all cases, vertical tilled plots had higher establishment rates than broadcast only plots.

APPLICATION OF GPS AND NEAR-SURFACE GEOPHYSICAL METHODS TO EVALUATE AGRICULTURAL TEST PLOT DIFFERENCES

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Real-time kinematic (RTK) GPS, ground penetrating radar, resistivity surveying, cone penetrometer probing, and soil sampling were used to measure soil properties that may influence future soil and water management research inherent to a selected set of research fields. A topographic map generated from RTK GPS show that there was a 1 m elevation difference across the four test plots. Ground penetrating radar determined that for one pair of replicated test plots, there was a 0.25 m difference in drainage pipe depth when comparing one test plot to the other. The resistivity survey found substantial spatial variations for ECa both within individual test plots and across the four test plots as a whole. The mean and median values of ECa and the other soil properties were calculated for each of the four test plots and indicated significant differences exist from one test plot to the next in regard to soil properties. Furthermore, the test plot soil property mean and median values, along with spatial correlation coefficients, all provide strong evidence, that for this particular site does produce a spatial pattern of soil productivity reflected by the crop yield maps. Overall, the RTK GPS and near-surface geophysical information obtained at this site provided valuable insight on test plot dissimilarities potentially causing differences in the hydrologic response between replicated test plots. This investigation serves as a very good example of how RTK GPS and near-surface geophysical methods can be successfully employed to better characterize a farm field.

ASIATIC GARDEN BEETLE- A NEW PEST OF FIELD CROP AND POTATO PRODUCTION IN SOUTHWEST MICHIGAN

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Southwest Michigan agriculture is blessed with a tremendous diversity of crops. It also has been known for the number of unique plant pests found within the region. In the summer of 2007, a new aggressive white grub, larvae of Asiatic Garden Beetles (AGB), were found to be creating stand losses in many corn fields across southwest Michigan and northern Indiana. Further investigation throughout the growing season revealed that the pest was also impacting potato tuber quality as well as alfalfa seeding stands in the fall. Research conducted in 2008 suggested that seed treatments and soil insecticides were effective at reducing the impact from AGB white grub feeding by reducing corn stand and subsequent yield losses. Producers have reported reduction in frying quality because of browning caused by potato tuber feeding of early instar AGB Larvae. Further study is needed to evaluate the potential impact of AGB on the chipping potato industry.

CABBAGE VARIETY EVALUATIONS

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Research to evaluate cabbage varieties was conducted in 2007 and 2009 at the Rutgers Agricultural Research and Extension Center in Bridgeton, New Jersey. In 2007, 13 varieties were evaluated with 12 varieties studied in the 2009 season. Cabbage varieties were evaluated for specific quality attributes that included head color, head size, head shape, head density, leaf margin smoothness, wrapper leaf orientation, cracking tolerance, and head discoloration when subjected to cold temperatures in the field. In 2009, a subjective taste evaluation was done to determine sweetness or pungency levels of raw cabbage. From this two year study green cabbage varieties that were rated best for commercial production in the region included 'Green Cup', 'Royal Vantage', 'Blue Dynasty', and 'Platinum Dynasty'. Other varieties were of good quality and should be looked at depending on where the producer intends to market the crop. Some specialty types included in the trial, such as 'Arrowhead' (smaller, pointed heads) and 'Gunma' (flat heads) may be interesting for retail sales.

COMPARISON OF CORN PRODUCTION WITH 15 INCH AND 30 INCH ROW SPACINGS BY POPULATION.

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The traditional row spacing for field corn (*Zea Mays*) production in Union County, North Carolina is 30 inches. Advances in harvesting equipment have made production with narrower 15 inch spacing possible. Narrower row spacing provides greater potential yield due to a more even plant distribution per acre. On 27 April, 2009 in Marshville, NC a trial was conducted using Augusta AG73-64LL corn to compare 15 and 30 inch production systems. Treatments were replicated 3 times and consisted of a 2 by 3 factorial arrangement of 15 and 30 inch row spacing by 25, 30 and 35,000 seeds per acre population. Stand counts were conducted to confirm actual populations. Plots were harvested on 14 September, 2009. Yields were calculated using harvested area and harvested weight and were adjusted to 15.5% moisture. Yields averaged 7.82 bushels per acre greater for 30 inch spacing at 25,000 plants per acre. Yields for the 30,000 and 38,000 populations were 11.35 and 26.31 bushels per acre greater with

15 inch spacing respectively. This study suggests that higher populations perform better with narrow row spacing. The lower yield with 15 inch spacing at the 25,000 plant population is potentially explained by population differences, as actual stand counts were an average of 28,400 with the 30 inch spacing and 25,439 with the 15 inch spacing at this target population. This trial will be repeating in 2010.

CONSUMER PREFERENCE OF FIVE VARIETIES OF ZINNIA POSTHARVEST

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To the consumer, flower longevity reflects not only quality but added value and repeat sales. Marketing research has focused predominantly on the wholesale production, distribution and retail florist markets. But how does this translate to the local grower and direct marketer? As New Jersey's agriculture turns more and more to direct marketing, agro-tourism, local roadside stands, and pick-your-own operations, local production practices and 'results' must be compared against advertised crop characteristics and attributes. In addition, local research on post harvest techniques and cut flower evaluations are necessary for the local grower to sustain a high quality supply of seasonal cut flowers and their place in the market and community. As part of the 2006 Rutgers Zinnia Variety Trials, five varieties of zinnia were tested for consumer preference during the first 8 DAH. Seven participants rated the varieties daily on a scale of 1-5, with 1 being optimal and 5 being dead. The varieties were each rated for three characteristics: color, freshness and appearance. Results indicated that 'Benary's Giant' mix was consistently rated the best by evaluators, as they retained their attractiveness, freshness, and color. 'Oklahoma' (appearance and freshness) and 'Peppermint Stick' (appearance and color) showed the earliest declines in ratings. The ratings means of all of the other varieties were consistent with each other, while 'Zowie! Yellow Flame' exhibited the lowest ratings overall.

CONTROL OF WHITEFLY ON ORNAMENTAL PLANTS IN ARIZONA

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Sweetpotato Whitefly, (*Bemisia tabaci*) is a major pest of both ornamental and agricultural crops in Arizona. They cause injury such as leaf curl, sooty mold as well as transmit viruses that cause plant death. A recent whitefly dispersal study, conducted in Yuma County, reemphasized that whiteflies are considered major pests between June and October. A comparison of populations between the City of Yuma and surrounding agricultural areas found that agriculture in the western regions of Yuma influenced whitefly populations immediately adjacent to the city. This interaction in urban whitefly dispersal leads to questions about their management. In February and March of 2010 a statewide

survey was administered to Arizona home gardeners to determine which whitefly control products are in use. Two hundred and seventy nine people, mostly homeowners, responded to the survey. Sixty seven percent indicated that they do have whitefly problems. Eighty two percent of these indicated the worst problems were on garden and landscape plants. Over sixty five percent responded that they do nothing to control whiteflies. Only six percent used pesticides and of those that used pesticides, ten percent used products such as malathion, ortho, spectracide and sevin. Fourteen percent used biorational products like garden safe, pyrethrins and *Bacillus thuringiensis*. These results show that whiteflies are a major pest and the majority of homeowners do not manage them effectively.

CORN RESPONSE TO FOLIAR FUNGICIDE AND PRE-HARVEST DESICCANT

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Farmers are interested in potential increase in corn yield with fungicides in the absence of foliar disease. Also, interest exists with use of a pre-harvest desiccant to hasten corn drying and harvest. A field study is being conducted by North Dakota State University to examine corn response to a foliar fungicide and pre-harvest desiccant. Experimental design was a randomized complete block with four replications. Trials were conducted at Carrington and Prosper, ND in 2008 and 2009 with early- and late-maturing hybrids at each location. Best management practices were used for corn production. Headline fungicide was applied at 6 fl oz/acre during tassel to early-silk stages of growth. Gramoxone Inteon (paraquat) herbicide was applied at 32 fl oz/acre at physiological maturity. Fungicide use resulted in a yield increase of 10 bu/acre (8%) compared to the untreated check in one of four site-years (Carrington, 2008). Average yield with Headline was 3 bu/acre (2%) greater than the untreated check across site-years. Grain moisture was reduced 1.3 percentage points with the desiccant compared to the untreated check during one of four site-years (Prosper, 2008), while yield was similar among all trials. Fungicide, desiccant, and hybrid interactions were statistically non-significant among grain yield, moisture and test weight. The current results of this study indicate a consistent and positive corn response is not likely with use of these input strategies.

DEVELOPMENT OF AN INSECT MONITORING NETWORK FOR COMMERCIAL VEGETABLES

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An insect monitoring network was established on commercial vegetable farms in southeast Michigan and northwest Ohio during the 2009 growing season. The following insect pests were monitored using pheromone traps: diamondback moth (*Plutella xylostella*), squash vine borer (*Melittia cucurbitae*), corn earworm (*Helicoverpa zea*), European corn borer (*Ostrinia nubilalis*), western bean cutworm (*Striacosta albicosta*), fall armyworm (*Spodoptera frugiperda*) and variegated cutworm (*Peridroma saucia*). These insects were monitored from late May until late September in sweet corn, cucurbit, cabbage, and tomato plantings. Some of these pests, such as the European corn borer, occurred in very small numbers and infestations of sweet corn

and pepper fields were very rare. Other species, such as the corn earworm and diamondback moth, were very common throughout the region and trapping data were very important in providing growers indications of potential infestations of these pests. Overall, the monitoring network provided growers with timely insect population data which allowed them to make appropriate control decisions. This network will be expanded and developed additionally during 2010 and subsequent years.

DIFFUSION OF INNOVATION: ARE INTERNET AND WEBSITES USEFUL TOOLS FOR 4-H LEADERS?

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With downturn in the economy and subsequent budget cuts to WSU Extension and Whitman County, postage funds were no longer available for mailing information to 4-H leaders and families. One low cost and effective solution for the dissemination of information includes the usage of electronic media, email, websites and internet. The question came up: Are email, websites and internet appropriate methods for communicating and transferring information to the 4-H audience? In cooperation with the WSU Center for Civic Engagement and Communication Studies 475, a group of students volunteered to survey leaders as a class project. The survey was written and field tested by a few willing volunteers. Modifications were made and then it was distributed through the leader email list; hardcopies were shared at the Annual 4-H Achievement Program and available in the Extension office for those who preferred this format. After the second reminder, we had a 40% response rate. With support from WSU Division of Governmental Studies data from the survey were analyzed and shared with the students. The survey concluded that a well designed website is an effective method to communicate and disseminate information to the 4-H audience. However, it is important to note that many 4-H families are on dial up therefore the website should be simple in format and easy to navigate. Due to age demographics and lack of web access, information should continue to be mailed to the small percentage of families that request it.

EFFECTS OF LATE GESTATION SUPPLEMENTATION OF BEEF COWS ON COW AND CALF PERFORMANCE

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A 2-yr study was designed to evaluate the influence of cow body condition score (BCS) and dried distillers grains on cow and calf productivity. The experimental design was a 2 x 2 factorial: 2 BCS

(4 or 6) and supplemented or not supplemented. Calf birth weight was greater with BCS 6 cows compared with BCS 4 ($P=0.002$) and greater for supplemented cows ($P=0.05$). In addition, weaning weight was greater for BCS 6 compared with BCS 4 ($P=0.05$) and calf weaning weight and ADG to weaning were greater for the offspring of supplemented compared with unsupplemented cows ($P<0.02$). We noted no differences in post-weaning calf performance or carcass characteristics ($P>0.10$). However, BCS 6 cows had approximately 10% more live calves at birth and at weaning ($P<0.001$) compared with BCS 4 cows. Also, pregnancy rate was 91% for BCS 6 compared with 79% for BCS 4 cows ($P=0.005$). Supplementation during late gestation resulted in an estimated net return of \$7/cow if calves were sold at weaning compared with not supplementing. More importantly, because of additional weaned calves, the estimated net return for BCS 6 cows at weaning was \$71/head more than BCS 4. Likewise, with retained ownership, BCS 6 cows yielded a net return of \$130/head more than BCS 4 cows. This research demonstrates the importance of maintaining cows in good BCS (>5) at calving.

EFFICACY OF ENDO-FIGHTER FOR REDUCING SEVERITY OF TALL FESCUE IN BEEF CATTLE

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A field trial and 2 grazing experiments were conducted to determine the efficacy of Endo-Fighter, an ADM Alliance Nutrition product designed for cattle grazing wild-type endophyte-infected tall fescue (*Lolium arundinaceum*). A 126-d field trial with beef steers had 2 treatments; a control (MasterGain mineral), and Endo-Fighter (MasterGain mineral with Endo-Fighter). There was no difference ($P > 0.05$) in BW gain between treatments. Two 84-d grazing experiments were conducted, in yr 1 with crossbred heifers, and in yr 2 with crossbred steers. Cattle were allotted to fifteen 'Jesup' wild-type endophyte-infected tall fescue pastures with 4 animals/1.2-ha paddock with 5 replications/treatment. Mineral treatments were as follows: 1) MasterGain (control); 2) Endo-Fighter; and 3) a prototype. Mineral consumption and grazing behavior were determined at 14-d intervals. Animals were weighed to determine ADG. Blood serum prolactin was measured at each weighing day. Data were analyzed using the MIXED procedure of SAS. Animal performance and prolactin concentration were not affected ($P > 0.05$) by feeding Endo-Fighter or the prototype in either grazing experiment. Consumption of Endo-Fighter altered animal grazing behavior, but did not affect the BW gain of cattle consuming wild-type endophyte-infected tall fescue.

EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE

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In recent years new bedding materials have been marketed to the equine industry. Limited research has been conducted to evaluate how composting impacts the physical and chemical properties of these materials. In 2009, a study was conducted to evaluate the effects that bedding materials have on the physical and chemical properties of composted equine stall waste. Four bedding materials were evaluated including straw, a pelletized straw product, wood shavings and a pelletized wood product. Although not significant ($P=.41$), numerical differences were observed in final mass. Significant reductions in organic matter were observed in the pelletized straw ($P=.003$) and the straw bedding ($P<.001$). Composting resulted in significant reductions in final C:N ratio for all bedding materials with the greatest reductions occurring in the straw bedding materials. Differences were also observed in TKN, total phosphorus and potassium. Bedding materials appear to influence the physical and chemical properties of composted equine stall waste.

ESTIMATING RICE YIELD POTENTIAL BY PLANTING DATE UTILIZING OBSERVED DATA FROM THE RICE RESEARCH VERIFICATION PROGRAM

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Late planting of rice in Arkansas often results in substantial yield loss. This study utilizes the entire data set of 319 commercial rice fields enrolled in the Rice Research Verification Program (RRVP) from 1983 to 2009 to estimate yield potential by planting date. The RRVP represents a public demonstration of the implementation of research-based recommendations in actual field-scale farming environments. Over the past 27 years, the majority of the RRVP fields were planted during weeks 16, 17 and 18 but were planted beginning in week 13 through week 25. Casual observation of the average yields per week in the RRVP would suggest optimal yields occurred when planting during week 13 with a linearly decline in yield for the following weeks. However, normalizing data across weeks and time shows a more accurate picture of the impact of planting date on yields. A 'base period' rather than a base week was defined for this study as the most frequent weeks planted (16, 17, and 18) each year. Yields were then normalized dividing actual yields in a given year by the average yield calculated for the base period in the given year. The data suggests that yield potential is maximized between the 13th week to the 20th week of the year; after which yield penalties are expected, although early planting does have the risk of frost damage. The general trend is that earlier planting results in higher yields and late planting results in yield losses from 10% to 40%.

EVALUATION OF HAY WASTE BETWEEN VARIOUS FEEDING METHODS

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The feeding of hay is a major expense to cow/calf production in Arkansas. Three on-farm demonstrations were conducted over a 2 yr period to examine the effect of feeding method on hay waste. At location 1, feeding hay unprotected (UNP) was compared to processed hay (SHRED) fed in tire feeders. In yr 1, both UNP and SHRED hay were fed within 3 herds. In yr 2, the 3 herds were grouped. At location 2, feeding hay in a ring (RING) was compared to unrolling (UNR). Hay was offered at approximately 29 lb dry matter per cow, daily. Bales were fed to prevent waste cross-contamination. Three bales for each feeding method were examined for waste. Waste was determined by measuring the land area covered by bale residue after feeding. After determining coverage, hay was removed from within a randomly tossed 2-ft square (avoiding areas of fecal contamination) to estimate dry matter waste. In yr 1 at location 1, waste was analyzed as a randomized complete block design. The herd block effect was not significant and was removed from the model; afterwards, yr 1 was combined with yr 2 and analyzed for treatment, year, and treatment x year effects. Treatment was the only significant source of variation in waste ($P < 0.001$). Waste for UNP and SHRED was 49.17, 0.03, 34.98, $0.14 \pm 8.3\%$ for yr 1 and 2, respectively. At location 2, UNR areas tended to have more waste ($P = 0.07$) than RING, 23.7 versus $13.0 \pm 3.1\%$, respectively.

EVALUATION OF SOIL TEST PHOSPHORUS ACCUMULATION FROM SWINE MANURE APPLICATIONS

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Beef cattle, poultry and swine livestock enterprises in Hempstead County Arkansas complement each other by providing cash flow and fertilizer for pastures. There is a dark side to this equation in the form of excess phosphorus deposition on soils and the potential for the movement of phosphorus into ground and surface waters of the state. In December 2002, a study to measure the increase in pounds per acre of Soil Test Phosphorus (STP) from application of liquid swine manure was initiated on a five acre plot within the broadcast area of an underground sprinkler system. Twenty plots measuring 0.25 acres in size were initially sampled and the soil samples were sent to the University of Arkansas Soil Testing Laboratory for analysis. The procedure has been conducted a total of 7 times since 2002 with STP levels rising in areas closest to the underground irrigation heads. Soil Test Phosphorus levels in pounds of phosphorus per acre since 2002 have indicated a slight rise in STP, but still below the arbitrary figure of 300 pounds STP per acre where no additional phosphorus fertilization is recommended.

IMPACTS OF PATCH-BURN GRAZING ON BOTANICAL COMPOSITION OF THE TALLGRASS PRAIRIE

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Patch-burn grazing is a relatively new concept in terms of rangeland management. While this system has been promoted as a way to increase heterogeneity and wildlife habitat, preserving the integrity of the native tallgrass prairie is critical. In 2006, 253 ha at the KSU Bressner Range Research Unit in Woodson County, Kansas were subjected to spring patch-burn grazing (using one-third portions) and traditional full-burn grazing. Each treatment within the split-block design was replicated four times for 3 years. The objectives were to monitor the health of the prairie through botanical composition using modified step-point and to determine if a 3-year patch-burn cycle allows enough rest for the initial prescribed burn portion to recover. The mean changes in percent composition were analyzed by calculating 90% confidence intervals. Results of the study show that, while forb and woody plant composition did not differ between treatments, statistical differences ($p < 0.10$) in grass composition existed. Total annual grasses increased 19.1 percentage units under patch-burning and 2.1 percentage units under full-burning, while total perennial grasses decreased 18.4 and 1.1 percentage units, respectively. When evaluated by treatment area (one-third portion), results indicated that the first 3-year cycle did allow enough time for recovery. At 2 years after treatment (2-YAT), no significant difference in composition ($p > 0.10$) existed between the first patch-burn portions and the full-burn pastures. Patch-burn grazing may be attractive to those land managers who are seeking to potentially enhance the biodiversity or heterogeneity in portions of their operation without having to commit to a long-term approach.

IMPORTANCE OF STARTER PHOSPHORUS FOR GRAIN YIELD IN SOFT RED WINTER WHEAT

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Nitrogen (N) and phosphorus (P) are often applied as starter for winter wheat. In recent years, P fertilizer has greatly increased in price where producers have considered only applying starter N. The objectives of this study were to determine the importance of P as a starter fertilizer and to measure the effects that P starters may have on grain yields. In Fall 2008, medium-maturity variety 'Hopewell' was established into soybean stubble on the OARDC Northwest and Western Research Station near Custar and South Charleston, Ohio, respectively. Treatments included urea-ammonium nitrate alone at 25 lb acre⁻¹ N and six P products (25 lb acre⁻¹ N and 65 lb acre⁻¹ P rates) as DAP, monoammonium phosphate (MAP), DAP plus sulphur (S), MAP-S; and proprietary P, P-S, and P plus zinc (Zn) products. Supplemental S was at the 10 lb acre⁻¹ rate. Experimental design was a completely randomized block replicated four times. Analysis was a simple ANOVA. Grain yields were similar among all P products at both locations. However at the South Charleston location, the starter N product alone was significantly lower in yield (15 - 20%) than the P products. Soil test P levels were at maintenance level at the Custar site, but slightly below the critical soil test level at South Charleston. Starter P appears to be important for grain yield on soils at or below the critical soil test level. Regardless of soil test P, selection of P source or additional S or Zn should not affect yield.

IMPROVING AIR QUALITY AND DAIRY PROFITABILITY THROUGH REDUCED PROTEIN FEEDING

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Research on the amount of ammonia produced daily by dairy cattle has been very limited; however, numerous studies are now being conducted to help answer this question. The level of dietary protein can have an effect on potential ammonia production. It is highly likely that many dairy producers are feeding excess protein in the diet of their lactating cows. Twelve dairy producers from Southwest Pennsylvania agreed to participate in a two year NESARE Air Quality Study to demonstrate that by reducing the feeding of excess protein to lactating dairy cows, farm profitability and sustainability can be improved. TMR (total mixed ration) and milk (bulk tank) samples were taken and analyzed every two months to monitor the crude protein in the diet and MUN (milk urea nitrogen). MUN provides an accurate measure of how much nitrogen is absorbed by the cow but not used for growth or milk protein synthesis. As a result of participating in this project, 75% of the participants either maintained or lowered the crude protein content of their lactating cow rations to 17% or less and 67% of the participants lowered their MUN from 14.7 to 12.0.

INTEGRATED MANAGEMENT STRATEGIES TO REDUCE WEED POPULATIONS AND IMPROVE GRAZED PASTURE PRODUCTIVITY

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Problematic weeds such as tall ironweed (*Vernonia altissima*) and horsenettle (*Solanum carolinense*) have been increasing in pastures during the past several years as livestock grazing has intensified in Kentucky. Field studies were conducted on grazed pastures on farms near Tompkinsville, Lawrenceburg and Richmond, Kentucky during 2008-2010 to evaluate whether the management practices of mowing, herbicide, and added fertility can reduce weed populations and improve pasture productivity. Each individual management strategy plus combinations were evaluated using a three-way factorial experimental design. Mowing was performed in July, herbicide treatments in mid-August, and added fertility in September. Weed populations were measured using 10 ft² quadrants in 2008 and during the following two seasons. Three subsamples per plot were also harvested each year to measure desirable forage yield and weed biomass produced. Harvested samples were separated into forage grasses, clover, and weeds present. Mowing alone or in combination with fertility had no effect in reducing weed populations and did not significantly change the quantity of forage or weed biomass produced. All treatments that included a herbicide application provided 85 to 94% reduction in tall ironweed 1 year after treatment. Other weed species such as common ragweed, goldenrod and marshelder populations were

reduced approximately 100% and horsenettle was reduced 60%. Although clover stands were reduced by herbicide treatments, yield of desirable forage grasses increased at two of the three locations and total weed biomass was reduced at all locations. Added fertility increased yield of desirable forage species and had no effect on weed biomass.

LIVE OAK GROWTH WITH TENSIO-METER-CONTROLLED CYCLIC IRRIGATION

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Efficient use of water resources in plant production is important for sustainability. Irrigation water is often thought of as a low cost input, but over-application wastes this valuable resource. Cyclic irrigation has been shown to result in 50% less irrigation water applied without sacrificing live oak growth (Beeson and Haydu, 1995). The use of soil moisture sensors to prevent irrigation when substrate water content is above a critical level further reduced irrigation volume applied, while still providing sufficient water for plant growth. Tensiometers integrated with an irrigation controller limited cyclic irrigation applications to when moisture tensions were > 5kPa (5 centibars) and resulted in a 62 % reduction in the volume of water applied compared to a fixed daily three cycle irrigation schedule. Because tree growth was not negatively affected, these results indicate that the Best Management Practice of scheduling irrigation based on substrate moisture is an effective way for container tree producers to conserve water.

LONG TERM EVALUATION OF NO-TILL CORN AND SOYBEAN CROPPING SYSTEMS IN NORTHWEST MISSOURI

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Erosion of topsoil is a major concern in northwest Missouri. The combination of wind-blown loess soils and river bottom clays subject to annual flooding makes erosion a fact of farming in this region. A two-fold demonstration on the benefits of no-till systems in corn and soybeans was established with the goal to show the reduction in erosion as well as yield and profitability comparisons. The three most common tillage systems practiced in this region, fall and spring disk, spring disk, and fall chisel and spring disk, were compared to a no-till system. Each plot consisted of eight, 30-inch rows, 250 feet in length. All plots received the same inputs with the exception of the tillage. Yield results were taken from the center six rows of each plot. Nineteen years of data have been collected for corn and nine years for soybeans. These results show no significant yield differences between the treatments. As expected, the weather plays a pre-eminent role in yield each year with no-till providing the most consistent yields on a yearly basis. An additional six plots were established on a 13%-slope hillside with the runoff from each plot caught and weighed to demonstrate erosion control through no-till. The ten year data showed a loss of 5.8 tons/year of top soil for a no-till rotation of corn and soybeans versus a loss of 64.9 tons/acre of topsoil for conventionally tilled plots.

LONG TERM IMPACT OF THE FARM FINANCIAL ANALYSIS TRAINING CURRICULUM ON FSABORROWERS IN PENNSYLVANIA

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Structured finance and production management borrower training was an explicit mandate in the 1990 Farm Bill (The Food, Agriculture, Conservation, and Trade Act of 1990). Since 1993 Penn State Cooperative Extension has been meeting the finance training needs of farmers using the Farm Financial Analysis Training (FFAT) curriculum. The FFAT course covers fundamental skills and concepts in liquidity, profitability, solvency and efficiency using a combination of short explanations, examples, exercises, quizzes, and own-farm homework to present and demonstrate the use and applicability of these important concepts. The goal of this research was to identify and measure the long term impacts of FFAT training on participants. Specifically: 1) quantify perceived gains in knowledge, 2) measure changes in management behavior, 3) measure change in specific farm assets and profitability, and 4) assess changes in attitudes regarding farm finance and lending. Of the initial mailing, sixty-nine (30%) completed surveys were returned. Farm financial training (FFAT) is demonstrated to provide new and at-risk producers with cost effective educational materials that will: significantly increase their knowledge about financial statements, increase their use of financial management tools, improve their attitudes when dealing with agricultural lenders, and increase farm profit and net worth.

MANURE TOP-DRESS NITROGEN WHEAT PLOTS

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Livestock manure was applied as spring top-dress fertilizer to provide the spring nitrogen source for eight winter wheat plots in Ohio. These replicated plots were conducted over three years in Putnam and Hancock Counties in Northwest Ohio. Each of these plots had a two to four treatments and each treatment was replicated four times at each location. Liquid swine manure was applied on seven of the eight plots and compared to urea (46-0-0) fertilizer. Liquid dairy manure was top-dressed on the remaining plot. Manure was applied using a standard 3,000 gallon manure tanker on all wheat plots in early April after the wheat had broken dormancy and field conditions were deemed suitable. Urea was applied using a fertilizer buggy. Manure was applied at rates to approximate the nitrogen amount in the urea treatments. Typically this was 80 to 105 pounds of nitrogen per acre which required 3,000 to 5,000 gallons of liquid manure per acre depending on the nutrient content of the manure. In some plots, manure treatments were both incorporated and surface applied. Wheat yields ranged from 52 bu/A to 128 bu/A on the wide range of soil types. There was no statistical yield difference between using livestock manure or purchased urea fertilizer as the top-dress nitrogen source in seven of the eight plots. The potential to use liquid manure as a top-dress nitrogen source for growing wheat opens a new window of opportunity to apply manure to farming fields and also more effectively utilize the nutrients in manure.

MAX YIELD MAX PROFIT SOYBEAN RESEARCH NETWORK

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Soybean growers and the agricultural industry are in search of ways to reach the next level of profitable soybean production. Farmers use a variety of field designs to evaluate agronomic cultural practices and crop input applications. Many of the methods used are easy to implement in the field but lack the design requirements to reduce external variables that unintentionally influence the research results. In 2009, 3 on-farm plots and 3 university research station plots were established to evaluate several products in both single response and combination response to soybean yield and profit. All plots were established in a randomized complete block design with a minimum of three replications per treatment. The treatments included foliar macro-nutrients applied during vegetative and reproductive growth stages, foliar micro-nutrients, foliar insecticides, foliar fungicides, and antioxidant with growth enhancing co-factors to sustain crop health as a seed treatment and foliar application. Research plots were coordinate by the Ohio State University Agronomic Crops Team with financial incentive payments to cooperators made possible by the Ohio Soybean Council. Results of the 2009 MaxYield MaxProfit soybean plots indicated nearly all (87.5%) the products showed no significant response on soybean yields. The cost of these input products and the cost of application reduced soybean net profit per acre.

MONITORING UTILIZATION OF PASTURE AND RANGELAND FORAGE TO ASSIST GRAZING MANAGEMENT DECISIONS: A CENTRAL TEXAS COUNTY CASE STUDY

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The goal of this project was to implement a user friendly forage utilization monitoring program on a central Texas ranch to serve as a county demonstration model. This project will seek to assist landowners with improper forage utilization which is a critical issue affecting profits, cattle performance and natural resources. The program required two days annually and minimal labor. Short and long term grazing enclosures were established in two pastures. Measurements of plant height and biomass were taken in the fall, inside and outside of enclosures. Percent utilization figures were calculated. Vegetation transect surveys and photo points were established for long term monitoring. The ranch utilized a two herd, two pasture grazing system. 34 Hereford crossbred cows and 2 bulls (1 Hereford, 1 Black Angus) grazed the South Pasture and 24 replacement crossbred heifers grazed the North Pasture. Forage utilization in the South Pasture was high

(average 80.9%) and evenly distributed (standard deviation 11.4%) while utilization in the North Pasture was low to moderate (average 42.5%) and unevenly distributed (standard deviation 26.4%). Subsequently, mature cows were identified for culling in the South Pasture herd and alternate supplemental feeding locations used in the North Pasture. This county level, agricultural demonstration will be used to instruct other ranch managers on how to apply a forage utilization monitoring program. This will assist them in making critical grazing management decisions based on ranch specific data acquired with minimal time and labor.

NITROGEN FERTILIZER REPLACEMENT VALUE OF ALFALFA GROWN IN NORTHERN ILLINOIS

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Increases in nitrogen fertilizer prices, improved alfalfa varieties, and questions from growers prompted the need to revisit the topic of nitrogen credit from alfalfa for first year corn harvested as grain. A three-year (2007-2009) study was conducted in northern Illinois on three farms and at the University of Illinois Agronomy Research Center, Shabbona. An assessment of the alfalfa stand (plants per square foot) was made prior to corn planting. Nitrogen rates of 0, 40, 80, 120, 160, and 200 pounds per acre were applied early postemergence. The form of nitrogen fertilizer was either UAN solution (28%) dribbled between the rows or urea broadcast. At each site, there were three or four replicates in a randomized complete block design. Soil samples for the pre-sidedress nitrate test (PSNT) were collected prior to nitrogen application. Corn was mechanically harvested and grain yield per acre was calculated. The relationship (r-square value) between PSNT values and the optimum nitrogen rate was determined.

OLD VERSUS NEW: DO NEW COTTON TECHNOLOGIES PROVIDE MORE RETURN TO ALABAMA FARMERS?

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This study was conducted to determine if cotton farmers' net returns were affected by growing transgenic or conventional cotton varieties. The study utilized a split-split block experimental design at 2 irrigated locations in north and central Alabama in 2008 and 2009. Cotton varieties were the main plot variable and included Stoneville 4554 B2RF, PhytoGen 485 WRF and a conventional variety, CT 210. PhytoGen 440 W replaced PhytoGen 485 WRF in 2009. The study also compared the response of these varieties to pre-emergence weed control versus no pre-emergence weed control and no heliothines (worm complex) control versus heliothine control each season. ST 4554 B2RF had the most consistent yields and returns over the two years of the test and

yields were not influenced by a late-season pyrethroid application. The PhytoGen varieties were also high yielding, but cotton yields were increased by a late season pyrethroid application both years. In 2008, the CT 210 conventional cotton variety produced lower yield than the two transgenic varieties due in part to heavy heliothine pressure. In 2009 with reduced heliothine pressure CT 210 had yields and net returns similar to the transgenic varieties. This data indicates that net returns were very similar with both transgenic varieties in 2008 and 2009 and conventional cotton in 2009. Net returns for conventional cotton were more variable due to seasonal insect pressure. Under heavy heliothine pressure in 2008, conventional cotton yields were much lower than transgenic cotton and net returns for CT 210 were also correspondently much lower.

ORGANIC DAIRY FARM PROFITABILITY RESEARCH

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ORGANIC DAIRY FARM PROFITABILITY RESEARCH Organic dairy farming was growing quickly in Vermont and the Northeast. As farmers were making the transition to organic, there was scant research on the profitability of organic dairy farming. UVM Extension received funding from USDA and Hatch to conduct research in Vermont, and with cooperators in Maine. UVM Extension agents and NOFA-VT field reps have visited from 28-44 Vermont farms each year from 2004 to 2009. Our research showed that the on-farm price of milk was not sufficient to pay the bills and provide family living costs in 2004-05. Farmers used this information to receive a higher price for their milk in 2006. Many farmers switched to organic in order to avoid the large swings in conventional milk prices from year to year. Organic dairies receive a contracted price, with quality incentives. In the 5 years from 2004-09, organic dairy farmers saw much better returns than conventional dairies in 2 of the years, about the same returns in one year, not as good a return in 2 of the years. 93% of the farmers were satisfied with their decision to switch to organic. Now, with the worldwide recession, organic milk handlers are asking their farmers to cut production to keep supplies in line with demand.

PEANUT FUNGICIDE TRIALS USING 2009 PEANUT DISEASE RISK WITH EFFECTIVENESS OF ELAST 400F (DODINE) TO COMPARABLE LEAF SPOT FUNGICIDES

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Peanut growers must find acceptable means to optimize yields while minimizing costs associated with production. Disease management using fungicides is the single greatest expense associated with peanut production in Georgia. This research is to find the efficacy of ELAST 400F (Dodine) as compared to other leaf spot fungicides in peanuts. This was critical in 2009 because ELAST 400F (Dodine) was a new fungicide and one of the least expensive options to growers. Using the 2009 Peanut Fungal Disease Risk Index, this research was established on River Bottom Farms in Lanier County Georgia in a field with low-to-

moderate disease risk (irrigated, long rotation, twin-row minimum tillage, 06G variety) for fungal disease. Thirteen fungicide programs were included in the study. These plots were randomized complete block experimental design with four replications. They were managed according to production practices recommended by UGA Cooperative Extension. Tomato Spotted Wilt Virus was not statistically different among all treatments. Headline, ELAST and Provost were the best leaf spot treatments. Abound treatments were statistically the best white mold treatment. Full season Artisan produced the highest yield. The cost per acre for treatments ranged from \$42.66 (full season Tebuconazole plus chlorothonil) to \$113.01 (full season Abound).

PHOSPHORUS UPTAKE BY SILAGE CORN IN SOUTHERN IDAHO

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Accumulation of phosphorus (P) is a major concern in southern Idaho soils which receive manure from confined animal operations. Irrigated corn grown for silage is the main crop used for phosphorus removal in southern Idaho. National values have been used to estimate P removal by corn for silage; however little is known about the actual amounts of phosphorus removed under southern Idaho growing conditions. The purpose of this study is to estimate phosphorus removal by irrigated corn grown for silage in southern Idaho under variable soil test P concentrations. The study was conducted during the 2008 and 2009 growing season. Twenty-one fields were sampled in each growing season. Plant and soils samples were taken within one week of harvest. The soils were analyzed for Olsen P and the plant tissue was measured for total P concentration. Wet and dry yields were calculated based on plant field weights and drying of plant material. Corn P uptake figures are a major factor used to determine total amount of allowable manure application to fields specified in producer's nutrient management plans. In Idaho those plans are written with the Idaho One Plan program. Plans written before June 2007 used 0.26% as plant tissue P. Plans written after June 2007 use 0.185% as plant tissue P. The results of this study indicate plant tissue P levels average .021%. The data from this study will be used to recalibrate the Idaho One Plan program to allow nutrient management plans to reflect southern Idaho conditions.

RED CLOVER NITROGEN CONTRIBUTION FOR CORN

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The use of clover as a nitrogen source for corn production may allow producers to reduce commercial nitrogen rates. To evaluate the effect of clover cover crop, an experiment was conducted at the Ohio State University Research Farm in Wood County, Ohio. The

entries were replicated four times in a randomized complete block design. All systems in this comparison were no-till. Medium red clover was frost seeded in wheat on April 18, 2008. After wheat harvest, clover was allowed to grow until 10-29-08 when Roundup and Clarity herbicides were applied to kill the clover. Corn was planted at the same time in all plots as no-till on 5-12-09. Sidedress nitrogen was applied on 6-16-09 at V6 growth stage. Red clover biomass analysis from late fall 2008 showed 120 lb/acre of available nitrogen. Chlorophyll content of corn on 8-8-09 ranged from 24.1 SPADD meter reading for no clover and no nitrogen to 53.1 with clover and 160 lb/acre nitrogen applied. In all comparisons, clover increased chlorophyll content of corn leaves. Soil nitrate nitrogen tested on 8-8-09 ranged from 2.7 ppm for no clover and no nitrogen to 22.7 ppm with clover and 160 lb/acre nitrogen applied. In all comparisons, corn yields were significantly increased when clover was included. An economic analysis showed that when clover was used, corn yield increased 9.9 bu/acre with a net return of \$13.65 above costs of clover.

REDUCED-RISK AND ORGANICALLY ACCEPTABLE SEED CORN MAGGOT CONTROL ON PACIFIC NORTHWEST VEGETABLE CROPS

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Springtime seedcorn maggot (*Delia platura* (Meigen)) infestations can reduce germination and stand establishment of winter- and spring-planted Columbia Basin vegetables. Each year, numerous producers are forced to re-plant entire fields due to damage caused by seedcorn maggot. Crops impacted include carrots, onions, beans, peas, and corn. These crops have traditionally been treated post-planting with organophosphate, carbamate, or pyrethroid insecticides, with varying degrees of effectiveness. For the past several years seed treatments of clonicotinyl insecticides including imidacloprid, thiamethoxam, and clothianidin have provided effective control of maggots, but to date there were no effective treatments available for maggot control for organic vegetable producers. Trials conducted in 2008 show stand establishment of several vegetable crops treated with spinosad was significantly greater ($p < 0.05$) than stand establishment in plots planted with untreated seed. Additionally, spinosad seed treatment was equivalent to conventional seed treatments and post-planting broadcast insecticide treatments for stand establishment. These results are promising for both conventional and organic vegetable producers that suffer stand losses due to seedcorn maggot infestations.

REDUCING PHOSPHORUS RUNOFF FROM SMALL LIVESTOCK FARMS INTO MISSISQUOI BAY

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Runoff from crop fields that receive manure and fertilizer contributes to elevated phosphorus (P) levels found in Missisquoi bay of Lake Champlain. Excess P promotes vegetation growth and algae blooms in fresh water and impairs water quality. The

objective of the project was to reduce P loss from 30 farms in the Missisquoi watershed through voluntary development and implementation of a Nutrient Management Plan (NMP) based on the USDA-NRCS 590 Nutrient Management standard. The project was a public-sector/private-industry collaboration between UVM Extension and Bourdeaus' & Bushey Inc., funded through a US federal appropriation to the International Joint Commission (IJC), US Section and implemented by the New England Interstate Water Pollution Control Commission (NEIWPC) and Lake Champlain Basin Program (LCBP). Reductions in P loss were evaluated by the change in Phosphorus Index (P Index) scores for 385 crop fields encompassing 4,286 acres on 30 farms from 2007 to 2008. The average Total P Index score across all farms decreased by 8% from 54.6 in 2007 to 50.3 in 2008. The Sediment Bound P Index score decreased 10% from 17.0 to 15.3, while the Dissolved P Index score was reduced 7% from 37.6 to 34.9. Adoption of farm practices prescribed in a whole-farm Nutrient Management Plan reduced the amount of P that was transported into Missisquoi Bay from agricultural non-point sources.

SEEDED BERMUDAGRASS EVALUATION FOR CENTRAL FLORIDA - A MULTI-COUNTY APPLIED RESEARCH/DEMONSTRATION PROGRAMS

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Hybrid bermudagrasses are outstanding warm-season perennials however vegetative propagation is not suitable for many small landowners. Seeded types offer ease of establishment. Many new landowners are inexperienced but highly motivated to learn pasture management to sustain livestock. The objectives of this program was 1.) to conduct research to generate needed information, 2.) use the on-going research/evaluation for forage demonstration concepts in multiple field days and 3.) incorporate cultural plot practices as pasture management educational tools for pasture management schools planned for Central Florida counties. Three replicates of eight research/demonstration plots of seeded varieties plus two hybrids bermudagrass were planted in a randomized block during July 2008. During establishment, percent plot cover, winter survival, and flower data were recorded. Plots were harvested during the growing season every 28 days and evaluated for dry matter yield and quality. Fertilization and weed control practices followed IFAS recommendations. Plots were successfully established and one growing season of data collected. Two field days and three pasture management schools were conducted that included educational material generated by field plots. This is a concerted effort by several central Florida Extension agents, the Extension Specialist, the seed industry, and cooperator farmer that brings IFAS pasture recommendations and the option of seeded bermudagrass to producers.

SURVEY OF NEMATODE POPULATIONS AND PREVALENCE IN VIRGINIA CORN AND SOYBEAN FIELDS

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Nematodes are yield robbing organisms that feed on roots of growing corn and soybean plants. Diagnostic sampling in the last 5 years revealed increases in potentially damaging populations of nematodes. Changes in farming practices have been implicated in this perceived increase. Those changes include; Conversion to no-till cropping systems, movement away from wheat in the crop rotation, lack of resistance to root knot, certain cyst nematode types/races, and other species in soybean varieties and corn hybrids, conversion from in-furrow insecticides to seed-applied insecticides, and a shift to non-"Race 3" types of Soybean Cyst Nematode (SCN) in many soybean fields. Recognizing this problem and the fact that most recent survey information dates back to the 1980's, the Virginia Corn Board and the Virginia Soybean Board funded a survey project in 2007, 2008, and 2009 to test problem fields in Virginia. During those three years over 150 samples in corn and 250 samples in soybeans have been taken and populations identified. Race determinations done on these samples have shown that SCN Race 1 and Race 4 are present in Virginia soybean fields. There are few Race 1 and Race 4 resistant soybean varieties available. Roughly 40% of the corn samples and 50% of the soybean samples showed that nematode populations were at levels that were considered serious and control options were advised. Surveys show that Root-Knot Nematode (RKN) and Stubby Root are the main problem nematodes in corn, and SCN and RKN are the main problem nematodes in soybeans.

THE COMPETITIVENESS OF COTTON CULTIVARS AGAINST DP 555 B/R WHEN DOUBLE-CROPPED BEHIND WINTER WHEAT

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The introduction of the cotton variety DP 555 B/R brought with it dramatic improvements in cotton lint yield for farms in Southwest Georgia. The variety contains multiple characteristics which provide a significant yield advantage over competing cotton germplasm. Field studies were conducted in 2008 and 2009 to evaluate the competitiveness of other varieties to DP 555 B/R when planted later than the recommended optimum timing. Competitive varieties from multiple cottonseed companies, as well as DP 555 B/R were compared by planting into burned wheat stubble in 2008, and cut wheat chaff in 2009. The field was watered using center pivot irrigation. Planting rate, weed control,

insect control, and defoliation timing were applied equally and consistently with respect to treatment and timing across all varieties. Plots were harvested November 20, 2008, and December 18, 2009 using conventional spindle harvesting methods, and plot weights taken using a boll-buggy outfitted with electronic scales. Means of yield were taken, and differences were observed with respect to different varieties. Results of this study show that suitable replacement varieties exist to compete with DP 555 B/R after its removal from the marketplace in 2010. Newly released varieties have been shown to outyield DP 555 B/R by more than 100 pounds of lint per acre

THE EFFECT OF BODY CONDITION SCORE AND HIP HEIGHT ON BODY WEIGHT OF BEEF COWS

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Feed cost is the largest expense in a beef cow calf enterprise. The efficient use of available feed resources is a key to maintaining a low cost production system. Cow weight is used to determine the allocation of feed resources for a given feeding period. The study evaluated the effect of Body Condition Score (BCS) and Hip Height (HH) on cow weight (CW). Body condition scores and hip heights were recorded on three hundred fourteen beef cows on seven different farms as part of this project. All cattle were off pasture and held in a lot until measurements were recorded. Cattle were not purposefully shrunk to an empty body weight. BCS averaged from 4.8 to 6.1 on the seven farms. HH averaged 47.8 to 52.8 inches and CW averaged 1075 to 1356 pounds on the same seven farms. A regression analysis was used to measure the effect of BCS and HH on CW (NCSS 2000). The regression analysis indicates an increase of one BCS was equal to 125 lbs of cow weight (non-shrunk) and an increase of one inch of hip height was equal to 60 lbs. of cow weight (non-shrunk). A regression equation for predicting CW from BCS and HH was created: $CW = -2672 + 125 \cdot BCS + 60 \cdot HH$. This information will be useful as producers gain an understanding of how to allocate feed resources during specific times of the year.

THE IMPACT OF RAIN BARREL CONSTRUCTION WORKSHOPS ON LANDSCAPE AND HOME WATER CONSERVATION

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Home landscaping has proven to be a significant use of residential water. As a part of the Sustainable Landscapes Education Program, Rutgers Cooperative Extension is providing education about landscape water conservation for the benefit of water supplies, homeowner economics, and also as a method of stormwater reduction. Interest in rain barrels in Ocean County is high. Mohr and Muscio follow up rain barrel construction workshops with surveys to collect information on the use of rain barrels made at the workshop, the construction of additional rain barrels for the participant's own use, and the involvement of participants in educational activities in their work or neighborhood environments. Initial results with pilot workshops indicate a high percentage of adoption of various water conservation practices by participants following the workshops. Key design elements of the

workshops include 1) a reduced cost when compared to commercial, ready-made rain barrels, 2) provision of tools, materials and in-person instruction, and 3) family-friendly nature of cooperative construction methods. Residents not only learn how to make their own barrels, install and maintain their own barrels, they are connected to a network of volunteer data collectors and community educators who promote water conservation and offer continuing support.

TRACKING THE PROGRESS OF OHIO FARM FAMILIES AS THEY PLAN FOR THE TRANSITION OF THEIR FAMILY BUSINESS

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In 2007, OSU Extension professionals developed and conducted the "Building for the Successful Transition of your Family Business" workshops. These workshops provided 105 participants with the skills needed to develop a farm transfer plan and to increase family communication. This research poster summarizes the team's post program evaluation of the workshops as well as the six month follow-up survey to determine the transition planning progress and future needs of the clientele. Seventy-eight families responded to the post-program survey and 53 responded (50.5%) to the six month survey. The results of the post program survey and the six month follow-up survey showed the workshops were successful as many positive comments were written by the participants and good mean gains in knowledge gain were achieved. The six month survey indicated the participants made great strides in putting into action the tools they learned during the workshops. Eighty-five percent (85.1%) have had discussions with their family about business transition, 84.8% have improved their communication, and 76.6% have started an estate plan. In addition, 54.2% of the participants held an intergenerational family meeting, 35.4% reported meeting with their attorney, and 33.3% met with their accountant to develop a transition plan. OSU Extension has continued to offer transition planning workshops across Ohio as a result of the surveys. Additional Extension factsheets and curriculum have been authored by the teaching team. Additional strategies for following up with the program participants are also being explored by the team.

UTILIZING BROILER LITTER AND LEGUMES AS A NITROGEN SOURCE IN UPLAND COTTON PRODUCTION

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With the ever increasing cost of commercial fertilizer, the use of broiler litter has been studied extensively in upland cotton (*Gossypium hirsutum* L.) production. In addition to these studies, research has been conducted utilizing legumes as a nitrogen source for upland cotton. This research project is intended to examine the possibility of combining poultry litter as a top dress nitrogen source in the spring along with a previous fall planted legume crop, such as AU Robin Red Clover (*Trifolium incarnatum*). In conjunction with these two variables, commercial grade fertilizers will also be implemented in combinations with the broiler litter and clover. Peanut (*Arachis hypogaea*) will be utilized in a rotation with the clover to monitor the peanut root knot nematode (*Meloidogyne arenaria*). Treatments include: 1) Clover Alone, 2) Clover + 1 ton Broiler Litter, 3) Clover + 2 ton Broiler Litter, 4) Clover + 3 ton Broiler Litter, 5) Clover + 30-50-60, 6) Clover + 60-50-60, 7) Clover + 90-50-60, 8) Clover + 120-50-60, 9) Clover + 1 Ton BL. + 30 lb Sidedress, 10) Clover + 1 ton BL. + 60 lb Sidedress, 11) Clover + 2 ton BL. + 30 lb Sidedress, 12) Clover + 2 ton BL. + 60 lb Sidedress, 13) Peanut (in rotation with the cotton).

WATERMELON FOLIAR DISEASES: SIGHTING-IN ON A MOVING TARGET

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Foliar diseases pose a recurring threat to Oklahoma watermelon production. In any given year, diseases including any of anthracnose, downy mildew, cercospora, gummy stem blight and powdery mildew can reduce crop yield and fruit quality. When applied in a timely fashion, fungicides can often prevent these diseases. However, growers are faced with the challenges of determining which fungicide products to use, and deciding when to apply them, to obtain best results. Options for fungicide application timing decision-making include a preset scheduled (e.g. weekly), application based on general weather forecasts, or applying when disease symptoms appear. Each of these has benefits and downsides. An additional option in Oklahoma is to use a forecaster developed for use with the Oklahoma Mesonet. In order to develop information that would enable growers to gain a better understanding of foliar disease management, trials were conducted from 2004 to 2009 in southeast Oklahoma. In these trials we compared the efficacy of two broad spectrum fungicide treatments for foliar disease control using application timings based on a preset schedule and the anthracnose forecaster. Over the course of the study, the nature of disease incidence varied each year and each of the earlier mentioned diseases appeared at least once. Certain fungicide treatments were consistently effective in protecting watermelon vines from foliar diseases.

WINTER CANOLA FEASIBILITY IN ROTATION WITH WINTER WHEAT

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Producers in the dryland (<12 inches annual precipitation) cropping region of eastern Washington continue looking for profitable alternatives to winter wheat (*Triticum aestivum* L.) to limit grassy weed resistance to Group 2 herbicides. Winter canola (*Brassica napus* L.) is an oil seed crop that offers non Group 2 grassy weed herbicide options but has a very limited history in this region as agronomic and economic risks are elevated. The objective of this research is to help producers determine market prices needed to minimize risks, increase profitability, and decrease potential for herbicide resistances. An on-farm test (OFT) was initiated in the fall of 2006 examining two treatments: 1. winter canola, summer fallow, winter wheat; 2. winter wheat, summer fallow, winter wheat. The 6.5 acre OFT was a RCBD with 4 replications. Total production costs between the two crops were similar. Winter wheat produced greater yield and gross economic return at 43.5 bu and \$355/ac compared to canola at 34.5 bu and \$293/ac. Subsequent winter wheat yield was 39.3% greater following canola and over the total cropping sequence, no significant difference in gross economic returns were determined between winter wheat and canola averaging \$493/ac. In conclusion, yield differences were documented between winter wheat and canola but market price differential between the two crops has a larger influence on the profitability and can vary dramatically from year-to-year. Overall winter canola needs to have a 26.4% price advantage per bushel over wheat to produce significantly greater gross economic returns.

Poster Session

Extension Education

2010 NACAA

95th
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'HOME GROWN' GARDENING WORKSHOPS

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In 2008 and 2009, there was a renewed interest in home gardening and a greater demand for information on growing fruits and vegetables. This movement may have been due to a down turn in the economy, higher food prices, demand for local grown produce, and desire to be self sustainable. The Alabama Cooperative Extension System responded by offering seasonal 'Home Grown' Gardening Workshops across the state in 2009 to educate beginner and experienced gardeners. Approximately 623 people representing 17 counties participated in these workshops. After the workshops, a post survey was mailed to the participants. When asked "as a result of attending the 2009 'Home Grown' Workshop(s), which of the following did you do?," - 52% started a home garden, 33% took a soil test, 37% built a raised bed garden, 11% installed drip irrigation, 31% adopted daily or weekly pest monitoring, 41% used less pesticides, 51% consumed more fruits and vegetables, 5% purchased a home pressure canner, 28% felt they saved money and lowered their food bill, 41% began composting, 58% added organic matter to their garden soil, and 34% purchased and broadcasted a fire ant bait product. The most significant response was that 69% of the participants told us they shared their knowledge or information with others. When asked, "How would you rate the value and importance of the Alabama Cooperative Extension System and its public educational programs, including the 'Home Grown' workshops?," 183 participants out of the 183 surveys returned responded "Very High" to "High."

"VACANT TO VIBRANT" DAYTON, OHIO URBAN AGRICULTURE PILOT PROJECT

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The need to explore new uses for over six thousand vacant lots within the city limits resulted in "Vacant to Vibrant" Urban Agriculture Pilot Project being conceived. The City of Dayton and Ohio State University Extension Montgomery County program areas, Agriculture and Natural Resources and the Expanded Food and Nutrition Education Program were major partners in this endeavor. The marketing plan was to produce vegetables for the area's Middle-Eastern ethnic population on a vacant lot, thus helping to eliminate one "food desert." Sudanese and Somali refugees provided the labor. In mid-July 2009 the one-third acre lot

was planted with over 500 vegetable transplants, 500 flower transplants, and several row crops. Over 1000 pounds of produce were harvested before the first frost. A cover crop was sown in late 2009. Building on the positive impacts of the project, the number of lots will increase in 2010. Two major benefits from the pilot project were that a vacant lot was given a new environmentally sustainable life and purpose and that the city, neighborhood, Extension, and culturally diverse groups collaborated to make a positive difference. Secondary benefits were; an underserved population was able to get fresh local ethnic produce; the refugees learned English and job skills; and limited resource participants learned to combine the use of ethnic and local food for healthy nutritional choices.

4-H SHEEP AND GOAT YOUTH FIELD DAY: BUILDING COMPETENCIES FOR SUCCESS IN YOUTH LIVESTOCK PRODUCERS

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With an estimated 60% of the 4-H members in Southeastern Washington and Northern Idaho enrolled in 4-H market livestock programs, there is a demand for experiential education targeting youth producers with sheep and goat ruminant projects. Consumers of 4-H projects are also concerned about food safety and quality assurance; animal welfare; and the personal safety of both youth and the animals they raise. However, there are only 4 Extension faculty in a 14-county area of Southeastern Washington and Northern Idaho with 4-H livestock responsibilities. Over 105 youth, leaders and producers attended the 2009 Sheep/Goat Field Day held in Asotin. Presenters included WSU and UI Extension faculty; WSDA veterinarians; successful producers; feed representatives; and WSU students. They used "hands-on" learning to provide the latest research-based information on such topics as: Project selection, healthcare and nutrition, biosecurity, quality assurance, and showmanship. A post program survey indicated 100% of the participants increased their level of knowledge for 5 indicators: Selection of project animals to meet industry standards; feeding and nutrition; health care; fitting and showing; and quality assurance and biosecurity. Over 83% of the participants indicated that they were able to immediately apply what they learned at the field day to their livestock projects. As a result of the field day, local Extension Offices have been able to strengthen their partnerships with local veterinarians, feed stores, industry leaders and livestock producers. An additional impact has been an increase in financial support from the livestock industry for the continuation of this and similar programs.

4-H SHOOTING SPORTS LEADER TRAINING AND CONTEST DEVELOPMENT

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A Washington State 4-H Shooting Sports Leader Training Program was developed in cooperation with a team of nationally certified 4-H instructors. The first 15-hour 4-H Shooting Sports training was launched in May 2001. Using the life skill evaluation as a template, a retrospective evaluation was developed to

determine the effectiveness of the shooting sports leader training program. 97% of participants indicated that the training program was good or excellent and more than 90% indicated that they had the knowledge and skills to safely lead shooting sport activities for youth. As a result, several volunteers reported starting new shooting sports clubs in their county 4-H program. A State Plan was written and the program grew. The program needed an organized venue for participants to come together and vie for top honors. A method was needed to identify senior aged 4-H members (age 14 to 19) who might represent Washington State at the National 4-H Shooting Sports Invitational. In 2007, a statewide team of volunteers was formed to develop a state contest plan. The contests would be qualifiers starting at the county level. Top scorers would from the counties advance to one of the 4 Extension District contests and then the State Qualifier. The contest would follow the National Invitational model in that the top 4 scorers in each age group of each discipline would advance to the next level. In 2009, 82 4-H's participated at the 3rd Washington State Invitational and ten 4-H's have attended Nationals in the last 3 years.

A DEMONSTRATION OF THE VALUE OF ADDING LEGUMES TO EXISTING TALL FESCUE PASTURES IN NORTHWEST MISSOURI

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Northwest Missouri livestock pastures and hay fields are abundant in tall fescue. In this region, nitrogen is typically applied in the spring to increase forage production. Legumes are often overseeded at the same time as the nitrogen application, which is counterproductive. Knowing this, regional agriculture Extension specialists identified the need to demonstrate the use of legumes in tall fescue pasture to reduce the need for nitrogen fertilizer and the timing of nitrogen application to increase forage production. In this demonstration, 14 treatments were identified to show the differences in using legumes and nitrogen application timings. Plots were established at the Hundley-Whaley Research Center measuring 9 X 15 feet with 10-foot alleys with four replications in a randomized complete block design. The plots were harvested throughout the growing season and yields were measured. Both 2008 and 2009 had higher than average rainfall which provided plenty of moisture for growth. The 2009 data showed no statistical differences in total forage harvest. Differences in the value of the forages were found when applying economical data. In both 2008 and 2009, common red clover overseeded in tall fescue resulted in the highest income over fertility and seed costs. Nitrogen prices were high in 2008 which resulted in legumes being a more cost-effective approach to maintaining production. Results have been shared with producers in an annual producer's guide and through field days to help producers learn more about the value of using legumes in their tall fescue fields compared to various nitrogen applications.

A LANDSCAPE MAINTENANCE TRAINING PROGRAM AT THE BAY COUNTY, FLORIDA CORRECTIONAL FACILITY

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The Florida Department of Corrections subcontracts Correctional Corporation of America (CCA), a for profit company, to operate correctional facilities in Florida. The Bay County Correctional Facility, run by CCA, instituted a Landscape Maintenance Program for inmates. The 1000 hour program prepares inmates to enter the landscape maintenance profession. The program has one non degreed horticulture instructor. The instructor asked for assistance from the UF/IFAS Bay County Horticulture Extension Agent to provide assistance in teaching various horticulture subjects to satisfy the Florida Department of Education educational requirements. The inmates receive educational credit from the state for participating in the program. Classes taught by the agent and two Bay County Extension Master Gardeners are: botany and plant science; soils; turf selection, establishment, and maintenance; plant propagation; planting; pruning; pest management; commercial pest control; landscape design; Best Management Practices and ornamentals. The inmates are divided into groups. They create company names for their group. In the landscape phase of the class, the inmates design a landscape with irrigation and then install the landscape in an area on the facility grounds. Students that score 70% and above receive a certificate from the agent. Forty inmates have received training. Pre-test scores were 51% and post scores 72%. When released they are encouraged to contact the agent to report their progress. Two inmates have been released from the facility and are currently working toward attending the University of Florida to pursue degrees in Horticulture.

ADAPTING REMOTE STOCK WATER MONITORING TO SOUTHERN UTAH RANCHES

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Southern Utah ranchers manage livestock in extremely remote areas. The ranchers' greatest challenge is ensuring stock water is available to livestock daily. Physically checking water is costly in terms of time, energy and vehicle repairs. During the 2009-10 winter, surveyed ranchers spent 1.25 hours to 134 hours per month, average 22.6 hours per month, monitoring stock water. The same ranchers drove 120 to 2040 miles per month, average of 374.8 miles per month, to monitor stock water. Available technology could reduce the costs associated with regular stock water monitoring. Solar powered, satellite radio monitors are stand-alone systems. The satellite radio transmits data collected from a pressure transducer sensor to a website and data can be sent several times a day. Ranchers utilize the internet to monitor their stock water tank or trough levels. Ranchers may program the website so that if the water drops below a designated level, the website will send an alert to the rancher's email, and/or home or cell phone. During the fall of 2009 and spring of 2010, ranchers, Extension and Natural Resource Conservation Service personnel installed 15 units across southern Utah and northern Arizona. Initially ranchers are impressed with the systems. After having the monitor installed for 4 months, one rancher claimed, "My monitor has saved me twice!" The stand-alone nature of this system makes it the most feasible stock water monitor for remote, rugged ranches of southern Utah.

AGRICULTURAL WASTE MANAGEMENT PLANS FOR NEW JERSEY ANIMAL PRODUCERS/SELF CERTIFIED PLANS

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Livestock producers in New Jersey are required by legislative act (Rule N.J.A.C. 2:91-"Animal Waste Management Rules"), to develop Animal Waste Management Plans. Extension has been involved since 2003 with the design, development and drafting of the legislation along with the New Jersey Department of Agriculture and the Department of Environmental Protection and related agencies. The Rule legislated on March 16, 2009 culminated after years of work by Extension to implement state wide guidelines to meet the Federal/State Clean Water guidelines. Extension worked with agencies and producer groups to develop a user friendly designed to educate producers about the rule. Estimates of 5,000 producers would have to file the AWMP's and extension would be responsible for the educational delivery, material designs and development. Extension created an introductory guide, a CD for filing the plans, a training manual and a 2009/2010 training schedule incorporated into the three year delivery system. Team members were selected to do the majority of the 2.5 hour training at four regional sites along with providing separate training to specific breed/producer requests. Since the commencing of the rule, Extension has delivered over 50 training sessions to 1,200 producers. "Power Pole" was used to access the farm type, sizes and other pertinent data from over 566 participants from fourteen counties. Confidential "declaration page's" must be filed by September 16, 2010 and to date over 100 producers have filed affirmation to that affect. Final training will be a webinar program in the spring of 2010.

AN EVALUATION OF CHANGES IN WATER CONSERVATION HABITS OF HOMEOWNERS IN THE UPSTATE OF SOUTH CAROLINA

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The "Build Your Own Rain Barrel" workshop was developed to educate the public about stormwater, while responding to drought conditions experienced throughout the state. Registered attendees at each workshop participated in a classroom session, which introduced attendees to stormwater pollution, habits that homeowners can modify to reduce pollution from their own yard, and the real impacts of stormwater in their community. The classroom session also presented the benefits of rain harvesting and the positive effects that it has on stormwater management. Participants then spent the afternoon building their own rain

barrel. Barrels were acquired through commercial suppliers and the plumbing of rain barrels was directed by Extension staff and implemented by the individual attendees, often working in pairs. Attendees evaluated the effectiveness of the workshop immediately after completion. Furthermore, participants were provided with an evaluation several weeks after the workshop to assess any changes in their behaviors at home. The goal of this type of outreach activity is to educate homeowners on real local issues pertaining to stormwater, provide tools for homeowners to get involved in stormwater pollution prevention, and to initiate behavioral change in the individual's practices leading to greater conservation of our water resources. The workshop was delivered in several counties within South Carolina through many partnerships including Clemson Extension, Carolina Clear, county public works and parks departments, Master Gardener Associations, and non-profit organization. To date more than 100 state residents have participated in this exercise, and there is often a waiting list to meet demands.

AN "EERA" OF OPPORTUNITY FOR OHIO VALLEY AGRICULTURE

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Decreases in state and local Extension funding, within Ohio, have necessitated a reorganization of program delivery through creation of Extension Education and Research Areas (EERAs). The Ohio Valley EERA is comprised of ten counties in south-central Ohio staffed by five Agriculture and Natural Resource (ANR) Educators. Quarterly meetings determine program initiatives with input from an EERA leader and regional director. The educators had similar backgrounds, so it was necessary to prioritize program emphasis and divide responsibilities to provide regionalized, high quality programs. Local colleges and schools have been utilized to provide larger, centralized meeting locations for topics such as pesticide applicator recertification, farm management, and livestock marketing. Special attention to counties without an ANR educator helps to utilize local media and provides leadership to Master Gardeners so volunteers can be utilized to respond to clientele inquiries. Cooperation with an Ohio Agricultural Research and Development Center located within the EERA, allows the educators to work collaboratively to conduct applied research in forage management, heifer development, and meat goat production. Subsequent field days report and demonstrate research initiatives. This team approach better positioned the ANR educators to secure external funding. Approximately \$75,000 per year is saved in state and federal match funds along with \$50,000 in local funds as compared to the previous staffing arrangement of seven educators. Synergistic specializations have been developed in farm management, marketing, production expertise, and technology which enhanced programs for clientele and improved recognition of ANR educators as specialists in signature programs within the EERA and beyond.

ANNIE'S PROJECT LAUNCHED IN FLORIDA

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Annie's Project is an interdisciplinary farm financial risk management program for women in agriculture. Annie's Project is a focused curriculum that encompasses all five risk management issues such as: human, legal, marketing, production and financial. In the past, women on the farm filled a 'farm wife' role, today's female producer wants the challenge of transitioning the farm from necessity, hobby or craft to a viable business. They see a need for risk management, a business plan, a network and improved methodologies through science to increase their yield and to add value to their products. This National program was launched in Florida for the first time in five counties: Marion, Sumter, Suwannee, Hernando and Sarasota. Each county had 20 participants and the success of this program have far exceeded any expectations. Based upon evaluation results the participants plan to implement QuickBooks Pro as their record keeping system, write or update their wills, change or update their farm liability insurance, have a clearer understanding of financial statements, write or update their farm business plan.

BEEKEEPING: ADVANCING ALTERNATIVE AGRICULTURE IN MISSOURI THROUGH EDUCATION AND NETWORKING

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Shortly after the popularity of beekeeping in the United States peaked in the 1950's, many people moved from rural to suburban areas, where bees were not traditionally kept, and the number of beekeepers and beehives began to decline. The numbers were further reduced during the 1970's and 1980's when tracheal and varroa mites were introduced to North America. In 2006 a phenomenon known as colony collapse began spreading across the United States and in just 3 years nearly half of all managed honeybee colonies disappeared. The disappearance of the honeybee was covered extensively by the media and interest in beekeeping began to grow. Over the past several years there has also been increased interest in locally or organically grown foods as well as alternative, sustainable, or value-added agriculture. Beekeeping is a natural complement to these areas of agriculture and many people became interested in managing honeybees themselves. To meet this increased demand in beekeeping information and education, University of Missouri Extension, with assistance from the Missouri State Beekeepers Association, developed a short course to help prospective beekeepers get their start in beekeeping. The beginning beekeeping short course was held in Clinton, Missouri in October of 2009. The 30 students that attended planned on starting more than 50 new colonies of honeybees in 2010. To further assist these new beekeepers, as well as to give both new and experienced beekeepers an opportunity to meet and discuss honeybees and beekeeping, the Golden Valley Beekeepers Association was formed in November of 2009.

BUILDING CAPACITY FOR FLORIDA'S SMALL FARM INDUSTRY & EXTENSION WITH A STATEWIDE CONFERENCE

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Based on the USDA definition, over 90% of the 47,000 farms in Florida are small farms. They represent most of the 8% increase in farm numbers from 2002 to 2007 and the nation's highest percentage (38%) of beginning farm operators. Their common characteristics include dependence upon family for management and labor, a focus on direct marketing and alternative enterprises, and numerous market and institutional barriers to success. To meet the needs of these small farmers, the UF-IFAS Small Farms and Alternative Enterprises Focus Team of over 80 state and county faculty assembled in 2007 a Stakeholder Planning Committee of 30 members to plan the first statewide conference for small farmers. The result was a two-day event that included a broad program of presentations lead by specialists and farmers; a large trade show; a live animal demonstration area, a keynote address, and innovative farmer awards,. Food featuring products from Florida small farms were also coordinated for refreshment breaks and lunches. Additional educational programs included an in-service workshop for extension agents on small farm issues and a public forum on food policy council. The majority of the 800 attendees responded in a post-event evaluation that the networking was as equally valuable as the educational content. Key elements to this success included the two-year planning period, support from IFAS's Office of Conferences and Institutes, and strong partnerships with community-based and institutional organizations. A second statewide conference will be held in July 2010 in order to expand the success of the statewide conference approach.

CANOLA FOR FARM AND FUELS

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Global increases in energy demand over supply have spurred a tremendous demand for biofuels produced from crops such as canola. A few growers have produced winter canola as a rotation crop with winter wheat in the dry land fields of North Central Washington but are faced with the challenges of inconsistent stand establishment and marketing of the oilseed crop. On-farm research has been ongoing in Okanogan and Douglas counties since 2007 to investigate the optimum seeding date, rate, and their effects on seed, oil, and meal quality. Local Extension activities have been conducted to teach local farmers and the community of the research findings, planting methodologies, agronomic benefits, and uses of the oilseed crop and its by-product. Extension field days in the spring of 2008 and 2009 were conducted in both Okanogan and Douglas Counties to deliver this information. Some of the oilseed crop is marketed through conventional channels where it is sold to and processed outside

of the Pacific Northwest. However, local collaboration has been initiated between growers and the Confederated Tribes of the Colville Reservation for local, small-scale crushing and production of biodiesel. Locally made biodiesel will be used for the tribe's school buses and log trucks and local farmers will have a marketable rotation crop for winter wheat along with a valuable by-product for feeding to livestock. This partnership was showcased at a canola and biofuels education day in fall of 2009.

CARNIVAL CORRAL: FAMILY FUN WITH AN AGRICULTURAL MESSAGE

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Agricultural awareness has become an important issue. With less than 2% of the US population being involved in production agriculture it is important for the agricultural industry to share its story. As the premier Kentucky festival featuring beef, Kentucky's Fort Harrod Beef Festival was entering its' fourth year in 2009 and the committee wanted to add more educational opportunities into the festival. Carnival Corral was designed to fill this need and meet needs to increase agricultural awareness as identified by local agriculture groups. Objectives for this event were to teach young people and their parents where their food comes from, how much we depend on farmers everyday, and the wonderful job farmers do as caretakers of livestock and stewards of the environment. Carnival Corral is a fun-filled area for children and their parents surrounded by corral panels and festively decorated with colorful balloons, banners and related materials. Each child that visited Carnival Corral could participate in ten games, all featuring questions related to different segments of the agricultural industry, get their face painted while reading accurate agriculture books, walk away with a Carnival Corral coloring book and learn new things about farmers and the agriculture industry. Volunteers indicated this was an effective tool for increasing agricultural awareness and teaching children about agriculture. Over 450 children plus their parents went through Carnival Corral over the three-day festival weekend.

CASUAL GARDENING: AGRICULTURE IN THE CLASSROOM

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Amid reports of food poisoning outbreaks and tough economic times, increased interest in locally grown produce has been experienced. The Volusia County Extension Team created the "Casual Gardening Series." Objectives: To develop an easily implemented, sustainable program to enlighten audiences about the benefits of growing and consuming their own crops; teach food sanitation; increase awareness of the importance of Agriculture to the state's economy and dooryard gardening. Methods: A series of workshops were developed, using cross-discipline; team-teaching methods featuring 'Florida Grown' produce. Agriculture, Horticulture, and Family and Consumer Sciences collaborated to generate unique and informative learning opportunities. Presentations include: Chutney, Salsa, Chipotle, Oh My!, Strawberry Jammin', Florida's Gold - Citrus, From Canes to Grains, Herbs and More. Teaching methods

included demonstration, hands-on, and sample tasting. Participants were surveyed about their knowledge of Florida agriculture, fruits and vegetables and nutrition both at the beginning and end of each program. Educational materials and take home samples were provided. Outside funding was secured to support the programs. Results: Nineteen programs have been presented to 272 participants. Evaluations showed that 98% of participants increased knowledge relating to the nutritional value of fruits and vegetables and benefits of home gardens. Seventy-nine percent (79) increased their awareness of Florida Agriculture. Conclusions: The Casual Gardening Series provides an effective and enjoyable way to connect Florida Agriculture and the food we eat.

COMMUNICATING WITH PRODUCERS USING FACEBOOK

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When competing for 'eye time' with clientele, facebook is steadily gaining popularity as a communication and marketing tool. K-State Research and Extension traditionally markets educational meetings and materials through direct mailings, newspaper articles, radio programs, and websites. Even though these are effective outreach methods, the young, busy producers are hard to reach. For this reason, the 'K-State Sunflower District Agronomy' facebook page was launched in October 2009. This tool was created and is effective because facebook accounts are usually checked several times a week. The K-State Sunflower District Agronomy facebook page is combined with traditional methods to provide educational material to producers. Three main sections make up the page to provide information, the 'wall', 'notes', and 'events'. 'Wall' posts are items for immediate release and use by producers, like disease outbreaks. Links are also posted on the 'wall' to radio programs, upcoming producer meetings, and articles of interest. The 'notes' section is used post newspaper articles, like top-dressing wheat. The 'events' section publicizes producer meetings and field tours. The K-State Sunflower District Agronomy page has nearly 80 'friends', made up of producers, crop consultants, and extension agents. There are many positive comments from producers and crop consultants. One younger producer said he doesn't read the local paper and rarely hears the news, so the facebook page keeps him updated on meetings and pest outbreaks. He added that he trusts K-State's information and knows the agronomist posting the information is in the field and knows troublesome pests.

COMMUNITY GARDENS

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Because of increased interest in gardening, a desire for locally grown vine ripened produce and escalating crop damage caused by wildlife, community gardens were established. This project provided a catalyst for neighborhood and community development by assisting citizens who wanted to grow their own fruits and vegetables. Participants joined together to utilize land that was otherwise unproductive and by fencing it, turned it into an area that promotes gardening, recreation, exercise, therapy and education. The community gardens stimulate social interaction, provides

intergenerational connections for youth and adults as well as cultural connections for families within the neighborhood. Community gardens can produce nutritious food, reduce family food budgets, beautify the neighborhood and conserve resources through planning and working together. A survey was conducted to evaluate impact that the community garden had on participants and to retrieve other data. One hundred percent of those who took advantage of using the community garden last year stated they want to participate again this year. Other data will be shared at the poster sessions during the annual meeting and professional improvement conference in Tulsa.

CONNECT CARROLL: GPS MAPPING OF BROADBAND INFRASTRUCTURE IN RURAL LOUISIANA

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Lack of affordable high-speed internet connectivity prevents many residents in rural Louisiana from realizing the advantages of the World Wide Web. Access to education, health care services and entrepreneurial opportunities could be enhanced with additional access to broadband. Unfortunately, few options exist in rural Louisiana. DSL connections are only available within city limits. Other connection options for residents include satellite, which many residents cannot afford. A third option is cellular phone service. However, most rural areas in the U.S. do not have a broadband infrastructure development plan because data is lacking. We seek to fill this gap. The purpose of this presentation is to explain the process developed to map the broadband infrastructure in two rural Louisiana parishes, East and West Carroll. The Connect Carroll project aims to identify the coverage capabilities of cellular providers by evaluating the signal strengths for each provider, Verizon and AT&T. 4-H students were recruited and trained in the use of GIS/GPS technology. Signal strength and GPS location was gathered every mile on every state and parish road using a handheld GPS units using bar strength readings from AT&T and Verizon cell phones. Information was then downloaded into Arc Map where color maps were generated showing the signal strength for each cellular provider. These maps will be used to inform residents and encourage chambers of commerce to identify solutions to fill in the numerous gaps identified in coverage. Plans are underway to extend this project to the additional 13 parishes in rural northeast Louisiana

CONSERVATION TILLAGE & TECHNOLOGY CONFERENCE: EDUCATING AGRICULTURAL PRODUCERS

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The Conservation Tillage and Technology Conference (CTTC) started in 1984 as a one day program with 150 farmers. In 2010, 966 participants (10 states and Canada) and 35 exhibitors attended two days of concurrent educational talks (66 speakers, 9 universities) on conservation tillage, no-till, cover crops, soil and water quality (SWQ), nutrient management (NM), integrated pest management, precision agriculture (PA) and new agricultural technologies. Consultants, farmers, and agricultural dealers have the opportunity to obtain Certified Crop Advisor (CCA) credits (N=425/year). Annual surveys show that farmers valued this education program at \$11 per acre (\$7.2 million) while consultants, fertilizer and chemical dealers annually valued it at \$16 per acre (\$250 million). Based on a five point Likert scale (1=Poor, 5=Excellent), CTTC has scored over 4.34 (N=2,351 participants, Response rate = 19%, n=3 years) for educational programming and 4.65 on program cost. Knowledge gained has been tracked using a Pre- and Post-conference Likert survey (1=low knowledge gained, 5=High knowledge gained). Cover crop knowledge gained was .7 to .9 points (n=3 years), NM and manure .4 to .7 (n=3 years), CT and SWQ were .3 to .6 (n=3) and PA -.2 to .7 (n=3). Over 32 Ohio State University Extension Educators and 10 Ohio Soil & Water Conservation District technicians assist with the program yearly. Over \$30,000 in excess funds (n=3 years) have been used to conduct agricultural research (\$5000 yearly grants) on conservation tillage, soil and water quality, and soil nutrient management.

CROP SCIENCE INVESTIGATION (CSI): ENGAGING YOUTH IN PLANTS AND SCIENCE

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As rural populations decline and fewer youth are raised in rural settings, there is concern that our youth will become more removed from an interest in agriculture, crops, and science which can lead them to careers in these areas. 4-H can provide an opportunity for educating these youth about crops and science in an exciting way! Crop Science Investigation (CSI) for youth was developed to increase youths' knowledge and interest about plants and science. The Iowa State 4-H Crops Curricula is used for some sessions, while many other sessions are the result of questions received in the Extension Office or field and home visits. CSI meetings are held monthly for youth ages 8-18 and weekly during the summer months of June-August. All sessions are hands-on and allow the youth to be "investigators" as they determine the cause of a problem and find the solution. These sessions build life skills such as plant, insect, and disease identification; understanding natural resources; researching

scientifically based answers; and public speaking. Pre and post-survey results showed the largest increase of knowledge on a 5 point scale (3.0) occurred in areas such as taking stand counts, determining plant problems, and identifying weeds. One youth said, "I can actually have a farmer conversation with my dad! I actually know what he's talking about!"

DEALING WITH THE HIGH COST OF FERTILIZERS

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Fertilizer prices in Alabama reached an all-time high in 2008 with the price of N near \$1.00 per pound, P₂O₅ over \$1.30 per pound, and K₂O near \$0.68 per pound. What strategies does a row crop or forage producer have to offset these expenses and still produce a profitable crop? Five strategies are presented along with selected research to support these. (1) Soil test to avoid applying unnecessary nutrients that are already high in the soil. (2) Recycle nutrients in pastures by controlled grazing. (3) Use legumes as a winter cover crop for cotton and corn and in perennial pastures and hayfields. Legumes can fix over 100 pounds per acre of N that will be available to the next crop.. (4) Use poultry litter which is abundant in Alabama and contains about 60-60-40 pounds N-P₂O₅-K₂O per ton. These nutrients alone were valued at almost \$190 per ton in August, 2008, and \$97 per ton in March, 2010. Poultry litter can be purchased, delivered, temporarily stored and spread within 100 miles of the production site for less than \$45 per ton. Finally, (5) use the least expensive source of N. Some precautions may be needed with urea-containing materials in the summer, but most urea-based fertilizers can be used with minimum loss. Using any or all of these strategies can turn an expensive crop into a profitable crop.

DESIGNING A BASIC PVC HOME GARDEN DRIP IRRIGATION SYSTEM

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The average household in Utah uses approximately 650 gallons of water a day. Urban landscape irrigation accounts for 50-75 percent of the annual municipal water use. Due to drought cycles and rapid population growth experienced by the Intermountain West, water conservation is an important issue that affects all state residents. One effective way to conserve water is by utilizing drip irrigation. Drip irrigation is a method of applying slow, steady, and precise amounts of water and nutrients to specific areas of trees, shrubs, flowers, vegetable garden plants, and other outdoor plants. Designing a drip irrigation system can be accomplished a number of different ways. People must judge for themselves the kind of system that works best for their situation. Water costs, water availability, product and installation costs and maintenance skill level requirements are all factors to be considered when deciding which system to use. A simple, user friendly and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. In different studies held during the test year, home owners noticed the following: water savings – 75%; time watering saved - 90%; time weeding saved – 90%. The participants also observed that the plants were healthier and produced at a higher level.

DEVELOPING NATURAL RESOURCE EXTENSION VOLUNTEERS THROUGH THE WEED WATCHERS PROGRAM

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Noxious weeds are a growing agricultural and natural resource concern in the western U.S. They decrease crop yields and increase costs of production; decrease biodiversity; clog waterways; and out-compete native plants, reducing wildlife habitat and food. Infestations of just yellow starthistle and knapweeds cause nearly \$1 million in decreased forage production in Eastern Washington alone. There are 140 noxious weeds on Washington State's noxious weed control list, up from 92 species a decade ago. Noxious species are targeted for eradication, containment, prevention, control or public education; another 26 species are being monitored. In 2009, responding to the growing problem and reduced state funding to address it, two Washington State University Extension educators and one county noxious weed control board director developed a program to train volunteers to locate noxious weeds and report their findings to appropriate regulators. This educational opportunity was advertised to the public and targeted audiences such as Audubon groups, native plant societies, backcountry equestrian clubs and others active and interested in natural resource conservation. A SARE grant funded the program. Volunteers received 18 hours of classroom and field training on weed identification, state weed law, resources, agencies and use of GPS and digital photography for reporting purposes. Impacts include self-reported significant knowledge gains by program participants; a successful volunteer-led effort to establish vouchers for free noxious weed disposal in landfills; identification and control of new noxious weed infestations; sharing of information with neighbors with noxious weed problems; and plans to offer the program in three more counties.

EARTH-KIND® FOR A LIFETIME - TEACHING ENVIRONMENTAL STEWARDSHIP ONE LANDSCAPE AT A TIME

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In West Central Texas, annual precipitation levels average 24 inches and research conducted by the Texas Water Development Board concluded that Abilene ranked 4th in Texas, per capita, in water consumption. Runoff from impervious surfaces, soil erosion, improper use of fertilizers and pesticides, loss of resources from poor irrigation practices, and disease complexes introduced as a result of cultural practices are emerging environmental issues. Recognizing the need to assist homeowners, Agent Sturdivant, assisted by Dr. Steve George, Extension Specialist, developed the annual Earth-Kind® Landscape Design School to teach homeowners about proper plant selection and placement, soil and water management, and IPM cultural practices to ensure sustainable landscapes. The course is six days in length and includes traditional classroom instruction and field trips to local nurseries. However, unique aspects of this program include a soil test and one-on-one landscape consultations. Attendees are assessed using a pre

and post survey to determine skills learned and intent to adopt. In 2009, of the 27 enrolled, 75% (n = 21/27) indicated they will decrease their use of fertilizers and pesticides to reduce contamination of water resources. Earth-Kind® practices will result in monetary savings for 96% (n = 26/27) of those surveyed, and 48% (n = 13/27) anticipated savings of \$500 each year. Of the 27 surveyed, 63% (n = 17/27) will decrease landscape water usage by 50% using the Earth-Kind® practices. Environmental stewardship begins one household at a time. Presently, 100 individuals have been reached resulting in heightened environmental stewardship and savings for homeowners.

EFFICACY OF SELECTED COMPOUNDS FOR CONTROL OF TARNISHED PLANT BUGS (LYGUS LINEOLARIS) IN PHILLIPS COUNTY, ARKANSAS COTTON

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Due to the acceptance of Bt Technology in cotton production in Phillips County, the tarnished plant bug (TPB) (*Lygus Lineolaris*) has replaced the heliothis pest as the number one pest in the cotton crop. The TPB has become the predominant plant bug species in Arkansas and is considered an economical pest of cotton (Lorenz 2000). TPB feed by inserting their long needle-like mouthparts into tender terminals, squares and other tissues causing injured squares to turn dark and drop off, while damaged bolls may develop abnormally. The objective of these studies was to evaluate the efficacy of insecticides for the control of tarnished plant bugs in Arkansas cotton. A result demonstration for the control of TPB was conducted on the Pace Hinsley farm, near Marvell Arkansas in Southeast Phillip County during the summer of 2009. The demonstration was replicated four times in the field. Insect sampling was conducted by taking 2 drop cloth samples per plot with a standard 2.5 ft. black drop cloth (5 row ft. total per plot). Data from the demonstration was collected on 4 (4DAT) and 12 days (12DAT) after application. Without the addition of Bidrin (4 oz ai/a) Coragen (0.088 lb ai/ac) and Belt (3 oz ai/a) alone, exhibited less control at 4DAT. However, they were still significantly better than the untreated check. And at 12DAT only the Coragen alone exhibited less control than the other products. All products were exhibited significant better control than the untreated check at both 4 and 12 DAT

ENGAGING YOUTH, SERVING COMMUNITIES IN WHITE COUNTY

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Creating youth and adult partnerships within communities is a challenge faced by many youth and adult organizations. The White County 4-H Teen Leaders were awarded a grant that allowed them to collaborate with adults in revitalizing a park in the heart of

the Beebe community. The group was awarded the Engaging Youth, Serving Community grant. This innovative 4-H program was designed to develop leadership, citizenship and life skills in youth in rural communities. The main purpose of this project was to engage youth in decision making processes so that they can work in partnership with adults to improve their own lives and their communities. A leadership team was formed consisting of four 4-H youth between the ages of 14 and 19, a 4-H volunteer, and Amy Heck, CEA – 4-H. The leadership team coordinated the project. They identified a community in which there was a need. The need was revitalization of a city park in which there was no play structures. The youth hosted community forums, meetings with city leaders, and speaking engagements at local civic clubs to gain support from the community. As a result of the work conducted, youth/partnerships were created with city officials, leaders, businesses, and faith based groups. A play structure was purchased for the park. Since the youth leadership team initiated this project an entire city park has been created with additional plans for the future.

EVER-BEARING STRAWBERRIES FOR SUMMER FRUIT PRODUCTION

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Fresh market fruit and vegetable producers in the Mountains of Western Maryland are challenged with producing fruit. Late spring frosts, early fall frosts, cool summers and long cold winters make raising most fruits nearly impossible. In 2005, Dr. Harry Swartz introduced producers in Garrett County to a method used in Europe to produce ever-bearing strawberries. Bare root ever-bearing strawberries are started as plug plants in a greenhouse and then planted into the field in May. These plants will produce fruit about 30 days after planting and will produce 1 to 1.5 pounds of fruit during the summer. Because of severe winter climate, these plants are removed before winter. This method takes advantage of the cool summer weather but eliminates overwintering and spring frost protection. Retail prices at the farmers market for local strawberries during the summer have ranged from \$3.00 to \$3.50 per pint. This high retail price makes this method of producing strawberries attractive to fresh market producers. In 2006, the University of Maryland Extension office received two Northeast SARE grants to adapt this method of producing strawberries to the mountains of Western Maryland. From 2006 to 2009 extension conducted eight on farm demonstration and applied research projects, including high tunnel production, nutrient requirements, plastic mulch color, plant types, and a variety trial. During the period, nine educational programs were also held including a multi day strawberry short course, field days and winter educational programs with 183 producers in attendance. In 2009, 21 producers grew 20,000 ever-bearing strawberry plants.

EXCEL/ROPES COURSE BUILD SELF-CONFIDENT

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Participating in the Excel/Ropes Course is a great way for teens to build self-confident/self worth. The program has a two fold approach. The morning consist of activities that teaches leadership, trust, team work, decision making, communication skills, working together as a group and critical thinking skills. The afternoon developing listening skills, trust, personal challenge, self-confident, critical thinking and being able to do all of this while working thirty-five to forty feet above the ground. We take three groups of students and 4-H'ers each your. Most of these students are comfortable with the morning activities but some have their minds made-up that they are not going to get off the grounds in the afternoon. It is always amazing to see how many change their minds once they put on the safety equipment. We encourage them to put on the gear,even if they do not intend to go on the course.Once they see their classmates and other 4-h'ers having a good time most of will go to the first obstacle. Many complete enough obstacles to come down the zip line. There is such joy to see how these young people grow in self-confidence and self worth in this short period of time. How they learn to communicate with each other, make good decisions and develop leadership skills. A total of twenty-five youth can participate at one time. The school provides transportation and 4-H Foundation program cost. These youth have a wonderful time and learn some life long skills.

EXTENSION ENERGY PROGRAMMING INITIATIVE

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The winter of 2007-2008 saw home energy fuel prices sky rocket along with gasoline and diesel fuel prices. Residents in Maine had problems meeting the bare minimum of their needs for heating, transportation and food due to these rising costs. A special Consumer Energy Initiative was established to assist county extension staff in addressing client's needs for energy information. A four pronged approach to this issue was implemented. First, a web site was created with links to reliable energy information of interest to home owners. Major headings included: conservation, heating, alternative energy, business, and transportation. This was followed up with the development of a number of UMaine Extension publications on energy topics. A series of how-to videos was filmed and made available by free download from the website or as free DVDs. Third, a program curriculum (sample flyers, news releases, PowerPoint presentations, and post meeting evaluations both short and long term) was developed for county staff to use to deliver programs to clientele on heating and energy saving topics. Fourth, a display on home energy education was developed for use at fairs, energy expos, county annual meetings or for community group meetings and multiple copies were created and deployed throughout the state. County staff used these resources and also participated in a special Keep ME Warm Kit distribution in partnership with the state of Maine office of Energy Resources and EfficiencyMaine. Evaluations assessed programs impacts.

FARMERS AND RANCHERS COLLEGE PROVIDES RISK MANAGEMENT EDUCATION TO NEBRASKA PRODUCERS

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Today's agricultural industry provides challenging risk management decisions for producers. The structure of agriculture, future trends of land ownership, capital in production agriculture and market dynamics are only a few challenges for producers. The Farmers & Ranchers College provides dynamic, current educational risk management workshops for Nebraska producers and is a collaborative effort between business, industry, agricultural organizations and UNL Extension. The Farmers & Ranchers College provides the necessary tools to producers that enable them to make profitable decisions in an ever changing global agricultural environment. It has been in existence for nine years and has a proven track record of attracting large numbers of producers and industry representatives to these risk management workshops. Each year, funding is secured from businesses, organizations, and grants so that each program can feature a nationally known, high quality speaker at no cost to the participants. Similar educational workshops would cost over \$100 per participant. Evaluation of 2008-2009 programs alone, indicate that producers managed over 55,000 acres of field crops and estimated the value of the workshops at \$19.00/acre annually, for a potential impact of over \$1,040,000. Participants also managed over 102,000 head of cattle and indicated an average value of \$20/head from attending the 2009 program for a potential impact of over \$2 million. By the end of the 2008-09 "program year", over 83 workshops have been presented in the areas of grain marketing, risk management and beef production to over 5,600 Nebraska farmers, ranchers and industry representatives.

FARMERS LEARN MORE ON CORN HYBRID PERFORMANCE IN WEST CENTRAL ALABAMA

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Selecting corn hybrids is an important decision for corn farmers. Each year, new corn hybrids are introduced into the market with claims of higher yields, drought tolerance, and other characteristics. Two corn hybrid performance tests were grown in 2009 in West Central Alabama to provide corn farmers with additional information regarding certain hybrids that are suggested for their region of the state. Tests were non-irrigated with one grown on Black Belt soil in Perry County and the other grown on Upper Coastal Plain soil in Fayette County. Corn hybrids were provided by participating seed companies based upon their top two choices for each region. Hybrids were planted the length of the field in four-row strips at 30-inch row spacing at each site. The strips were replicated twice at each location. Corn yields were evaluated within seed treatments. The harvested lengths of the tests were 622 feet and 675 feet for Perry and Fayette Counties, respectively. The test in Perry County yielded from 58.5 to 140.4 bushels per acre (bu/A) and the Fayette County test yielded from

61.7 to 150.5 bu/A. Farmers visited both tests during the growing season. A farm tour was conducted on the Fayette County test with over 20 producers in attendance. Test results were distributed to farmers through correspondence, meetings and farm visits. Results were linked to the AlabamaCrops.com website. The tests were only replicated twice at each location; therefore, producers were encouraged to consider several sources of information when making hybrid selections.

FLORIDA GARDENS QUESTIONS AND ANSWERS

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Florida Gardens Questions and Answers panel discussions are opportunities for Sumter County residents to receive diagnosis of plant problems and learn in educational group teaching events. The objective of this educational method is to recommend University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) research based horticulture information to address specific client needs, while decreasing repetitive questions. Master Gardeners, the Urban Horticulture Agent, and the Florida Yards and Neighborhoods Agent offer panel discussions on specific clientele lawn and landscape problems while providing answers. Questions are asked in a talk show style with responses given from one or several members of the panel. In 2009, 726 participants attended a total of thirteen panel discussions. 93% (n=133) of the surveyed Florida Gardens Questions and Answers participants determined that their specific question was adequately answered. 80% (n=133) of surveyed attendees adopted the UF/IFAS recommendations given in response to their questions. Another 16% (n=133) of surveyed attendees plan to adopt UF/IFAS recommendations to solve their landscape problems. An online follow up survey analyzed the results of this creative, educational method. Adoptions of UF/IFAS research based horticulture information has the ability to reduce storm water runoff, reduce water usage, and will result in proper applications of fertilizers and pesticides.

GARDEN OF HOPE

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The Bridges of Hope is a women's shelter with the purpose of helping women with alcohol and drug abuse. The vegetable garden was basically a source for therapeutic activity, but they wanted to utilize the garden to improve the quality of food at the center. Over the past three years the Extension agents have trained the women and worked with them to plant, maintain, and harvest the garden. Planting was done by hand at first, but the agents purchased a one row planter and put together a garden schedule for a spring and fall garden. The Extension agents recruited and brought other collaborators into the process. Local businesses donated the lime, seeds, transplants, and a drip irrigation system to assist in the program. The Bridges of Hope set up a garden team that works together on planning and caring for the garden. The women harvested peas, sweet corn, okra,

tomatoes, bell peppers, yellow squash, and zucchini. They ate very well this year and also preserved 100 gallons of yellow squash, 110 gallons of zucchini, 60 gallons of cream corn, 100 gallons of corn on the cob, and 130 gallons of okra. The Bridges of Hope Board has approved a 12 x 12 shelter to be fitted for harvesting and prepping vegetables for future gardens. During the past year the Extension agents worked with 47 women from seven states. As the women leave the Bridges of Hope they take the knowledge of gardening with them to use in their new lives.

GILES COUNTY AGRI-PARK IMPROVEMENT PROJECT

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In 2008 the Giles County UT Extension Office initiated a plan to improve facilities at the Giles Agri-Park. The Agri-Park is a 40 acre county owned park used for the county fair, a few community events, livestock activities, Extension meetings and field days, etc. Most of the facilities had degraded over the years and were in very poor condition. Extension pulled together community leaders, civic club members and county government officials to form a committee with the purpose of obtaining a grant to build a new livestock barn and make necessary improvements to existing buildings. A matching grant of \$100,000 was received from the Tennessee Department of Agriculture. Matching funds were solicited from the county government, local banks, civic clubs and a few in-kind donations. A new 150' X 80' multi-purpose livestock barn was built and a 180' X 40' commercial building was enclosed to include heating and air. The total value of the project to the county was estimated to be \$277,121. As a result of these improvements several Extension winter meetings, a monthly flea market, 4-H Junior livestock shows, Giles County Cattleman's Association Fields Days, the Giles County Fair, family reunions and other activities have been held in the new and improved facilities. Plans for 2010 include a premier heifer sale in October and a weekly farmers market among other events.

GRAZING DAIRY EXTENSION SUPPORT PROGRAM

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High feed and fuel prices followed by low milk prices the past two years have caused many dairy producers to re-evaluate their overall management styles. In Florida, grass forages will grow virtually year round giving dairy producers the option to eliminate stall and commodity barns and lower labor by rotationally grazing cows. To assist current dairy graziers and those contemplating the change, the Grazing Dairy Extension Support Program was established. The First Annual Dairy Graziers' Conference was held in April 2009 at a new grazing dairy with over 120 in attendance. Three hay field events have been held to teach growers how to produce quality and quantity forage (40 total attendees). A 2009 Forage Calendar for Dairies was produced and a dairy graziers' website module is under construction. Also, a Florida/Georgia Dairy Graziers' Group has been formed which meets four times a year at grazing dairies. Besides learning new ideas from each other and Extension Specialists, the host producer of each meeting receives constructive comments. A grant proposal has been submitted to fund financial analyses for participants to use and to compare benchmark factors. Impacts include a substantial increase in acres (over 300) planted to Tifton

85 bermudagrass, (one of the best nutritionally available) which has caused a shortage of planting material. Also, three dairies have converted to rotational grazing based on information learned from this program.

GROUNDWATER EDUCATION STARTS WITH STUDENTS

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Groundwater education starts with teaching students the concepts of groundwater and its importance to all of society. School enrichment programs have been successful for many years in teaching students the importance of many subjects. Groundwater education is a perfect fit for school enrichment programming. Most schools have frameworks to guide curriculum and groundwater education is a subject that will fit most frame works in science. Seventh and eighth grade students were taught using three different methods. The methods included lecture, demonstration and problem solving. An Power Point© presentation was developed to explain and illustrate groundwater and it's concepts. The use of a groundwater model was incorporated to demonstrate how groundwater flows and how easily it can be polluted. The third method used, involved curriculum from the Project Wet book. It involved a scenario of a town being mysteriously poisoned from contaminated groundwater. The students worked in groups to solve the mystery based upon facts given. The activity not only taught about groundwater but the effects of jumping to conclusions without solid facts or evidence. The program has been conducted since 2008 to over 300 students. After the program, 90% of students stated to have an increased knowledge of groundwater.

GROWER SURVEY USING 'CLICKERS' FOR FOCUSING FUTURE GAP TRAINING

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A survey of fruit and vegetable producers was conducted during the first four months of 2010 that included participants from four states. Six regional fruit and vegetable Extension meeting sites were used to conduct the grower survey. The results obtained are being used to focus the development of training materials and programs that will assist fruit and vegetable producers in their understanding of Good Agriculture Practices (GAP). The data collected will be analyzed both by individual meeting location and aggregated across all six grower meeting locations. The data provide a baseline or benchmark for further work in determining the progress in using GAP by Maryland fruit and vegetable producers, as well as producers in neighboring states. The survey uses electronic response technology (clickers). It is expected that a minimum of 120 participants (representing 120 farm operations) will respond to this survey. The design of the survey, delivery techniques, and final results will be presented in the poster. Preliminary impacts of using this technology indicate that approximately 85% of the participants prefer to use the clickers compared to a pencil and paper survey and less than 5% did not recommend using this technology in future surveys.

HIGH PLAINS HORSEMAN'S DAY: ADDRESSING HORSE CARE NEEDS IN THE HIGH PLAINS

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The High Plains Horseman's Day was designed to provide horse owners with information on training concerns, horse care and management issues. The planning committee consists of a partnership between extension, Colby Community College horse program and a local veterinary clinic with a large number of equine clients. Equine programming in the region has been limited partially due to lack of funding for a state equine extension specialist. The program features a youth track and an adult track and has attracted over 100 participants for the past three years. Topics, changed yearly, have included: equine health issues, dental care, hoof health, hay quality issues, nutrition, unwanted horses, mare and foal care, horse first aid, trail safety, pasture management, saddle fit, horse leases and insurance, and equine conformation. Guest trainers have addressed a range of topics while demonstrating techniques to communicate with the horse. Youth engage in fun hands-on activities to gain a better understanding of caring for horses, safety and the form and function of a horse. The proportion of attendees that indicated they would make changes in their operation as a result of information gained at the first meeting are as follows: Change vaccination or de-worming program-36%; Change (start) dental care-42%; Change hoof care-28%; Use different training techniques-61%. Of adult and youth participants 79% responded the program was a good use of their time.

HOMEFRONT TO HEARTLAND: FINANCIAL EDUCATION FOR WOMEN IN SMALL BUSINESS AND AGRICULTURE

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Women play a significant role in today's business world, either as the primary operator or as the spouse of a farmer or small business owner. Although their involvement in the decision-making and financial management of the business is critical, they often lack the knowledge and skills of how to approach these tasks effectively. A needs assessment was conducted in 2008 with female small business owners and agricultural producers in Tennessee. Responses from the assessment indicated strong needs for personal and business financial management education including topics such as estate planning, electronic record keeping, personal financial management, small business management, long-term savings options, and healthy living. During this intensive one-day statewide conference, eleven educational programs were offered by means of general and concurrent sessions with a total of seventy-five professionals and

participants on March 21, 2009. Professional guest speakers were selected to present on the topics offered during the conference. Women in small business and agriculture were provided with the tools for success in business and their personal lives. Homefront to Heartland participants report increasing their savings and/or investments \$171 per month for a total \$84,132 yearly. Based on conference topics such as decreasing spending, increasing income, and better financial management practices, conference participants estimated \$131,850 in economic benefit to their business and/or personal lives. Laura Howard and Alice Rhea were conference coordinators, designed and developed the conference notebook, and were concurrent session presenters. The conference notebook was duplicated by a professional printing service.

IMPACT OF RIVER VALLEY WILDLIFE SEMINAR FOR LOCAL LANDOWNERS AND WILDLIFE ENTHUSIASTS

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Arkansas is the natural state and it seems to be a common thought among the majority of the state's populace that every citizen should do their part to maintain the land and wildlife population. For a large number of people in Crawford and Sebastian Counties, the reasoning for wanting to be educated about hunting and wildlife habitat are altruistic in nature, having to do with a concern for the wildlife populations and continued existence, the natural beauty, and maintenance or improvements of land for future generations. The purpose of the River Valley Wildlife Seminar, which has been held for two consecutive years, is to educate adult and youth participants about how to best manage leased, owned, or controlled land for wildlife habitat practices. Additional goals are to increase knowledge of basics of hunting and food plot management, to encourage better sportsmen and sportswomen and to encourage better land stewardship through educating private landowners. A youth component is provided with the goal of educating local youth participants of the importance of orienteering, safety, and land stewardship. The seminar has reached over 200 people representing over 50,000 acres from 9 different counties and 3 different states. Evaluations from the seminar indicated that knowledge on 75% of the topics changed from little known about the topic before the presentation to a lot known after the presentation.

INTERNATIONAL HORTICULTURE TRAINING ON LANDSCAPE MAINTENANCE IN GUAYAQUIL, ECUADOR

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Guayaquil is the largest most populous city in Ecuador. City renovations such as expansions of levees, squares, parks, and some districts have turned Guayaquil into a national and international tourist destination. The expansion of green spaces has produced an appetite for new and exotic plant materials, which has created a shortage of trained landscape personnel. Horticultural research and educational training programs are very

limited resulting in fewer opportunities for quality landscape training for landscapers and homeowners. Quality training, especially for landscapers, is critical to the economic viability of the horticulture industry. To this end, a two week training program was developed for commercial landscape and nursery workers and for homeowners. A team of two Extension Agents conducted a two week landscape maintenance short course for commercial and homeowner groups. The first week of training targeted the commercial group, n=45, while the second week included the homeowners, n=40. At the end of the programs, at least 30% (n=27) of the participants indicated a better understanding of water issues. As is typical in Latin America, machete pruning was the main method for trimming trees and shrubs. A large part of the hands-on training was devoted to pruning techniques. These hands-on sessions provided an excellent opportunity to emphasize learned techniques and an opportunity to provide additional information that they could use in the trade. End of program survey showed that at least 90% (81) of the participants increased their knowledge and gained new skills for the green industry.

INTRODUCING HIGH TUNNEL TECHNOLOGY CONCEPTS TO AMISH AND MENNONITES

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Working with Amish and Mennonite farmers can present challenges in areas of technology education. These groups may range from Mennonites who use electricity to Amish who may not use electricity but accept stationary engines, to other groups who use nothing but horse power, with no stationary engines. Often, these groups may be present at the same meeting. Creating presentations useful to all groups is difficult. In 2008-2009, a series of vegetable growing workshops were conducted in Missouri targeting growers who sell to produce auctions, many of whom are Amish or Mennonite. The first year was a "Back to Basics" workshop, and the second year emphasized advanced topics. This poster describes the approach used teaching this diverse group about high tunnel technology and energy efficiency. The poster describes the issues, and shows examples from the Missouri workshop presentation on high tunnel technology. Some of the technology could easily be used by all groups. Other technology could be adopted by some groups, but not others. Usually the principle could be used in some form by all groups. The workshop presentation was geared to introduce concepts, with the idea that groups who could not utilize the technology directly could adapt the principle in many cases, according to their community beliefs.

LIVING BETTER WITH LESS: EDUCATION FOR HOME VEGETABLE GARDENERS

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In 2009, many residents of the Lehigh Valley started new vegetable gardens in response to the weak economy, concerns over food safety and health, and the desire for locally produced food. Cooperative Extension provided programming, using a variety of methods, to help meet the need for education. A map was produced to help new gardeners locate available space in community gardens, which resulted in an increase in plots and participation. Educational information was distributed through the newspaper, a Master Gardener blog and television appearances on the local news station. Twenty workshops on gardening practices were offered and they were attended by 629 adult participants. Evaluations of the workshops showed that participants intended to change gardening practices as a result of attending, and increased their ability to produce their own compost. This program engaged Master Gardener volunteers, collaborated with 17 community groups, and increased visibility of Cooperative Extension among political stakeholders.

MAINTAINING SUSTAINABILITY IN A TOUGH ECONOMY - A WORKSHOP FOR NURSERY OWNERS

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Many commercial nursery owners have seen challenging times before but the past three growing seasons have been exceptional. With the U.S. economy facing some of the worst times in American History, commercial nursery growers have had their market literally dug out from under them. The University of Tennessee Extension saw a need to assist nursery owners "Maintain Sustainability in a Tough Economy." The UT Extension program in Grundy County formed a dynamic team with diverse economic development and horticultural production backgrounds to immerse a team project that could help nursery owners establish an economic plan and overcome potential risks. The project addressed several risk management principles that could assist area nursery owners and operators in overcoming tough economic conditions in the nursery business. Project participants were identified as greenhouse operators, field grown producers, and container nurseries in Grundy County, Tennessee and the surrounding counties involved in the nursery industry. Participants attended twelve (12) different educational presentations on production risks and management, marketing, financial risks, small business management, and stress management. Upon completion of the two-day workshop, participants also received assistance through personal visits, newsletters, telephone, and e-mail contacts. As a result of all the project educational programs, an economic impact of over \$105,000 was reported by nursery owners that attended. Participants reported an over-all gain in knowledge of 67% on risk management concepts, financial risks, and marketing. Fifteen (15) participants also took at least one important step to assist them in managing different types of risk in their operation.

MARYLAND POULTRY EDUCATIONAL PROGRAM

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The University of Maryland Extension has developed an educational program to assist Maryland's small flock and commercial poultry growers. A small flock program focused on biosecurity and avian diseases. Over 100 small flock growers have attended a three hour workshop discussing several poultry management topics and an 82 page workshop manual was developed and distributed to workshop participants. This manual is a resource for small flock owners seeking flock management, health, nutrition and processing information. In addition, a small flock biosecurity resource website was designed (www.healthybirds.umd.edu). A workshop series for commercial poultry growers included such topics as energy efficiency, environmental regulations, avian diseases, and manure handling. Several publications have also been developed. Some of these publications are Broiler Production for Management for Potential and Existing Growers, Concentrated Animal Feeding Operations Guidelines, Common Energy Hogs of a Poultry House and Preventing Fires in Manure Storage Structures. A website for commercial poultry growers (www.mdchick.umd.edu) provides commercial poultry growers with practical knowledge about poultry production practices. The Maryland Poultry Educational program provides farm families with educational resources to assist with management decisions as they continue to develop, maintain, and operate economically viable and environmentally responsible poultry operations.

MASTER GARDENER PRESENTATION TRAINING

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The River Valley Master Gardener program moving away from providing labor on beautification projects to offering public education. A speakers' bureau was established for this purpose more than 10 years ago, however, it lacked willing participants. Master Gardeners who were otherwise willing to give public programs felt they were unprepared to create and deliver an effective presentation. To this end 8 volunteers were trained to give programs using PowerPoint effectively. Participants learned how to give a speech, design a program, and use the equipment in 4 educational sessions of 1.5 hours each. At the end of these sessions, each would have a program ready to give. A practice session offered a chance to hone their skills with each other and were evaluated using 4-H Illustrated Talks criteria with constructive comments. Upon completion, 5 gave a seminar in a program to the Master Gardeners' monthly meeting; 1 gave her program to 2 outside groups; 3 volunteered to teach at basic training with new programs they developed; and 3 are now available as speakers to the public. Participants of this program and the state PowerPoint only training reported they preferred the emphasis on presentation as opposed to using the software package.

MASTER GARDENERS BEHIND BARS – PERSONAL DEVELOPMENT AND COMMUNITY BENEFIT

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A big challenge facing people upon release from incarceration is finding employment. The Pugsley Correctional Facility approached MSU Extension regarding educational programming for inmates to strengthen their knowledge base for their personal development and to increase their chances of employment upon release. The Master Gardener program was a good fit, as the facility had already established several inmate-tended gardening sites within the compound. Seventeen inmates and Officer Burgess enrolled for the first offering of the course in January of 2009; inmates were personally responsible for the course fees to assure a good "buy-in" on their behalf. Standard MSU Master Gardener course materials were used, with some modifications as needed to conform to prison standards and safeguards. Inmate participants were allowed to count time spent on direct gardening activity and instructing other inmates working in the gardens for their volunteer time commitment. In the 2009 growing season, the inmate MG trainees and prison staff managed nine gardens inside the facility totaling 60,000 sq.ft., and an additional 20,000 sq.ft. of garden space outside of the prison walls. They grew twenty two fruits and vegetables as well as fifty varieties of ornamentals (perennials and annuals). Their top yields were from zucchini (4900 lbs.), onions (2700 lbs.), summer squash (2385 lbs.), tomatoes (3000 lbs.) and beans (1650 lbs.). They produced and donated over 19,000 lbs of food. Fresh vegetables and fruit were donated to the Fresh Food Partnership which distributes to 34 local food pantries, shelters and community meal programs.

MATCHING FEEDS WITH CATTLE NUTRITIONAL NEEDS

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Properly feeding cattle through the winter is often a challenge and expensive component in a cattle operation. Programming was offered in counties of the Southwest Region of Alabama to livestock producers on how to effectively match feeds with cattle nutritional needs. Using results from hay analyses and nutritional values of common supplemental feeds, producers were educated on how to use this information to meet the nutritional requirements of cattle. Hay quality, storage, feeding strategies, feed purchasing and feed cost analyses were focal points used to assist producers in managing costs associated with supplemental feeding. This information was especially important to small scale farmers due to having higher per unit input costs and their need to minimize feeding costs to improve profit potential. This program presented small and beginning cattle farms with the core knowledge base needed to make informed decisions regarding their nutritional program. Post evaluations indicated that all participants learned something new from the program and that 88% of them planned to implement changes in their feeding program.

MENTORING PROGRAM IMPROVES RETENTION OF MASTER GARDENERS

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Master Gardener training is designed to provide people horticultural education with the goal that they would in turn give back to their communities through volunteer service. Master Gardener training has been offered in Franklin County, Missouri since 1999. A Master Gardener organization was formed after the initial training to foster friendships, partnerships on projects and organize continuing education. Generally about 50 percent of the training classes in 1999 and 2000 joined the organization and completed their required volunteer service. A training class in 2002 resulted in only about four people completing the required volunteer service and only two are active today out of the original class of 24. A mentoring program was designed in preparation for a 2004 class matching an experienced Master Gardener with a graduating Master Gardener intern. Retention from the 2004 class was about 42 percent. Retention from the 2007 class was 50 percent. The Master Gardener mentoring program results in participants becoming involved in the Franklin County Master Gardener organization, getting a good start on their volunteer project and having an experienced Master Gardener to go to with questions.

NATIVE GRASSLAND LOSSES DUE TO INVASIVE PLANT SPECIES

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Approximately 100 acres of native rangeland along the Solomon River near Glade, KS was being taken over by Honeylocust trees (thorned). With the landowners permission it was decided to have a test plot demonstrating various chemicals and chemical application methods that could be used to control the Honeylocust trees. Two Locust Tree Control/Water Quality Field Days were hosted. A total of 110 people attended and from the results of the survey it was determined that the participants represented nine counties and 5000 plus acres are affected by Honeylocust, Eastern Red Cedar, or another invasive plant species in those areas. The participants gave feedback that they now know how to properly control a Honeylocust tree which has saved them time and money. Additionally they now realize the lost grassland production that has occurred over time as these invasive species have been allowed to take over. With proper control and management of the Honeylocust trees, grass production in these areas will return to what it once was resulting in more available acres for cattle to graze and potentially gain higher weaning weights in those calves.

NE SARE MORTALITY, COMPOST EDUCATION -TRAIN THE TRAINER

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Train the Trainer education program on Mortality Composting. The NE SARE project is a collaborative effort with University of Penn

State Cooperative Extension, Maine Cooperative Extension, and Cornell Waste Management Inst. I will cover our results on this "Train the Trainer" program to generate a larger pool of qualified educators to cover this subject. This program will use face to face meeting and emerging computer technology to educate Extension and NRCS staff on sustainable livestock carcass management. This collaborative effort trained 55 participants from over 8 states, on how to work with producers to develop and implement a carcass management system for integrated livestock operations. Three initial face to face trainings, Pennsylvania, New York, and New England, were conducted to train the trainer. Using hands on, field experiential learning, Participants received information in the following areas: methodology and bio security, economics, site development, compost feedstock's, recipe development, C:N and moisture balance. Three additional video teleconferencing meetings were used to address restricted travel budgets for trainers and participants. This set of video teleconferencing meetings permitted the 55 participants to interact with experts in other states. Results of these programs was collected on Survey Monkey and this data will be discussed as an evaluation collection tool.

NORTHEAST FLORIDA BEEF & FORAGE GROUP – MAKING IMPACTS WITH THE ANNUAL HAY FIELD DAY

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The Northeast Florida Beef and Forage Group is a multi-county collaboration of Extension Agents representing Alachua, Baker, Bradford, Clay, Columbia, Duval, Madison, Nassau, Suwannee, and Union counties, in addition to Extension Specialists at the University of Florida. A major goal of this program is to coordinate Extension and Research activities for enhanced forage and cattle production in North Florida. Programs are designed and planned based on recommendations from an Advisory Committee. One program that has had success is the Annual Hay Field Day. This field day is rotated each year throughout Northeast Florida. For the past ten years this field day has averaged 85 participants per year. Topics at the field day have included: forage establishment, forage quality, herbicide updates, pesticide updates, forage yields, haylage production, soil testing, and equipment demonstrations. Based on evaluations from the field day and post visits with the producers the following outcomes have been achieved. Fifty-percent of those in attendance understand the importance of estimating dry-matter forage availability in pastures and plan to use a simple method that was taught to assist producer in determining forage dry-matter availability. In addition, sixty-four percent of hay producers plan to make changes to their fertilization program as a result of having a better understanding of the

economic returns resulting from recommended rates of N, P and K in Bermudagrass. This Annual Hay Field Day has proved to be a successful Extension educational program, with agent presentations, specialist interaction and participation, research plots, and equipment demonstrations.

NORTHERN OHIO CROPS' DAY -- AN INNOVATIVE AGRONOMY PROGRAM

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Traditionally, the agricultural community has received the latest university crop information during County Extension Agronomy Days. However, budget reductions, fewer available specialists, and competition for producer's time have made it more challenging for universities' to share information at these meetings. To continue to reach the agriculture audience, County Extension Educators combined resources and developed an innovative program to fulfill three objectives: 1) provide opportunities for producers to receive information that could be incorporated in their farming practices, 2) provide opportunities for professionals to receive Continuing Education hours for their specific certification programs, and 3) provide opportunities for Specialists to share research information and time with the agriculture community. During the all day program, 200 individuals received the most current university information on six issues affecting the agricultural community. Over 48% of the participants completed an evaluation which indicated that 94% would attend this program in the future, 92% learned something new, and 89% would incorporate this information in their business operations. Recertification hours were given to 103 private applicators and 16 commercial pesticide applicators, and 25 Certified Crop Consultants received 100 hours of Continuing Education. The program has the potential to affect the 957,400 acres of row crop production associated with the participating counties.

OHIO COVER CROP TEAM OUTREACH

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The Ohio State University Extension has organized a team of Educators to focus on creating solutions to production problems associated with cover crop systems. By incorporating living covers into cropping systems, a more sustainable grain production can be maintained. Information is lacking for Ohio farmers to successfully utilize cover crops. Research and demonstration projects which identify successful cover cropping systems are being conducted on-farm and at University research stations.

Research results are shared at field days, workshops, seminars, and conferences throughout Ohio and the United States. The Midwest Cover Crop Council is a regional collaboration including Ohio which consolidates research and outreach efforts at <http://mccc.msu.edu>. Information from Ohio cover crop research is also available from Fact Sheets on the internet at <http://ohioline.osu.edu>. Results of these cover crop educational efforts have shown an overall mean rating of 4.61 on a Likert Scale of 1 – 5 by 53 participants. Consequently, more farmers are planting cover crops on Ohio cropland.

OSU WINTER FEEDING FORUM: SHARED CHALLENGES, REAL ALTERNATIVES, AND PRACTICAL SOLUTIONS

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A marked decline in student participation in traditional Extension programs targeting cow/calf producers was observed. Conventional Extension workshops employing a lecture format became less relevant and appealing to our clientele. One hundred and ten cow/calf producers throughout central and eastern Oregon participated in the OSU Winter Feeding Forum Program (WFF) that employed a non-traditional participatory learning format. Participants were allowed to guide program direction and content by submitting questions about winter feeding. Lecture was strictly avoided. A pilot extension program was held at two locations involving multi-disciplinary specialists with expertise in beef cattle nutrition and management, rangeland ecology and management, and forage management. The team facilitated discussion and provided technical assistance while participants practiced problem solving. The program delivery method lead to producer initiated follow-up programs (4 invited forums from fall of 2008 to winter of 2009), requests from producers to start more intensive group classes using the same format, and requests to provide more intimate communication with the participants. Evaluation of the OSU WFF indicated Extension programs employing a participatory learning format inspired cow/calf producers to find new ways to adapt tools and information to better suit their particular needs. Encouraging students to guide the program's content helped ensure the tools and information provided were relevant to participants' needs. Various tools and techniques were adopted by students at rates ranging from 30% to 70%. Longer-term follow-up evaluation indicated the learning environment led to lasting behavioral changes among students and resulted in positive economic impact among 65% of the students.

OUTREACH AND EDUCATION AT IT'S FINEST: WORKING WITH ALL STAKEHOLDER GROUPS TO ADDRESS WATER QUALITY ISSUES IN AN IMPAIRED WATERSHED

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Clear Creek is an impaired sub-watershed of the embattled Illinois River Watershed, and is listed as impaired due to excessive levels of bacteria which are attributed to pet waste from urban areas. Stormwater runoff, eroding stream banks, degraded riparian area, and trash are also impacting the watershed as well.

In only 6 months time, approximately 600 or 33 % of 1,800 streamside landowners in the Clear Creek Watershed are participating in this 319 riparian management and demonstration grant. In this water quality project all stakeholders (farmers, developers, landowners, homeowners, renters, governmental agencies, non-governmental agencies, businesses, and municipal government) are being engaged in a way in which lasting relationships are being forged, high levels of participation is being fostered, behavior changes are resulting in water quality improvements, and the capacity of the Cooperative Extension Service is being recognized among a new group of non-traditional clientele. This is truly outreach and education at its finest.

PARTICIPANTS ACCEPTANCE OF WEB-BASED EXTENSION PROGRAM DELIVERY

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In recent years, distance education has become an important outreach tool in some areas of cooperative extension. This tool allows educators the ability to host what would traditionally be viewed as face-to-face educational programs over the internet using specialized software. In 2009, a series of educational webinars consisting of three equine science-related and two homeowner garden disease seminars were conducted by extension faculty from Rutgers University, Cornell University and Penn State University. The objectives of this study were to evaluate participant's acceptance of web-based technologies and to quantify the impact of web-based programs. Two hundred eighty one (281) individuals participated in five webinars hosted during 2009. Participants were surveyed to quantify the educational impact of these programs using a Likert scale (1= poor, 5= excellent). Respondents rated the quality very high (4.38), the content very high (4.58) and the educational value very high (4.54). Most respondents (>98%) reported having little to no problem utilizing the technology. Among respondents, 70% reported attending traditional extension programming. Most (53%) reported that that they enjoyed web-based programming as much as traditional extension meetings, while 35% reported that they enjoyed them more than traditional extension programs. Most (55%) of the respondents reported the ideal length of a web-based program to be 45 minutes. Webinars appear to be a viable alternative to traditional classroom extension programming and may increase efficiency for certain programs.

PASTURE WALKS AS AN EDUCATIONAL DELIVERY SYSTEM

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The poster chronicles the development of a two years series of educational events coordinated with both local and Federal agencies in the Root River Watershed. The series of topics was developed for local graziers after a focus group provided input. The Pasture Walk series included both classroom sessions and field locations. The goal of this education is to keep livestock grazing a viable option in Southeast Minnesota. The region's unusual karst geology presents unique problems in water quality. The theory: If livestock production is profitable there will be more livestock on the land, and there will be more grass and legumes raised for both grazing and hay production. This in turn will protect the soil from increased erosion, helping to improve water quality, and preserve the environment. The hands-ons educational sessions included plant ID demonstration plots, managing grazing systems, a fencing demonstration, water system installation, and grass-fed beef marketing seminar. After a second focus group met in the fall of 2009, the series will continue in 2010.

POULTRY YOUTH EDUCATION

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The need to educate our youth about poultry and poultry production is a tremendous responsibility of county agents. Today's youth are technology oriented and do not get the opportunity to experience more traditional 4-H programming. Tremendous educational opportunities are always present at county, district and state fairs. These avenues give the youth an opportunity to exhibit their poultry projects. One example is the poultry chain program in Lonoke County which provides 4-H'ers the opportunity to showcase their poultry endeavors that require caring for 25 birds, from a day old to mature birds. It is through youth educational programs that they acquire the knowledge needed to produce poultry which are placed on exhibit annually at the Lonoke county fair in September. Educational impact of this program is measured through various means; some of which are membership in 4-H, specifically poultry or livestock related projects. Evaluations will continue throughout the life of this program and I would like to share this information with other agents in the NACAA.

PRECISELY WHAT ALABAMA LIVESTOCK AND FORAGE PRODUCERS NEEDED

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Educators recognized a critical need for Alabama livestock producers to use available technologies to improve profitability during a period of economic turbulence. Precision agriculture has been used extensively in row cropping situations in Alabama for several years. However, livestock producers have been reluctant to adopt the technologies. Educators used grant monies obtained through the Alabama Cattlemen's Association and the Alabama 50 cent checkoff program to purchase two portable GPS units. The units were made available to three producers to use at no cost. Producers used the units during all applicable farm operations. Producer acceptance of the technologies was extremely positive. A video was filmed which featured testimonials from each of the producers. This video was used in several educational presentations and posted on the social networking site "YouTube". A field day was held at the Letohatchee Alabama Stockyard. A livestock track was also planned and implemented for the 2009 Precision Ag & Fields Crop Conference.

PRODUCING BIODIESEL FOR MUNICIPAL VEHICLE FLEETS FROM RECYCLED COOKING OIL

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Small scale production of biodiesel is possible when an appropriate source of oil is secured, appropriate storage and processing equipment and labor are available, and an acceptable method of disposing of the glycerin byproduct is developed. Interest in small scale production of biodiesel by municipalities has grown considerably in recent years due to high costs of fuel and due to a desire to implement programs that can prevent improper disposal of used cooking oils. Today, several municipalities in Alabama have developed and implemented recycling programs for both residential and commercial used cooking oils. After obtaining the WVO, it is processed into biodiesel that is subsequently used in municipal vehicle fleets. The cities of Daphne, Gadsden, Hoover, and Montgomery serve as excellent examples of successful programs for recycling WVO and producing biodiesel. 1) These programs use recycled WVO as their primary feedstock for biodiesel; 2) The WVO can be obtained from the food service industry or from local citizens; 3) The most important aspect of these programs is the successful involvement of local businesses and citizens in creating a community-based recycling and biofuel production program; 4) These programs allow the local citizen to have a part in producing renewable fuels in their own community.

RAIN BARREL TRAIN THE TRAINER: PROMOTING ENVIRONMENTAL STEWARDSHIP THROUGH RAINWATER HARVESTING

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The Rutgers Cooperative Extension Build a Rain Barrel Program started in July, 2009 and since then fourteen workshops had been conducted with over 200 participants. In addition to learning about rain barrel use and care, participants learn about simple best management practices they can adopt to help protect local water resources. Requests for rain barrel programs have been made by gardening clubs, boy scout and girl scout troops, local schools, art

organizations, and 4-H clubs. In order to fulfill the need for rain barrel education a 'Train the Trainer' program was developed to teach volunteers, environmental organizations and commissions how to develop their own rain barrel programs. A pilot Train the Trainer was conducted on October 14, 2009 with 22 Master Gardeners from five New Jersey counties. The goal is to train participants to assist in the following different rain barrel activities: County Build A Rain Barrel workshops; conduct rain barrel presentations to community groups; table events with rain barrel materials and display; and conduct construction demonstrations and installations. Participants received a packet which included a cd with materials and resources they would need to assist their communities with rain barrel activities including a PowerPoint presentation with speaking notes for each slide. Since the training, 8 events have been scheduled for winter and spring of 2010 that will be conducted by Rain Barrel Trainers. A second Train the Trainer is scheduled for March, 2010. Follow up surveys to trainees will be presented documenting the impact of the program.

RAINWATER HARVESTING: KNOWLEDGE GAINS AND BEHAVIORAL CHANGES

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Two Rainwater Harvesting workshops were conducted with more than 120 homeowners participating. The objectives were to inform and train homeowners about basic storm water issues and how harvesting rainwater could save money and improve water quality. The "Logic Model" approach was used to measure outputs and outcomes using both workshop and post (four month) workshop surveys. Eighty four percent of the participants said they were likely to install a rain barrel to harvest water from their homes. A similar amount said they planned to store the water for use on their landscape. The survey took a snapshot of the participant's level of understanding on eleven major areas. There was a 63 percent increase in the participants level of understanding. Four months after the workshop, a follow up survey was conducted to determine what the participants had actually done. One hundred surveys were sent out, and we received 40 responses. Forty percent had already installed a rain harvest device; 32 percent were still researching but planned to install a device in the future; and another 20 percent had the system designed but not installed. When asked if they planned to install a system before the summer of 2010, the response was 95 percent positive.

RANCHERS FEEDING KIDS

Chamberlain, *A.¹

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School Districts in Malheur County, Oregon are facing multiple challenges to balance budgets while at the same time abiding by state and federal laws to provide safe and healthy meals to students through the school lunch program. The local Cattlemen's Association, understanding the challenges of the Jordan Valley School District, decided to implement a cattle drive

to provide beef for the school district. The drive recruits ranches to donate cull cattle for the purpose of being harvested, processed and prepared for use in the schools' lunch program. To kick off the program, Oregon State University Extension and various partners coordinated a community wide educational event for students, parents and community members. Educational sessions included: viewing an educational DVD about the importance of ranching in Oregon, food safety, beef industry skills such as feed identification, meat grading and evaluation, plants and their use for livestock, and creating healthy meals according to the Food Guide Pyramid. During lunch, an overview of the project was presented and local ranchers were recognized for their contributions. There were over one-hundred participants and all reported an increase in knowledge. To date the school has received donations of 7 head of cattle which had an approximate value of \$4,200. Partners involved in this project included: Oregon State University Extension Malheur County 4-H and Livestock, Oregon State University Food and Nutrition Program, University of Idaho Extension Owyhee County, Southwest Regional Food Bank, Malheur County Cattlemen's Association and Jordan Valley School District #3.

SEEDS FOR HOPE: MASTER GARDENERS' PASSION FOR GARDENING PROVIDE SUPPORT TO CANCER PATIENTS

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Master Gardeners in Union County, NJ in conjunction with Seeds for Hope, a non-profit organization, provide fresh cut flower bouquets for cancer patients and their caregivers through networking with agencies and cancer outpatient treatment centers. Since 2007, Master Gardeners have grown and arranged into bouquets over 8,000 flowers and greens. Most of the flowers are grown in the Master Gardeners' demonstration garden; others are donated from personal gardens of Master Gardeners and Seeds for Hope. The flower arrangements are given to agencies such as the Wellness Community of Central Jersey for events such as the Latino Women's Conference. Bouquets are also donated to fundraising events for the NJ Cancer Society's Relay for Life and Susan G. Komen Foundation. The flower arrangements are also enjoyed by patients and their caregivers at the Summit, NJ Overlook Hospital Oncology reception area. Seeds for Hope and the Master Gardeners of Union County wish to have Master Gardeners nationwide participate in this program. They can provide advice on recruiting volunteers, selecting a flower cutting garden site, flower and green recommendations, garden maintenance, securing vase donations and networking with local cancer societies and Oncology departments.

SICK PLANTS IN A HUNGRY WORLD

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What was the future in teaching and learning is now the reality.

Online courses can now be found on any topic and are not just for those seeking college degrees, but also for those dedicated to lifelong learning. One group who falls under the latter category are the Master Gardener volunteers; these are individuals from all over the United States that specialize in horticultural topics and are required to earn continuing education credits each year. With this in mind, a collaborative effort between The Department of Plant Pathology and the Ohio Master Gardener Volunteers took shape. The department took an online course currently offered asynchronously to Ohio State students and transformed it into an online course specific to Master Gardener Volunteers. The non-credit course entitled Sick Plants and a Hungry World is offered through the free course management system Moodle and covers topics ranging from the history of plant diseases to global issues in plant pathology. Ten modules make up the content of the course where little involvement from the instructor is needed. Students register through the Office of Continuing Education at Ohio State and have ten weeks to complete the self-paced course. Self-assessments allow students to test themselves on the material. Cost of the course is \$35. Over 200 individuals from 16 states have registered for the course since its launch in March 2009. Those completing the course receive a certificate of completion from the department. Profits from this course will be used for developing additional modules.

SOUTH GEORGIA AREA PECAN PRODUCER MEETINGS

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Commercial pecan production generates significant income to the Farm Gate value of the agriculture industry in the South Georgia counties of Berrien, Brooks, Cook, Echols, Lanier and Lowndes. The 2008 Georgia Farm Gate Value Report shows 11,000 acres of pecans grown with a farm value of \$12,750,000. Two large pecan nurseries also provide added value to this still growing industry. Extension agents in these five Georgia counties realized the educational meetings that pecan producers would need to help keep them up to date on new varieties, fungicides, insecticides, herbicides and production practices to produce top yields. This has to be done while trying to reduce rapidly increasing cost of labor, chemicals, fuel and machinery. Extension agents working in cooperation with two pecan producers for meeting locations, pecan extension specialists and agribusiness industry conduct a spring meeting in March and an early summer meeting in June for pecan growers to receive the latest pecan production information. These meetings have a registration history of attendance of over 50 at the spring meeting and 75 in attendance at the early summer meeting. This Extension cooperation with growers helps to increase awareness on

working with each other conducting research plots, field trials, improving production practices and answering questions on pecan production problems.

SOUTHEAST PENNSYLVANIA CROPS CONFERENCES

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Penn State Extension Educators along with the major full service agronomic retailers in the Southeast Region of Pennsylvania partnered to form the Southeast Pennsylvania Crops Conferences. The objective is to offer pesticide recertification credits and more advanced non-credit crop management educational programs to area farmers in a coordinated effort with industry and extension. Prior to the Crops Conferences agronomic retailers offered dozens of pesticide recertification meetings at the chemical company representatives expense. The conference is a repeated program that is offered three consecutive days and nights in different locations around the region. It is sponsored by agricultural businesses both locally and internationally to help offset the registration costs for attendees. The daytime program begins with a keynote speaker and "What's new in the industry" session and is followed by three concurrent half hour breakout sessions for five sessions. The evening program is primarily focused on providing pesticide recertification credits for farmers that are not able to attend daytime sessions for whatever reason. In addition to the winter crop conferences an annual summer educational program is offered that focuses on farm equipment. We have partnered with area farmers to host the event on their farms and also with local equipment dealers to demonstrate their equipment and speak about them. Previous topics included: Guidance Systems and Precision Agricultural Equipment, Hay Baling and Handling, and a Sprayer Field Day.

SOUTHEAST TENNESSEE HAY DAY EDUCATIONAL PROGRAM

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Agents have conducted the Southeast Tennessee Hay Day for the past three years. Producers have been able to evaluate different brands of forage and cattle equipment at one location to help them make informed decisions. Along with acquiring information, producers actually get to see equipment operating in the field. The goal of this educational program is to help producers to implement forage production systems to increase quantity and quality, decrease cost, increase net farm income, keep-up to date on current techniques, research, and new technology. Agents work with three local equipment dealers and other vendors to participate and provide sponsorship. By working together it is a win-win situation for both the dealers and producers by reducing the costs to dealers of each doing a stand-alone event while giving producers the opportunity to view all equipment in one place on a single day. Volunteers are utilized throughout to conduct this program. Education sessions are conducted in the morning with 92% of survey respondents rating the value of impact from knowledge gained from each topic in the intermediate or high ranking. Participants are asked to rate their knowledge gained on a scale of 1 to 5 with 5 being high. The average rating for knowledge gained is 4.2. Total economic value of inputs (monies, time, etc) is \$22,368.00. The average economic value of knowledge gained from attending the program over the past three

years is \$156,327.00, and the average total value of equipment demonstrated on site is estimated at \$500,000.00.

SUSTAINABLE FOOD SYSTEMS IN CALVERT COUNTY MARYLAND

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The Calvert County Extension Faculty Team consisting of the Agricultural Extension Educator, the 4-H and Youth Extension Educator, and the Family and Consumer Science Educator worked with a Sustainable Agriculture Work Group to explore methods of creating new opportunities for Calvert County farmers by promoting local food production and consumption. The Work Group was the result of a request by the Calvert County Board of County Commissioners to the Director of the Department of Planning and Zoning. Tasks for the Work Group included linking consumers with farmers to create markets, identifying and enhancing revenue opportunities for farmers, teaching the next generation to understand the importance of local food production systems, and building a more sustainable and secure community food system. Projects initiated by the Work Group included local production of hard wheat for bread making, production of open-pollinated corn varieties for direct human consumption, value added and retail marketing workshops, enhancing communication among various agricultural regulatory agencies and with farmers, a quarterly newsletter, farm to school lunch week activities, an on-line local farm products directory, a buy-local challenge and local agricultural forums to promote farmer/consumer dialogue.

SUSTAINABLE LANDSCAPES EDUCATION: USING THE WEB TO EXTEND OUTREACH AND IMPROVE IMPACT OF DEMONSTRATION SITES

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Key to the creation of sustainable communities is the wise use of the time and talent of a community's stewardship workers. This includes both the sharing of resources and the elimination of needlessly redundant efforts. In 2009, Mohr and Muscio launched the Sustainable Landscapes Education Program, building a network of a dozen demonstration sites throughout Ocean County, New Jersey. By 2010, a website was created to connect and support these sites with information on sustainable landscaping practices for ornamental, lawn, and vegetable garden management. Each year the network's site managers and extension agents plan and implement improvements in their application of sustainable landscaping practices. Learning and using these practices begins with each site manager, extends to site staff and volunteers, and soon reaches out into the public through workshops and tours. The website provides financial and environmental cost/benefit information on a selection of projects at each demonstration site. Demonstration sites brought to life by skilled interpretive educators can have a great impact, but visitor participation is limited by time and travel distance. Educators, community leaders, and student citizens begin their learning at

the site and continue to support each other as their own projects progress. The web provides easy access to a depth of information the network could not afford to make available at every site. It reduces the resources needed by any of the site partners to meet the educational needs of their visitors and neighbors, and extends the impact of a visit far beyond a one-day event.

TEACHING BEEKEEPING TO BEGINNERS, A HANDS-ON PROGRAM

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Rutgers Cooperative Extension and the Jersey Cape Chapter of the New Jersey Beekeepers Association developed and implemented a practical, hands-on course for clientele interested in beekeeping for product extraction and pollination purposes. The course consisted of a collaborative effort between the Association, Cooperative Extension and the New Jersey Department of Agriculture. The course was delivered over a 6-week period (12-hour course). Course instructors from the sponsoring agencies were recruited, and utilized available instruction materials which included videos, PowerPoint presentations, beekeeping equipment and demonstrations and fact sheets. The curriculum included: bee biology and life cycle; honey bees versus other bees and wasps; beekeeping equipment and tools; local and state regulations; products of the hive; and honey harvesting. The members of the class have since harvested 1200 lbs of honey. Course instructors continue follow-up inspections and visits of student's hives throughout the seasons. A survey of our 37 Beginning Beekeepers course students revealed 97% planned to use or share what they learned and 92% would make changes in their business. A follow-up survey (n=7) revealed that 100% of students both used what they learned in the course and shared what they learned with someone else. Seventy-two percent of follow-up survey respondents made practice changes in their business based on what they learned in the course.

TEN YEAR SUMMARY OF THE ARKANSAS CORN AND GRAIN SORGHUM RESEARCH VERIFICATION PROGRAM

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The Corn and Grain Sorghum Research Verification Program (CGSRVP) was started in 2000 in Arkansas with the formation of the Arkansas Corn and Grain Sorghum Promotion Board. The CGSRVP is used to demonstrate Extension's research-based recommendations to help corn and grain sorghum growers to produce a profitable, high yielding crop. County Agents find producers in their county to enroll one field in the program and the producer agrees to follow all Extension recommendations on that field. The completion of the 2009 season was the tenth year for the program. In ten years there have been 107 total fields (84 corn and 23 grain sorghum) enrolled in the program. Fields have been enrolled in 43 different counties, with 57 different County Agents and 59 different producers. The ten year average yield for corn in the CGSRVP is 178.1 bu/ac compared to 143.7 bu/ac state average. The ten year average yield for grain sorghum in the CGSRVP is 107.8 bu/ac compared to 82.6 bu/ac state average.

The CGSRVP is funded by the Corn and Grain Sorghum Checkoff monies and administered through the Arkansas Corn and Grain Sorghum Promotion Board.

TIMBER BIOMASS OFFERS INCREASED RETURNS TO TIMBER OWNERS

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Lanier and Clinch Counties have 500,000 acres of timber land where nearly \$30 million of timber is harvested each year. After harvest the timber residue is normally pushed and burned. This is an added cost to the land owner. Some new strategies for residue left on cut over timber land include pine mulch for increased plantings of blueberries, mulch for landscaping, and biomass for heat, power and biofuels. A Lanier County timber harvesting company purchased a grinder to mulch residue left from the harvested timber. Lanier County Extension Coordinator (CEC) worked with blueberry growers to find a less expensive mulch to amend blueberry soil. The cost of mulched pine residue from the grinder saved \$400/load compared to pine bark purchased to amend the soil. The USDA now has a Biomass Crop Assistance Program (BCAP). BCAP provides financial assistance to producers or entities that deliver eligible biomass material to designated biomass conversion facilities for use as heat, power, biobased products or biofuels. Initial assistance will be for the Collection, Harvest, Storage and Transportation (CHST) costs associated with the delivery of eligible materials up to \$45 per ton. The dollar value for these materials will be based on the type of timber and amount of residue. Lanier CEC collaborated with USDA Farm Service Agency CED working with timber companies to increase awareness of the new USDA biomass program. These are two new sources of income for Southeast Georgia timber producers that have not been available in the past.

TREE-TASTIC - EDUCATING YOUTH IN THE FOREST

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Youth no longer grow up in the forest as they once did. Many schools are looking for different ways to assist in educating their students. They are trying to comply with the No Child Left Inside initiative. This program provides educational opportunities in Forestry for schools. The program follows the National Science Curriculum to assist schools and teachers in providing education in an outdoor setting. The students are learning some of the same concepts but they can see, touch, and smell what they are learning to enhance their education. This program utilizes activities to educate multiple grade levels from third grade to high school. The objective of the program is to make learning fun and educational at the same time. It is in a totally different atmosphere than an enclosed classroom and appeals to visual learners, audio learners, and kinesthetic learners. The students rotate from station to station such as the Mystery Box, How Trees Grow, Every Tree for Itself, Ecosystems, and Forest Ecology. Junior High and High School students take a Nature Walk to learn about plants and how they were used but Native American and Frontiersman. All activities in this program take place at Agricenter International in

Memphis, Tennessee. It is a very unique place in that it is in the middle of Memphis, surrounded by a million people in the Memphis Metro Area.

US EXTENSION AGENTS TRAINING IN FORAGE/ LIVESTOCK MANAGEMENT USING FARM CASE STUDIES IN PUERTO RICO - BUILDING BRIDGES

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To enhance agents understanding of tropical forage systems, cultural diversity, and critical thinking, five forage/livestock Extension agents, of varied experience, attended training in Puerto Rico (PR). Collaborative efforts in funding, in-kind services, and program design and implementation were employed. Sessions included tours to UPR Isabella Experiment/Research Station, research projects, and production units using conservation management. Included were two grazing dairies where economic stability and sustainability had been increased by migrating to a forage based feeding system, a forage operation providing livestock feeds to Puerto Rico and Caribbean Islands, and two cattle operations supplying beef to PR. These were studied and analyzed as case studies. The training outcome expanded the extension agents' perspective on tropical and sub-tropical forage/livestock production and also changed the way they now approach forage related systems. In addition, agents increased appreciation of cultural differences and product acceptance, underpinning management decisions as they face changes to traditional FL production methods and clientele diversity.

USING BLOGS AS A RESOURCE FOR MASTER GARDENERS

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This blog was taken over after the urban horticulture agent retired. In October 2009, a new direction for this blog was initiated to use it as a way to catalog all the problems encountered at the Lawn and Garden Help Desk. This would serve as a resource to be used by Master Gardeners to assist them with problem solving at the Lawn and Garden Help Desk. After one year's worth of samples was cataloged, it would make it easier for MGs to see what problems normally occur during certain times of the year, to see actual samples, and have information about the sample. It was also meant to help residents with their own problems since the problems encountered at the Lawn and Garden Help Desk are occurring real-time in the county. Samples are automatically cataloged by month, day and year. It is expected that this blog will serve as a reservoir of information showing the differences in problems seen from year to year. It is also expected to assist MGs at the Lawn and Garden Help Desk, and to help the public identify

their own lawn and garden problems. This blog is located at: <http://plantingpinellas.blogspot.com/> The member designs, maintains, and either reviews or writes the content.

USING INTERACTIVE TELEVISION AND WEB-CONFERENCING SOFTWARE TO TEACH MASTER GARDENER CLASSES

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Increasing costs and decreasing travel budgets are limiting the amount of support that state specialists based on campus can give to local Master Gardener classes for live instruction. This gives local Master Gardener coordinators two options: Teach all the classes themselves, or go to Internet-based technology to use other faculty who can teach topics in their specialty. Starting in 2007, the two Horticulture Specialists in Missouri's Northwest Extension Region decided to use Internet-based technology to coordinate multiple Master Gardener training sites. Many of these sites were located in counties with low populations. By using Internet technology, we could support small class sizes in counties that otherwise could not justify a regular class with live presentations. The first two years used interactive television. While this worked well, it eliminated potential training sites that did not have this technology. The third year, we added web-conferencing software. This worked so well that we decided in the fourth year to eliminate interactive television. This poster will explore the use of these technologies, including positive and negative factors.

WATERING EFFICIENTLY IN THE VILLAGES

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Florida is ranked second in the nation for water use. Florida also has one of the fastest growing retirement communities in the United States, The Villages. The Villages is an expanding retirement community of 65,000 people located in Sumter County. In 2008, the U.S. Census bureau listed The Villages as the fastest growing micropolitan area in the United States. Research has shown that the average resident uses about 150 gallons of water a day, half of that water going directly into the landscape. Due to this rapid rise in population and development, water conservation has taken a center stage in The Villages. Inefficient watering wastes water and contribute to pollution. Excess water can carry harmful pollutants such as pesticides, oils and grass clippings into our rivers, lakes and other water bodies. The objective of this project was to reduce water use in the landscape for new residents moving to The Villages. This will be achieved by demonstrating and educating new residents on how to operate their irrigation controller, proper irrigation maintenance and Florida-Friendly Landscaping™. Visual media aids, hands-on demonstrations of irrigation clocks and irrigation components were incorporated in this project. Pre and post tests were distributed to attending residents to examine behavior change. After attending the workshops, 80% of new Village residents will incorporate proper water saving practices in their landscape to water more efficiently.

WEED GARDEN AT THE RANGE CATTLE RESEARCH AND EDUCATION CENTER

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Weeds are something that plague everyone. One of the first steps to rid your life of weeds is to be able to identify them. This is the reasons that the Extension Weed Specialist, Dr. Brent Sellers, at the University of Florida/ IFAS Range Cattle Research and Education Center, decided to develop a weed garden. The purpose of the weed garden is to educate producers and consumers on weeds and forages. In the weed garden there are over 205 weed specimens. The weed garden includes ten aquatic weeds, 16 of the most common recommended forage cultivators, and two perennial peanut varieties. Each weed is contained in its own box with a label indicating the common and scientific name. The weed garden is maintained by the South Florida Beef-Forage Program. Throughout the year the REC hosts several programs, and the participants are welcomed into the garden where the weed scientist is available to answer questions. In addition to providing producers and consumers with a quality education, the garden also hosts several in-service trainings for extension agents to stay acquainted with weed strategies and control. Anyone who visits the garden is able to identify weeds on their land and can properly equip themselves with chemical or biological control agents. Proper identification alone can increase profits, save lives – if dealing with poisonous plants, and prevent the application of ineffective chemical controls. Annually, there are approximately one thousand visitors to the weed garden and according to evaluations it exceeds 100% of their expectations.

WEEKLY ELECTRONIC PEST ALERT NEWSLETTER OF TPM/IPM FOR ARBORISTS, LANDSCAPE & NURSERY MANAGERS

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The Green Industry, arborists, landscape, nursery, greenhouse and cut flower managers, need timely informative updates on insect, disease, weed and cultural plant information in order to prevent or monitor plant pest problems. By creating a weekly electronic newsletter, <http://ipmnet.umd.edu/monitor1.htm> , the University of Maryland Extension made it possible to reach many in the Green Industry, sharing information on plant pests that are occurring in different regions of the state. Color photographs accompanying pest identification and control strategies help the Green Industry to make quick and timely decisions for Total Pest

Management/Integrated Pest Management. This newsletter includes reports on entomology, pathology, weed of the week, and plant of the week. Degree Day Information is calculated. In 2009, the electronic newsletter reached out weekly to over 1500 professionals in the Green Industry. An end of season survey revealed 90% indicated the newsletter is benefiting their business with the information disseminated. They felt that the Pest Alerts helped them identify the insect, disease and weed pests properly, diagnose plant problems, and make fewer pesticide applications. The beneficial insect feature helped over 70% recognize beneficial organisms, with 90% indicating color photos helped make the diagnosis and control options better and faster. This same survey indicated that 94% used the "Weed of the Week" in weed management. The Plant of the Week was also considered beneficial and informational.

WHY TREES MATTER - AN OSU EXTENSION SIGNATURE PROGRAM BEING DELIVERED IN DELAWARE COUNTY

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"Why Trees Matter" is one of the six statewide signature programs offered through Ohio State University Extension in 2009. This program uses research-based tools to document and demonstrate the economic, environmental and social benefits of community forests. Specific dollar values can be assigned to trees based on their type, size, shape, overall health, and geographic location. There are many ways that this signature program can be delivered at the county level. Several key educational programs were offered in Delaware County in 2009. They included Delaware County Tree School – Why Trees Matter, Green Thumbs - Gardener's Fair, and Landscape Diagnostic Workshop, and Master Gardener Program. These programs drew a combined attendance of 670. Based on two post-program surveys conducted in 2009, the attendees would likely invest a total of \$30,000 in their home landscape, as a result of attending our Tree School and the Landscape Diagnostic Workshop. A partnership among OSU Extension in Delaware County, The City of Delaware County Shade Commission, and the Urban Forestry program in the School of Environment and Natural Resources at The Ohio State University, has also been formed to conduct a tree inventory in Delaware, Ohio in 2010. This extension educator received \$750 mini-grant to help him with the tree inventory. The signature program will allow the county educator to demonstrate his impact in the community to citizens and elected officials in a much more effective manner.

WIND POWER EDUCATION FOR LANDOWNERS

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Exuberant expansion of wind power development has led to a rush in land leasing for future development. Wind leases are long,

complicated legal documents with many important issues which can affect landowners for many years. Issues of great importance include; payments, duration, definitions, indemnification and liability issues, decommissioning, crop damage and hunting rights. Landowners need experienced legal advice to understand and negotiate contracts. University of Nebraska-Extension has led a charge, educating landowners through targeted live presentations, web seminars, radio and print media. Through extension efforts at least three landowner associations have formed and have begun collective bargaining with developers. Although contracts are private and details unknown, extension's impact is major. On just one wind farm with 20,000 acres under contract the possible scope of impact includes; eyes wide open negotiations between developers and landowners with legal counsel, even a \$1.00 per acre increase in options phase could lead to \$200,000 in payments to landowners over the 10 year option, if royalties increased by \$500 and an inflation escalation clause added the estimated value is \$10 million dollars to landowners over the life of the contract. Currently UNL Extension has taught more than 750 landowners representing hundreds of thousands of acres with wind development potential. Extension outreach went beyond landowners partnering with the UNL College of Law and Nebraska Bar Association to train 40 Nebraska attorneys in wind law. Educated landowners and attorneys can work together to ensure land lease contracts for wind development benefit and protect all involved.

Award Winners

2010 NACAA

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EXTENSION PROGRAM NATIONAL **JUDGING RESULTS**

Search for Excellence Sustainable Agriculture

National Winners

GRAZING SYSTEMS MANAGEMENT FOR NORTHEAST MINNESOTA: A THOROUGH APPROACH TO BOTH BASIC KNOWLEDGE AND CUTTING EDGE RESEARCH PROVIDING FARMER INFORMATION ON OPTIONS TO MAKE THEIR FARMS MORE SUSTAINABLE

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The goal of this project was to help farmers of Northeast Minnesota develop an improved long term, financial, environmental, sustainable lifestyle and carry out research and provide information on new approaches to improve pasture productivity. With feeds costs being nearly 65% of livestock production costs in Minnesota, it is important for graziers to develop techniques to reduce the amount of harvested forages used. Increasing the grazing season is the logical place to start. Every 30 days is 100 lbs. of hay for the average beef cow. This program focused on several approaches to educating graziers on general grazing management, better utilization of winter feeding areas, interseeding to increase plant diversity, corn grazing, use of annuals to overcome summer slump, fall seeded cocktail mixes and finally introduction of "MOB" high density grazing, (>50,000 lbs/acre). Winter feeding area study demonstrated that it can provide high quality pasture, control weeds and provide 40-170 days of grazing/acre with a potential dollar value of \$119/acre while capturing nutrients deposited by the livestock. Grazefest 2009 focused on the concept of "mob" grazing, along with a case study, reinforced that this technique improved uniformity of grazing, better manure distribution, weed control options without herbicide, increase drought tolerance, increase carrying capacity of 71%. The most profound statement is that all evaluations returned suggested some level of interest in "mob" grazing. Even more important within the evaluations, three critical statements were made by producers: 1) An "\$8,000 cost savings"; 2) A "Whole system perspective"; 3) Would "create less stress". This clearly demonstrates reaching our goal of helping farmers develop improved long term, financial, environmental, sustainable lifestyles.

VENISON DONATION PROGRAM

Hulle,* L.R.¹

¹Cornell Cooperative Extension of Orange County Education Center, 18 Seward Avenue, Suite 300 Middletown, NY 10940

Venison Donation as part of the Gleaning program is helping make high protein meat available to local food pantries. A Hunger Prevention and Nutritional Assistance Program (HPNAP) grant was secured to provide funds for gleaning venison and vegetables in an effort to fill the needs of the human food distribution system. A gleaning coordinator was hired to organize the harvesting, processing and delivery of venison and to provide nutritional education to food bank recipients. A butchering facility was located at Wallkill Correctional facility in Ulster County, NY. The NYS Department of Environmental Conservation (DEC) has issued deer damage permits to landowners stipulating that half of the deer harvested on the permits be given to the venison donation program. Using field meetings, newsletters and site visits dairy and field crop farmers learned about the benefits of obtaining deer damage permits to save their crops and how to donate the venison to the hungry. From July 2006 to December 2009 we have butchered 4,722 pounds of ground venison, this equates to 18,888 meals for the hungry. During the same time period the gleaning program collected 468,868 pounds of produce for a combined estimated value over \$364,664. "Local food pantries would have a huge hole in their offerings if it wasn't for the gleaning program." Marietta Allen, Food Pantry Director, St. Francis of Assisi, Newburgh, NY.

GRAZING MANAGEMENT SCHOOL

Lindsey Wiggins¹

¹Extension Agent, BS, HENDRY COUNTY EXTENSION SERVICE Hendry County

Team Members: The South Florida Beef Forage Program Baucum, L.E.¹, Carlisle, B.², Crawford S.C.¹, Davis, C.B.³, Gornto, R.⁴, Hogue, P.J.⁵, Kirby, C.⁶, Miller, O.P.⁵, Sellers, B.A.*⁷, Selph, J.F.⁸, Silveira, M.L.*⁷, Vendramini, J.M.*⁷, Wiggins, L.F.¹

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⁵. Extension Agent, Florida Cooperative Extension, Okeechobee County, Okeechobee, Florida

⁶. Extension Agent, Florida Cooperative Extension, Manatee County, Palmetto, Florida 34221

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⁸. Extension Agent, Florida Cooperative Extension, DeSoto County, Arcadia, Florida 34266

The human population, in Florida, has grown significantly, from approximately five million people in 1960 to approximately sixteen million in 2000. This three-fold increase has fueled an increase in urbanization with an associated loss of land devoted to agriculture. Extension agents and state specialists are frequently required to deliver research based information to agriculturists that enhance the quality of lives, and encourage profitability and sustainability. For the past three years, the South Florida Beef

Forage Program has offered the Grazing Management School to educate participants about utilizing native range, pasture establishment, soil fertility, weed control, and forage management. The school is composed of two sections; the basic school for new landowners and the advanced section for experienced ranchers. Each section has a classroom component and a field component. Participants are taught grazing management concepts and methods in a classroom setting and the presented information is supported by practical applications in the field during a tour of local ranches. The tour is conducted in association with the Natural Resources Conservation Service (NRCS) to illustrate best management practices of rangeland and native areas. It has been identified that grazing has a positive impact on native range by decreasing invasive vegetation and therefore, increasing the wildlife habitat, proving a symbiotic relationship between livestock and wildlife. Improvement of water quality via pasture management is another aspect covered extensively by the Grazing Management School. Management practices to maximize fertilizer benefits, while preventing nutrient run-off, especially phosphorous, are presented in the classroom and field visits. One-hundred five (105) participants have attended the Grazing Management School in the past three years. According to pre/post tests and follow-ups, 95% of participants have implemented new practices or exhibited a behavior change based on a 65% increase in knowledge.

EMPOWERING AG PROFESSIONALS THROUGH A BENEFICIAL AND PEST INSECT TRAIN-THE-TRAINER SHORT COURSE PROGRAM FOR OREGON, WASHINGTON, AND IDAHO

Corp M.K.¹, Rondon, S.I.², Van Vleet, S.*³, Marshal C.⁴

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² Extension Entomologist Specialist, Oregon State University, Hermiston Agricultural Research and Extension Center, Hermiston, Oregon 97838

³ Extension Agent, Washington State University, Whitman County Extension, Colfax, Washington, 99111

⁴ Entomologist, Oregon State University, Corvallis, Oregon 97331

Insects, both pests and beneficials, are increasingly important to all agricultural crops in the Pacific Northwest. The correct identification of pest insects is critical to successful adoption of integrated insect management. The project objective was to develop a cadre of agricultural professionals that respond to questions and bring a balanced ecological approach with the use of integrated management strategies. We trained 60 individuals (20 students per session) in 3 different 2 ½ day training sessions. We created a webpage for short course training materials at <http://extension.oregonstate.edu/umatilla/insect-id>. The student following the training then became trainers, and will use on-line resources for future local insect identification and management trainings. We created an email list serve for the class participants to simplify communication. Benefits from training program are anticipated in the coming years as knowledge in ecological insect management strategies is transferred to a broader audience reaching into rural communities across the region. Our audience included University Extension faculty, other agricultural professionals field staff, producers, and certified Master Gardeners. This short course was sponsored by WSARE.

State Winners

NATIVE GRASSLAND LOSSES DUE TO INVASIVE PLANT SPECIES

Boyle, R.R.¹

¹Extension Agent, K-State Research and Extension, Phillips-Rooks District, Stockton, Kansas 67669

Approximately 100 acres of native rangeland along the Solomon River near Glade, KS was being taken over by Honeylocust trees (thorned). With the landowners permission it was decided to have a test plot demonstrating various chemicals and chemical application methods that could be used to control the Honeylocust trees. Two Locust Tree Control/Water Quality Field Days were hosted. A total of 110 people attended and from the results of the survey it was determined that the participants represented nine counties and 5000 plus acres are affected by Honeylocust, Eastern Red Cedar, or another invasive plant species in those areas. The participants gave feedback that they now know how to properly control a Honeylocust tree which has saved them time and money. Additionally they now realize the lost grassland production that has occurred over time as these invasive species have been allowed to take over. With proper control and management of the Honeylocust trees, grass production in these areas will return to what it once was resulting in more available acres for cattle to graze and potentially gain higher weaning weights in those calves.

CONSERVATION TILLAGE AND TECHNOLOGY CONFERENCE

James Hoorman

EXTENSION EDUCATOR, COVER CROPS & WATER QUALITY
Ohio State University Extension, Mercer

Team Members: Gary Wilson (Vice Pres.), Agriculture & Natural Resources, Ohio State University Extension Randall Reeder (President), Food Agri. & Bio. Engineering, Ohio State University Extension Alan Sundermeier, Agriculture & Natural Resources, Ohio State University Extension Gene McCluer, Agriculture & Natural Resources, Ohio State University Extension John Smith, Agriculture & Natural Resources, Ohio State University Extension Curtis Young, Agriculture & Natural Resources, Ohio State University Extension Harold Watters, Agriculture & Natural Resources, Ohio State University Extension Chris Bruynis, Agriculture & Natural Resources, Ohio State University Extension Jon Rausch, Agriculture & Natural Resources, Ohio State University Extension Glen Arnold, Agriculture & Natural Resources, Ohio State University Extension Ed Lentz, Agriculture & Natural Resources, Ohio State University Extension Steve Prochaska, Agriculture & Natural Resources, Ohio State University Extension Andy Kleinschmidt, Agriculture & Natural Resources, Ohio State University Extension Bruce Clevenger, Agriculture & Natural Resources, Ohio State University Extension Greg LaBarge, Agriculture & Natural Resources, Ohio State University Extension

The Conservation Tillage and Technology Conference (CTTC) started in 1984 as a one day program with 150 farmers. In 2010, 966 participants (10 states and Canada) and 35 exhibitors attended two days of concurrent educational talks (66 speakers, 9 universities) on conservation tillage, no-till, cover crops, soil and water quality (SWQ), nutrient management (NM), integrated pest management, precision agriculture (PA) and new agricultural technologies. Consultants, farmers, and agricultural dealers have the opportunity to obtain Certified Crop Advisor (CCA) credits

(N=425/year). Annual surveys show that farmers valued this education program at \$11 per acre (\$7.2 million) while consultants, fertilizer and chemical dealers annually valued it at \$16 per acre (\$250 million). Based on a five point Likert scale (1=Poor, 5=Excellent), CTTC has scored over 4.34 (N=2,351 participants, Response rate = 19%, n=3 years) for educational programming and 4.65 on program cost. Knowledge gained has been tracked using a Pre- and Post-conference Likert survey (1=low knowledge gained, 5=High knowledge gained). Cover crop knowledge gained was .7 to .9 points (n=3 years), NM and manure .4 to .7 (n=3 years), CT and SWQ were .3 to .6 (n=3) and PA -.2 to .7 (n=3). Over 32 Ohio State University Extension Educators and 10 Ohio Soil & Water Conservation District technicians assist with the program yearly. Over \$30,000 in excess funds (n=3 years) have been used to conduct agricultural research (\$5000 yearly grants) on conservation tillage, soil and water quality, and soil nutrient management.

GASTON COUNTY GROWERS INCREASE SUSTAINABILITY AND PROFITABILITY ON SMALL ACREAGE

Mark Blevins

Team Members: Lara Worden Gaston County

Mark Blevins works with local growers in Gaston County to increase their sustainability and profitability on small acreage. He does this during one on one contacts, on-site consultations, larger group meetings and through electronic communication. Growers appreciate Mark's positive attitude and great information. Blevins is a founding member of the Extension marketing initiative Foothills Fresh which connects local people with local foods from local farmers in a 6 county area with 60 farms currently participating. Since no direct marketing farms larger than 80 acres operate any longer in Gaston County, Mark knows that to keep the capacity for local foods and keep agriculture sustainable, small farmers will carry the burden in the future.

Search for Excellence Crop Production

National Winner

THE SOYBEAN 2010 PROJECT

Mike Staton

Senior Agricultural Educator

MSU EXTENSION, Allegan

Team Members: Ned Birkey, Bruce MacKellar, Dennis Pennington, Bill Robb, Emily Sneller, Mike Staton and Marilyn Thelen

Soybean yield increases have not kept pace with those of corn and wheat in Michigan. In fact, average soybean yields in Michigan during the five-year period from 2000 to 2004 were 3.2 bushels per acre lower than the average soybean yields from 1990 to 1994. The objective of this project was to help soybean growers identify and overcome the barriers to producing higher-yielding and more profitable soybeans. Two educational programs entitled "Overcoming the Barriers to Higher Soybean Yields" were planned, promoted, conducted and evaluated each year from 2008 through 2010. Grant funds were obtained from the Michigan Soybean Promotion Committee to cover the costs of conducting the

programs. More than 1,100 soybean producers and agronomists participated in the programs. Every farm and agronomist received a reference notebook containing the latest soybean management recommendations. A written evaluation was distributed to participants at the conclusion of each program to measure and document our educational impacts. The evaluation showed that 94% of the participants learned new information from the programs. More than 80% planned to implement some of the information they learned to make crop or pest management decisions in the following crop year and 65% expected this information to save or earn them additional money. The average expected amount of money saved or earned per acre was \$12.59. The participants planned to implement the information they learned on 149,948 acres making the total projected financial impact of this educational activity \$1,887,845. A follow-up survey of the programs conducted in 2008 and 2009 indicated that 93% of the participants utilized information or implemented practices they learned at the programs. The participants actually earned or saved \$14.28 per acre on 19,131 acres producing an actual financial impact of \$272,122.

National Finalists

WHEAT AND IT'S PRODUCTION: EDUCATING PRODUCERS AND OTHERS

Falk*, J.S¹.

¹. Multi-County Agronomist, Kansas State University Research and Extension, Northwest Area Extension Office, Colby, Kansas 67701

Educating producers and others on wheat and it's production is a priority in the Sunflower Extension District #6. This program is constantly growing and changing, while continuing to traditional activities. Traditional activities include wheat plots and field tours, winter producer meetings, and professional development opportunities. Creative teaching methods and increased marketing efforts have been implemented into traditional activities. These include the use of audience response devices to promote interaction and initiation of a postcard campaign to increase producer utilization of wheat plots. Hands-on activities are highly implemented to increase information retention. Some results of the program include: 160 field visits were conducted for wheat strip rust and poor wheat stands, 81% of attendees to the preplant wheat school learned something new about wheat, and 100% of producers rely on wheat plot results as a wheat variety selection tool. True impacts increase knowledge and shape changes over time. Some changes are: one producer's certified seed wheat operation making several thousand dollars based on recommendations for handling wheat stripe rust and now he can identify and make the treatment decision confidently. Another producer wisely spent \$1000 for renozzling his sprayer because of attending the Sprayer 101 school. Evaluation is an important part of growing and changing this program. Meeting evaluations and personal interaction are key components of this. In addition, the Program Development Committee prioritizes programming and utilizes evaluations.

BEATING THE HIGH COST OF FERTILIZERS

Charles C. Mitchell, JR.

EXTENSION SPECIALIST & PROFESSOR

ALABAMA COOPERATIVE EXTENSION SYSTEM

Team Members: Timothy D. Reed William C. Birdsong M.Kent Standard

Poultry production accounts for 70 percent of Alabama's gross agricultural receipts. The state ranks third nationally in poultry broiler production. Broilers alone produce an estimated 1.8 million tons of poultry litter (manure plus bedding) assuming annual cleanout of broiler houses. This litter is approximately a 3-3-2 grade fertilizer and contains about 60-60-40 pounds total N- P2O5-K2O per ton. Traditionally, poultry broiler litter has been spread on pastures and hayfields near poultry houses while row crop producers, growing mostly cotton, corn, soybean, wheat, and peanuts, used purchased commercial fertilizers. When Extension litter educational programs were initiated 20 years ago, less than 5% of the total litter produced was transported and used on Alabama's million plus acres of row crops. This caused water quality issues in areas of intensive poultry production (mainly NW, NE and SE Alabama). Extension research/ on-farm demonstrations continue today have clearly shown poultry litter's yield enhancing benefits on agronomic crops in Alabama. Extension educational programming efforts during the last 3 years have helped row crop farmers to continue to increase their use of poultry litter in compliance with strict state environmental regulations and save money by reducing fertilizer costs. Maximum program benefits were achieved in 2008 when fertilizer prices reached an all-time high and Extension agents and specialists supported the use of poultry litter on over 30 % of the state's row crop acres saving farmers \$30,500,000.

THE INTEGRATION OF EXTENSION AND RESEARCH IN TO THE MANAGEMENT OF THE WHITEFLY VECTORED DISEASE, CUCURBIT YELLOW STUNTING DISORDER VIRUS (CYSDV) IN DESERT MELONS

Kurt Nolte, Extension Agent, University of Arizona Cooperative Extension, Yuma County, Arizona, 85364

Stacey Bealmear, Urban Horticulture Extension Agent, University of Arizona Cooperative Extension, Yuma County, Arizona, 85364
John Palumbo*, Research Entomologist, Department of Entomology, University of Arizona, Yuma County, Arizona, 85364
Judith Brown*, Plant Virologist/Virus-Vector Biologist, University of Arizona, Department of Plant Sciences, Tucson, Arizona, 85721

Since 2006, the Cucurbit Yellow Stunting Disorder Virus (CYSDV) has emerged as an extremely serious whitefly-transmitted virus of all cucurbit crops within the desert-growing areas of the United States, and has caused unprecedented reductions in melon quality and marketable yield. OBJECTIVES: Spearheaded by Extension agents and researchers from the University of Arizona, a quick response team was assembled to develop best CYSDV management guidelines. ACTIVITIES: (1) Monitored and mapped virus incidence with weekly whitefly dispersal patterns; (2) Conducted applied research to better time pesticide applications for whitefly and virus control; (3) Provided an accurate and rapid diagnostic tool for detection of CYSDV in crop species, and in weed and alternate crop hosts; and (4) Introduced a melon-free period to reduce CYSDV infection in subsequent melon plantings. OUTREACH: Essential to implementing integrated control practices of this exotic virus, the team: (1) Conducted timely CYSDV

Risk Assessment Workshops and Meetings to update melon producers, Pest Control Advisors, the media and the general public; (2) Distributed CYSDV Management Newsletters and Fact Sheets; and (3) Conducted timely meetings with a regional CYSDV Emergency Task Force. RESULTS: (1) Developed two reliable methods for virus identification in weed and crop plants to elucidate the host range of CYSDV; (2) Integrated physical and chemical practices to decrease whitefly levels and reduce early season infection; and (3) Determined the distribution of CYSDV in (a) cucurbit and non-cucurbit crops, and (b) desert weeds to clarify the disease cycle. IMPACT: A community-driven 'systems management approach' in which knowledge was sought and used to understand the dynamics of the virus spread and whitefly dispersal and develop the best integrated practices for managing CYSDV in melons. EVALUATION: Real-time feedback from producers and Pest Control Advisors assessed both the efficacy of information dissemination and readiness to adopt new management practices.

State Winners:

STRIP TILLAGE EXPO

Brad Carlson

Extension Educator

University of Minnesota Extension

Rice & Steele Counties

Team Members: Jodi DeJong-Hughes, Lizabeth Stahl, Ryan Miller, Steve Quering*, Jeff Vetsch* *non-members

The Strip-Tillage Expo, held on August 11, 2009 at the University of Minnesota Southwest Research and Outreach Center in Lamberton, MN attracted an audience of over 300. The event built on several other "Strip-Till Expos" held over the past four years. The main objective of the event was to give farmers the information and confidence necessary to adopt this soil saving method of farming. The day long event featured field demonstrations of equipment, educational speakers, a field tour of reearch projects and a farmer panel. Participants either farmed or advised nearly 530,000 acres. Evaluation from the day of the event indicate a high level of satisfaction with the event (over 80% of satisfaction in most metrics). 68% of attendees reported a better understanding of strip-till after the event, and 97% said that they would try or recommend strip-till even though only 23% indicated that they are currently using it.

INCREASING CROP WATER USE EFFICIENCY FIELD TOUR SERIES AND DEMONSTRATION PROJECT

Burr, C.A.¹, Corr, A.J.², Martin, D.L.³, Melvin, * S.R.⁴, van Donk, S.J.⁵

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². Extension Educator, University of Nebraska-Lincoln Extension, Dawson County, Lexington, Nebraska 68850

³. Irrigation/Water Resources Specialist, University of Nebraska-Lincoln Extension, Biological Systems Engineering Department, Lincoln, Nebraska 68583

⁴. Extension Educator, University of Nebraska-Lincoln Extension, Frontier County, Curtis, Nebraska 69025

⁵. Irrigation/Water Resources Specialist, University of Nebraska-Lincoln Extension, West Central Research and Extension Center, North Platte, Nebraska 69101

Irrigation water management has always been important to the

people in southwest Nebraska. It was evident to the farmers from the earliest days that the land was very productive with adequate water. Thus, over the years, a large portion of the area has had irrigation systems developed. Today, due to numerous factors, water shortages and allocations have become a reality for the farmers that threaten the stability and security of the area.

The primary goal of the program is to demonstrate research-based irrigation strategies in farmer fields and provide a hands-on practical teaching environment for farmers and consultants to learn how to implement these practices. Thirty-three field tours were conducted over the past three years to teach these strategies.

The farmers participating reported managing an average of 1066 acres of irrigated cropland per farm. The average reported value of the knowledge gained by the producers completing the survey was \$20,869 per operation. If this average was extended to all of the 407 producers attending, the value of the education gained would be more than \$8.49 million over the three years and should become an annual savings. The reported potential water savings by the farmers would be a 15-20 percent savings from the typical irrigation water usage.

COVER CROPS

Alan Sundermeier
Extension Educator

The Ohio State University Extension
Wood County

Team Members: James Hoorman Randall Reeder Rafiq Islam*
Mike Gastier

Improving soil productivity can be accomplished by improving soil quality, which can be done by using cover crops. By incorporating living covers into cropping systems, a more sustainable and profitable crop production can be maintained. Information is lacking for Ohio farmers to successfully utilize cover crops. The Ohio State University Extension has organized a team of Educators to focus on creating solutions to production problems associated with cover crop systems. A soil quality test kit (to order, e-mail islam.27@osu.edu) has been developed to measure active organic matter in the soil. This tool will allow farmers to better select cover crop production practices that improve soil quality. Research and demonstration projects which identify successful cover cropping systems are being conducted on-farm and at University research stations. Research results are shared at field days, workshops, seminars, and conferences throughout Ohio and the United States. Information from Ohio cover crop research is also available from Fact Sheets on the internet at <http://ohioline.osu.edu>. The Midwest Cover Crop Council is a regional collaboration including Ohio which consolidates research and outreach efforts at <http://mccc.msu.edu>. The Ohio State University Extension has CDs on cover crops and soil quality which can be purchased at <http://estore.osu-extension.org/>. An Agronomy Journal article on red clover nitrogen contribution was published in January, 2010. Results of these cover crop educational efforts have shown knowledge gained ranging from 0.78 to 0.90 on a Likert Scale of 1 – 5 by 883 participants. Consequently, more Ohio land is being planted with cover crops.

ON-FARM RESEARCH FINE TUNES ECONOMIC OPTIMUM NITROGEN RATES FOR WISCONSIN CORN GROWERS

Hanson, * M.G. ¹

¹Crops and Soils Agent, University of Wisconsin – Cooperative Extension, Dodge County, Juneau, Wisconsin 53039

Since 1997, Hanson has worked to dispel the adage that 1.2 units of nitrogen (N) were needed per bushel of expected corn yield to maximize yields. As N costs skyrocketed, producers became very interested in knowing what the Economic Optimum N Rate (EONR) was for their farm. A literature review revealed a very limited amount of research focusing on the EONR for corn fields when side-dressed. Hanson initiated a research project to determine: "What is the EONR rate for corn when side-dressed?"

Six nitrogen rates were evaluated (0, 40, 80, 120, 160 and 200 lbs. N/acre) for corn following corn and five rates up to 160 lbs. N/acre were evaluated when corn followed soybeans. The plots were arranged in a randomized complete block design with three or four replications per location. A weigh wagon was used at harvest to accurately determine yields. University Specialists provided assistance with statistical analyses of the data.

From 1999 to 2009, Hanson collected data from 53 replicated N studies on farms across several Wisconsin counties. Results of the study conclude that the EONR rates for corn are often as much as 40 lb N/a less than UW recommendations. This corresponds to nearly \$20 per acre savings at today's N fertilizer prices. From an economic standpoint, if N rates were reduced by 10 lbs N/a and yields were not reduced, on half of Wisconsin's 3.75 million acres of corn, that would equate to \$7.1 million saved on N fertilizer statewide (at \$0.38/lb. N). That could mean \$100,000 or more for each county to reinvest back into the farm enterprise or enhance the farm family's life.

HAY PRODUCTION FOR THE SMALL LIVESTOCK AND EQUINE INDUSTRY IN NEW JERSEY

Bamka,*W.J.¹,Komar,S.²,Mickel,R.³

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Field and forage crop production accounts for approximately half of the farmland use in New Jersey. The NJ Department of Agriculture reports over 90,000 acres of grass hay in the state. Hay production for the growing equine and small livestock industry is one of the few profitable commodities for field and forage crop producers. In fact New Jersey is a hay deficit state. Therefore, any increase in production results in an economic gain to NJ farmers. In order to assist hay growers to take advantage of this growing opportunity extension faculty developed and conducted.

PARK AND PLOW FOR PROFIT PROGRAM

Melanie Barkley

EXTENSION EDUCATOR

PENN STATE UNIVERSITY

Team Members: Jeffrey Graybill Mark Madden Delbert Voight

The Park the Plow for Profit program facilitated the transition of farmland to continuous no-till crop production within three targeted watersheds of Pennsylvania's Chesapeake Bay Basin. The objectives for the program were to reduce soil erosion, reduce fuel costs to farmers during planting, decrease labor costs to farmers during planting, decrease total cost of planting, and save water for use by crops as opposed to running off the fields. Park the Plow for Profit enrolled farmers who were willing to transition to no-till crop production for a minimum period of three years. Each participating farmer was assigned a crop advisor to provide technical assistance and to write a transition plan. Extension played a major role in providing educational programs on no-till crop production. Methods used to educate producers included networking sessions, winter meetings, field days, crop walks, and farmer to farmer mentoring. A total of 145 farmers enrolled 13,372 acres in the program. This included 2,537 acres in Bedford County, 2,457 acres in Bradford County, and 8,378 in a seven county region in the eastern part of the state. As a result of transitioning these acres to no-till crop production, the following could be concluded based on research data: 32,092.8 tons of soil was prevented from being eroded, farmers saved 11,499.92 hours when planting their crops at a value of \$172,498.80, farmers saved \$390,783.32 on the cost of corn production, and 2.5 billion gallons of water per acre could be used by the growing crops. educational programming dedicated to improving hay yield, quality and marketability.

MP-467 – ARKANSAS SMALL FRUIT MANAGEMENT SCHEDULE

Sanders, * S.L.

County Extension Agent – Agriculture, University of Arkansas Cooperative Extension Service,

White County Extension Service, 411 North Spruce, Searcy, AR 72143

Arkansas small fruit growers and county Extension agents have relied on information from other states to make recommendations on our small fruit crops. However, some of that information was not pertinent to our growing conditions and climate. In some cases, the products recommended for control in other states are not labeled for use in Arkansas.

Obviously these discrepancies caused additional concerns. After numerous conversations between county agents and specialists, it was determined that we needed a management tool for Arkansas growers and agents to use with state specific information. There was a cooperative effort between Extension personnel in the areas of Horticulture, Plant Pathology, Weed Science, Entomology and small fruit growers from across the state to plan specific needs and the layout of the new guide, MP-467 – Arkansas Small Fruit Management Schedule.

Over 1000 copies of the guide were printed and distributed

statewide to each county Extension offices. The guide serves as a comprehensive "to-do" list for growers to use as a reference.

Printing costs for the guide was funded through grant monies secured by Dr. Rick Cartwright, Extension Plant Pathologist. It is user friendly and includes both chemical and management recommendations for the entire growing season written in simple easy-to-understand language for all audiences. Control recommendations in the fact sheet are referenced to the Cooperative Extension Service website for current recommendations each year. The MP 467 is online and can be downloaded easily or accessed from any computer.

COTTON PRODUCTION EXTENSION PROGRAM

Smith,* C.A.¹

¹Regional Specialized Agent, University of Florida Extension, Jackson County, Marianna, Florida 32448

Cotton is a major crop for Jackson County, Florida. The Regional Specialized Agent (RSA) located in Jackson County has worked to deliver quality programming in cotton production for the areas farmers. An annual Cotton Production meeting is held each year to review the previous season and introduce information for the coming season. The RSA reinforces cotton production information with a newsletter, field days, field research and demonstration, and field consultations. A variety of teaching methods are used throughout the year to include: classroom, follow-up mailings, one-on-one teaching and consultations. Formal surveys indicate 90% or better knowledge gain by those participating in the Extension Cotton Program. Formal and personal contact surveys indicate 80% or better practice adoption based on information presented in the Extension Cotton Production Program. While the type of practice adopted varies by farm, major problems like weed resistance exhibit adoption rates of over 75%. Overall cotton acreage has remained near constant in Jackson County as compared to a national reduction in cotton acreage of 40%. The consistency in local cotton acreage indicates a strong desire of local farmers and an effective Extension Cotton Production program to disseminate effective information.

AG EXPO

Alton E. Wood, JR.

Team Members: Mark Powell, Interim County Extension Director, Camden County; Tommy Grandy, Extension Agent, Agriculture, Currituck County; Al Wood, Extension Agent, Agriculture, Pasquotank County; Paul Smith, Extension Agent, Agriculture, Gates County; Lewis Smith, County Extension Director, Perquimans County; Dr. Ron Heiniger, Extension Specialist, NCSU

The Northeast Ag Expo is conducted annually through the joint efforts of producers, agribusinesses, North Carolina State University, commodity groups, and the North Carolina Cooperative Extension Centers of Camden, Chowan, Currituck, Gates, Pasquotank, and Perquimans counties. The commodity/topics highlighted each year are those important to the host county. For 2009, Camden County hosted the event on August 12, which featured soybean. The field day, involved a one-half day tour of field research tests as well as in the afternoon, classroom presentations that targeted the latest cutting edge information on soybean production and related topics that are relevant to growers

in the region. There were a total of one hundred and twenty-two (122) in attendance. Seventy-seven (77) or 63% completed a survey tool, with the majority being farmers, to determine the benefit to participants of this field day as well as other Extension programming in the region. The number of soybean acres represented at the field day that the respondents either farmed or had influence over totaled 171,230. All areas of the field day received a mark of satisfaction for 85% or higher of the respondents. Seventy-five percent (75%) and higher of the respondents (depending on the topic) indicated that the information was easy to understand. The participants indicated an increase in knowledge after attending the field day compared to the knowledge they had prior to the event. For the majority of the topics covered, about 60% of the respondents indicated that they would adopt the information they learned. As for Extension programs conducted previously in the region, 13,406 acres have benefitted from programming with an economic impact of \$140,470. Also, 78 pesticide applicators received 156 hours of credits, 13 certified crop advisers received a total of 52 hours of continuing education credits, and 11 Extension Agents received in-service training credits.

WHEAT PRODUCTION AND MANAGEMENT

Bradford, J.¹, Dukes, * B.², McGinty, B.³, Stewart, K.⁴

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With over 200,000 acres of wheat produced in Carson, Gray, Roberts, and Armstrong Counties, a program designed to address wheat production and management was needed. Thus in 2009, with leadership from Agriculture Program Area Committees, the Wheat Production and Management series was implemented. This series of events focused on all aspects of wheat production from prior to planting, until the crop was harvested. It also taught producers key management strategies during various stages of the production process. Educational Events included: the Wheat & Meat Symposium conducted in January 2009. It was designed to aid producers in recognizing factors affecting wheat production; the Wheat Disease & Insect Meeting which was conducted in March 2009. This event further examined insect pests and wheat diseases; and the Wheat Crop Planning Conference conducted in July 2009. The goal of this event was to take producers through all of the crucial steps involved in planning a wheat crop. Additional educational activities included result demonstrations involving wheat varieties, and soil fertility focusing on nitrogen availability at depths greater than six inches in the soil profile. A total of 78 producers attended the educational events. Fifty-nine producers completed evaluation surveys for a response rate of 76%. The 59 producers who completed evaluations owned or managed a total of 61,576 acres of wheat. The amount of knowledge gained by producers was evaluated using the retrospective post method. Overall producers exhibited a 46% increase in knowledge.

Search for Excellence Landscape Horticulture

National Winner

CERTIFIED PLANT PROFESSIONAL TRAINING

Lauderdale,* D.M.¹, Lauderdale, C.K.²

¹.Extension Agent, North Carolina Cooperative Extension, Pitt County, Greenville, NC

².Extension Agent, North Carolina Cooperative Extension, Wilson County, Wilson, NC

The North Carolina green industry is valued at over 8.6 billion dollars while landscape, nursery, and retail garden center employees struggle for recognition as professionals. The horticulture agents in Pitt and Wilson Counties developed and implemented training based on two professional certifications already existing in the state to help green industry owners and employees improve their status and income. Certified Plant Professional Training teaches plant biology, Latin names, identification, plants for particular locations, landscape design, installation, maintenance, turf, flowers, soils, fertility, pruning, and pest management for those preparing to become NC Certified Plant Professionals or NC Registered Landscape Contractors during 42 hours of training. Classes are taught with a hands-on approach outdoors with learning reinforced by plant name quizzes, identification tests, repetition, and classroom review of written material. Classes were held at Pitt and Wilson County Extension offices and cooperating nurseries. Over the past three years 27 of 37 participants have become NC Certified Plant Professionals. This passing rate of 74% is 64% greater than the average of 10% that pass who have had no formal training for the exam. Surveyed participants indicated a moderate to greatly increased knowledge of all areas of plant identification and care. Over the past three years, 9 participants have also become NC Registered Landscape Contractors. Class participants have increased yearly income and revenue by \$504,000.

National Finalists

THE BROWN COUNTY GARLIC MUSTARD RESEARCH & EDUCATIONAL PROGRAMS

Vijai Pandian
Horticulture Educator

Pandian,* V.

Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

Garlic mustard is a highly aggressive, non-native biennial herb that has colonized urban forest and landscape settings in Northeast Wisconsin. Its enormous seed production and viability in the soil pose a huge challenge in controlling its spread. In addition, garlic mustard degrades the health of the urban forest by inhibiting the mycorrhizal association with the trees and displacing other native vegetation in the ecosystem. Due to its unique competitive traits, many park officials, urban foresters and

other land managers including homeowners are looking for effective management strategies to minimize the spread of its infestation. Field research study was conducted in three locations in the state to evaluate the effectiveness of various treatment methods and their timing to control garlic mustard. The field research study data was shared at professional conferences and published in the Invasive Plant Association of Wisconsin newsletter. For the first time, a field day was hosted at one of the research study sites that attracted 28 people. To create awareness in the local communities, many PowerPoint presentations, news articles and TV segments on the impact of garlic mustard and other invasive species was offered by the educator.

HOME GROWN' GARDENING WORKSHOPS

Harris,* A.S.¹

¹. Regional Extension Agent, Alabama Cooperative Extension, Tallapoosa County, Dadeville, Alabama 36853

In 2008 and 2009, there was a renewed interest in home gardening and a greater demand for information on growing fruits and vegetables. This movement may have been due to a turn in the economy, higher food prices, demand for known sources of local grown produce, and desire to be self sustainable. The Alabama Cooperative Extension System responded by offering a series of seasonal 'Home Grown' Gardening Workshops across the state in 2009 to educate beginner and experienced gardeners in the areas of home fruit and vegetable production. Approximately 623 people representing 17 counties participated in these workshops. After the workshops, a post survey was mailed to the participants. When asked "as a result of attending the 2009 'Home Grown' Workshop(s), which of the following did you do?," - 52% started a home garden, 33% took a soil test, 37% built a raised bed garden, 11% installed drip irrigation, 31% adopted daily or weekly pest monitoring, 41% used less pesticides, 51% consumed more fruits and vegetables, 5% purchased a home pressure canner, 28% felt they saved money and lowered their food bill, 41% began composting, 58% added organic matter to their garden soil, and 34% purchased and broadcasted a fire ant bait product. The most significant response was that 69% of the participants told us they shared their knowledge or information with others. When asked, "How would you rate the value and importance of the Alabama Cooperative Extension System and its public educational programs, including the 'Home Grown' workshops?," 183 participants out of the 183 surveys returned responded "Very High" to "High."

2009 VICTORIA COUNTY MASTER GARDENER EDUCATIONAL PROGRAMS

Janak, * J.D.

County Extension Agent – Ag/NR, Texas AgriLife Extension Service - Victoria County, 442 Foster Field Dr., Victoria, Texas 77904

With clientele approaching 100,000, this County Extension Agent, not trained in horticulture, initiated the Victoria County Master Gardener program in 1997. Since then, 300 individuals have been trained with currently 148 active Master Gardeners (45 from 8 adjoining counties and one neighboring county subsequently organizing their own association).

In 2001 the Victoria County Master Gardeners initiated the Victoria Educational Gardens "VEG", with Phase I completed by 2003 including 16 mini-gardens. Phase II – V plans began in

2006 with the majority completed in 2007. Today VEG features 37 demonstration gardens and 13 garden features within 1.5 acres. Phase VI, a 6000 sq. ft. climate controlled educational pavilion was added in 2009. In the last 3 years, local Master Gardeners volunteered over 38,000 hours supporting these educational efforts. With their 12 years of volunteerism valued at \$1.53 million (over half volunteered in the last 3 years) plus over \$500,000 raised for VEG and the new pavilion (3/4 raised in the last 3 years), contributions total over \$2 million to the local economy.

The Master Gardeners annual conduct 40 – 50 educational presentations, workshops and symposiums annually reaching over 12,000 people in the last 3 years. Over 1300 youth and several hundred adults tour the gardens annually. Area residents learn sound ecological practices, proper landscape management and can see how recommended landscape plants flourish. Master Gardeners also write the newspaper's weekly "Gardeners' Dirt" news articles (all proofed/edited by Janak); over 350 articles in 7 years to over 34,800 homes weekly plus worldwide access of all articles through our Victoria County Master Gardeners' web page as well as through the Victoria Advocate's web page.

State Winners:

SUMMER HORTICULTURE INSTITUTE FOR ELEMENTARY SCHOOL TEACHERS

Fishburn,* J.L.¹, Nelson, J.S.²

¹.Horticulture Educator, University of Illinois Extension, Sangamon-Menard Unit, 2501 N. 8th Street, Illinois State Fairgrounds, Building #30, Springfield, Illinois 62702

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Increasing amounts of research indicates that exposure to nature and green spaces can improve students overall academic performance, self-esteem, personal responsibility, community involvement, personal health and understanding of nature. Horticulture is one way to connect children to nature and promote environmental stewardship in line with the emerging "No Child Left Indoors" movement. In the past two years, forty-one central Illinois elementary teachers have participated in the Horticulture Summer Institute which was offered in Springfield and Decatur. Teachers participated in 3 days of hands on garden activities including plant propagation, measuring a tree, and outdoor activities including a schoolyard scavenger hunt. This workshop provided elementary teachers basic science knowledge and confidence to teach horticulture activities to students. Teachers who attended the workshop reported that they have incorporated outdoor activities into lesson plans. One teacher started an outdoor school garden. If each of the teachers who attended the institute incorporates garden activities in the classroom each year, this will result in 820 students a year benefiting from this institute.

PICKIN' PATCH – FEEDING BIG APPETITES FROM SMALL SPACES

Sagaser,* S.¹, Brummond,* B.², Fear, M.³, Johnson, A.⁴, Lubenow, L.⁵

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Pickin' Patch was conceived as a program to help families and individuals renew and instill interest in vegetable gardening, grow produce to save money, promote family activity, increase vegetable consumption and increase awareness of the many gardening possibilities for North Dakota residents. Since many potential gardeners do not have access to traditionally sized backyard gardens, emphasizing intensive gardening techniques in small garden plots and containers is an important part of the program. During April and May of 2009, Pickin' Patch was presented multiple times to diverse audiences at the local Head Start agencies' "Family Fun Night" in Grand Forks, Walsh, Traill, Steele and Nelson Counties. In addition the program was offered to residents at Grand Forks Air Force Base. A "train the trainer" session was also provided for Head Start and WIC staff. At the seven stations, participants took part in the following activities and topics: a Power Point session for parents, the Pickin' Patch publication review, nutritional activities and door prizes for the children, an educational session for parents including time for questions and answers, ideas for ways to include vegetables in daily diets, a vegetable mascot to visit with the children, and lastly, they planted a tomato plant in a pot to take home as a beginning container garden.

LANDSCAPE HORTICULTURE PROGRAM IN DELAWARE COUNTY

Gao, Y.G.

Associate Professor, Master Gardener Program Coordinator and Extension Educator for Horticulture, Ohio State University Extension in Delaware County, 149 N. Sandusky Street, Delaware, OH 43015

Landscape horticulture program in Delaware County is quite diverse. Major educational programs are Ornamental Plants/Landscaping School, Landscape/Garden Diagnostic Workshop, Residential Landscaping in 3Ds, Fruit and Vegetable Short Course/School, Home Gardening School, Green Thumbs - Gardener's Fair, and Master Gardener volunteer program. Green Thumbs - Gardener's Fair featuring concurrent workshops, a keynote speaker, entertainment and commercial exhibitors, drew a combined of more than 1,850 attendees from 2007 to 2009. The Green Thumbs - Gardener's Fair won the Excellence Award at the 2007 and 2009 Ohio Master Gardener State Conference. Other programs drew a combined attendance of 480 from 2007 to 2009. The teaching methods used by this Extension educator included classroom instruction, hands-on demonstration, a weekly electronic newsletter, a weekly newspaper column, educational bulletins, Facebook, and Twitter. One of the key teaching tools is the Buckeye Yard and Garden Line (BYGL). This weekly newsletter is loaded with timely information. During the growing season, BYGL is emailed to approximately 1,347 subscribers. The BYGL with photos is available on line at <http://bygl.osu.edu> The Statistics for 2008 and 2009 included 4.2 million successful requests for information. Based on a 2009 BYGL survey, the money saved by BYGL email subscribers totaled \$914,432. This Extension Educator is a co-author of BackPocket Gardener, and the editor of Midwest Home Fruit Production Guide. Both bound books were the national winners of the NACAA Communications Awards, in 2007 and 2009, respectively. More than 2,400 copies of the Midwest Home Fruit Production Guide

have been sold since February, 2009.

GREENSCAPES PROGRAM

Bergman, C. ¹, Zdorovtsov, C.²

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The GreenScapes program was created to address sustainable approaches in gardening and landscaping to the people of South Dakota. This program aims to teach techniques that will conserve resources, prevent pollution and save consumers money.

The 2009 program was presented to 268 people in seven counties. Educators provided a multi-faceted program which combined current and relevant issues: the desire of people to grow their own food, home canning, lower input lawn care and garden design, rain barrel construction and backyard composting. The team partnered with the U.S. Environmental Protection Agency and the USDA Natural Resources and Conservation Services (NRCS), both of which provided materials for distribution for both 2009 and 2010 sessions.

The 2010 GreenScapes presentations include alternative approaches to insect control in vegetable gardens and the use of native plants and their effect on ecology. This year the NRCS was invited to participate and is presenting on local tree and conservation programs available to residence.

The evaluation methods included approaches to assess the program in order to identify realized impacts in knowledge, behavior and status. Attendees gained knowledge in home canning, composting and other sustainable landscaping techniques. Participants felt empowered to participate in home canning and utilize safe methods. They indicated intentions to change behavior to build healthy soils, plant species that are appropriate to the site, practice reduce input lawn care, utilize irrigation water efficiently, and incorporate integrated pest management strategies for their own home landscape.

THE LEARNING FIELDS AT CHAFFEE CROSSING

Blakey, D.W.*

The Learning Fields at Chaffee Crossing is a project of the River Valley Master Gardeners. It was created to give the Master Gardeners a venue for public education and demonstrations and to give newer members a project more in line with their interests. To date we have secured over \$75,000 in cash and in-kind donations for the project. Currently the site features a greenhouse, 8 demonstration gardens, a labyrinth, and a multi-purpose building. Work is underway on a central plaza, A.D.A. compliance, and an outdoor classroom. The facility was opened to the public in June 2009 after 3 years of planning.

STATEWIDE INTEGRATED PEST MANAGEMENT UPDATE

Jane Vihlen Morse
EXTAGT II MA ENV HORT

PINELLAS COUNTY

Team Members: Bolques, A.¹, Brinen, G.H.^{2*}, Brown, S.H.³, Dunning, S.⁴, England, G.K.⁵, Gazula, A.⁶, Mannion, C.⁷, Mayer, H.⁸, Miller, L.⁹, Morse, J.V.¹⁰, Orfanedes, M.¹¹, Popenoe, J.¹², Schall, W.¹³, Seals, L.¹⁴, Shives, S.¹⁵, Steed, S.⁶, Venrick, D.¹⁶, Skvarch, E.¹⁷, Henry,

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2. Extension Agent retired*, UF/IFAS, Alachua County, Gainesville, FL 32609
3. Extension Agent, UF/IFAS, Lee County, Ft. Myers, FL 33916
4. Extension Agent, UF/IFAS, Okaloosa County, Immokalee, FL 34142
5. Extension Agent, UF/IFAS, Lake County, Tavares, FL 32778
6. Extension Agent, UF/IFAS, Hillsborough County, Gainesville, FL 32609
7. Associate Professor, UF/IFAS, Tropical REC, Homestead, FL 33031
8. Extension Agent, UF/IFAS, Miami-Dade County, Homestead, FL 33030
9. Extension Agent, Texas AgriLife Extension, Tarrant County, Ft. Worth, TX 76101
10. Extension Agent, UF/IFAS, Pinellas County, Largo, FL 33774
11. Extension Agent, UF/IFAS, Broward County, Ft. Lauderdale, FL 33314
12. County Extension Director, UF/IFAS, Lake County, Taveres, FL 32778
13. Extension Agent, UF/IFAS, Palm Beach County, West Palm Beach, FL 33415
14. Extension Agent, UF/IFAS, Brevard County, Palm Bay, FL 32909
15. Extension Agent, UF/IFAS, Manatee County, Palmetto, FL 34224
16. Extension Agent, UF/IFAS, Volusia County, DeLand, FL 32724
17. Extension Agent, UF/IFAS, St. Lucie County, Ft. Pierce, FL 34945
18. Extension Agent, UF/IFAS, Polk County, Bartow, FL 33831
19. Extension Agent, UF/IFAS, Orange County, Orlando, FL 32812
20. Extension Agent, UF/IFAS, Orange County, Orlando, FL 32812

The IPMU is an annual program designed to bring the latest pest information and management options to the commercial horticulture industry. The update allows the pest management industry and pest researchers to convey the latest information to nursery producers and landscape professionals. The environmental horticulture industry needs to know about the new pests that are introduced into the Florida ecosystem (a new exotic pest is established in Florida each month), the most up to date information on how to manage them, and what new control options are available is critical. A series of educational seminars, handouts and posters created by IFAS extension personnel were used in this extension activity. The number of clientele reached during 2007-2009 was 418. A standard evaluation tool was developed each year and used by each of the sites to collect data on the impacts of the program. Evaluations and impacts showed that in 2007 more than 50% of survey respondents improved their ability to deal with borers, plant diseases and water stress, while 30% said they were already using improved methods. In 2008, when asked about 10 different pest best management practices (BMPs), 49% of respondents indicated they would use the information gained, while 38% indicated they were already using these practices. Practices surveyed included checking palms for signs of two new deadly diseases and calling their Extension agent; using bait treatments for fire ants 2 to 3 times per year; and using other pest management control practices. In 2009, when asked about 10 different pest BMPs, 52% of respondents indicated they would adopt these techniques, while 36% indicated they already use these techniques.

Search for Excellence Farm and Ranch Financial Management

National Winner

UNDERSTANDING YOUR 2008 FARM BILL OPTIONS

Tim Lemmons
EXTENSION EDUCATOR
UNIVERSITY OF NEBRASKA - LINCOLN
Northeast District
Team Members: Al Vyhnalek

750 Nebraska producers better understand the 2008 Food, Conservation and Energy Act Title One Commodities payment programs as a result of 30 University of Nebraska-Lincoln Extension "Understanding Your 2008 Farm Bill Options" programs held across Nebraska. In pre-meeting surveys, participants reported a low understanding of the 2008 Farm Bill Direct-Counter Cyclical Payment and Average Crop Revenue Program. Participants then engaged in a face-to-face educational workshop designed to improve their understanding of both programs and to answer many questions regarding the effect the Farm Bill would have on their gross farm revenues and taxable income; participants were also given the opportunity to address the effect of the program on their own farms through hands-on engagement with the Texas A&M online farm bill tool. A Nebraska model was also constructed which addressed Nebraska specific crops and allowed users to learn from what-if scenario creation. Interactions with the Nebraska Farm Bill Model allowed users to generate farm specific results for their operations. In follow-up surveys and post-workshop questionnaires, respondents reported a greatly improved understanding of the 2008 Farm Bill Direct-Counter Cyclical Payment and Average Crop Revenue Program; $t(471)=15.601$, $p<.05$. In all 503,474 participant acres were reached averaging \$11.96 per acre for a total impact of \$6,021,549.04 or \$8,029 per participant; with a four-year total of over \$25 million dollars. 250+ one-on-one consultations were completed with the online tool and 17 total all-state extension educator emails and media news releases were created.

National Finalists

BOOM – BUST PRICE CYCLES IN AGRICULTURAL COMMODITIES

Semler*, T.A.

Extension Agent, NDSU Extension Service, Bottineau County, Bottineau, N.D. 58318

U.S. crop producers experienced an explosive grain market rally in late 2007 into 2008. Northwestern North Dakota crop producers experienced excellent growing conditions in 2007. With high yields and record high prices, most producers were at high income levels not seen since the grain market rally of 1974-75. History shows that this major grain price rally was followed by an explosive "Boom" period where land, machinery and input costs rose dramatically and caused an inflationary period for agriculture in the late 1970's. This was followed by a "Bust" period the decade of the 1980's with rampant inflation in the U.S. economy, high interest rates, input costs and low grain prices. This forced many grain and livestock producers out of business during the 1980's.

To remind producers about mistakes of the past and educate

younger producers that periods of high grain prices are short and usually followed by periods of high costs and lower prices, Extension agents in MPU 1 & 2, planned a program series entitled, Crop Opportunities 2008, scheduled during early December 2007, and set at seven locations in Multi-county Units 1 and 2, with 3 added locations served by video conference. My contribution to this Farm Management series was to take a look at crop commodity prices, major crop input costs, land costs and interest rates from 1970 to the present. Attendance at the series was over 240 extension clients. An evaluation during each of the daily programs was conducted and asked participants to rate each of the presentations. The rating scale was 1-5 with 1 being of no use and 5 being extremely useful. My presentation, 1970's Boom-to-1980's Bust-to-2008, had a rating of 4.04.

AGRICULTURAL LENDER SEMINARS

Glen J. Arnold
EXTENSION AGENT, ANR

Team Members: Gary Wilson

Ohio State University Extension utilizes Agricultural Lender Seminars to inform lenders of Extension programs, ongoing research and available research on current events. With the loss of district, regional and state Extension specialists Agricultural Lender Seminars in Ohio have become the responsibility of county based personnel. Two agricultural lender seminars are held annually in late October in the heaviest agricultural areas of western Ohio. Seminar topics are a blend of current issues and new land grant university research. Each year agricultural lenders are solicited for topic suggestions. Staple topics of these annual lender seminars are Extension crop budgets, expected fuel, fertilizer and seed costs, cash rent research and land price trends. E-mail addresses are collected from lenders and used to keep lenders informed of Extension events throughout the year. In 2008 the 110 lenders in attendance reported having 17,766 agricultural clientele and 2.664 billion dollars in agricultural land and equipment loans. Usefulness of the agricultural lenders seminars typically rate an 8.25 on a 10 point scale from evaluations collected. Agricultural lenders are an important clientele group that Extension maintains a presence with, through these annual seminars.

ANNIE'S PROJECT IN FLORIDA

Wilson,* N.M.¹, Kluson, Robert², Strickland, Stacy³, Sowerby, Mary⁴, Demorest, Nichelle⁵, Wysocki, Al⁶, Landrum, Linda⁷

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⁵ Extension Agent, University of Florida/IFAS-Columbia County Extension Service, Lake City, Florida 32025

⁶ Associate Professor, Food & Economic Resources Department, Gainesville, Florida 32609

⁷ Extension Agent, University of Florida/IFAS-Suwannee County Extension Service, Live Oak, Florida 32064

Annie's Project is an interdisciplinary farm financial risk management program for women in agriculture. Annie's Project

is a focused curriculum that encompasses all five risk management issues such as: human, legal, marketing, production and financial. In the past, women on the farm filled a 'farm wife' role, today's female producer wants the challenge of transitioning the farm from necessity, hobby or craft to a viable business. They see a need for risk management, a business plan, a network and improved methodologies through science to increase their yield and to add value to their products. This National program was launched in Florida for the first time in five counties: Marion, Sumter, Suwannee, Hernando and Sarasota. Each county had 20 participants and the success of this program have far exceeded any expectations. Based upon evaluation results the participants plan to implement QuickBooks Pro as their record keeping system, write or update their wills, change or update their farm liability insurance, have a clearer understanding of financial statements, write or update their farm business plan.

State Winners:

CREATIVE COMPENSATION – WHAT YOUR PAY SHOULD SAY

Schwartz, Chuck, Extension Educator, University of Minnesota Extension, Regional Extension Office, 863 30th Ave SE, Rochester, MN 55904

Today's agriculture producers have become much more than farmer/producers of food, fiber or energy. Whether they recognize it or not, they have become not-so-small business operators. As business operators, they have also become significant employers. For many rural communities, farms are among the largest employers in the community. As employers, these farmers regularly face the question of how to adequately compensate employees for their contribution to the business and still remain profitable.

Employees expect to be fairly compensated for their contribution to the business. Compensation packages should be fair and equitable internally (within the business) and externally (within the community).

Compensation can also be in three types: Direct Compensation (monetary), Non-Monetary (i.e. flexibility of scheduling, work opportunities for family, produce, meat, etc.), and Indirect-Compensation (training opportunities, use of vehicles or equipment, retirement package options, etc.). The key point to any package and its components is to be sure it contains what employees really want and value.

According to surveys, direct compensation makes up about 80% of the typical compensation package but since that is the portion directly seen by the employee, it needs to be reflective of the market for skills offered by the employee.

In the end, a farm's compensation package should show the employee that he/she is valued for the contributions they make to the success of the farm business and that you want to help make the employee successful in life as well.

LATER LIFE FARMING: CREATING A RETIREMENT PAYCHECK

Stephen John Komar, Jr
Agricultural Agent

Team Members: Komar, S. J. , Mickel, R. C. , O'Neill,*B., Brumfield,*R.

Many farmers are approaching retirement age and need to take advantage of critical planning years preceding this transition. As small business owners, farmers are often solely responsible for funding future retirement savings and health insurance. There is

a need for information that addresses the unique retirement planning concerns and mindset of farm families. Two focus groups were held with New Jersey farm families in 2008 to inform development of a 10-module online retirement planning course for farmers called Later Life Farming: Creating a Retirement Paycheck <http://laterlifefarming.rutgers.edu>. This online educational curriculum includes original content and links to previously published materials. This educational resource has been visited 7,795 times by 3,230 visitors from 13 countries. The average visitor spent more than twelve minutes on this site and over 9% returned to the site multiple times. The success of this online resource suggests that future financial and retirement programming is needed to meet the needs of agricultural producers.

MATCHING FEEDS WITH CATTLE NUTRITIONAL NEEDS

Wiggins,* A.G.¹, Kelley, W.K.², Tucker, J.K.³

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Properly feeding cattle through the winter is often a challenge and expensive component in a cattle operation. Programming was offered in counties of the Southwest Region of Alabama to livestock producers on how to effectively match feeds with cattle nutritional needs. Using results from hay analyses and nutritional values of common supplemental feeds, producers were educated on how to use this information to meet the nutritional requirements of cattle. Hay quality, storage, feeding strategies, feed purchasing and feed cost analyses were focal points used to assist producers in managing costs associated with supplemental feeding. This information was especially important to small scale farmers due to having higher per unit input costs and their need to minimize feeding costs to improve profit potential. This program presented small and beginning cattle farms with the core knowledge base needed to make informed decisions regarding their nutritional program. Post evaluations indicated that all participants learned something new from the program and that 88% of them planned to implement changes in their feeding program.

Search for Excellence Young, Beginning, or Small Farmers/ Ranchers

National Winner

Burbaugh, B*.¹, Toro, E.M*.²

1. Extension Agent, University of Florida/IFAS Extension, Duval County, Jacksonville, FL 32254

2. Extension Agent, University of Florida/IFAS Extension, Suwannee County, FL 32064

Florida's young, beginning and small farmers find small-scale poultry production makes economic sense because the start-up

cost is low while the potential for significant and steady income is high. Prior to this initiative, a wealth of information existed for large-scale poultry production, but little information pertained to producing poultry in pasture-based systems. The objectives of this program were 1) develop educational materials and programs related to small-scale poultry production 2) to increase knowledge of regulations related to marketing of poultry products in Florida. A multi-faceted approach to education that included traditional classroom instruction, peer-reviewed publications, distance learning through web-based modules and hands-on experiential learning through field days and farm visits was implemented. As a result, 553 small and beginning farmers have been educated to enhance their knowledge of poultry production, processing and marketing. Exit surveys show an average knowledge gain of 42.6%. Initial evaluations indicated a need for clarification of the regulations as they pertain to poultry. Regulatory clarifications sought by the agents and partners have cleared the way for producers to supply high end niche markets legally and in turn increase farm revenue. For example, three producers diversified production with heritage turkeys and increased income by over \$18,000 in one year alone. A variety of assessments included surveys, pre and post tests, personal interviews, follow-up phone calls and farm visits to assess implementation of practices. As the demand for locally produced poultry products continues to increase; small farmers now have the tools needed to meet this demand.

National Finalists

DEVELOPING COMMUNITIES OF YOUNG DAIRY PRODUCERS

Phil Durst
Extension Dairy Educator
MSU EXTENSION
OSCODA

Young dairy producers in NE Michigan have formed a community that encourages, supports and teaches one another while they learn and have fun. Through farm visits and analysis, through discussions and sharing, they have been growing in dairy management abilities while they grow as friends and colleagues. A second group has now been formed by the Extension Educator with help from members in the first group. Through these two groups, the Extension Educator meets with 35-45 young dairy producers each month for 2 to 2.5 hours each time. That is approximately 1000 hours of educational contact time annually with a critical audience. Recently, those physical communities have been added to with a virtual community via a Facebook fanpage called Young, Savvy & into Dairy. Non-traditional means have been effective in reaching a segment of the dairy audience that has not typically participated, yet have shown that they are hungry for education.

“GROW YOUR OWN” WORKSHOPS

Roger C. Vines
COUNTY EXTENSION COORDINATOR
ALABAMA COOPERATIVE EXTENSION SYSTEM
Coosa County

Team Members: Roger Vines, Chip East, Shane Harris, Jack Tatum, David Cline, John Blake, Joe Hess, Kenneth Macklin, Robert Spencer*, Damon Wallace*, Pattie West*, James Langcuster*

There has been a noticeable increase in interest among our

landowners to going back to producing their own food. Some are doing so because concerns over food safety, some because of rising food costs, some are concerned about the economy and the food supply, while others simply want fresh produce. The Coosa Extension Office organized a series of workshops called "Grow Your Own" that covered topics such as backyard poultry, home vegetables, home orchards, raising goats and sheep, raising a beef calf for the freezer, small scale catfish production, beekeeping and then wrapped the program up with food preservation. Several of the course participants initiated new farm enterprises for home use and sale. One participant adopted several of the farm operations and began raising his own food and selling to the farmers market. He and the program were featured in the Alabama Extension State Annual Report and in local news media.

GROWING FARMS: SUCCESSFUL WHOLE FARM MANAGEMENT FOR BEGINNING SMALL ACREAGE FARMERS

Fery, * M.A.¹, Martin, D.², Andrews, N.³, Matthewson, M. ⁴, Pool, K.⁵ Angima, S. ⁶ Stephenson, G.O.⁷

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⁷. Extension Faculty, OSU, Crop & Soil Science, Corvallis, Oregon 97331

Growing Farms: Successful Whole Farm Management is a workshop series designed to provide beginning farmers with the tools and knowledge necessary to succeed in a farm business. In 2008, OSU Small Farms Program set out to create an educational program that meets conditions specific to diverse regions in Oregon. Growing Farms is intended to help new farmers manage risk through understanding the linkages between the biological, financial and human dimensions of their farms. These linkages are explored through six topical areas that integrate specialty crop and livestock production and farm business management. The curriculum topics include Dream It: Strategic Planning, Do It: Farm Operations, Grow It: Production, Manage It: Farm Finances, Sell It: Marketing Strategies and Keep It: Managing Liability. In 2009, 110 beginning small acreage farmers participated in the workshop series, which were held in four regions of Oregon. The workshop participants included those who are in their first five years of farming, those who are intending to start a farm and those considering major changes to their farms. As a result of the Growing Farms series, participants have formed strong networks with other small acreage farmers, gained better access to science-based information and plan to use this information to improve their farm businesses.

State Winners:

GASTON COUNTY GROWERS INCREASE SUSTAINABILITY AND PROFITABILITY ON SMALL ACREAGE

Mark Blevins

Mark Blevins works with local growers in Gaston County to increase their profitability on small acreage. He does this during one on one contacts, on-site consultations, larger group meetings and through electronic communication. Growers appreciate Mark's positive attitude and great information. Blevins is a founding member of the Extension marketing initiative Foothills Fresh which connects local people with local foods from local farmers in a 6 county area with 60 farms currently participating. Since no direct marketing farms larger than 80 acres operate any longer in Gaston County, Mark knows that to keep the capacity for local foods, small farmers will carry the burden in the future.

AG 101 SERIES FOR SMALL ACREAGE LANDOWNERS

Green,* J.R.

Extension Agent, Texas AgriLife Extension Service, Parker County, Weatherford, Texas 76086

Small acreage landowners wanting to start a small farming or ranching operation but with limited agricultural knowledge are rapidly increasing in number here in Parker County. With local committee guidance and a needs assessment indicating subject matter to offer, an Ag 101 for Small Acreage Landowners Series was planned, conducted, and evaluated to reach this targeted audience.

Three to four evening meetings were chosen as the format since most of these people work days.

Topics covered Agricultural Tax Exemptions, Beef Cattle & Horse Management on small acreage, Ag Resources & Web Sites, Goat Management on small acreage, Wildlife concerns on small acreage, Pond Management, Plant ID of Natives, Soils of Parker County , Soil Testing & Fertility, Managing Improved Pasture and Hay Production, Oak Wilt & Tree Care, and Website Resources.

At the completion of each series, a retrospective post evaluation was administered with an average of 92% completing. This instrument used the Likert Scale of 1=Poor, 2=Fair, 3=Good, 4=Excellent to reveal knowledge before the series and knowledge afterward. Change in these scores was indicated by the mean value differences between the before and after measurements. Mean change ranged from +0.9 to +2.43 with percent change ranging from 39% to 243% increase in knowledge of the above mentioned subject matter areas. The evaluation indicated that the series was successful in increasing agricultural knowledge of the targeted audience and it also indicated that 92% (67 of 73) gained the ability to analyze land situations and make better land management decisions.

Search for Excellence Remote Sensing & Precision Agriculture

National Winner

PRECISION AGRICULTURE FOR ALABAMA LIVESTOCK PRODUCERS

Kelley,*W.K.¹, Elmore, J.B.², Farris, O.F.³, Winstead, A.T.⁴, Norwood, S.H.⁵, Wiggins, A.G.⁶, Colquitt, R.W.⁷

¹. Regional Extension Agent, The Alabama Cooperative Extension System, Southwest Alabama, Mobile, Alabama 36608

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³. County Extension Coordinator (retired), The Alabama Cooperative Extension System, Escambia County, Brewton, Alabama 36426

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⁵. Multi-County Extension Agent, The Alabama Cooperative Extension system, Tennessee Valley Research and Extension Center, Belle Mina, Alabama 35615

⁶. Regional Extension Agent, The Alabama Cooperative Extension System, Southwest Alabama, Monroeville, Alabama 36460

⁷. County Extension Coordinator, The Alabama Cooperative Extension System, Shelby County, Columbiana, AL 36051

Educators recognized a critical need for Alabama livestock producers to use available technologies to improve profitability during a period of economic turbulence. Precision agriculture has been used extensively in row cropping situations in Alabama for several years. However, livestock producers have been reluctant to adopt the technologies. Educators used grant monies obtained through the Alabama Cattlemen's Association and the Alabama 50 cent checkoff program to purchase two Trimble EZ-Guide 250 GPS guidance units. The units were made available to three producers to use at no cost. Producers used the units during all applicable farm operations. Producer acceptance of the technologies was extremely positive. A video was filmed which featured testimonials from each of the producers. This video was used in several educational presentations and posted on the social networking site "YouTube". A field day was held at the Letohatchee Alabama Stockyard. A livestock track was also planned and implemented for the 2009 Precision Ag & Fields Crop Conference.

National Finalists

KARA ASSOCIATION

Todd Whitney

District Extension Agent, ANR
K-State Research & Extension
River Valley District

Team Members: Scott Staggenborg, K-State Agronomy Specialist
Walt Lenhardt, River Valley Extension Board Lee & Margaret Scheufler, KARA Board leaders

Whitney, T.D.

District Extension Agent, Kansas State University Research and Extension,
811 Washington, courthouse, Suite E,
Concordia, KS 66901

Our K-State Research and Extension - River Valley Extension District is located in North Central Kansas with seven extension agents in our four-county area. My primary emphasis is crops and soils.

Crop production account for \$172,378,000 of farm income in 2009 with 1,018,700 total acres harvested in the River Valley Extension District in North Central Kansas (Clay, Cloud, Republic and Washington counties).

Educational Objectives: 1) Assist River Valley and Kansas producers in adopting precision agriculture technology; 2) Networking area progressive producers with other producers for agricultural technology problem-solving, knowledge/idea exchange, and on-farm research and remote sensing demonstration.

Program Activities: 1) Expand precision agriculture/remote sensing producer knowledge base through local media radio and newspaper timely news articles along with the River Valley Extension District newsletter articles. 2) Assist the Kansas Agricultural Research Association (KARA) organization with an annual training clinic, and 3) incorporate remote sensing and crop yield mapping into District crop research plots and yield challenges evaluation.

Teaching Methods: Hands-on demonstrations and "grass-roots" producer-led leadership have been the main teaching approaches. Since "hands-on" training results in the longest range learning, on-farm demonstrations and hands-on "bring your computer and questions" to the workshop have been the accepted teaching approach.

Results: In 1997, assisted six progressive farmers and two K-State Extension specialists with organizing the Kansas Agricultural Research Association (KARA). This farmer-based organization now provides support for on-farm research projects along with an annual in-depth educational seminar and bi-annual on-farm regional tours. Membership has now grown to over 120 Kansas producers due to the progressive producers assuming leadership with the organization.

The KARA Association website (www.ksagresearch.com) provides useful analysis tools, producer discussion board, technology field day highlights, on-farm research results, and events overview.

VOLUNTARY AGRICULTURAL DISTRICT PROGRAM

Mark Blevins

Team Members: Danon Lawson* and Jason Cathey* Gaston County Natural Resources

Mark Blevins works with the Gaston County Natural Resources Department to advertise the Voluntary Agricultural District program to farmers in the county. A new, enhanced program has been established for longer term agricultural use which has even more benefits to the farmer. VAD program participants are entered into a database and mapped on the local GIS system available through the internet. A GIS layer can be selected that forms a shaded region around the VAD properties to alert nearby residents and potential residents to the agricultural uses occurring nearby. This

can be beneficial to farmers who may receive criticism for sights, sounds and smells of their operations from residents who received fair warning by having the opportunity to view the program on the GIS system. This can also benefit potential residents desiring a location near open lands and fresh foods associated with farming activities.

USING YOUR GPS. A GLOBAL POSITIONING SYSTEM

Ashley McFarland and Randall Brooks
Extension Educator
UNIVERSITY OF IDAHO
Benewah

Team Members: Randall Brooks Paul Gessler* Ashley McFarland
Christopher Schnepf*

Idaho has abundant forest land. Many people do not realize that over 2 million acres (11% of Idaho's forests) are owned and managed by thousands of non-industrial private owners. Each landowner has unique goals for his or her forest property, ranging from timber income to simply "a place to get away from it all". However, one goal common to most forest landowners is to steward their forest land, for their own goals and for future generations.

University of Idaho Extension Forestry annually hosts a wide array of forest stewardship programs to address the educational needs of these forest owners and managers. One such class is Using Your GPS. A Global Positioning System or "GPS" is becoming as common to work and play in forests as a compass. This one day program introduces participants to the science underlying GPS use and features field exercises to acquaint students with basic tasks that can be done with a GPS, such as measuring acreages of tree planting units or mapping insects and disease.

The Using Your GPS class has been taught for five years by University of Idaho Extension Educators Randall Brooks, Ashley McFarland and Chris Schnepf, along with campus faculty member, Paul Gessler. Over the last three years the program has reached nearly 250 participants at various locations throughout north Idaho. Evaluations from 2007-2009 are summarized below:

- 68% indicated they would purchase a GPS receiver as a result of the program;
- 68% indicated they would use a GPS for forest management;
- 44% indicated they would look into GIS applications for forest management;
- 56% indicated they would use internet data sources to manage their forests; and
- participants indicated a 101% percentage increase in knowledge of GPS technology as a result of the program.

Regional Winner

NAWMDNET EDUCATIONAL PROGRAM

Gary L. Zoubek
Extension Educator
UNL EXTENSION
York

Team Members: Zoubek, G.L.¹; Andersen*, D.D.²; DeBuhr*, R.P.³; Irmak*, S.⁴; Leininger*, D.P.⁵; Pryor, R.W.⁶; Rees, J.M.⁷; Schneider, J.W.⁸; VanDeWalle, B.S.⁹.

¹Extension Educator, UNL Extension, York County, York, NE, 68467

²Water Resources Educator, Little Blue Natural Resources District, Davenport, NE, 68335

³Water Department Manager, Upper Big Blue Natural Resources District, York, NE, 68467

⁴Extension Soil and Water Resources Engineer, UNL Department of Biological Systems Engineering, Lincoln, NE, 68516

⁵Water Resources Educator, Upper Big Blue Natural Resources District, York, NE, 68467

⁶Extension Educator, UNL Extension, Saline County, Wilber, NE, 68465

⁷Extension Educator, UNL Extension, Clay County, Clay Center, NE, 68933

⁸Extension Educator, UNL Extension, Hamilton County, Aurora, NE, 68818

⁹Extension Educator, UNL Extension, Fillmore County, Geneva, NE, 68361

Water is the Life Blood of Agriculture! Nebraska has 8.8 million acres of irrigated cropland and producers are challenged to practice conservation measures while meeting crop water requirements for maximum net return. The Nebraska Agricultural Water Management Demonstration Network (NAWMDN) educational program was formed in 2005 to transfer research-based information from the University to farmers fields and to increase the use of new tools to enhance crop water use efficiency. These tools provide on-site crop water use information and soil water status. The ultimate goal has been to save one inch of water per year per field along with the associated energy costs.

The NAWMDN has grown from 18 producers in 2005 to approximately 400 producers and crop consultants in 38 counties. Over 10,000 producers, crop consultants and professionals have learned about tools to improve irrigation management by attending over 250+ clinics, field days, workshops, plot tours and individual consultations. The NAWMDN Web site (<http://water.unl.edu/cropwater/nawmdn>) was designed to increase the Network's visibility in the areas of water use, management, research and extension and to actively engage participants by encouraging them to post on-farm ET gage readings weekly. In 2009, 225 producers regularly posted reference ET and crop stage information.

NAWMDN participants were surveyed in 2007, 2008 and 2009. Participants that responded in 2009 reported an average annual savings of approximately 2.2 inches/acre for corn 1.8 inches/acre for soybeans. That is about 7+ million gallons of water for a typical 130 acre pivot. The energy savings would be approximately \$2,600/pivot.

Search for Excellence Livestock Production

National Winner

DEVELOPING A PRE-CONDITIONING AND MARKETING SYSTEM TO ADD VALUE TO BEEF CALVES IN MICHIGAN

Gould, K.S.

Extension Educator, Michigan State University Extension, Ionia County, Ionia, Michigan

Beef cattle producers in Michigan have received significantly lower average calf prices during traditional fall marketing periods. Several factors contributed to the lower prices including but not limited to calf health, genetics lot size, location, uniformity and overall reputation. In 1998, a committee was organized to address

the issues facing the survival and potential growth of the Michigan Beef Cattle Industry. Goals for the program were established, partners were invited to participate and initial surveys were conducted to assess cooperation in the program by both cow-calf producers and cattle feeders. The program was launched in the fall of 1998 and annual survey results were measured and evaluated. The program grew for the first three years and excellent results showing added values of \$5-8/cwt. were realized by the third year. The program known as the "MCA Graded Feeder Cattle Marketing Program" has provided a protocol for producers to follow including identification, vaccination, nutrition, management, etc. Today, the MCA protocol is the industry gold standard in Michigan. A unique outcome has evolved over the past 3 years. Participants in the program have declined. When surveying previous participants, we quickly found they are following the MCA program and as a result have identified direct markets for their calves and now tout direct marketing to repeat buyers as the foundation of their new marketing program. Program results indicate producer change does occur over time and positive outcomes occur in many different forms. Without this program, the Michigan Cow-calf Industry would not have experienced an 11% growth over the past decade.

National Finalists

EXTENSION LIVESTOCK PROGRAM PROVIDES EDUCATION

Howard*, L.F.

Extension Educator, University of Nebraska-Lincoln Extension, Cuming County, West Point NE 68788

Animal agriculture accounts for over 86% of the total farm income for Cuming County and contributes nearly \$732.5 million to the economy. The importance and significance of livestock is very vital to the area.

The Extension Livestock program has provided education to adult and youth livestock producers in Cuming County, Nebraska and the surrounding area. Programs have explained livestock production, management, environmental regulations, and agrosecurity issues. We have provided tools for producers to increase their environmental stewardship and showed the value of livestock nutrient management. Information is delivered with a variety of teaching methods including workshops, tours, individual consultations, computers, internet, satellite, home study courses, radio programs, and the news media.

Livestock management issues continue to have a major emphasis in programming efforts. Extension continues to bring current information and the latest research to producers and related agribusinesses to help their operations adapt technologies and ideas.

This approach has been successful because it has involved a team approach consisting of UNL Extension staff at the county and state levels, livestock producer groups, agribusinesses, regulatory agencies and most importantly the local livestock producer. Efforts will continue to help build an even stronger livestock program for this area with an increased awareness for environmental stewardship, agrosecurity, and improved management practices.

NDSU BBQ BOOTCAMP

Becker,* W.L.¹, Anderson, D.F.¹, Anderson, V. A.², Berg, P.T.³, Newman, D.J.⁴, Hall, N.L.⁴

¹. Extension Agent, North Dakota State University Extension Service, Foster County, Carrington, North Dakota 58421

². Animal Scientist, North Dakota State University-Carrington Research and Extension Center, Carrington, North Dakota, 58421

³. Professor, Animal Science, North Dakota State University, Fargo, North Dakota 58105

⁴. Graduate Research Assistant, North Dakota State University, Fargo, North Dakota 58105

NDSU BBQ Boot Camp is a grass-roots program by North Dakota State University Extension Service and Animal/Meat/Food Science Departments of NDSU. BBQ Boot Camp is an effort to create a statewide educational program that brings a new and exciting aspect into all areas/demographics of the state of North Dakota. This educational short course program was designed to introduce new and existing methods and practices of cooking to the general public while educating on current agriculture industry topics and important consumer information such as food safety. We have identified through research, extension, and educational efforts that these are areas with needed improvement in consumer education. The NDSU BBQ Boot camp major topics include food safety and use of meat thermometers, meat cut selection with emphasis on value cuts and composition differences in meats, proper cooking temperatures-degree of doneness, methods and theory of cooking-methods using gas, charcoal, and smoking setups, and variations in barbeque practices as it relates to time, temperature, humidity, rubs, marinades, and spices. A total of 807 consumers attended the 10 BBQ Boot Camps statewide. Fifty five percent of attendees were men and 45% were women. Of the 807 attendees, 675 volunteered to complete the pre- and post-surveys. The average score on the pre-survey was 73.9%. After attending the Boot Camp event, the average score on the post-survey was 90.6% -a 16.7% increase.

NORTHEAST FLORIDA BEEF AND FORAGE GROUP

Steven Gaul
EXTENSION AGENT I
NASSAU COUNTY

Team Members: Derek Barber, Jacque Breman, Brad Burbaugh, Daniel Fenneman, David Nistler, Cindy Sanders, Michael Sweat, Elena Toro, Barton Wilder, Timothy Wilson,

The Northeast Florida Beef and Forage Group is comprised of Extension Agents representing Alachua, Baker, Bradford, Clay, Columbia, Duval, Madison, Nassau, Suwannee, and Union counties. The primary goal of this program is to coordinate Extension and Research activities for enhanced forage and cattle production in North Florida, based on recommendations from its Advisory Committee. The collaboration between these eleven county agents provides stakeholders with a well rounded educational program that addresses the specific needs of the livestock and forage producers in Northeast Florida. Donations and in-kind contributions of over \$8,000 enabled extension agents to implement high quality programs. During the last three years, the group has hosted 24 educational programs with an attendance of 914. The program themes included pasture establishment, forage quality, livestock marketing, equine nutrition/management, and small ruminant management. The positive changes in producers behaviors and attitudes, as measured by surveys has been significant. The group also distributes a quarterly newsletter that provides relevant articles to nearly 300 producers. A website administered by the group has been growing in popularity and had over 16,000 hits last year. The Northeast Florida Beef and Forage Group also benefits the participating

agents. New agents are able to grow professionally and the formal structure of the group provides continuity to the educational efforts over time and across the region.

State Winners:

BEEF PRODUCTION

Boyle, R.R.

Extension Agent, K-State Research and Extension, Phillips-Rooks District, Stockton, Kansas 67669

Winter supplementation in Kansas is typically required for good nutrition of the cowherd and calves. Feed costs represent almost half of the total costs to the cow-calf producer with harvested forages accounting for nearly 25% of the total costs per weaned calf. Reduced feeding of harvested forages can lower production costs and improve profitability of the cow-calf operation. Additionally feed alternatives such as byproducts can be utilized in place of traditional feedstuffs. Deciding which supplement to use is important due to potentially large cost differences. A sound cowherd feeding management system is more important than ever for cow-calf producers. To address this issue, five educational opportunities were organized and implemented to get cow-calf producers to analyze their cowherd feeding management system. This educational series consisted of 5 hours of lectures inclusive of Controlling Feed Costs, The Value of Quality vs Quantity of Feedstuffs, Using Beef Ration and Nutrition Decision Software (BRaNDS), Pre-Calving Management, Cow Herd Economics, Feeding and Storage of Byproducts, Reducing Hay Waste and Converting CRP to Pasture. A demonstration plot of Summer Annual Forages was also utilized to further educate the cow-calf producers. A total of 99 producers attended these educational opportunities representing all facets of the beef cattle industry (from cow-calf producer to feedlot manager). Evaluations were used following each educational meeting. The evaluations indicate that the educational opportunities were successful in changing some cow-calf producers feeding management system and those changes will increase their profitability.

SMALL RUMINANT SCHOOL MATERIALS

Rory Lewandowski
Extension Educator
The Ohio State University Extension
Athens County

Small ruminant livestock owners (sheep and goats) have a need for in-depth education. It was decided to develop a series of 5-session small ruminant schools that would focus on a specific aspect of small ruminant production. The objectives of the schools were:

- Increase the knowledge base/understanding of small ruminant livestock owners in specific subject matter areas
- Provide in-depth information that would facilitate small ruminant livestock owners adopting new practices or making management changes

The topic of the 2010 school was nutrition. Specific topics covered included:

- Basic Ruminant Nutrition: Concepts and Principles
- Rumen Anatomy and Physiology, How the Rumen Handles and Functions with various Feedstuffs
- Sheep and Goat Nutrition: Nutrient Needs, Animal classes,

and Feedstuffs

- Mineral and Vitamins for Sheep and Goats
- Rumen Nutrition and Profitability

Based on pre and post test evaluations, 100% of the school participants who did not understand the anatomy and function of the rumen system or how different feedstuffs affected animal performance before the school, gained an understanding of rumen anatomy, the function of the rumen and how feedstuffs affect the rumen by the end of the school. 100% of the class participants at the conclusion of the school said they felt confident they could balance a simple ration, taking into account animal nutrient requirements, feedstuff nutrient content and cost of feedstuffs. 96% of the post survey respondents indicated that they would be able to use the information presented in the school to improve the economics of their livestock enterprise and that as a result of attending the school they would be making management changes in their livestock enterprise.

DAIRY PROGRAMMING FOR VETERINARIANS

Denise Brusveen
Agriculture Agent

Shortly after I was hired as the Sauk County Agriculture Agent, I received advice from my mentoring team that veterinarians could easily perceive me as a threat because I had just received my Master of Science Degree in Dairy Science with a specialization in reproduction. Farmers typically look to their veterinarian as their number one source of reproduction advice. It was my goal to form a trusting relationship with them from the start so that we could complement one another, rather than compete with each other. Thus, I made it a point to meet with these veterinarians within my first weeks of being in Sauk County. Those meetings proved to be highly valuable in facilitating what would become an excellent working relationship which now includes frequent phone and email communication, planning meetings with them as well as for them, and making individual farm visits with them.

It was not until the fall of 2009 that I acquired dairy programming responsibility for my neighboring county, Columbia County, as well. Until that point, the only interaction I had with those veterinarians was that I invited them to one meeting in January, 2009. I took the same approach with the one major veterinary clinic in Columbia County that I had taken with the three veterinary clinics in Sauk County. I met with them in November, 2009. When I arrived at my office the next day after that meeting, I already had two emails from them wanting to ask further questions. I am now in regular communication with them as well, and hope to begin planning programs with them in the future.

ANIMAL WASTE MANAGEMENT PLANS

Robert C. Mickel
COUNTYAGENT II

Hunterdon County/Northeast

Team Members: Stephen Komar, William Bamka, Dr. Michael Westendorf, Dr. Carey Williams*, David Lee*, Mike Marandola* and Jason Berkowitz*

Livestock producers in New Jersey are required by legislative act (Rule N.J.A.C. 2:91-"Animal Waste Management Rules"), to develop Animal Waste Management Plans based on animal units/

farm acreage. Extension was directly involved since 2003 with the design, development and drafting of the legislation conjunctively with the New Jersey Department of Agriculture/ Department of Environmental Protection and related agencies. The Rule legislated in 2009 culminated with many years of work by Extension to implement statewide guidelines to meet the Federal Clean Water Act. Extension collaborated with sister agencies and producer groups to develop a user friendly plan with designs to educate producers about the rule, how to be in compliance with the rule and to insure that no excessive fees would be required. Estimates of close to 5,000 producers would have to file plan's and that Extension would be responsible for the educational delivery. Extension created an introductory guide, a CD for filing the plans, a training manual with forms and materials, Act reference copy, a training schedule for incorporation into a three year delivery. Members were selected to do the majority of the 2.5 hour training at four regional sites, along with providing separate training to specific breed or producer requests. Based on the rule time line commencing on March 16, 2009, Extension has presented over 50 training sessions to over 1,200 producers. Sessions used "Power Pole" electronic monitoring to assess the farm types, sizes and pertinent data to over 566 participants from fourteen counties. Producers must file the confidential "declaration page" at extension offices for processing to the NJ Department of Agriculture. "Declaration pages" must be filed by September 16, 2010 and to date 250 producers have filed affirmations to that affect. Extensions final training will utilize a webinar program in spring 2010 and kept on file for producers as needed.

HIGH QUALITY MILK PRODUCTION

Yutzy* A.N.¹

¹. Extension Educator, Penn State Cooperative Extension, Huntingdon County, Huntingdon, Pennsylvania 16652

Producing a high quality product on a dairy farm can be very challenging. Quality control is a major factor in the productivity and profitability of a farm. Use of consistent milking practices that emphasize teat cleanliness, udder massage and rapid milking is one of the most important jobs on your dairy farm. Consistency of milking affects cow well-being, mastitis risk and milking speed. It is often hard to keep milkers engaged in the milking process and usually requires refresher training of why each step is important. Consistent use of standardized milking practices such as predipping, forestripping, drying teats with a single-use towel, unit alignment, and rapid unit attaching and detaching at the right time are essential to quality milk production. This program was delivered through various methods such as dairy profit teams, individual on farm evaluation, various milk quality workshops, and the use of the PA Dairy Milk Quality Drill Down tool. Through these programs, I helped the producer narrow down the bottleneck on their farm and set up an action program that will increase the dairies milk quality. 100% of the participants that have been involved in this program have seen an increase in the milk quality efficiency on their farm. Examples of types of changes that have been made include; implementation of proper forestripping, implementation of culturing chronically infected cows, improvement of milk quality record keeping, improved use of pre/post teat dips and/or alterations to milking protocols.

MANURE CONTROL

Stanley T. Windham
COUNTY EXTENSION COORDINATOR
ALABAMA COOPERATIVE EXTENSION SYSTEM

Windham, S.T.¹

¹. County Extension Coordinator. Alabama Cooperative Extension System, Coffee County, New Brockton, Alabama 36351

Coffee County has an abundance of poultry manure, this is due primarily to the 100 million dollar per year poultry industry in the county. Livestock enterprises in the county are varied but consist primarily of beef cattle production of which the majority are cow-calf operations. This livestock production not counting poultry, generates over 30 million dollars per year county wide. Pastures and hayfields require fertilizer to support our demand upon forage growth to be profitable particularly in beef cattle production. With commercial fertilizer costs being at a high level, it was a natural evolution to use more poultry manure to save significant dollars on pasture and hayfield fertilizer needs. Poultry manure that was in excess was used, and met a need, fertilizing forage for livestock production. Steps were taken to blend beef & poultry producers together to provide an opportunity for them to benefit from each other. From this blending effort, producers formed a marketing association with officers, for buyers & sellers of poultry waste. Livestock and poultry growers also became familiar with testing manure and soil to determine fertilizer values of the manure and how much to apply to the land.

INCREASING PROFITABILITY AND SUSTAINABILITY OF LIVESTOCK OPERATIONS IN NORTH CAROLINA

Carpenter*, J. S.

Area Specialized Agent, Livestock, North Carolina Cooperative Extension Service, Catawba County, Newton, NC 28658

Livestock operations in Catawba, Lincoln and Gaston Counties are mainly small cow-calf enterprises and most producers are either retired, have off-farm income or have other agricultural enterprises in addition to their cattle herds. These factors pose unique problems when initiating educational programs for these producers. Part-time producers are limited with respect to time and economies of scale when it comes to implementing improved management strategies recommended by Cooperative Extension.

Workshops, on-farm demonstrations, educational tours, newsletters and individual consultations with farmers helped to familiarize clients with the value of alternative feeds such as wheat middlings, corn gluten, soybean hulls and other locally available by-products. The same methods were used to educate producers on the value of improved marketing methods for feeder calves and replacement heifers. Other programs on forage production and utilization such as pasture walks, stockpiled fescue winter grazing workshops and on farm tests with nitrogen stabilizers were aimed at helping producers become more profitable. 4-H youth had a variety of educational events and programs to select from including livestock judging practices, shows, monthly club meetings, study tours and competitions.

Collectively, these educational programs have reached approximately 225 producers and youth for a combined economic impact in excess of \$272,000. Numerous young people have had the opportunity to learn valuable skills in livestock production and

leadership development. Eight former 4-H livestock program participants have graduated from or are enrolled in livestock production degree programs from North Carolina to Kentucky and Oklahoma.

BEEF QUALITY AND VALUE ADDED EDUCATION PROGRAM

David G Sparks

AREA FOOD/ANIMAL QUALITY & HEALTH SPEC.
OSU

Team Members: Anderson, N.G.¹, Cabbage, W.A.², Highfill, G.A.³, Jones, J.E.⁴, Klumpp, L.A.⁵ *, LeValley, R.C.⁶, McDaniel, J.T.⁷, McDaniel, L.L.⁸, McKinney, D.⁹, Oblander, C.D.¹⁰, Parker, L.G.¹¹, Richards, C.J.¹² *, Skidgel, D.D.¹³, Skipper, D.H.¹⁴, Sorrell, D.P.¹⁵ *, Sparks, D.G.¹⁶, Steele, G.M.¹⁷, Varner, K.F.¹⁸, Wallace, J.D.¹⁹, Woelk, C.J.²⁰

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⁵.Extension Educator, Oklahoma Cooperative Extension, Kay County, Newkirk, OK 74647

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¹².Extension Specialist, Oklahoma Cooperative Extension, OSU DASNR, Stillwater, OK 74074

¹³.Extension Educator, Oklahoma Cooperative Extension, Pawnee County, Pawnee, OK 74058

¹⁴.Extension Specialist, Oklahoma Cooperative Extension, SW District, Duncan, OK 73533

¹⁵.Extension Educator, Oklahoma Cooperative Extension, Marshal County, Madill, OK 73446

¹⁶.Extension Specialist, Oklahoma Cooperative Extension, NE/SE Districts, Muskogee, OK 74401

¹⁷.Extension Educator, Oklahoma Cooperative Extension, Love County, Marietta, OK 73448

¹⁸.Extension Educator, Oklahoma Cooperative Extension, Johnston Co., Tishomingo, OK 73460

¹⁹.Extension Specialist, Oklahoma Cooperative Extension, SE District, Ada, OK 74820

²⁰.Extension Educator, Oklahoma Cooperative Extension, Kay County, Newkirk, OK 74647

It has long been recognized that beef calves handle the stress involved with weaning and immunization programs better at home, rather than combining these stresses with those of shipping and comingling in stocker or feeder programs. Surveys of Oklahoma calf buyers have shown that feedlots and stocker operators are willing to pay more for preconditioned cattle if sufficient verification is available. To provide producers a path to more profits through

these value adding procedures, the Oklahoma Quality Beef Network (OQBN) was established in 2001 as a joint venture of the Oklahoma Cooperative Extension Service (OCES) and the Oklahoma Cattlemen's Association. Unfortunately, this program was not widely known or utilized by Oklahoma beef producers through 2008. In early 2009, a group of OCES extension educators and extension specialists decided that an education and facilitation program was in order. A package consisting of producer educational programs, on farm visits, compliance verification, sales facilitation, and project evaluation was designed and undertaken by this team of extension professionals. This project resulted in greatly increased numbers of sales held, producers served by the program, cattle marketed as value added offerings. The resulting impact translates into more dollars returned to the pockets of Oklahoma beef producers and increased efficiency in the beef industry.

SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

Whit Weems
CEA-AG/NR

Comanche

Weems, Whit H., County Extension Agent, Texas AgriLife Extension Service, Comanche County, Comanche, Texas 76442

The Dairy industry is a major contributor to Comanche County with over two-thirds of the cash receipts for agriculture tracing back to the dairy industry. One of the major issues that the dairy industry faces is the continual change of environmental regulations and record keeping requirements. Producers are constantly researching and studying new technologies that will help them approve efficiency and reduce cost of handling manure and effluent from their facilities. In addition to the new technologies Comanche County falls in an area designated as a Dairy Outreach Program Area which provides stronger regulations and provided Extension the opportunity to educate and offer continuing education credits to producers. The Comanche County Dairy Committee has place a major emphasis on improving knowledge of best management practices of dairy manure management although educational programs are still planned and implemented on other dairy subject matter. This is accomplished through result demonstrations and applied research of new technologies, forage uptake of nutrients and understanding of how bacteria and nutrients are affected when applied to crop land. In addition, educational programs focus on emerging issues related to the dairy industry in general.

SARE Fellows Program

National Winner

Suzanne Mills-Wasniak

Ohio State University Extension
Montgomery

I would like to thank you for allowing me this opportunity to apply for the NACAA / SARE Fellows Program. I'm employed as an Agriculture / Natural Resources Program Assistant with Ohio State University Extension in Montgomery County, which is unique in the cooperation and coexistence of its two thirds urban and one third rural sectors. I will use the knowledge and experiences from the NACCA / SARE Fellows Program to design and develop

programming for targeted audiences on sustainable agriculture. The programming will be applicable to urban and rural producers, as soil quality, cover crops, crop rotation, and marketing are common concerns.

At this time there is no one among the 15 Agriculture / Natural Resources Educators or Program Assistants covering the 29 counties in southwest Ohio with a specialty in sustainable agriculture. This quadrant of the state contains only two major cities (Dayton and Cincinnati) with populations exceeding 150,000. It also includes numerous smaller cities and towns surrounded by some of the richest, most productive farmland in Ohio. Historically this area has been called the start of the "Corn Belt" that extends through the central United States.

I am presently trying to fill the void of sustainable agriculture specialist. My Fellows training would bolster my skills to more accurately and precisely design, develop, implement, and evaluate the OSU Extension programming offered to clientele in sustainable agriculture. Initially, I would function as the "go to" person for all those who are interested in sustainable agriculture. However, I expect to transfer the knowledge and experiences gained in the Sustainable Agriculture Fellows Program by holding four "Train the Trainer" workshops over a two-year period. The workshops for the area Agriculture / Natural Resources Extension personnel, Natural Resource Conservation Service personnel, and local Soil and Water Conservation Districts will further their knowledge and understanding of sustainable agriculture principles. With the knowledge gained in the workshops the participants would then return to their respective counties to conduct 30 sustainable agriculture workshops over a two-year period.

Community supported agriculture and niche market producers coexist with the commercial operations. In 2009 Ohio State University Extension, Montgomery County hosted the eight - week "New and Small Farm College" program. More than seventy producers representing over 50 small farms participated in the program. This close proximity of producers and consumers allows the environmentally conscious to lower their "carbon footprint."

In 2009 the City of Dayton requested the help of my program to determine if urban agriculture was a viable option and to assist the city with possible land use and policy planning. There are over 6000 vacant lots in Dayton and, like many other cities, Dayton is evolving and restructuring. The 2009 "Vacant to Vibrant" Dayton, Ohio, Urban Agriculture Pilot Project consisted of a one-third acre, city-owned lot located on a main thoroughfare. A paperwork delay resulted in planting beginning in mid-July with donated vegetable transplants and seeds. Managed by Sudanese and Somali refugees, with technical assistance, the lot produced over 1,000 pounds of produce before the October 7th killing frost. The lot provided more than 60 families with fresh, nutritious locally grown produce.

Building on the 100+ follow up calls from the "New and Small Farm College" participants and the Dayton "Vacant to Vibrant 2009" project I plan to design and hold two workshops on urban Sustainable Agriculture Principles and Techniques. The workshops will be applicable to urban producers as well as the community supported or smaller producers. They would cover the use of cover crops to increase fertility and soil tilth, the use of rotation for pest management, and marketing strategies. Field days on participating farms will be an integral part of the educational programming, as they would showcase the concepts

discussed in the winter classroom setting. Six Fact Sheets will be written using data obtained from participating commercial farms and urban lots.

Two major interstate highways, I-70 and I-75, intersect in Dayton and a nearby major airport, which provides participants easy access to workshops, conferences, and field days. Urban "food deserts" are quite common in most cities. The planned expansion of the "Vacant to Vibrant" Urban Agriculture Pilot Project will reduce the number of "food deserts" in Dayton. It is estimated that an additional 500 limited resource families will benefit. Urban production units will be available to conduct workshops and field days to showcase sustainable, environmentally friendly and socially responsible agricultural production. Dayton is an ideal venue for urban agriculture "Train the Trainer" workshops specifically designed for Extension personnel, city officials, conservation resource entities, and prospective producers. The four workshops will focus on the strategies to use vacant city lots to help in eliminating urban "food deserts."

Evaluation of the Urban Agriculture Pilot Project impact on limited resource families and the respective neighborhoods can be measured by a reduction of neighborhood crime and the sense of community created. The dietary impact on the limited resource families will be measured by using the Expanded Food and Nutrition Education Program's end of course survey. Enrollment in food preservation programs will show the neighborhood residents' resolve to improve their diets.

The effectiveness of the "Train the Trainer" and clientele workshops will be done through a series of pre and post program surveys. Survey questions would be designed to provide consistent, reliable data as to the participants' pre and post program knowledge of sustainable agriculture. The survey results would allow program modification, if necessary, to achieve repeatable results and participant knowledge retention in workshops throughout southwestern Ohio.

National Winner

Jim Ochtorski
SR. EXTENSION EDUCATOR
CCE OF ONTARIO COUNTY

1. Why I wish to attend

Even though "sustainable agriculture" usually defies definition, I have been highly visible in the Finger Lakes region of New York as the sustainable farming communications go-to person in Extension. The SARE Fellows program will provide many new experiences and case studies to consider as I improve our sustainable agriculture message for other educators, farm managers, foodies, and the general public.

After learning from many farmers and sustainability-minded educators, I have a solid grasp of the basics, and want to develop a program that expands beyond "usual" examples of sustainable agriculture. For example, my current project is to help large-scale farms like CAFO dairies, wholesale fruit growers, and field crop farm managers assess their sustainability. Examples from other parts of the nation would validate and enhance the work we have already done.

2. Details of my experience and past activities

After organizing a forward-thinking summit between Extension

agents and organic farmers in 2002, I have repeatedly identified areas of common interest between the Land Grant University system and on-the-ground alternative and sustainable agriculture practitioners.

In 2007, I became the communications coordinator for the Finger Lakes Sustainable Farming Center and developed an ongoing series of radio and Internet-based reports about sustainable agriculture practices. These reports are broadcast daily on three local radio stations with an estimated listenership (farmers and non-farmers) of about 5,000 people each week.

I wrote an article defining sustainable agriculture in the Summer 2007 edition of *Small Farm Quarterly* and it has become the basis of many follow-up discussions. The foundation of the definition is: "Sustainable farming is a localized process in which farms promote their own future by incrementally maximizing internal farm resources, minimizing inputs, diversifying revenue channels, and contributing assets back to the community."

In 2009, I shared and discussed this definition in various new venues – as a guest lecturer at a local college, as the main speaker at an NRCS Resource Conservation and Development Council annual meeting, and with civic groups around the community.

Also in August 2009, I was the central coordinator for "Creative Agriculture," a 2-day Finger Lakes Sustainable Agriculture Conference, attracting 52 participants and involving 15 farmer-speakers on various local agriculture issues. The second day of the conference featured a 5-stop bus tour to visit working farms who are exemplifying sustainable practices.

3. Plan on how I intend to use the Fellows program and the evaluation program

I plan to engage in the following action steps to make sure the skills and knowledge I develop as a SARE Fellow extend the impact to my regional local audience:

1) Mini-travelogues – I will provide sustainable agriculture travelogues to my Extension and farmer colleagues and the general public, summarizing the practices and lessons from other parts of the nation. These can be done as an introduction during a workshop or meeting, setting the context for further discussion. When done in an engaging manner, photos and teaching stories make a good basis for learning. Farmers and educators in the Finger Lakes region have a special interest in "what's being done" in other areas to help them refine sustainable agriculture concepts and practices.

Evaluation of this activity will be informal – through follow-up questions and conversation to assess the level of information exchange and inspiration.

Example evaluation line of query: How are your practices similar to or distinct from the farm/ranch described here?

2) Case studies to round out fact sheets on sustainable agriculture – the SARE Fellows program provides real-life examples of sustainable agriculture to illustrate and clarify these concepts for local producers. I will use case studies to adapt and encourage local agriculture conditions, communicated by handouts and download fact sheets related to sustainable agriculture.

Evaluation of this activity will be more formal – completion of a

questionnaire to measure before-and-after knowledge and behaviors.

Example evaluation question: Before learning the details about this sustainable agriculture practice, what was your level of understanding versus what it is now?

3) Demonstrate financial and community elements of sustainable agriculture – the SARE Fellows program provides the opportunity to question diverse farmers & ranchers about the financial implications of their management techniques, as well as off-farm community effects of what they do or don't do. If farm managers can attend to the areas where they can further develop sustainable financial and community relations, they will increase their beneficial contributions to rural community development and better communicate how they are doing so.

Evaluation of this activity will be informal – through follow-up questions and conversation to assess the level of attentiveness to financial and community matters in their efforts for sustainability.

4. Potential impacts and expected results

The focus of my involvement in the SARE Fellows program will be to extend the insights particularly to medium-to-large farms. Indeed, a relatively small number of farms has a disproportionately large impact in terms of land use and general community perception and impact. These family-owned farms are often criticized for their negative impact to community, diversity, and environmental integrity, even if such farms are striving to be sustainable. Providing larger scale farmers with guidance on how to practice sustainability is important because it will ultimately improve the impact they have on the environmental community, the general community, and their own viability.

The results and impact I expect to see after my participation in the SARE Fellows include the following:

- Development of a baseline sustainable agriculture self assessment workbook for medium-to-large farms
- Create a series of fact sheets for medium-scale and large-scale farms that convey the practices and management approaches that maximize on-farm resources, reduce inputs, expand income opportunities, and contribute benefits back to the community.
- Provide the ability to profile and adapt sustainable agriculture case studies to the Finger Lakes region of New York.

5. Potential benefits to other professionals and clientele

As a member of the Finger Lakes Sustainable Farming Center team, I have many opportunities to share the insights and examples from the SARE Fellows program for the benefit of the following audiences:

Extension educators – through meetings and networking, will be able to gain comparative information to extend to their grower clientele. The educators will have a greater capacity to utilize "teachable moments" in sustainable agriculture from the lessons I bring to them.

Medium- and large-scale farmers – would gain long-sought guidance on sustainability practices (Quoting a local large-herd dairy farm manager: "As an industry we have to start telling our story, that sustainability is very achievable for all size farms.")

Municipal officials – will learn how to define and encourage sustainable agriculture through our planned workshops related to agriculture business viability in a fast-developing community (Fall 2010 – Winter 2012)

National Winner

Jack Boles
CEA-STAFF CHAIR

I would like to participate in this program in order to enhance my knowledge of sustainable agricultural issues and to increase my knowledge of how sustainability issues are addressed in different regions of the country. My hope is that through participation in this program, I will be able to advance sustainable agricultural programming on a more local level. This will be accomplished by gathering information, ideas and curriculum that I can implement in my region, state and county.

I have been involved in agricultural sustainability issues since 1992, when I became the first Environmental Management Specialist - Agriculture for the University of Arkansas Cooperative Extension Service. One of the first lessons I learned was that not only is environmental sustainability a critical issue, but that it goes hand in hand with economic sustainability as well. Both are critical for the long term survival of a farming operation. After returning to county work in 1997, I have spent a large percentage of my time working with sustainable and alternative agriculture issues, especially those specific to smallholders. I have developed and distributed the Newton County Alternative Agriculture Newsletter for 10 years dealing with issues such as goat production, bee keeping, shiitake mushroom production, etc. I serve as the Agricultural Advisor to the Board of Directors of a local sustainable agriculture financing organization, Financing Ozark Rural Growth and Economy (FORGE). On a personal level, I have participated in two international agriculture projects through Winrock International, training local indigenous Dayak tribes on the island of Borneo in sustainable livestock management techniques.

I intend to utilize the fellows program information at all levels of my local Extension program, beginning with my County Extension Council and my individual county planning committees. The membership of these committees would receive an overview of the program training and information, and would be encouraged to make two considerations: First, to support an effort to conduct sustainable agriculture education for Newton county producers that would include educational meetings, workshops and demonstrations. Second and more important, to include agriculture sustainability concepts in ALL of our educational efforts. Sustainable agriculture concepts are valuable and needed across commodity and subject matter lines. This would be the planning phase of the program.

Implementation would include county meetings on what many consider to be traditional sustainable agriculture subjects: alternative agriculture, part time farming issues, organics, etc. I see this effort as popular among clientele, but it will have the highest program priority. I foresee sustainable agriculture education efforts aimed at conventional agriculture operators as having the biggest impact. This will require presentations on general concepts as well as material modified to fit each commodity produced in the county. This educational effort will include educational meetings, presentations at commodity meetings, workshops, demonstrations and mass media.

Evaluation of this program could not be left until the end of the program. It must be a critical part of each step of the program. The first step would be at the planning phase. A pre test/survey would be conducted among the County Extension Council and planning committee membership to determine existing attitudes and knowledge of sustainable agriculture. At each activity conducted involving sustainable agriculture education, a per/post test would evaluate the level of the participants understanding. Names and addresses would be collected at each activity, and at the end of the program year, a final survey would be distributed to all program participants to determine changes made in their operations or practices implemented that would indicate program impact.

I would expect there to be several impacts and expected results that my participation in this program would have on my local Extension sustainable agriculture program. The first and foremost impact would be a standardization of what we mean when we refer to “sustainability”. We begin the process by empowering everyone to speak the same language. By demystifying the concept of sustainability, there will be an increase in the number of producers that include sustainability in their management decisions. There will be an increase in positive attitudes toward sustainable agriculture, both by conventional commercial operations as well as small part time farmers. Both groups will recognize the benefits, both economic and environmental, that sustainable agriculture offers.

My participation in this program will also benefit other professionals and clientele in my geographic area. I hope to conduct a train the trainer program, aimed at county extension agents, federal USDA professionals as well as federal and state environmental professionals. Many professionals are not familiar with sustainable agriculture issues and therefore are not comfortable working with clientele on these issues. There is also a lack of uniformity in the terms and phrases used in discussing what is meant by “sustainability”.

National Winner

Lauren Ashley Hunter
Extension Educator
University of Idaho Extension
Blaine County

Why I wish to attend:

Since I began my career in agriculture extension, I have focused my research interests and outreach objectives on sustainable and organic farming systems. My agriculture career includes outreach with vineyards, cereals, and forage based crops in both the southeast and the western U.S. The SARE Fellowship will help build on my outreach background and expand my sustainable agriculture knowledge for different growing regions across the U.S. Also, being young in my career but a strong advocate for sustainable agriculture, the SARE Fellowship will help me gain knowledge that would otherwise come from only years of experience. Ultimately, this program will help me provide better information to growers through extension programs, research, and client-based consulting. In addition, I plan to explore my opportunities to serve at the state-level for SARE. This fellowship will help pave the way to providing leadership within the state and developing working relationships with other SARE regions.

Applicant experience and background:

I am a graduate of Appalachian State University with a B.S. in Biology and a M.A. in Geography. As a graduate student, my research experience included a two-year master's thesis, titled "Integrating GIS and Geosensors to Support Sustainable Agriculture in a North Carolina Mountain Vineyard". This on-farm research project focused on precision viticulture practices such as the use of site-specific climate and soil data to help optimize chemical and irrigation management needs. This research earned a Moore Fellowship award for environmental research in North Carolina and a Precision Agriculture Outstanding Graduate Student award.

After graduating I worked as the Assistant Director of the Appalachian Center for Mountain Winegrowing with Appalachian State University. The center was primarily focused on agritourism and sustainable practices for mountain vineyards. Here, my focus was research-based including a cover crop research project on a steep-slope vineyard.

Currently, I am a crop Extension Educator with the University of Idaho. I am located in a two-county area that is considered the number one producer of organic crops in the state. Here, my outreach and research focus has been on sustainable and organic farming systems. This outreach experience includes organizing a local hay and cereal school focused on sustainable practices and additional organic farming outreach at other Idaho winter schools. My recent research experience includes a 4-year USDA on-farm organic research project, working with a team of researchers from Washington State University and Oregon State University. I am designing and managing two research sites in Idaho, where local dairy compost is tested on an organic alfalfa/barley rotation system. This research is testing different rates of composted manure for the effects on soil fertility, weed populations, and forage quality and yield. The overall goal for this research is to use a whole-farm system approach to evaluate sustainable practices that are economically profitable and ecologically sustainable.

Due to a limited number of crop extension agents, my organic and sustainable agriculture program now expands to include most of southern Idaho, an eight county area. These Idaho counties produce a variety of crops. Organic growers, currently using sustainable practices, produce vegetables, hay, barley, fruits, dry beans/lentils, livestock, herbs, flowers, and seed crops. Conventionally grown crops include potatoes, corn, wheat, and sugar beets. This geographic area provides a large clientele base with different agriculture needs and various growing conditions for my outreach and program areas.

Fellowship influence on local and regional programs:

With the growing interest and acreage in Idaho for organic production, more knowledge and research are needed to help both extension faculty and producers better understand sustainable agriculture practices for various farming systems. Currently, few extension programs focus on sustainable agriculture in southern Idaho. With the SARE Fellowship, I will implement more sustainable agriculture programs through 1) a series of workshops, 2) a state conference, and 3) training others through farm field days.

I will use the SARE Fellowship to help expand a one-day program into a series of workshops for southern Idaho. These

Small Farm Sustainable Workshops will focus on a whole-farm system approach and help bring a wide variety of expertise together (e.g. forage, livestock, poultry, bee, gardening, and nutrient management specialist). These workshops will be conducted with the help of other UI extension faculty and local growers who have experience in sustainable farming. These workshops will target both small and large-scale growers in southern Idaho.

The SARE fellowship will accredit me knowledge and experience that will help me transition the Small Farm Sustainable Workshops into a statewide conference. Currently, I am working with researchers at WSU on a USDA grant to help organize an organic conference in Washington (January 2011). This same team of researchers also plans to coordinate a sustainable and organic farming conference/workshop in conjunction with an Idaho state conference (January 2012). This conference will target Idaho producers already attending a state meeting. The conference agenda will focus on grower needs, current research, and sustainable agriculture resources.

With the completion of the SARE Fellowship I will not only contribute knowledge to clientele but train others through a series of sustainable farm field days. The sustainable farm field days will target UI Extension faculty, crop consultants, and clientele. These field days will aim to reach southern Idaho but with success can easily transition to move throughout the state. This will allow statewide training for participants on alternative farming systems. As a result, knowledge gained by local agriculture experts will help guide growers currently using sustainable practices and those wanting to transition.

Expected outcomes:

1. Increased knowledge on sustainable agriculture practices.
2. Change in attitude towards sustainable farming systems.
3. Better access to sustainable farming resources for extension faculty, crop consultants, and clientele.
4. Increased motivation to use sustainable farming practices.
5. Increased total acreage in Idaho using sustainable agriculture practices.
6. Saved dollars and an increase in value-added products using sustainable agriculture practices.

Evaluation methods to measure impact will include surveys at sustainable agriculture workshops, conference, and field days to assess benefits gained by area producers and trained faculty. This evaluation will measure any change in knowledge, attitude, and behavior. Surveys will measure change in behavior by the number of participants who anticipate adopting one or more sustainable agriculture practice. In addition, surveys will target whether growers are interested in transitioning to organic or using sustainable practices in their conventional farming systems.

The SARE Fellowship and the planned programming as stated have the potential to impact over two million acres of farmland. This farm acreage includes potatoes, corn, wheat, barley, hay, sugar beets, vegetables, fruits, dry beans/lentils, livestock, and seed crops. Thus, knowledge can be gained from helping growers use sustainable agriculture practices in a variety of cropping systems.

Regional Winner:

Larry Wagner
Extension Educator/Agronomy
SD COOPERATIVE EXTENSION SERVICE
Union County/North Central Region

I wish to participate in the USDA SARE/NACAA Fellows Program to enhance my knowledge of farming systems. I want to explore the options that exist in alternative farming systems and share them with the stakeholders of the Cooperative Extension Service. Programming opportunities exist that require a timely connection to advanced Sustainable Agriculture Education. The Fellows Program will provide an excellent opportunity to network with education leaders and practitioners of sustainable agriculture. Participation in the Fellows USDA SARE/NACAA Fellows Program presents an opportunity for using the five steps of Experiential Learning: 1. Experience the activity; 2. Share the experience; 3. Process and analyze the experience; 4. Generalize the experience to real-world examples; and, 5. Apply the experience.

My commitment to the understanding of sustainable agriculture and alternative farming strategies is demonstrated in the following affiliations and activities:

- South Dakota County Agents Association (SDCAA), Chairperson of the Sustainable Agriculture Committee
- Member of the Sustainable Agriculture Education Association (SAEA)
- Member of the Northern Plains Sustainable Agriculture Society (NPSAS)
- Recipient of the USDA SARE Professional Development Grant Program
 - Attended the Organic Farming Conference, LaCrosse, WI
 - Active participant in the formation of the South Dakota Chapter of Buy Fresh Buy Local
 - Participant in the South Dakota Department of Agriculture Noxious Weed Biocontrol Program
 - Member of the South Dakota SARE Cover Crop Working Group

My plan to utilize the information gained from the Fellows Program contains three Extension programs that will contribute to the promotion and development of Sustainable Agriculture in South Dakota and the Northern Plains Region.

The first program involves my position as chairperson of the SDCAA Sustainable Agriculture Committee. The position will present the opportunity to initiate discussion on potential projects for the state Extension Service. Our committee was organized in 2009. As charter members, we will be challenged to design the foundation of our programming. The Fellows Program will provide excellent networking possibilities. The regional seminars will place me in a position to gather numerous ideas to bring back to the committee. The resulting program options will be those that the committee presents to the state association, and those that each individual association member can develop for his or her Field Education Unit and County. Evaluation criteria are being compiled by the committee to create a base for all Sustainable Agriculture programming in the state. The beneficial impact of this plan will affect the agronomy, livestock, farm management, and horticulture Educators of the state. Sharing the experiences of the Fellows Program will provide the base of a unified effort on a state wide education program.

The second program directly affected by the information I can attain from the Fellows Program is the input I can add to our regional organic research. The summer of 2010 begins the transition period for organic certification at the South Dakota Southeast Research Farm. I will be working with the South Dakota State University Farming Systems Specialist and the Research Station manager to coordinate the certification process. If accepted as a USDA SARE/NACAA Fellow, I will be in contact with the research facilities and farming systems of the other regions.

My investigations and observations can provide much needed information on research design options. The research program will be a long term commitment to sustainable farming systems. Direct relationships of the Extension Service with the research community are essential to the success of the program. In-state research will be invaluable to our Educators and professionals.

My third plan opportunity is my appointment to the SARE Cover Crop Work Group. The concepts and principles of cover crops are well documented in many areas of the US. Regional seminars of the Fellows Program will provide the ability to study cover crop uses, challenges and management systems. In addition to sharing the information with the Work Group, I will bring the findings to the Sustainable Agriculture Committee. The Cover Crop Work Group has the task of securing SARE grant funding for professional development programming for state Extension Educators and NRCS personnel. The two agencies will make a considerable impact.

The SARE grants will also be used for a regional conference on the management of alternative farming systems in a five state area. As a member of the Work Group I will be contributing to the long term planning of Farming System Education. All programs and events will require a SARE evaluation reporting process.

The concept of sustainability in the production of food and fiber is more than learning methods of farming and ranching. Sustainable agriculture is a philosophy and a thought process. Opportunities that the USDA SARE/NACAA Fellows Program provides will develop learning models for educators, professionals, and producers that teach the methods, benefits, and importance of Sustainable Agriculture.

Regional Winner:

Paul G. Carter
Extension Agent, COUNTY DIRECTOR
WASHINGTON STATE UNIVERSITY
Columbia County

Sustainable agriculture is much more than small farms with niche crops and specialty markets. I think participating in the SARE Fellows program would allow me to meet and experience different agriculture commodity production, crop management systems, as well as share wheat production in the Inland Northwest Palouse region. I believe participation in this program would greatly enhance my educational efforts and would contribute to meaningful impacts to farmers and ranchers in Washington State.

I grew up on a row crop farm operation in southern Indiana, attended Purdue university, managed a farm operation utilizing conservation minimum tillage practices, and received graduate degrees utilizing precision farming technologies. I am currently a county extension office director and educator located in Columbia County in Southeast Washington. My position responsibilities

are to provide Extension programming focused on agricultural production, financial management, marketing and Youth development. But, as the only Extension Educator for the county, my programming efforts encompass many topics from production to environmental management and economic development.

I encourage sustainable farming practices that will provide farm operators financial stability, maintain soil nutrition, increase soil health, and retain topsoil and organic matter. Farm operators have adopted conservation tillage promoted by the extension office and the conservation district attaining a more than 90% adoption rate based on tillage surveys during the last 3 years. I am currently working with farmers to address soil pH stratification, rattail fescue and prickly lettuce weed management concerns, and alternative rotational crop possibilities. We produce mostly soft white winter wheat with some soft white spring wheat. Rotational crops include hard red wheat, club wheat, winter and spring dry peas, lintels, and mustard. Other crops that have been tried include canola, chickpeas, camelina, and soybeans.

Local agriculture also includes beef cow calf production, forestry and some fruit production. There is an increasing interest and noticeable efforts in direct marketing from both large and small sized farms and ranches with programs like Shepard's Grain, a wheat direct marketing to bakers program, and grass fed beef to local markets. The local community is developing an artisan natural and organic foods processing and marketing complex driven by the Port of Columbia. I participate on the WSU beef livestock production team, dryland cropping systems team, and the soil nutrient management group.

I recently completed the online SARE course Basic Principles and Concept Overview and this reinforced that I will utilize these principles and concepts in my Extension programming covering financial management, cropping systems, range management and beef production, grazing management, horticulture, and IPM. I will be developing new presentations and studies that will incorporate SARE information from this and other courses. I have a good working relationship with current SARE Fellows in Washington State along with other agriculture Extension Educators in Washington and surrounding states and will encourage development of educational opportunities for agents and agriculture producers. SARE Fellows who come to this part of the country will be utilized in a way to capture their expertise for sharing with WSU Extension Educators.

Extension Educators who attend the professional improvement opportunities will be evaluated with a paper survey after attendance to measure the level of knowledge gained in sustainable agriculture concepts and practices. Colleagues will be surveyed online 1 to 2 years later to assess if they applied what they learned in their local Extension programs.

My participation in the SARE Fellows program would expose me to many great examples of sustainable agricultural practices around the country that can be shared with my colleagues as we continue providing programs to county farmers. I am currently involved with an effort to develop a financial planning and costing computer program and will train other Extension Educators on how to offer this course in their communities. I believe the fellows program will give many great ideas and examples that could be used in this effort.

My experiences with the fellows program will be shared through professional improvement opportunities with colleagues in our Washington Extension Agents and Specialist Association and University. Continuing to teach sustainable agriculture concepts could include farm tours, field days, and other training methods. I think it will be important to work closely with our state SARE coordinator and other SARE Fellows in planning and offering these professional development opportunities. Evaluation results

can be compared between periods before and after the fellows program is used for program enhancement.

Agricultural producers bear so much risk in their business and the sustainable approach of environmental, social, and economic management can be an effective way to manage that risk. Education among my colleagues and the agricultural community can lead to some significant impacts. Farmers can discover new tillage or grazing practices, find new marketing niches, or value added ideas to retain a greater portion of their earned dollar.

I am excited about the possible opportunities to participate and share in the SARE Fellows program. I believe it can enhance my current Extension programming and benefit agricultural producers throughout the Inland Northwest Region. I am also eager to use this experience to share with my colleagues around the state of Washington. As we continue to experience budget restrictions and staff reductions, it will become more imperative to share and educate what we are learning from SARE programming.

EXCELLENCE IN 4-H PROGRAMMING

National Winner

4-H DAY CAMP PROGRAMS IN INDIANA COUNTY, PENNSYLVANIA

Schurman, C. J. *

Extension Educator - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

County 4-H staff conducted agricultural science programming with 79 youth in three settings at county day camps. The camp theme was "Acres of Adventure – An Agricultural Safari". In the county day camps, increase in knowledge gained on a 10 point pre/post test was 3.2 points, an increase of over 30%, with 92% of the campers showing an increase. Test results indicate that youth did learn more on the subjects involved with the test. Most increases were understanding products that come from trees, corn is found in many different products, potatoes have potassium, and that soil is important for growing food. The second evaluation method simply involved asking the youth what they had learned each day at the camp. A second part of the test asked campers to list as many Indiana County agricultural commodities as they could. Campers increased an average of 3.4 commodities per camper, indicating they knew more about Indiana County agriculture at the end of the camp. Over 80% of youth: listed something learned about breeds of cattle, nutritional value of dairy products, potato diseases, breeds of chickens, soil, farm safety, and ag products on the camp tour. 80% of the campers indicated they had learned more about Indiana County agriculture, and 99% listed a farm product they learned more about as a result of camp. 79% said they would return to camp next year.

NATIONAL FINALISTS

WYANDOT COUNTY YOUTH LEADERSHIP DEVELOPMENT PROGRAM

Chris L. Bruynis

Assistant Professor, Extension Educator & County Extension Director

Ohio State University Extension

Wyandot County

In 1999, community leaders identified several issues that were affecting the community. First, there was a lack of interest by

younger citizens in stepping into the leadership roles such as city council, township trustee, or county commissioner. The second issue was most youth that continued their education past high school were not returning to the community past college. Historically, the college bound students were the ones providing leadership to school organization and would be good candidates to become future leaders in the community. From these identified issues, the Wyandot County Youth Leadership Development Program was created. The goal of this program was to identify the students that were likely to return or remain in the community past high school and give them an opportunity to develop leadership skills as well as community linkages.

Wyandot County is a rural county in north central Ohio with a population of 22,000 citizens. There are three schools districts located in the county. Discussion with school leaders determined that high school sophomores would be the best group from which to recruit participants. Each school district sends up to eight students for a total of twenty-four students each year. Since the 1999-2000 school year, students have participated in an eight session program that meets monthly during the school year. The school districts provide transportation to and from an off-site location and consider the program school time for the students.

Topics covered during the program include team building, civic responsibility, effective communication, conflict resolution, ethics, diversity, visioning, and effective meetings. Each session is taught using a variety of teaching methods including small group activities, individual assignments, and lectures. Students also complete leadership journaling and other homework assignments in between meetings that enhance the learning experience. Small groups are also created where students identify, research, and address a critical issue in the community. The program culminates each year with a public issues forum, where the students present their critical issues to invited community leaders, school leaders and their parents.

Evaluations from the past several years using a 6 point Likert scale revealed that students gained improved confidence in their leadership skills (+1.6), communication skills (+1.5), and felt better connected to the community (+1.4). School leaders indicate that many students upon completing the leadership program step up into leadership roles in the school community. These leadership roles include student council, honor society, sport team captains, and various club leadership roles. Graduates from the first program are now 26 years old and are becoming active in the community through involvement in civic groups such as Rotary and Lions clubs, as well as their leadership through the employment.

GROWING A PIZZA DAY: PROMOTING POSITIVE NUTRITION HABITS AND RAISING AGRICULTURAL AWARENESS IN ESCAMBIA COUNTY, FLORIDA

Johnson,* L.1, Hinkle, A.M. ¹, Lee, D.C. ¹, Bolles, E. R. ¹, Allen, P.H. ¹, Sunday, C.C.²

¹. Extension Agent, UF IFAS Extension, Escambia County, Cantonment, Florida 32533

². EFNEP Program Assistant, UF IFAS Extension, Escambia County, Cantonment, Florida 32533

Growing a Pizza was a day camp designed to help urban and suburban youth from Escambia County Florida have a better understanding and appreciation of the science, history, jobs,

agriculture, and nutrition involved in getting and eating pizza – one of children's favorite foods. The EFNEP, Agriculture, Horticulture, and FCS agents and the County Extension Director designed pizza stations at the Langley Bell 4-H Center for youth to actively learn about wheat that forms the dough, herbs, fruits and vegetables that top a pizza, nutrients found in pizza, and everything that happens for pizza to get from the farm to the table. Volunteers and agents assisted the youth with hands-on activities which included games, plantings, and making and eating their own healthy pizza. Post-test evaluations showed increase in agriculture, nutrition, and horticulture knowledge and positive intended behaviors for the 197 youth that participated from across the county.

ENGAGING YOUTH, SERVING COMMUNITIES IN WHITE COUNTY

Heck,*A.E

Extension Agent, Arkansas Cooperative Extension Service, White County, Searcy, Arkansas 72143

Creating youth and adult partnerships within communities is a challenge faced by many youth and adult organizations. The White County 4-H Teen Leaders were awarded a grant that allowed them to collaborate with adults in revitalizing a park in the heart of the Beebe community. The group was awarded the *Engaging Youth, Serving Community* grant. This innovative 4-H program was designed to develop leadership, citizenship and life skills in youth in rural communities. The main purpose of this project was to engage youth in decision making processes so that they can work in partnership with adults to improve their own lives and their communities. A leadership team was formed consisting of four 4-H youth between the ages of 14 and 19, a 4-H volunteer, and Amy Heck, CEA – 4-H. The leadership team coordinated the project. They identified a community in which there was a need. The need was revitalization of a city park in which there was no play structures. The youth hosted community forums, meetings with city leaders, and speaking engagements at local civic clubs to gain support from the community. As a result of the work conducted, youth/partnerships were created with city officials, leaders, businesses, and faith based groups. A play structure was purchased for the park. Since the youth leadership team initiated this project an entire city park has been created with additional plans for the future.

STATE WINNERS

AG'EMUPDAY

Harrelson, E.R. ¹, Spearman,* R.L.K. ²

¹ Extension Agent, North Carolina Cooperative Extension, Bladen County,

Elizabethtown, North Carolina 28337

² Extension Agent, North Carolina Cooperative Extension, Bladen County,

Elizabethtown, North Carolina 28337

The objective of the annual Ag'em Up Day is to show the importance of agriculture to all third grade students in Bladen County. Bladen has a diverse agricultural economy with the farm value of all commodities exceeding \$338 million. The Extension Advisory Board, an Environmental scan, and the Livestock Advisory Committee recognized the need for agricultural literacy among youth. A committee was formed and the first field day was in September 2006.

Bladen County Cooperative Extension is the lead agency coordinating and organizing the event with help from over ten partners. It is a two day event where students rotate around eight stations including row crops, swine, beef, poultry, horticulture, beekeeping, soils, tractors and technology, and nutrition. Hands-on activities engage the students to make the learning experience rich and fun. Over 450 third grade students, their teachers and parents attend the field day each year. Station leaders are Extension personnel, volunteers and local FFA students.

Volunteers assist at the stations and checking in the schools. The field day has increased in the number of volunteers and sponsorships every year. In 2006, there were 40 volunteers and \$1,200 in sponsorship. In 2009, there were 60 volunteers and \$2,000 in sponsorship. Commodity groups give items for goody bags for students, teachers, assistant teachers and bus drivers. A pre and post test is given to the students to reinforce the learning activities. In 2009, there was a 32% increase in knowledge with a range from 6 – 65% for individual questions.

AG IN THE BAG PROGRAM—(ABSTRACT)

Scott, R.J.

Extension Agent , Texas AgriLife Extension, Lubbock County, Lubbock Texas 79408

A total of 98% of Texas residents are now 3 to 4 generations removed from the farm, and are not knowledgeable about the importance of Agriculture to our everyday lives and to the Texas and Lubbock / South Plains economies. The “Ag In the Bag” Youth Agricultural Awareness Fair is a collaborative effort conducted by the Lubbock Chamber of Commerce Ag Committee in cooperation with Texas Tech University, Texas AgriLife Extension Service, South Plains Electric Cooperative, regional commodity associations, Natural Resources Conservation Services, and other partners that targets 4th grade students in Lubbock and the surrounding communities. The 9th annual Ag In the Bag Agricultural Awareness Fair, was held on October 13-15 at the Texas Tech University Livestock Pavillion. Presentations included information on: beef, sheep and goats, food science, cotton, sorghum, water conservation, soil conservation, peanuts, corn, and dairy. Total attendance for the event included 1,457 participants.

The Ag In the Bag Committee coordinated the event, advertised to area schools, secured financial sponsorships for lunches and other supplies, and conducted follow-up activities. Participants saw inter-active presentations; and then enjoyed sack lunches, milk, and ice cream (all containing ingredients from the various commodities discussed).

Participants increased their knowledge and understanding of the importance of Texas Agriculture, as well as commodities produced in the Lubbock area. Of the survey's returned 86% were very satisfied, 13% satisfied and 1% neither satisfied or dissatisfied.

ENHANCEMENT AND EXPANSION OF 4-H ENGINEERING PROGRAMS

Lantz*, W.D.¹, Sherrard, A.C.²

¹. Agriculture Extension Educator, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550

². 4-H Extension Educator, University of Maryland Extension, Garrett County, Mt. Lake Park, MD 21550

Engineering projects have been part of the 4-H curriculum for many years, however participation in these projects and contest have not been as popular as in the past. To increase 4-H member's interest and participating in engineering projects and contests, the Garrett County 4-H and Agriculture Extension Educators redesigned the county engineering contests and expanded the engineering contests to include welding and robotics. The new county contest format included a one to two hour hands on workshop or guest speaker held before the contest. The contests were expanded to include visual presentations by the senior contestants. A special interest 4-H robotics club was also established. The robotics club (G-FORCE) participates in the FIRST Tech Challenge robotics program. G-FORCE has had success at both the Maryland State Championship and the FIRST World Festival. G-FORCE members and leaders have been working with National 4-H Council to promote a new alliance between 4-H and FIRST to develop new robotics teams. G-FORCE members and leaders are providing training for Maryland 4-H educators and volunteer leaders as part of a National 4-H Council pilot program to develop robotics clubs. Through the robotics club members have learned team work, communication skills and careers skills as they work with engineers and visit engineering companies. The engineering program format has increased enrollment in engineering related projects by 27%. Participation in county engineering contest has averaged 84 participants since the new format began. Participation by Garrett County members have also increased in state and national 4-H engineering contests.

BUTLER COUNTY 4-H PLANT SCIENCES PROGRAM

Rethwisch, M.D.

Extension Educator, University of Nebraska - Lincoln, Butler County, David City, NE 68632-1666

Local 4-H youths were unaware or not participating in existing opportunities beyond county fair displays although many youth were enrolled in plant science projects. A goal was set to further develop the local 4-H youth plant science program involvement by simultaneously increasing levels of achievement and knowledge beyond the county level. In recent years prior to 2007 no Butler County 4-H youth were involved in any state level 4-H plant science contests (forestry, horticulture, weeds). Starting from ground zero required creating materials and opportunities for hands-on learning. Flashcards (125) were created for weeds and grass identification in 2007 which required much photography. Youth were trained semi-weekly using fresh materials for this event. County level contests for all three state events were organized and conducted in 2008 and 2009, allowing youth to test their knowledge skills prior to state competition. Flash cards, slides, and multiple hands-on workshops with fresh plant materials were employed for preparing youth for horticulture competition in both 2008 and 2009. Tree identification training expanded in 2009 from a viewing wild specimens to multiple workshops and creation of multiple power-point identification helps and competitive games. Youth participating at state level increased steadily from one team of three 4-H members in 2007 to six teams in 2009, all placing in top three teams in their divisions with three teams placing first. Three youth from Butler County have represented Nebraska in national horticulture competition the past two years.

PRIDE AWARDS PROGRAM

ABSTRACTS OF THE NATIONAL WINNER, NATIONAL FINALIST AND REGIONAL FINALIST

NATIONAL WINNER

NJ PRIDE ENTRY

Polanin, *N.¹, Nitzsche, P.², Tietjen, W.³, Gyurian, J.⁴, Magron, R.⁵, Grande, J.⁶, and Dager, E.⁷

1. County Agent, Rutgers Cooperative Extension, Somerset County.
2. County Agent, Rutgers Cooperative Extension, Morris County.
3. Retired Agent, Rutgers Cooperative Extension, Warren County.
4. Horticulturist, Rutgers Cooperative Extension, Somerset County.
5. Horticulturist, Rutgers Cooperative Extension, Hunterdon County.
6. Farm Director, Rutgers Cooperative Extension, Hunterdon County.
7. Farm Manager, Rutgers Cooperative Extension, Hunterdon County.

Somerset, Hunterdon, and Morris Counties in New Jersey contain a diversity of landscape, population, and development that reflects the varied lifestyles of its 940,000 residents. Agriculture in this region is highly diversified, including fruit, vegetables, ornamentals and livestock production and farmers increasingly rely on direct marketing and agri-tourism to add value to their crops. Unfortunately, many residents have little to no background in farming, and are often unfamiliar with Cooperative Extension programs. In an effort to educate these consumers, the Rutgers Snyder Research and Extension Farm in Pittstown, NJ (Hunterdon County) hosts "The Great Tomato Tasting" event. This event features informal tastings of local produce and tours highlighting agricultural research trials and Extension programs. To better measure the impact of this event, an online survey was emailed to 668 attendees. Of the 36% that responded, 92% strongly agreed or agreed that they are now more likely to favor community initiatives aimed at preserving and strengthening agriculture in NJ and 86% strongly agreed or agreed that they are now more likely to purchase 'Jersey Fresh' tomatoes, peaches, apples and other produce. 90% strongly agreed or agreed that they now have a better understanding of what the Rutgers Snyder Farm, the NJ Agricultural Experiment Station, and Rutgers Cooperative Extension do for NJ agriculture and home gardeners. The results of this survey indicate that the event has become a very effective tool in educating the public about local farming and Cooperative Extensions' role in preserving farming viability in the region.

NATIONAL FINALIST

AG AWARENESS INITIATIVE ON DELMARVA

Hall, *J.¹, Mathew, S.², Rhodes, J.³, and Dill, S.⁴

1. County Agent, University of Maryland Extension, Kent County
2. County Agent, University of Maryland Extension, Dorchester County
3. County Agent, University of Maryland Extension, Queen Anne's County
4. County Agent, University of Maryland Extension, Talbot County

Pressures created by environmental groups which were triggered by the Clean Water Act deadlines, have engaged

Maryland Ag Agents to rethink their roles and develop "ag awareness" initiatives to assist farmers in finding a voice for agriculture on Maryland's Eastern Shore. A team of four Agents have developed several programs to address this "ag awareness need". The programs include: holding outdoor education classes on farms for the schools, developing a local foods program for the schools and developing community gardens, developing consumer information sheets to inform the public about agriculture, developing outreach information booths at appropriate high visibility venues, conducting a survey of agriculture knowledge at these venues, reaching out to environmental river keeper groups to host farm educational tours, engaging and working with farm groups to hold "ag awareness" informational meetings/ breakfasts to tell the ag story, and developing teaching aids that will help local farmers communicate "ag awareness" information to their friends and neighbors. Outreach includes publishing survey results in regional newspaper. These articles appear to have awakened the State Farm Bureau regarding this outreach need.

DRAWING ATTENTION TO EXTENSION EXPERTISE

Jarvis, B.J.

County Agent, University of Florida Cooperative Extension, Pasco County

How often has an agent staffed a festival booth only to have a few people stop by to hear about the current topic being addressed? The answer is too often. No matter how attractive and informative the display or poster, unless people stop to read it or talk and ask questions, the information goes unshared and the public uneducated. In order to increase visitation at Extension booths, Extension Horticulturist created a "roulette wheel" generating sound, visual appeal and excitement to attract visitors to horticulture booths. Using the Pasco Extension Roulette Wheel increased attendance over 300% at the very first event employed. Participation increased from 350 visitors during prior fair weeks to over 1,100 at the 2010 county fair. In addition, participation at public programs is experiencing an increase. The Wheel is a simple, fun, yet inexpensive tool that can be used to increase visibility, participation, and exposure for University of Florida/IFAS Extension and their programs whether it is Agriculture, Horticulture, 4-H or FCS.

GILES COUNTY EXTENSION PUBLIC RELATIONS

Rose, K. L.

University of Tennessee Agricultural Extension Service Giles County

Giles County is a rural county located in southern middle Tennessee. The agricultural economy makes up over \$30 million in sales each year. Although the county is mainly rural and very diverse in agricultural enterprises, many residents still lack understanding of production agriculture. Extension has made an effort to help promote the agricultural industry to youth and adults throughout the county. With the help of other county agricultural related organizations Extension has developed some visual projects and events that carry the message of the importance of all aspects of agriculture. In addition, Extension utilizes existing media outlets and other resources for educating the public. Four programming efforts have been utilized to help promote agriculture to the community. They include the annual Giles County Fair, the

annual ag-in-the-classroom program for all county 4th grade students, Leadership Giles Agriculture Day and an established outdoor classroom with the purpose of promoting forestry and conservation. Just recently the county received a grant, through Extension's leadership, to make building and facility improvements to the county's fairgrounds which host many of these events.

REGIONAL FINALIST/STATE WINNERS

EXTENSION'S RESPONSE TO ICE STORM DEVASTATION

Caplan, L.

Extension Horticulture Educator, Purdue University Cooperative Extension Service, Vanderburgh County

An unexpectedly severe ice storm caused massive devastation to southern Indiana in January 2009. Tens of thousands of trees were damaged or completely destroyed by the weight of the ice. Over 70,000 households were without power for up to a week, including the author. Purdue Extension in Vanderburgh County stepped in immediately to develop and forward educational information to the public on dealing with the immediate emergency, and then the following recovery. Extension served as one of the clearinghouses for a wide range of information and services designed to protect the lives and property of residents affected by the storm. Numerous agencies, city departments, and utility representatives coordinated with Extension to share information with each other and with the general public. Extensive use of technology and local media helped disseminate timely information to the public, and keep emergency management officials updated on local conditions.

FARM CITY INFORMATIONAL CARD: ESTABLISHING A CONNECTION BETWEEN FARMERS AND THE PUBLIC

Sears, *A.F.

Extension Agent, Kentucky Cooperative Extension, Madison County.

While Madison County has long been known as an agricultural county for things such as beef cattle and hay production, more land area is now being devoted to suburban housing and development. While the atmosphere is pleasant between farmers and the public, most citizens of the county do not have a full grasp of farm life. The Madison County Extension Office celebrates Farm City Week every year with a Farm City Banquet. In order for each group to gain a better understanding of the community as whole, informational cards were put on the tables at each place setting. These cards had pictures of local landmarks as well as prominent agriculture crops and events. On the back were interesting bits of information about Madison County. There were over 150 in attendance at the banquet, many of whom were elected officials and members of the chamber of commerce, as well as Farm Bureau, Conservation District, and other predominant and influential farmers in the community. The informational cards were placed at each place setting and everyone was appreciative of this opportunity to learn a little more about the community.

2010 American/World Agriculture Award Recipient - *Dr. Robert Totusek*

The Oklahoma Association of Extension Agriculture Agents is proud to have nominated Dr. Robert "Bob" Totusek for the NACAA 2010 Service to American/World Agriculture Award.

Dr. Totusek joined the Animal Science faculty at Oklahoma State University in 1952 where he spent a highly productive 38 year career in teaching, research, extension, and administration. It was his service to OSU as Animal Science Department Head that set him apart as a leader and innovator in the livestock industry. During his tenure the department flourished in every way, including faculty positions, new buildings, and increased enrollment. He greatly increased the supportive attitude toward the department in terms of time, talent, and financial gifts which has subsequently developed a strong, devoted alumni following.

Dr. Bob Totusek was born and reared on a livestock and wheat farm in north central Oklahoma. He attended Oklahoma A&M College and received the B.S. degree in 1949. Bob was a member of both the Oklahoma A&M Meats and Livestock Judging Teams - the latter of which won the International Intercollegiate Livestock Judging Contest in Chicago in 1948. He was awarded M.S. and Ph.D. degrees by Purdue University in 1950 and 1952, respectively.

As OSU Livestock Judging Team coach from 1953 to 1961, his teams won 10 national and international contests. Many of his students have advanced to positions of leadership in the livestock industry in Oklahoma and nationally.

Judging beef cattle at state, national and international livestock shows and expositions in 24 different states and in three foreign countries had a great impact on genetic selection of beef cattle for the entire industry. In the 1960s, Dr. Totusek emphasized a movement from fatter, slow-growing cattle to leaner, larger, faster-growing cattle. When the pendulum swung too far to extremely large cattle, he recognized the need to identify the moderate type needed by the industry and facilitated a National Steer Symposium at OSU in 1982.

His beef cattle research efforts focused on eleven major research projects which he designed and conducted between 1952 and 1976. These projects resulted

in a total of 223 publications and contributed materially to new technology and methodology in cattle management and nutrition. He presented important research results, emphasizing profitability and pointing out not every practice which increased production increased profit. Dr. Totusek developed and adopted a technique for evaluating every new practice identified by research with a cost-return analysis.

Dr. Totusek conducted research that had international applications as evidenced by request for scientific publications, research results, and copies of presentation information especially in the areas of supplementation of beef cattle grazing low-quality forages and optimum size and milk production for beef cows.

Dr. Totusek conducted seminars, presented talks, and evaluated beef production in Italy, Guatemala, Columbia, Mexico and Canada. He also traveled to and consulted on animal agriculture in Scotland, England, Holland, Germany, Switzerland, Denmark, Sweden, and Norway.

The most lasting impact made by any educator is in the people they nurture. During his tenure as Animal Science Department Head, Dr. Totusek hired more than 30 young faculty members. He was unfailingly supportive, encouraged excellence, capitalized on the individual's strengths and recognized professional excellence.

Dr. Totusek's peers have recognized him with the following awards:

2004 BEEF Magazine – "BEEF Top 40" Leaders of the past 40 years

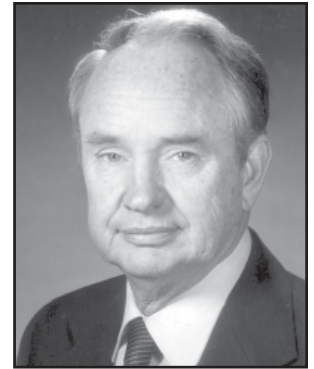
1997 Saddle and Sirloin Club Portrait Award, Louisville, Kentucky

1985 Elected a Fellow in the American Society of Animal Science

1974 Outstanding Teacher at Oklahoma State University

1969 Tyler Award – Animal Science Professor of Distinction, Oklahoma State University

1963 Alpha Zeta Award – Outstanding Teacher in Agriculture



This quote from a stockman summarizes how many across the United States feel about Dr. Totusek: "Bob Totusek has always been a gentleman, an extremely hard working, dedicated scientist and model teacher and administrator whose fairness, concern, and compassion have endeared him to everyone".

In conclusion, Dr. Bob Totusek has provided outstanding leadership in most every facet of the livestock industry especially beef cattle production. His career as an educator, scientist, and visionary has improved agriculture around the world and more importantly improved the many lives he touched.

2010 Achievement Award Winners

North Central Region

Illinois - Bill Lindenmier
Indiana - Brad Kohlhagen
Kansas - Cade B. Rensink
Michigan - Kendra Wills
Minnesota - Ryan Miller
Missouri - Jennifer L. Schutter
Nebraska - Francis John Hay
North Dakota - David Twist
Ohio - Ms. Julia Woodruff
South Dakota - Justin Keyser
Wisconsin - Kevin Jarek

Northeast Region

Maryland - Derrick W. Bender
New Jersey - Stephen John Komar, Jr
New York - Bernadette Logozar
Pennsylvania - Gregory Martin
West Virginia - Brandy Brabham

Southern Region

Alabama - Brenda Glover
Alabama - Maranda Marks
Arkansas - Dustin Blakey
Arkansas - Dr. Bob Scott
Florida - Rebecca L. Jordi
Florida - Cindy Sanders
Georgia - M Brent Allen
Georgia - Paul Pugliese
Georgia - Calvin Willis
Kentucky - David Fourqurean
Kentucky - Philip Konopka
Louisiana - Andre' Brock
Louisiana - Donna S. Morgan
Mississippi - Dr. David Carter
Mississippi - Mike Steede
North Carolina - Jeff Bradley
North Carolina - Gary Hansen
North Carolina - Colby Lambert
Oklahoma - Michael Pettijohn

South Carolina - Grady Sampson
Tennessee - Anthony Carver
Tennessee - Rebekah Norman
Texas - Mr. Kyle W. Barnett
Texas - Wayne Becker
Texas - Whit Weems
Virginia - Melanie W. Barrow
Virginia - Scottie L. Jerrell

West Region

Alaska - Heidi Rader
Arizona - Dr. Sabrina Tuttle
Colorado - Bruce Fickenscher
Idaho - Benjamin M. Eborn
Montana - Wade Whiteman
New Mexico - Patrick Kircher
Oregon - Barbi Riggs
Utah - Mr Ron Patterson
Washington - Dr Timothy D Waters
Wyoming - Donna Cuin

2010 Distinguished Service Award Winners

North Central Region

Illinois - Rhonda Ferree
Indiana - Gary Horner
Iowa - Denise Schwab
Iowa - Rich Wrage
Kansas - David Kehler
Kansas - Dennis Patton
Michigan - Roberta Dow
Michigan - Bruce Mackellar
Minnesota - Troy M Salzer
Missouri - Wayne Prewitt
Nebraska - Allan Vyhnalek
North Dakota - Tim Semler
Ohio - Jeff Fisher
Ohio - David L. Marrison
South Dakota - Jim Krantz
Wisconsin - Matt Hanson

Northeast Region

Maine - Marjorie Peronto
Maryland - Virginia Rosenkranz
New Jersey - Michelle Casella
New York - John Conway
New York - Laurel Gailor
Pennsylvania - Stanley A. Mckee
Pennsylvania - Delbert Voight
West Virginia - Rodney Wallbrown

Southern Region

Alabama - Robert T. Boozer
Alabama - Henry D. Dorough
Alabama - Charles B. Pinkston
Arkansas - Allen R. Davis
Arkansas - Blair Griffin
Florida - Teresa Olczyk
Florida - John Mark Shuffitt
Florida - Joseph H Walter
Georgia - Brian Cresswell
Georgia - Norman Edwards
Georgia - Steven Patrick
Georgia - Tucker Price
Kentucky - Greg Comer
Kentucky - Carol Hinton
Louisiana - Barrett A Courville
Louisiana - Allen Owings
Mississippi - Elmo Collum
Mississippi - Judd Gentry
North Carolina - Bryan Cave
North Carolina - Walter F. Earle
North Carolina - Sam Groce
North Carolina - Frank C. Winslow
Oklahoma - Randy Burris
Oklahoma - Brad Tipton
South Carolina - Dr. J Powell Smith
Tennessee - Sheldon D Barker

Tennessee - Ronald Barron
Tennessee - Mr Anthony Tuggle
Texas - C. Mark Brown
Texas - Ron Holcomb
Texas - Jaime Lopez
Texas - Randy Reeves
Texas - Rebel Lee Royall
Texas - Roy Walston
Virginia - Rodney Leech
Virginia - David M. Moore

West Region

Alaska - Dr. Jeffrey Smeenk
Arizona - Kai Umeda
Colorado - Dean Oatman
Idaho - J. Reed Findlay
Montana - Dan Lucas
Nevada - J. Kent Mcadoo
New Mexico - George Pete Walden
Oregon - Ross Penhallegon
Utah - Mr Lyle Holmgren
Wyoming - Steve Paisley

NACAA Hall of Fame Award

The NACAA Recognition and Awards Committee is proud to present these four recipients with the NACAA Hall of Fame Award. The Hall of Fame Award recognizes one member or life member from each NACAA region. Each state can nominate one individual. Based on a 500 word summary and three letters of support, the state nominees are evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.

**Our thanks to John Deere for sponsorship
of the NACAA Hall of Fame Awards**



JOHN DEERE

**2010
North Central Region
Hall of Fame Award
Mike Christian
Kansas
33 1/2 Years - Retired**



Mike recently retired from Kansas State University Research and Extension after 33 ½ years of service. Mike started his career as 4-H agent in Dickinson County, Kansas. After three years of 4-H responsibilities, Mike took the position of County Agricultural Agent in Riley County, Kansas. He worked in this capacity for 21 years having developed a large replicated grain sorghum and soybean research plot program involving over 25 producers. Mike started the 4-H Beef Steer Grade Choice Program using frame scores and nutrition management to help teach better feeding practices.

The last nine years Mike worked as a Watershed Specialist. His role has been to assist animal feeding operators in assessing the pollution potential of their feeding facility and recommend the best management practices needed to achieve the necessary pollution abatement. In the last four years, conceptual drawings and management plans have been developed for 155 animal feeding operations. This involved implementing best management practices to reduce the pollution potential for 40,296 animal units

Mike has been an active member of the Kansas Association of County Agriculture Agents since 1980 serving in numerous

leadership positions and has served NACAA as Regional Vice Chair of the Scholarship Committee, Regional Vice Chair of the 4-H Committee, Regional Vice Director, and Regional Director. Mike and his family have attended 23 NACAA Annual Meetings. Mike received the NACAA Distinguished Service Award in 1994.

Mike was a member for many years of the Manhattan Solar Kiwanis and held the office of President. Mike is an active member of Grace Baptist Church, where he has served on the Elder Board, served as chair of the Pastoral Search Committee, and chaired the search committee for Worship Leader. In addition, for three years Mike served as Treasurer of the Deep Creek Community Association.

With the nearby Ft. Riley Army Base, Mike has had numerous opportunities to help military spouses and families while the husbands were deployed. He has helped with household emergencies, lawn problems, and many other things to help them get through the deployment.

**2010
Northeast Region
Hall of Fame Award
Thomas Piper
Pennsylvania
40 Years - Retired**



Tom is a retired agent having served 40 years in Extension. Upon completion of military service, began work as Assistant County Agent in Blair County, Pennsylvania in 1956. After two years, took educational leave to obtain a Masters degree.

Tom was appointed Area Marketing Agent for South Central Pennsylvania in 1959, and worked with the county staff to bolster the marketing component of their programs for producers and with marketing firms.

Named County Agent for Adams County in 1963, Tom worked with the Gettysburg Jaycees to organize "Campaign Gettysburg" to preserve the historic image of our community. He conducted a series of clinics on comprehensive land use planning which inspired the County Commissioners to appoint the first County Planning Commission; townships followed.

Tom was well known for leading a strong program in commercial horticulture. This included the conversion of orchards to intensive plantings on dwarfing rootstock, use of tissue analysis to guide fertilization, compliance with the Worker Protection Act. He also conducted educational programs for vegetable growers, crops farmers, dairy and livestock producers.

On the 100th anniversary of President Eisenhower's birth, organized and conducted two Field Days on the Eisenhower farm.

During Tom's tenure, he nominated 16 outstanding farmers for the Master Farmer Award. In 1989 he recruited the first class of Master Gardener Volunteers trained in Adams County.

Tom received the Distinguished Service Award in 1978 and has attended 30 NACAA Annual Meetings. He served a variety of state and national association leadership roles during his tenure in.

Tom is an active member of the Gettysburg Presbyterian Church.

Since retirement –in 1966, he has served with one or more church mission trips each year to: Honduras; the Lakota Indians in South Dakota; and with Habitat in South Carolina; to assist hurricane victims in South Florida and in D'Iberville, Mississippi.

**2010
Southern Region
Hall of Fame Award
Mark Beeler
Tennessee
27 Years - Retired**



Mark has been an outstanding Extension Agent and educator who displayed his integrity, dedication, knowledge, and leadership throughout his career. He is a second generation Extension Agent following in his dad's (H. Y. Beeler) career choice. Mark served 27 years in Extension and received his DSA Award in 1992

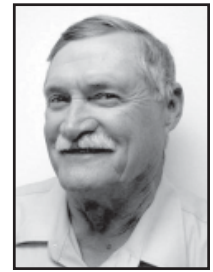
Mark served four years in Hickman County as a 4-H Agent, and he finished his career in Trousdale County with Adult Agriculture, 4-H, Community Development, and County Director responsibilities. During Mark's career there were numerous District, State, and National 4-H project winners from his 4-H program. Mark was highly regarded throughout the region for his knowledge and innovations to area tobacco farmers. He helped pioneer the concept of growing tobacco transplants in greenhouses in Middle Tennessee. He introduced many new production practices and marketing adaptations. Mark used several different techniques to teach area farmers including: farm field days, variety trials, on farm tests, and educational meetings. Mark's work with Community Development work led to the Enhanced 911 phone system being established in Trousdale County. He served as the Emergency Communication Board Chairman for 10 years, and he is currently the Board Treasurer.

Mark was an active member of the state and national association. He served as secretary /treasurer of TAAA&S for 6 years. Mark served as NACAA Southern Region Vice Director and Director as well as Treasurer of NACAA from 1999-2000.. He instituted a computerized NACAA membership data base system.

Mark has been a leader in his Church for over 30 years holding numerous committee and chairmanship positions. He served as the Chair of the Fund Raising Committee to construct a new Church building for their congregation helping to raise almost \$400,000. Volunteer Mission work has been important to Mark for over 10 years. He has participated in 10 Mission Trips to teach and serve Haitian refugees in Nassau, Bahamas.

Mark has been a member of the local Volunteer Fire Department in Trousdale County for 30 years. He currently serves as Assistant Chief. After retirement in 2004, Mark was elected as a County Commissioner and currently serves on the Finance Committee, Ambulance Committee, Law Enforcement, Water Board, and Budget Committee.

**2010
Western Region
Hall of Fame Award
Dave Langston
Arizona
31 Years - Retired**



Dr. Langston worked closely with Arizona and Western US Extension personnel during a career that spanned 31 years. During that time, he initiated programs that significantly impacted the management of insect pests in urban environments, in agricultural production, in the animal and livestock industries and in the areas of turf and ornamentals. His work is seen in County Extension offices through his numerous publications, video tapes, radio tapes, and his computerized information network. His ultimate achievement, The Entomology Handbook for County Agents, is still used today by Extension agents throughout the US.

In the early 80's Dave was a key part of developing the new Integrated Pest Management program, specifically in the areas of vegetable and fruit tree entomology, He was instrumental in the development of entomology sections of the Arizona Master Gardener program and, in fact, authored the first Arizona Master Gardener entomology manual.

In addition, Dr. Langston was a key Extension livestock entomologist and worked in developing effective programs for lice and ear tick control on range cattle and was instrumental in introducing the use of injectable Ivermectin for external and internal beef cattle parasites. He was also active in the introduction and use of impregnated ear tags on beef cattle for ticks. He received the NACAA DSA Award in 1989.

A major emphasis of his work in the 1990's was focused on Integrated Pest Management (IPM) strategies and the Africanized Honey Bee (AHB). Through Dr. Langston's work, managed bees were shown to fill an ecological niche that would soon be occupied by less desirable Africanized colonies if it was vacant. Dr. Langston's efforts in Africanized Honey Bees are now known as model systems for outreach and education to professionals, government officials, and the general public, including children.

Throughout his career, Dr. Langston never lost the Extension philosophy of being an educator and disseminator of practical information to the clients that he served. Dave was a primary author of over 30 Extension publications, including bulletins, fact sheets and other teaching materials. Dave was also a key supporter of the Arizona Agriculture Extension Association serving as president on multiple occasions and a proud supporter of the NACAA. In fact, Dave was instrumental in developing fund raising opportunities to raise money for scholarships and to support travel of elected officers to participate in NACAA activities.

2010 ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

Audio Recording

National Winner

Pam Bennett North Central Region - Ohio

The author prepares 5 one-minute spots that run on WEEC Radio station in located in Springfield, Ohio. The station's listenership includes the greater Dayton area, including Clark, Greene, Montgomery, Dark, Champaign, and Madison Counties. The author records and edits 5 one-minute segments in her office. Using the software Audacity, the author is capable of editing each segment and preparing it for release. She then sends the 5 spots to the radio station. They add intro music and run these one-minute segments through out the day. The segments repeat at least 3 times during the day and run for a week. The author created and edited 35 total different spots in 2009. These spots ran the following weeks: April 13, May 18, June 15, September 21, October, and November 30. The segments focus on local horticulture issues and recommendations based on the season.

National Finalists

Heather Gessner North Central Region - South Dakota

BEEF CATTLE MARKETING AND RISK MANAGEMENT INTERVIEW WITH AMANDA NOLZ FOR BEEF MAGAZINE

Gessner*, H. M. Extension Educator, South Dakota Cooperative Extension Service, P.O. Box 130, 130 West Essex, Salem, South Dakota, 57058-0130

This interview was done at a Beef Cattle Marketing and Risk Management program held March 2, 2010 at the Sioux Falls Regional Livestock Auction Barn, Canton, South Dakota. Amanda Nolz is a freelance reporter for Beef Magazine (www.BEEFmagazine.com). She used her handheld microphone recording equipment to record the interview after listening to my section on the marketing tools available to beef cattle producers. The interview was posted on Amanda's Facebook page, as well as the beefdaily.com website. Additionally, the information from the interview and meeting were used to create a front page article for the March 13, 2010 edition of the Tri-State Livestock News newspaper. This regional paper covers Western South Dakota, Nebraska, North Dakota, Wyoming and Montana.

KSL RADIO GREENHOUSE SHOW

Sagers*, L. A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

The KSL Radio Greenhouse Show is America's longest-running gardening show with a single host. This is an excerpt from the live, unscripted show and was recorded on air, February 27, 2010. Sagers has hosted this radio program for three hours each

Saturday morning for the past 26 years and he has answered more than 59,000 garden questions. After presenting a timely seasonal topic each hour, Sagers answers calls from listeners. Callers are free to ask questions on any and all horticultural subjects requiring the host to have a broad knowledge of plants, pests, and other problems. To keep up with current horticultural issues, Sagers sometimes does short interviews with authors and experts from across the US and Europe to provide additional educational insights. The 50,000 watt clear-channel station reaches listeners in the eleven western states and beyond. Through internet streaming it extends throughout the world and has fielded questions from across the US and from Turkey, Germany and Brazil and other countries. He has broadcast the show on location from Italy, England, Canada and many states. Subject matter depends on questions and the season. The listeners access the show via 10 phone lines, e-mail or webcam. The program is the most listened-to weekend radio show in Utah and the most popular garden program between Denver and the West Coast. It was voted Utah's most entertaining radio program by the Utah Broadcaster's Association.

RENTING LAND

Boles,* J.C. Jr.

County Extension Agent – Staff Chairman, Newton County Cooperative Extension Service, P.O. Box 433, Jasper, AR 72641

The objective of this radio program was to educate clientele on the unique nature of renting forage based farmland, and explore several factors necessary for establishing rental value. This program ran on Thursday, September 3, 2009 by KHOZ 102.9 Radio in Harrison, Arkansas. The program was recorded at the radio station.

Regional Finalists

Brooke Burn and Jim Davis Southern Region - Florida

MORE AT FOUR, LAWN AND LANDSCAPE RADIO SHOW

Burn,*B. L.1, Davis,* J.E.21. Extension Agent, Florida Cooperative Extension, Sumter County, Bushnell, Florida 33513 2. Extension Agent, Florida Cooperative Extension, Sumter County, The Villages, Florida 32159

More at Four, Lawn and Landscape Radio Show is a live radio program that airs monthly on WVLG 640am. Since its introduction in August 2008, this live radio show has aired twenty times. Airtime for the program ranges from approximately ten minutes to thirty minutes. WVLG 640am reaches 89,000 listeners in five Central Florida counties. The target audience for the radio station is The Villages, the nation's fastest growing micropolitan area according to the Census Bureau. An extension survey conducted of 192 residents in The Villages showed that 79% of respondents have lived in Central Florida less than five years. It is crucial to Florida resources to teach this rapidly growing population sustainable landscaping practices. The objectives of the radio show are to encourage the use of Florida-Friendly Landscaping™ principles; to promote UF/IFAS Sumter County Extension educational events; to increase community awareness of extension; and to provide timely information on lawn and landscape topics. Florida-Friendly Landscaping™ extension events reached over 2,600 residents of The Villages in 2009. 69% of surveyed attendees adopted at least one Florida-Friendly Landscaping™ principle. The More at Four,

Lawn and Landscape Radio Show has been crucial to the success of local extension events and the adoption of sustainable, Florida-Friendly Landscaping™ principles.

Gary Hall North Central Region - Iowa

MORE THAN A RADIO PROGRAM

Hall,* G.D.Regional Extension Education Director, Iowa State University Extension, Cerro Gordo County, Mason City, Iowa 50401

The weekly radio program is designed to inform and educate the listeners. It also has the objective of publicizing Extension and the myriad of programs available. The column is composed with a personal touch while providing research based information. After composition the program is recorded and saved as a MP3 which is then emailed to a list of radio stations in a six county area. The program is also posted on the county websites. Radio stations have utilized the program on a weekly basis. Program Directors have expressed their interest to continue to receive the program which provides them with accurate information and a new fresh voice.

Dr. Andy Londo Southern Region - Mississippi

FOREST HEALTH UPDATES ON FARM AND FAMILY RADIO

Londo, A.J. Extension Professor and Extension Forestry Coordinator, Mississippi State University Extension Service, Oktibbeha County, Mississippi State, MS 39762

The Mississippi State University Extension Service has had along standing daily radio program called Better Farming, which is now Farm and Family Radio. These shows are daily, 5-minute radio programs on any of a number of subject areas. Friday has been "Forestry Friday" for over 20 years. It is estimated that Farm and Family radio shows have over 100,000 weekly listeners. The radio shows nominated are a series I began in 2009 called "Forest Health Updates". These updates provide information on assorted forest health issues including invasive species, best management practices for water quality, and the southern pine beetle. The goals of these shows are two fold. First, I want to educate the listener about the subject area being discussed. Secondly, I want to raise awareness with the general public of what forest health is, and why it's important to the State of Mississippi. The shows nominated aired on the following dates: Introduction to Forest Health-June 19, 2009 Southern Pine Bark Beetles-July 17, 2009 Best Management Practices-July 31, 2009 Emerald Ash Borer August 7, 2009 The nominated shows can be found at: http://msucares.com/news/radio/farmandfamily/archive_09.html

Sandra Buxton Northeast Region - New York

Radio spots are a powerful communication tool as a means to provide general information to the listening public as well as updates for the farm community. This program presented information on two upcoming classes and discussed reasons why they would be valuable. The listener will learn both some background about the issue and how it may impact them. Daily radio spots of 1.5 - 3 minutes are produced on a rotating schedule to be played on a local radio station WNYV- FM and WVNR-AM. With over 200,000 potential listeners in more than 7 counties in Eastern NY and Western VT, the radio spots provide an educational forum for both the material described in the spot as well as other questions. The spots are recorded and edited at the

extension office using the program Audacity. After being saved as .wmv files, each spot is then e-mailed to the radio station to be played at 6:15 a.m. in the following week and again at the station's convenience.

Melissa Fery West Region - Oregon

PASTURE MANAGEMENT EDUCATION FOR SMALL ACREAGE HORSE FARMS ON THE AIRWAVES

Fery, M.A. Small Farms Extension Agent, Oregon State University Extension, Benton, Lane and Linn Counties, Corvallis, Oregon 97330

Outreach to small acreage horse farms has been a highlight for the Small Farms Extension program in Western Oregon. Successful workshops and seminars addressing best management practices have been offered throughout the area and are well received with horse property owners. On March 20, 2009, while speaking at the Northwest Horse Expo, Melissa Fery was invited by a national radio personality, Rick Lamb to record an impromptu interview on small acreage pasture management, that same day. The interview provided content for the hour long, nationally syndicated, weekly radio program called The Horse Show with Rick Lamb. The program aired on May 23, 2009 and was broadcast on 107 radio stations across the United States. The full program may also be accessed via the internet at www.thehorshow.com. The national spotlight was an exciting opportunity, and has renewed energy for land stewardship education for horse owners at a local and regional level through the OSU Extension Small Farms program. An eight minute segment from the broadcast interview is submitted for the NACAA Communications program in the audio recordings category.

Published Photo & Caption

National Winner

Dr. Robert Serrine North Central Region - Michigan

Hop Production in Northwest Michigan: A Novel Value-added Opportunity for Farmers Serrine, J. R. County Extension Director, Michigan State University Extension, Suttons Bay, MI 49682 Hop production represents a value-added opportunity for farmers in Michigan. Riding the local food and beverage wave, farmers may be able to supply Michigan brewers with a local supply of hops for use in beer production. However, the primary focus for farmers must be on producing the very best quality hops if they are to compete with traditional hop growers in the Pacific Northwest. Farmers are encouraged to have a market in place before investing, in order to best fulfill brewer needs. Farmers may also consider diversifying their marketing to include the home brew and medicinal markets.

National Finalists

WILDLIFE HABITAT TEAM

Ashworth, * T.

Extension Agent, University of Tennessee Extension, Fayette County, Somerville, Tennessee, 38068

The objective of this submission was to inform the public of Fayette County about 4-H and the 4-H Wildlife Habitat Judging

Contest. Another purpose was to give recognition to the 4-Hers that participated, as well as the volunteer that trained them. The photos and information were submitted electronically to the Oakland News and the Fayette Falcon. They were published in both newspapers on June 24, 2009. The circulation rate for the Oakland News is 8,000. The circulation for the Fayette Falcon is 4,200. I personally took the photos and submitted them to the newspaper.

CHRISTMAS TREE FARMS IN NEW JERSEY: GROWING HOLIDAY TRADITION

Hlubik, * W.T.

Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, David Mill Pond Park, EARTH Center, North Brunswick, NJ 08902

The attached photograph and caption was published in the December 11, 2009 on-line edition of the Star Ledger. The photograph and caption was used for the article titled "Christmas tree farms in New Jersey: Growing holiday tradition." The weekly Plant Talk columns in the Star Ledger are circulated to over 650,000 readers. The caption reads "My son David, 13, after cutting down this year's Christmas tree at the Roberson tree farm in Chesterfield, New Jersey." The article describes our family tradition of selecting our own tree at a local choose-and-cut Christmas tree farm. The article was released at the height of the Christmas tree season to encourage support for local growers. The photograph was taken with a Cannon Digital Rebel Camera.

Regional Finalists

Ms. Julia Woodruff North Central Region - Ohio

Woodruff, J.N.11Extension Educator, Ohio State University Extension, Erie County, 2900 Columbus Ave., Sandusky, Ohio 44870. The photo and cut-line were submitted electronically to support the educator's news story for an upcoming OSU Extension Farm Transition Planning Workshop. The photo was taken by this educator on August 9, 2009 and used for publication in the Firelands Farmer Newspaper on March 1, 2010. This regional weekly newspaper has 4300 subscribers. The article and picture served as one of the primary promotional pieces for the workshop. In conversation, participants mentioned that the picture caught their eye and served as a reminder to register for the class. The workshop is intended to be interactive and designed for an attendance of 20 – 30. Twenty-nine individuals from a four county area attended the workshop and rated it on the evaluation as very helpful for getting a farm transition plan started.

Matt Hanson North Central Region - Wisconsin

MANURE SPILL RESPONSE

Hanson, * M.G. 11Crops and Soils Agent, University of Wisconsin – Cooperative Extension, Dodge County, Juneau, Wisconsin 53039

This photo was taken during a manure spill response field day and published with the caption in the Wisconsin Agriculturist publication in December 2009.

THE FORAGE KINGS

McGriff, * D.E.

Extension Coordinator, Georgia Cooperative Extension, Coffee County, Douglas, Georgia 3153

The photographs and captions were created by the author and published in the December 2009 edition of the Coffee County Magazine. The magazine has a circulation of 10,000. The photos were captured throughout 2009 with a Canon EOS40D digital camera. The photos and captions in the feature story, "The Forage King," tell the story of three family farms and their success in growing a new crop – alfalfa. Alfalfa has a reputation of being a mid-west cooler season crop and not suited to the warmer climates of Georgia. The photographs and captions tell the story that high quality alfalfa can be successfully grown in Georgia. They also help promote this young industry with local owners and dairies.

CREATE A COOL, PLEASANT OASIS WITH WATER GARDEN

Sagers, * L. A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, ThanksgivingPoint Office, 3003 N. Thanksgiving Way, Lehi, Utah, 84043-3506

Water gardens provide a peaceful and restful ambiance to beautiful backyard gardens. Many homeowners have adopted that concept to include water garden designs in their landscapes. A couple in Sandy, UT has made a hobby of their backyard garden. After the trial-and-error method of water feature design failed, the husband joined the Utah Water Garden Club to learn the right techniques. It resulted in his tearing apart the original feature and redoing it. The result is a relaxing and beautiful view in their landscape and a quiet retreat for the family. Other aspects of their garden also serve specific purposes both aesthetic and practical. Their garden was featured on the Utah Water Garden Pond Tour last August. The author took the photos and prepared the copy submitting it electronically to the daily *Deseret Morning News*. The daily newspaper circulation is 70,000 copies and the article is also posted on their website. It is distributed throughout the state of Utah and surrounding areas.

Gary Pierce Southern Region - North Carolina

Farming 101 PhotoPierce, * G. L.Extension Agent, North Carolina Cooperative Extension, Harnett County, Lillington, North Carolina 27546Harnett County has one of the fastest growing populations in North Carolina. Its population has grown from 67,000 in 1990 to over 110,000 in 2010. Record numbers of schools have been built to accommodate the rapidly expanding population. Teachers have been recruited from all over the United States to fill positions in new schools. Harnett County Cooperative Extension Agent, Gary Pierce, connects new teachers with local farmers. During summer months when teachers are not teaching, Mr. Pierce helps teachers learn about farming and how it impacts local communities and the entire county. This "Farming 101" program has been very well received by local farmers who love to take the opportunity to share their knowledge. Teachers also learn valuable information that helps them understand the people and communities where they live and work. This front page photograph depicts a local teacher experiencing "Farming 101." The photo also shows the close proximity of farms and new homes. This story/photo was carried by the Dunn Daily Record

and the Harnett County News with a combined distribution of approximately 16,000.

Computer Generated Graphics

Presentation

National Winner

Brad J. Burbaugh Southern Region - Florida Team Members: Elena Toro Extension Agent UF/IFAS

PASTURED RAISED POULTRY: GETTING STARTED

Burbaugh, B.*¹, Toro, E.M.*²

¹. Extension Agent, University of Florida/IFAS Extension, Duval County, Jacksonville, FL 32254

². Extension Agent, University of Florida/IFAS Extension, Suwannee County, FL 32064

Pastured poultry production is used to describe a variety of production systems in which birds have access to pasture on a regular basis. The demand for eggs and meat from locally raised birds on pasture has increased steadily among consumers in Florida. This has created tremendous interest from farmers across the state. However, as educators we often realize there are many misconceptions about raising birds on pastures. This narrated PowerPoint presentation entitled "Pasture-Raised Poultry: Getting Started" was created to address production systems, breed selection, starting the chicks as well as the challenges and opportunities associated with small-scale poultry production. This presentation was originally developed for the Pasture Raised Poultry workshops held in Columbia and Duval counties and later the narration was added so that it could be included in the Pastured Poultry Virtual Field Day website and accessed statewide. This presentation was uploaded to the webpage on November 20, 2009 and has been viewed 355 times in just over a month. The presentation was developed using Articulate Presenter software. The idea, topic choices, content, and script were developed by the authors.

National Finalists

Ariel L. Agenbroad West Region - Idaho

"How do you do?" is a gardener's introduction to the insect world. This PowerPoint presentation was developed for Master Gardeners in training in southwest Idaho. It is used to teach basic entomological concepts and engage learners with the fascinating, complex, and truly "buggy" roles of insects on our planet. This presentation also begins to teach learners about basic insect identification, beginning with several of the most important orders of insect friends and foe they're likely to encounter. This presentation has been delivered to over 145 Master Gardeners in training in Canyon, Ada, Gem, Owyhee and Valley counties in the past year. Several colleagues have also used it to study for the entomology portion of the Idaho State Department of Agriculture Statewide Pesticide Consultant License test. Response to this presentation has been positive. The following comments were taken from participant teaching evaluations: "Presentation provided a very good "snapshot" of the insect world." "Very enjoyable for a subject matter that at first I felt squeamish about! Thank

you!" "Excellent presentation on what can be a dry and difficult subject."

Stanley A. McKee Northeast Region - Pennsylvania Team Members: Stan McKee, John Tyson* & Alex Borys*

Numerous dairy farms in Huntingdon County have initiated the use of Hispanic employees to perform jobs that include feeding livestock and manure removal. A required skill for these employees to possess is safe operation of a skid steer loader, since skid steer loaders are the principle machine used to scrape barns and load feed ingredients into mixers. One farmer requested safety training material in Spanish from our office, and other county farmers verified the need for Spanish language training materials. The slide set and script for "Safe Skid Loader Operation" was developed by Stan McKee. John Tyson reviewed the presentation for accuracy and Alex Borys, a Spanish Language Instructor in the College of Ag Sciences at Penn State, translated the script and the slide content. The PowerPoint presentation was then taught on a local dairy farm to 7 Hispanic employees who operated skid loaders as part of their daily work. Alex used the script to make the presentation, and questioned the employees for understanding and proper translation of content. The presentation, including evaluation questions, was then recorded and posted on the Web using Adobe Presenter. It can be viewed at the following address: <https://breeze.psu.edu/p94928922/Evaluate> the slideset beginning at slide # 7, to be within the 15 minute timeframe.

SUDDEN OAK DEATH (PHYTOPHTHORA RAMORUM) - A DEVASTATING DISEASE OF HARDWOOD FORESTS AND NURSERIES: AN EDUCATIONAL DVD AND CD ROM

Hlubik, W. T.*¹, Polanin, N.², Weidman, R.³, Marko, J.⁴, and Smela, D.⁵,

¹ Middlesex County Agricultural Agent, ² Somerset County Agricultural Agent, ³ Program Associate for Middlesex County, ⁴ Senior Producer for Rutgers Cooperative Extension, ⁵ Public Information Assistant for Rutgers Cooperative Extension of Middlesex County, Rutgers New Jersey Agricultural Experiment Station, Cooperative Extension, . Martin Hall, New Brunswick, NJ 08901

Phytophthora ramorum, is a fungal disease organism that has caused substantial mortality to tanoak, coast live oak, California black oak, Shreve oak, and Canyon live oak on the west coast since the mid 1990's. One common name coined for this disease is Sudden Oak Death. This disease organism has the potential to destroy many oak species on the east coast as well. *P. ramorum* also causes twig and foliar diseases in many plant species including California bay laurel, Douglas-fir, coast redwood, rhododendron and azaleas. In 2003, *P. ramorum* was identified in nurseries in California, Oregon, Washington state and British Columbia and had a huge impact on the nursery industry. Over 1 million trees in 12 counties in California have been destroyed by this devastating disease. In response, our Rutgers Cooperative Extension team worked in cooperation with the US Forest Service Northeastern Area State and Private Forestry Service to produce an educational DVD and CD ROM on Sudden Oak Death. The purpose of the project was to summarize key research and control information about the disease for distribution to extension professionals, decision makers and horticulturalists throughout the nation. To date, over 500 copies of the educational DVD's have been distributed to plant professionals throughout the United

States as well as Great Britain, Germany and Canada. The California Oak Mortality Task Force has posted our videos and information on their website at <http://www.suddenoakdeath.org/>. The web site has received over 2,000 visitors in the past 12 months. The DVD contains an educational video that is 35 minutes and 51 seconds in length. The CD ROM contains PowerPoint presentations, images, video clips, educational materials, evaluations and a "read me first" document. The filming was done with a Sony 500 Digital Camera and edited on a Macintosh OSX system using Final Cut Pro software.

Regional Finalists

Mr. Robert Goodson Southern Region - Arkansas

AGRICULTURAL EDUCATION PROGRAMS FOR COUNTY CIVIC ORGANIZATIONS

Goodson, * RCounty Extension Agent – Agriculture, Arkansas Cooperative Extension Service, Phillips County, Helena, Arkansas 72342 Civic organizations in rural America are an efficient method of maintaining support for a local Extension Program. Efforts are made in Phillips County, Arkansas to present educational programs to local organizations to meet this need. The generated presentation was presented to 5 different organizations with a total audience of approximately 175 persons. The program emphasized the size of row crop agriculture in the county. This included the number of acres grown in the county as well as average yields for each crop. Acre counts for this report, was obtained through the Certified Acre report from the State of Arkansas Farm Service Agency each year. Average yields were obtained through observation as well as cooperation between other agriculture organizations in the county. Using these numbers trends for each crop was organized in graph form. The second part of the program was intended to inform the local groups of the issue with glyphosate resistant weeds. Since 98% of the row crops grown in Phillips County are "Round-Up Ready" weed resistance to this herbicide has the ability to change agricultural practices in the area. The program discussed the major two weeds, horseweed and palmer amaranth, that are the issue in the resistance program. The groups were educated in the different types of applications of herbicides as well as the activity of the materials. Efforts were made to insure that this is a major issue and cooperation between agriculture entities was being used to help alleviate this problem. The last section was to show how the palmer Amaranth spreads and what efforts are being used to control this weed.

John Church North Central Region - Illinois Team Members: John Church Bob Frazee Dave Shiley* Duane Friend* Jane Scherer*

CERTIFIED CROP ADVISER ON-LINE TRAINING: WINDBREAKS & CROPS

(<http://web.extension.illinois.edu/cca/?windbreaks>) Church*, John Extension Educator, Natural Resources Management, University of IL Extension, Rockford Center, Rockford, IL 61107

University of IL Extension offers on-line training for IL Certified Crop Advisers. Currently, there are ten modules on-line. The majority have been developed by members of the Natural Resources Management Educator team, including this author. This application refers to the module "Windbreaks and Crops". To review the program go to the website located at <http://web.extension.illinois.edu/cca/?windbreaks> The on-line training

offers CCA's the opportunity to receive much needed credit hours in soil and water management, usually one-half or one CEU per module. This and other modules are developed by the Educator as a powerpoint presentation and then submitted to IT staff on campus to be put on the U of I Extension website in the final module form. During that process, the module is reviewed by CCA staff and assigned the number of permitted CEU's. Windbreaks and Crops is a module that discusses the benefit, establishment and maintenance of windbreaks for farmstead protection and erosion control.

Denise Schwab North Central Region - Iowa

This presentation, "Pasture Watering Systems," was developed to teach beef producers about the many types and styles of watering systems that can be incorporated into pastures. It includes photos of several systems, and the teaching outline for other program specialists to utilize. It was shared with other ISU staff via the Iowa Beef Center staff only website.

James W. Lewis, JR. Northeast Region - Maryland Team Members: James W. Lewis, Jr

Timely communication about production issues with agricultural producers is important during the growing season. Regular mail is too slow in many cases and issues have arisen with clientele changing internet providers and therefore email addresses change. The solution this agent came up with is using text/pix messaging. Most of the producers in Caroline County carry their cell phone with them at all times. The agent has a list of cell phone numbers of agricultural producers farming 90% of the land in Caroline County in a list serve format. The list can be used to send text and pictures from a computer to their cell phones. Timely text and pictures have been sent relating to pest identification, scouting procedures, thresholds, pesticide recommendations, fertility issues, urgent regulation updates, and educational meeting announcements. The agent has received the following comments from producers: "The text have made me aware of potential problems that I was not even aware of," "while the pictures are small on the phone, I can identify the worms when finding them in my beans," "As I get older, the meeting reminders are great," "I was thinking the excessive rain may have washed away some of my nitrogen and your text confirmed my suspicions," "Now I know that scab caused my orange kernels," "I locked the text in my phone so I can refer back to the threshold levels for CLB and chemical rates." This is 1 teaching tool used in the Agents total programming to ag producers. Thru end of meeting surveys, the producers have reported savings or profit increases of \$4.8M, due to the agents programs. The text/picture messaging is just 1 part of the entire teaching effort.

Shann Cory Tanner Southern Region - South Carolina

GET A RISE OUT OF YOUR VEGETABLES

Tanner,* S.C.Horticulture Extension Agent, Clemson University Cooperative Extension, Greenville County, 301 University Ridge, Suite 4300, Greenville, South Carolina 29601

Vegetable gardening is a rising trend among home gardeners in South Carolina and many of these citizens would like to grow vegetables in raised beds for various reasons. Raised beds may be used to solve many common garden problems such as poorly drained soils, extraordinarily rocky soils, or steep slopes.

Additionally, they are considered easier to maintain and more accessible than standard gardening methods. However, concerns about construction materials, techniques, etc. prevent many gardeners from building them. The author designed this computer generated presentation to discuss innovative and new, as well as tried and true, ways to solve gardening problems with raised beds. The presentation examines various building arrangements, addresses concerns about the use of pressure treated lumber, and gives tips and techniques to perfect this exciting method of gardening. The author originally delivered this program on February 21, 2009 to 72 attendees (Master Gardeners and home gardeners) as a digital slide show at the 2009 Joy of Gardening Symposium hosted by the Master Gardeners of York County in Rock Hill, SC. It has been delivered two additional times, most recently on February 6, 2010 to 88 attendees (Master Gardeners and home gardeners) at the 2010 Unearth Your Passion Symposium hosted by the Greater Greenville Master Gardener Association, Greenville, SC. The talk has received extremely positive reviews at each offering as indicated by post-training evaluations. If too long, please judge slides 1 through 20 as indicated in script.

Chris Zdorovtsov North Central Region - South Dakota

SOUTH DAKOTA 4-H HORTICULTURE JUDGING SCHOOLS

Minnehaha County Master Gardeners, Zdorovtsov, C.11. Extension Horticulture Educator, South Dakota Cooperative Extension, Minnehaha County, Sioux Falls, SD 57104

Setting up judging schools for 4-H youth can be a time consuming task for educators. With proper training Master Gardeners or other volunteers can be trained to set-up horticulture classes or entire schools. This PowerPoint was developed to train these volunteers, as well as to train new educators who are not familiar with the process. This presentation was distributed state-wide for county use, presented at New-Workers orientation in April, 2009, and used for one county volunteer training in June, 2009. Judge slides: 1-9; 21-27; 38-44

Program Promotional Piece

National Winner

Jeanne S Falk North Central Region - Kansas

DO YOU SPRAY THESE CROPS? POSTCARD

Falk*, J.S.¹.

¹. Multi-County Agronomist, Kansas State University Research and Extension, Northwest Area Extension Office, Colby, Kansas 67701

A postcard was designed and implemented to promote the regional Sprayer 101 school in February 2009. Over 200 of these postcards were mailed to producers in two counties. In designing the postcard, my goal was to capture the reader's attention, while giving quick and concise facts of the meeting. The front was eye-catching, by using color pictures of crops that are commonly sprayed in the area. By asking the question, 'Do you spray these crops?' the reader was drawn in and encouraged to think about their production system. Since K-State was the sponsor of the program, the K-State Research and Extension logo was used on

the front to quickly let the reader know it was from an unbiased source. The back of the postcard contained the information to answer the who, what, when, where, and why questions. It also called for action by asking them to call the extension office to reserve a spot. At the school, the attendees were polled about how they found out about the school. Over 80% said they attended the school because they received a postcard in the mail. One producer said it was the perfect size because he could set it right on top of his phone, so he would remember to call. Another reported that he kept it in the visor of his truck, so he could quickly grab the information. In conclusion, this postcard accomplished its goal – capture the reader's attention, get them interested, provide facts of the meeting, get them to RSVP, and to ultimately have them attend the meeting!

National Finalists

Chris Oswalt, Chris Southern Region - Florida

THE CITRUS GREENING SYMPOSIUM AT THE 2009 FLORIDA CITRUS GROWERS' INSTITUTE

Oswalt,* W.C.¹

¹. Extension Agent, Florida Cooperative Extension, Polk County, Bartow, Florida, 33830

The "Citrus Greening Symposium" at the 2009 Florida Citrus Growers' Institute was a program developed to address the current educational needs of Florida citrus growers in dealing with a devastating phloem limited bacterium *Candidatus Liberibacter* spp. the causal organism of citrus greening. *Candidatus Liberibacter* sp. is insect vectored by the Asian citrus psyllid *Diaphorina citri*. To provide information on management strategies for Florida citrus growers the "Symposium" program was divided into 4 sessions based on currently acceptable plant disease control practices. Total brochure distribution was 1632 copies. The "Symposium" drew an audience of 350 Florida citrus growers to the Stuart Conference Center in Bartow, Florida on April 7, 2009. The program was also videoed and archived on the web for viewing on the Citrus Agents website (<http://citrusagents.ifas.ufl.edu>). Urchin web statistics recorded 29,529 views of "Symposium" presentations from the May 1, 2009 to December 31, 2009. Participants rated the educational quality of the Symposium at 8.41 on a scale of 10. (1 lowest to 10 highest). Survey results indicated that 80% of citrus growers will change their production practices based on information provided in the "Symposium". The author was solely responsible for program development, design and layout of the brochure. Reproduction of the trifold brochure was done in the local extension office by administrative support personnel.

Ariel L. Agenbroad West Region - Idaho

During the spring and summer months, our Extension office is inundated with consumer horticulture calls and walk-ins. In summer 2009, following the example of successful urban horticulture Extension programs around the country, we began offering formal home garden and landscape "clinics" for the general public, staffed by Extension faculty (myself) and trained Master Gardener Volunteers. This poster was used both to advertise the program in our office, in the community, and at several local nurseries and to educate potential participants about what to expect and what to bring with them for the best service. Our office held free plant clinics three days per week April - September

and at two different weekly Farmers' Markets from April/May - October. Over 1200 individuals were served during that time by about 25 trained volunteers. The plant clinics were very popular, and provided an excellent method of sharing non-commercial, sustainable, up-to-date plant and pest management advice and information to the public. We will be using this same poster again in 2010, with a few minor alterations for dates and times.

Dr. Gary Gao North Central Region - Ohio

Home gardening is getting very popular due to higher food prices, downturn in economy, and consumer's concerns for food safety. Delaware County Home Gardening was designed to teach home gardeners how to grow common fruits and vegetables. The extension educator created a one-page flyer based on a Microsoft Word template created by the staff at OSU Communication and Technology. The photo strip was selected from a library of OSU Extension's branding materials based on the intended audiences. The educator also used his own photos in the flyer. He added various shapes and boxes to call reader's attention. An electronic version of this flyer was emailed to about 80 master gardeners and interns while 60 copies were mailed to a list of home gardeners who had soils test through our Extension office. This program drew 40 attendees. There was a \$25.00 registration fee. Some attendees may have heard about our programs through other forms of advertisement. However, the program flyer was an effective tool and served its intended purpose well. This extension educator provided the content and designed the flyer. The flyer was duplicated in the local county office. It meets OSU Extension branding standards.

Regional Finalists

MT. TOP GRAZING NETWORK

Phil Kaatz North Central Region - Michigan Team Members: Phil Kaatz, Jeannine Grobbel, Mark Seamon, Martin Nagelkirk, Steve Poindexter, Bob Tritten, Dennis Stein, Bob Battel, Emily Sneller, Dave Pratt*, Craig Thomas*, Fran Adelaja*

MSU EXTENSION THUMB AREA AGRICULTURE TEAM...YOUR GO-TO TEAM FOR AGRICULTURE SOLUTIONS!

Kaatz,* P.R.¹, Grobbel, J.², Seamon, M.³, Nagelkirk, M.⁴, Poindexter, S.⁵, Tritten, R.⁶, Stein, D.⁷, Battel, R.⁸, Sneller, E.⁹

1. Extension Educator, Michigan State University Extension, Lapeer County, Lapeer, Michigan 48446

2. Extension Educator, Michigan State University Extension, Huron County, Bad Axe, Michigan 48413

3. Extension Educator, Michigan State University Extension, Saginaw County, Saginaw, Michigan 48607

4. Extension Educator, Michigan State University Extension, Sanilac County, Sandusky, Michigan 48471

5. Extension Educator, Michigan State University Extension, Saginaw County, Saginaw, Michigan 48607

6. Extension Educator, Michigan State University Extension, Genesee County, Flint, Michigan 48504

7. Extension Educator, Michigan State University Extension, Tuscola County, Caro, Michigan 48723

8. Extension Educator, Michigan State University Extension, Huron County, Bad Axe, Michigan 48413

9. Extension Educator, Michigan State University Extension, Saginaw County, Saginaw, Michigan 48607

To promote a new regional approach to agriculture coverage by Michigan State University Extension Educators in Michigan's Thumb Area, a brochure with a laminated insert was developed in the fall of 2007 to create awareness for the new area of coverage and programming emphasis. Clientele are encouraged to contact Thumb Area Extension Educators to answer specific management or production questions concerning pertinent areas of emphasis that include: beef and livestock management, dairy management, forage management, farm management, sugar beet research and demonstrations, tree and small fruit production and management, bioeconomy innovation and development, wheat and small grain production, soil nutrient and fertility management, and corn and soybean management and production. The brochure had 2,500 copies and was printed professionally. Distribution went to attendees at winter meetings, county commissioners, and influential agribusinesses in the Thumb of Michigan between December 2007 and March 2009. In addition, each county in the eleven-county area distributed copies to clientele. A survey of 275 Thumb agriculture producers was done and 61% (168) indicated they were aware of the new Thumb Agriculture Regional Team. Each Educator was responsible for their area of emphasis description and photograph and participated in the final editing of the brochure.

Michelle Infante-Casella Northeast Region -

This program promotional piece was used to advertise a summer 2009 educational event at the Rutgers Agricultural Research and Extension Center in Bridgeton, New Jersey. The event was advertised with this tri-fold brochure throughout the State of New Jersey via the Rutgers NJAES Cooperative Extension county offices and via the Rutgers events web site. The event attracted 158 attendees for the evening tomato and peach taste evaluations and field research trial tours. Multiple crops were visited and discussed on the tour and farmers in the area were able to view first hand vegetable variety trials, insect control studies and disease control research trials.

William Lantz Northeast Region - Maryland Team Members: Melanie Barkley Derrick Bender Walt Bumgarner Brian Lake

MT. TOP GRAZING NETWORK BROCHURE

Barkley, M.E.¹, Bender, D.², Bumgarner, W.³, Kelly, B.M.⁴, Lantz,* W.D.⁵

1. Extension Educator, Penn State Cooperative Extension, Bedford County, Bedford, PA 15522

2. Extension Educator, Maryland Cooperative Extension, Allegany County, Cumberland, Maryland 21502

3. Extension Educator, Penn State Cooperative Extension, Washington County, Washington, PA 15301

4. Extension Educator, Penn State Cooperative Extension, Blair County, Altoona, PA 16602

5. Extension Educator, Maryland Cooperative Extension, Garrett County, Mt. Lake Park, Maryland, 21550

At the 2009 Tri-State Hay and Pasture Conference held in Salisbury, PA producers indicated on an end of program survey, they were interested in having organized pasture walks. Extension agents from Maryland and Pennsylvania along with NRCS personnel from Maryland met and planned a series of monthly pasture walks. The objective of the pasture walks were to introduce produce in Western Maryland and Southwestern PA to the concept of a grazing network where producers assist with planning and conducting pasture walks and other activities supporting grazing. A brochure was developed to explain the concept of the Mt. Top Grazing Network and announce the monthly pasture walks. The initial brochure was developed using Microsoft Publisher then e-mailed to the participating extension agents for suggestions and proof reading. The final copy was converted to PDF format and e-mailed to the participating agents for distribution to livestock producers in five counties. Color copies were also printed and distributed to local farm supply stores and extension offices. The six pasture walks were attended by approximately 100 producers. At the 2010, Tri-State Hay and Pasture Conference held in McHenry, Maryland, producers were asked if they would be willing to serve on the Mt. Top Grazing Network planning committee. Six producers volunteered on a survey to assist with planning activities of the Mt. Top Grazing Network.

Robert Goodling, JR. Northeast Region - Pennsylvania Team Members: Balliet, K.L., Douglass, M.B.

EXCEL APPLICATIONS FOR EXTENSION EDUCATORS

Balliet, K.L.¹, Douglass, M.B.², Goodling, R.C. Jr.³

¹Business/Financial Management Extension Educator, Penn State Cooperative Extension in Snyder County, Middleburg, PA 17842

²Agricultural Financial Management Extension Educator, Penn State Cooperative Extension in Jefferson County, Brookville, PA 15825

³Dairy Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, PA 17042

Technology continues to advance at lightning speed, and extension educators continually evaluate and determine how such technology may impact their daily programmatic activities. The PACAA Teaching & Educational Technologies Committee identified a need for advanced educator training for those educators using or interested in using Microsoft Excel for their research or programs. Current college trainings did address basic concerns, but no advanced trainings were available to address the topics of functions, formulas, advanced graphing, and developing spreadsheets to be distributed to other users. This brochure was developed to bring together both PACAA and non-PACAA extension educators to work together on specific hands on Excel applications and techniques that can simplify and expand their programmatic capability. The brochure was shared with the entire PACAA membership, as well as a five county region around the host site (117 individuals invited), and resulted in a group of seven participants and two instructors collaborating and exchanging various tips and secrets to improve excel capability. As a result of this training, greater efforts are being made statewide to provide advanced trainings such as this one.

Brian Tuck West Region - Oregon Team Members: Olsen,* S.¹, Tuck, B.², Eddy,* D.³

¹. Wasco County Soil and Water Conservation District, 2325 River Road, Ste 3, The Dalles, OR 97058

². Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058

³. Natural Resource Conservation Service, 2325 River Road, Ste 3, The Dalles, OR 97058

BARN OWL WORKSHOP FLYER

In 2009, a cooperative effort was established between the Oregon State University Wasco County Extension Office, Soil, Water Conservation District and Natural Resource Conservation Service to focus on developing workshops on the use of predators particularly barn owls to help control rodents. Rodents due to a variety of reasons have become a severe problem in the Mid-Columbia. They cause serious economic damage to high value horticultural crops including cherries and berries as well as lower value field crops including small grains. The cost of traditional controls is very costly and prohibitive for many of the lower value crops and often times controls are ineffective and hazardous to use. Predators, particularly barn owls have been shown to be very effective and at much less cost. The Barn Owl Workshop flyer announced the third in a series of workshops and tours that were presented in 2009 focusing on the use of predators for rodent control. Flyers were sent out both by e-mail and included in electronic and hardcopy newsletters and distributed at other workshops and seminars. Estimated distribution would be approximately 1000. There were 50 participants who attended this particular workshop.

Marguerite Porter Southern Region - South Carolina

PICKENS COUNTY 4-H JUNIOR NATURALIST PROGRAM: BROCHURE AND REGISTRATION FORM

Porter,* M.P. Extension Agent, Clemson Cooperative Extension, Pickens County, Pickens, South Carolina 29671

The promotional piece is a flyer and registration form for the Junior Naturalist Program offered through the Pickens County 4-H program. The flyer was distributed at county offices and recreation centers. It was also distributed electronically and is available on the Pickens County 4-H website and the Pickens County Government website. Over 500 copies were distributed. To date the program has had more than 50 participants with 5 individuals achieving the title of Junior Naturalist.

Mr Kevin Heaton West Region - Utah

The annual UT/AZ Range Livestock Workshop provides up-to-date, science-based information to over 220 southern Utah and northern Arizona ranchers, concerned citizens, sponsors, educators, students and state/federal land managers. In the fall of 2005, the Range Livestock planning committee identified a need to provide early notification of the workshop. The committee asked me to develop an "early flyer" (EF) which I have continued for the past five years. The 2009 evaluation of participants indicated that 26% and 47% of the workshop participants learned of the workshop via email and flyers, respectively. The EF objectives are to generate interest in the workshop, announce the date, highlight

up-coming topics, solicit financial support and confirm the locations. I create the EF with Microsoft Publisher® and distribute the EF 3 months prior to the workshop. Printed as a color Adobe PDF file, the EF file is emailed to over 130 contacts including: committee members, sponsors, county agents, ranchers, Farm Bureau representatives, cattlemen association representatives, and state/federal government personnel. Recipients of the EF can email, print, photo copy and distribute as they see fit. Hand delivering black and white photo copies to conservation districts, Farm Service Agency committees, local cattlemen meetings or other interested parties generates interest in the upcoming program and solicits much needed financial support for the workshop. During 2006-2009, the years of the EF, average workshop attendance increased 10% in comparison to the four years previous, 2002-2005.

SOUTH TEXAS FARM & RANCH SHOW FLYER

Janak, * J.D.¹, Womble, * S.²

¹. County Extension Agent – Ag/NR, Texas AgriLife Extension Service, Victoria County, 442 Foster Field Dr., Victoria, Texas 77904

². County Extension Agent - NR, Texas AgriLife Extension Service, Victoria County, 442 Foster Field Dr., Victoria, Texas 77904

The agents have coordinated the 25th South Texas Farm & Ranch Show held October 28 – 29, 2009 since its inception and have utilized this flyer or a similar one each year promotional efforts about 2 – 3 weeks prior to the event. Approximately 20,000 flyers were printed and distributed by hand or in Extension newsletters. The slick-type flyer was prepared in-house using Microsoft Publisher and printed at a commercial printer. Janak secured 25 of the 31 speakers/topics, wrote, designed, edited and proofed the final flyer version. Womble secured 6 speaker/topics and proofed the flyer. The show's 25th Anniversary attendance was one of the highest ever with nearly 4864 attending the two day event.

Personal Column

National Winner

HOMEGROWN TOMATOES ARE WORTH THE EFFORT

COLD FRAMES HELP EXTEND GROWING SEASON

Sagers,* L. A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

The *Deseret News* published these weekly columns. Home-grown tomatoes are the reason many people garden. In "Homegrown tomatoes are worth the effort" the author shared personal information about commercially grown tomatoes and offered insights about growing them at home. The column explained to readers how to grow great home grown tomatoes, how to choose varieties to fit gardeners' tastes and needs and suggested varieties that grow well in Utah. It was published when home gardeners in Utah would be getting ready to plant tomatoes. Because Utah is a high mountain desert, many Utah gardeners seek ways to extending the growing season. In "Cold frames help extend growing season" Sagers shared tips on building and using an affordable cold frame to extend the season without fossil

fuels for heating. His method takes advantage of solar energy to get transplants started. He offered personal experience on selecting materials, labor requirements and size to build a structure using pictures to illustrate the process. The structure was built from recycled materials where appropriate and included readily-available, weather-hardy materials to make it durable. The result was an excellent cold frame that would work well throughout the country. The author prepared the copy and photos submitting them to the newspaper electronically. The paper distributes 70,000 copies and many more readers throughout the intermountain area find it on their website. The weekly column provides current, factual horticultural information and is an effective way to advertise USU Extension events.

National Finalists

Rad Yager Southern Region - Georgia

EXTENSION JOURNALISM WITH THE ALBANY HERALD

YAGER, R.T.¹

¹. Extension Agent, Georgia Cooperative Extension, Dougherty County, Albany Georgia 31701

Reaching home gardeners through a personal column in the Albany Herald has been both fun and rewarding. The Herald has a readership of over 53,000 and serves Southwest Georgia, where vegetables grow year round. The column is a great opportunity for teaching about potential problems, new ideas and useful techniques in an in-depth and sometimes entertaining fashion. Additionally, the column is a channel for updating John Q. Public about some of the interesting and valuable agricultural research being done at their Land Grant College. Typical readers like the scientific, unbiased information that comes from their County Agent. Gardeners also appreciate the timeliness, with many topics coming directly from their latest urgent question. With the renewed popularity of "home grown" vegetables has come an increase in the number of individuals and community groups interested in learning more. Office calls about the column are an opportunity to give additional advice and identify new clientele. Writing a column on vegetable gardening for the Albany Herald has definitely helped establish the University of Georgia and Dougherty County Extension as the local leader in horticultural education and research.

Pam Bennett North Central Region - OhioTeam Members:
Pamela J. Bennett

The author provides a weekly update for readers in the Miami Valley on current horticulture topics. The column appears in the Saturday edition of the Springfield News and Sun as well as the Dayton Daily News with circulation of 23,000 and 110,000 subscribers. The author focuses on current horticulture topics and best management practices that reflect Ohio State University Extension recommendations. In addition, the author incorporates her own experiences and challenges in the landscape in order for the reader to relate. The information in the article is timely and based on what is appearing in the landscape at the time the reader receives the paper. The author submits the original electronic word document to the LifeStyles editor by Tuesday for the Saturday edition. The author is responsible for the entire article and periodically submits photos to enhance the learning. The author has written this personal column for that has appeared weekly for 16 years.

Regional Finalists

PERSONAL COLUMN IN LOCK HAVEN'S *THE EXPRESS*

Butzler*, T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

I have a column, in Lock Haven's *The Express*, under the standing line "*Keeping It Green*". Ideas for the column are mostly generated by clientele's questions received at our office throughout the year. With this column, I usually try to educate the general public on an interesting horticultural topic that the homeowner is experiencing or observing in central Pennsylvania. In most instances, the column starts off with a personal anecdote or interesting paragraph to draw their attention to the rest of the article. I always submit several photographs, that I have taken, with the written column to add a visual component to attract the reader to the column. If I don't have photographs of my own to utilize for the column then I'll search for photos that compliment my article (but always giving credit). My articles and photos are submitted via *The Express's* virtual newsroom; therefore, it was not prepared with letterhead. Occasionally, I try to make some links between history and horticulture which is easy to do with topics such as tomato late blight and the Irish potato famine. I tried to talk about the role of horticulture at one of our most revered American grounds; Gettysburg. An Olympus C-700 was used for the two civil war re-enactment photos and the Peach Orchard. The *Trees of Gettysburg* pamphlet was scanned into submitted article. The article titled *The Peach Orchard* was published on June 5, 2009 while the *Apple Fights During the Civil War* was published on July 10, 2009. *The Express* has a daily circulation over 10,000. Numerous phone calls are generated because of the column and are reflected in the interest of horticulture programs offered through our office. I had several area residents bring in some Civil War paraphernalia after the two articles appeared in the paper.

Stanley W. Fultz Northeast Region - Maryland

PERSONAL COLUMN EDUCATES URBAN AND RURAL CITIZENS ON DAIRY TOPICS

Fultz, S.W.*Extension Agent, University of Maryland Extension, Frederick County, Maryland 21702

In 2009, Frederick County Maryland had 119 dairy farms and 15,000 milk cows, making it the top dairy producing county in the state. Annual milk sales exceed \$40 million. Frederick County is also a rapidly growing county with over 225,000 people calling this rural county home. Our new residents enjoy the open space, the site of cows grazing in the pastures, and the smell of fresh cut alfalfa. However, when odors of manure, pesticide drift, or road traveling machinery interfere with their lives, they can become bitter toward agriculture. Dairy Spotlight is a triweekly column for both dairy farmers and the general population with the goal of educating the general public about farming issues, while providing timely information for farmers. Topics are selected for timeliness, interest to the general public, and the ability to help farmers on an issue. The articles are written on this agent's laptop and sent electronically to the paper's farm editor. The average distribution of the Frederick New Post in 2009 was 38,615. No formal evaluation of the impact has been done, but the author

regularly receives comments from both farmer and general audiences about his articles.

Gary C. Pavlis Northeast Region - New Jersey

Liquid Assets is the name of my wine column in the quarterly magazine called 'edible Jersey'. I endeavor to lend a local taste of the wine industry in New Jersey as well as educate the readers on the vagaries of grape farming, wine and food matching, and the joy of making amateur wines. Wine is an agricultural product and as such is best discovered and enjoyed on a local level.

Jennifer Fishburn North Central Region - Illinois

GARDEN COLUMNS

Fishburn,* J.L.Horticulture Educator, University of Illinois Extension, Sangamon-Menard Unit, Springfield, Illinois 62515 Jennifer writes a garden column for the Illinois Times. In 2009, she wrote 20 articles for this weekly newspaper. Illinois Times is a free newspaper available throughout central Illinois each week on Thursday's. Circulation for this paper is 30,000 per week. The Illinois Times is also on the internet, articles can also be accessed from the website, www.illinoistimes.com.

Annette Meyer Heisdorffer Southern Region - Kentucky

PERSONAL COLUMN

Heisdorffer,* A. M.¹

¹Extension Agent for Horticulture, Kentucky Cooperative Extension Service, Daviess County 4800A New Hartford Road, Owensboro, KY 42303

The column provides information and educates clientele on home horticulture topics. By providing the latest, timely information, my objectives are to save clientele money and time, promote proper plant care, select appropriate plants, and improve the home environment. I explain the purpose of recommended practices so clientele understand the reasons for the actions. The column appears weekly in the Style section of the Sunday edition of the Messenger-Inquirer newspaper from Owensboro, Kentucky. Circulation for the Sunday edition is 30,000 within six counties. As a result of the column, clientele have increased awareness of what the Cooperative Extension Service has to offer and increased their horticultural knowledge. Many positive comments have been received concerning the helpfulness of the information. After reading the column, a client changed his lawn fertilization practices by fertilizing in the fall instead of spring and summer. He reported that he would follow these practices again.

Brian Tuck West Region - Oregon Team Members: Tuck, B. Extension Agent, Oregon State University Extension Service- Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058

REACHING THE COMMUNITY THROUGH A PERSONAL COLUMN

The first article which is titled "Get Ready for Winter on Small Acreage" was published in The Dalles Chronicle on October 25, 2009. The Mid-Columbia Region over the last several years has experienced an influx of small acreage operations that have a real need for technical assistance. This article was developed to address some of the fall management issues that small acreage operators need to consider. The second article, which is titled

“OSU Wasco County Extension Service is Ready to Help”, was published in The Dalles Chronicle on May 3, 2009. It was written as a part of our overall long-range marketing effort to promote the services available through the Oregon State University Wasco County Extension Office. The Dalles Chronicle, which published both of these articles, goes out to 12,500 households in a four county area of Oregon and Washington.

Adam K. Downing Southern Region - Virginia

Extension Agent, Forestry & Natural Resources, Virginia Cooperative Extension – Northern District (Madison County based), P.O. Box 10, Madison, Virginia, 22727

An extension column is published weekly in the Fredericksburg area newspaper (Free Lance Star) House & Home section. My participation in this column occurs every 5 weeks with an aim to address issues related to natural resources relevant to homeowners. Articles are written by the nominee with the goal that readers will increase their awareness of various issues related to tree care, urban ecosystems, wildlife and the natural resources on which they depend. Articles often solicit a responses for more information from extension or sister agencies. Circulation of the newspaper is approximately 45,000.

Feature Story

National Winner

Covington*, C.

SOUTH MISSISSIPPI RIVER CATS

Area Livestock/Forage Agent, Mississippi State University-Claiborne County, Port Gibson, Mississippi 39150

This feature story was published in the May 2009, issue (pages 24, 25, 26, and 27) of Mississippi Game & Fish magazine.

This feature story was intended to introduce sportsmen, both old and young alike, to the excellent catfishing opportunities available in South Mississippi. It was my intentions to reveal the excitement involved and introduce the anglers in the state to a few of the most productive catfish rivers in South Mississippi. I provided the reader with a brief description of each river and described specific techniques that seem to be most productive for catfish. I also included a sidebar and photograph to provide a visual description of how the reader can easily make their own trotline for catfish. I received several telephone calls from sportsmen across the state requesting additional information about the rivers mentioned in the article. The article and photographs were produced professionally by the Mississippi Game & Fish staff.

National Finalists

Alicia R Lamborn Southern Region - Florida

STINKY STINKHORN

Lamborn, Alicia R. Extension Agent, Florida Cooperative Extension, Baker County, Macclenny, Florida 32063 This feature story was written in February of 2010 due to the high volume of calls to the Baker County Extension Office regarding the growth of Stinkhorn fungi caused by recent rains in the area. The purpose of the article was to educate homeowners and landscape professionals on the fungi known as Stinkhorn and color pictures were provided to help

readers identify the fungi. Another purpose of the article was to give advice on controlling these mushrooms in the landscape, while discouraging the unnecessary use of pesticides. The feature story was sent electronically to the Home Town Journal, a free news journal that distributes papers in four counties (circulation 6400). The article was printed on February 12, 2010. After being printed in the Home Town Journal no additional calls were received.

Dana Martin West Region - Oregon

FARM PROFILE: WINDFLOWER FARM

Martin*, D.L. Extension Faculty, Oregon State University Extension, Deschutes County, Redmond, Oregon 97756 Interest in small farm production is growing and Gigi Meyer of Windflower Farm is leading the way in Central Oregon. Through hard work and determination, Gigi has discovered a way to incorporate her many passions into a well-managed, diversified farming operation. Gigi's journey to this stage in her life is full of adventure and interesting experiences. She is applying what she learned to her 10-acre farm where she produces vegetables, flowers and livestock. The objective of this article is to show the possibilities of what can take place on small acreages with proper management and motivation. Gigi is innovative and proud of her accomplishments. She enjoys sharing what she has learned and encourages others to pursue their dream of living on a farm. Dana Martin interviewed this farmer for a feature story published in the summer issue of Oregon Small Farm News. This free online newsletter targets commercial small farm entrepreneurs as well as non-commercial small acreage landowners. The summer issue featuring Gigi's Farm Profile had a total of 9,241 hits.

Tim Davis Southern Region - South Carolina

Copy of Abstract not available for publishing at this time.

Regional Finalists

Dan Lekie North Central Region - Kansas

WONDERS OF THE WILD

Lekie*, D.L. Extension Agent, Kansas State Research & Extension, Johnson County, Olathe, Kansas 66061 I was approached by the editor of “The Best Times”, a monthly publication of Aging Information & Action of Johnson County, Kansas to do a series of feature stories. These stories were to cover the Wonders of the Wild through outdoor activities. The first entry was a two story feature on spring turkey hunting. One story, “Turkey Hunting Basics” covered general information on the sport of turkey hunting. The second story, “Spring Outdoors – and the Hunt” covered the experiences of a spring turkey hunt.

Chuck Schwartau North Central Region - Minnesota

KEY TO SUCCESS

Schwartau, Chuck, Regional Extension Educator, Rochester Regional Office, 863 30th Ave SE, Rochester, MN 55904

“The key to success in business is to help other people be successful in their jobs.” This statement at an personnel management workshop prompted me to think about what a farm employer can do to make sure their employees are successful at their jobs and how that impacts the dairy farm. This has become

increasingly important as farms expand and more of them are hiring non-family labor. If the employee doesn't have a financial interest in the business, the employer can help build the employees' commitment by showing how you want to help the employee grow. This article was published in the Progressive Dairyman, which has a nation-wide distribution. It can be viewed on-line at http://www.progressivedairy.com/index.php?option=com_content&task=view&id=2673.

Darren Crawford West Region - Montana Team Members: Darren Crawford, Kevin Wanner*

Mountain Pine beetles have been a major concern for forest managers, property owners and urban landscapers for several years in Montana. For the average homeowner, the options for controlling this pest are overwhelming. Timing is critical and proper identification of trees with the potential for infection is very important in formulating a plan to prevent Mountain Pine Beetle infestations. This article covers the biology and control of MPB in layman's terms and helps homeowners identify trees that are likely to become targets of this destructive pest.

WHAT WILL BE THE LAST TREE STANDING?

Butzler,* T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

With the appearance of the Emerald Ash Borer (EAB) only two counties away, I thought it would be helpful for local residents to be aware of the potential problem in the landscape and natural settings. Other pests were listed in the article to illustrate the pressure our trees are facing in managed and non-managed landscapes. I try to include a photo with most articles to highlight a descriptive portion of my text to the readers but I did not have any personal photos of the Emerald Ash Borer since it is new to Pennsylvania. The article, with photos, was published in their Sunday edition on November 29, 2009. It was submitted via Williamsport's *Sun-Gazette* virtual newsroom; therefore, it was not prepared with letterhead. Credit was given for the one photograph showing internal damage to an ash tree. I also sent over a map to illustrate the spread of the EAB across central US and into the mid-Atlantic region. The *Sun-Gazette* has a daily circulation over 82,500. Several phone calls were generated because of the news article.

HILLDALE WOMAN CHERISHES UTAH WILDFLOWERS

Sagers,* L.A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, 3003 N. Thanksgiving Way, Lehi, Utah, 84043-3506

This article features the work of one Utah woman to promote and sell wildflower seeds. She specializes in natives that are particularly suited to Utah's unique growing conditions. Because of the high mountain desert climate and alkaline soils of Utah, the state's native wildflowers are different than those in other areas of the country. These photographs were published to tell the story of her retirement hobby of photographing flowers, collecting and packaging wild seeds and encouraging people to raise these flowers. The photos, taken by the author, show the beautiful plants that grow naturally in Utah's environment. Photos

were taken at various times during the season as the flowers came into bloom and were submitted digitally to the newspaper as a part of a story about her work in the *Deseret News*. Copies of the color photos submitted are included in JPEG form. The daily newspaper circulation is 70,000 copies and the article is also posted on their website. It is distributed throughout the state of Utah and surrounding areas.

Sandy Ferry Northeast Region - New York Team Members: Richard Smith

TRUCK CLINICS CLARIFIED TRAFFIC LAWS FOR FARMERS

Ferry*, S.L.¹, Smith, R.C.²

¹. Extension Community Educator, Cornell Cooperative Extension, 415 Lower Main Street, Hudson Falls, New York 12839

². Extension Resource Educator, Cornell Cooperative Extension, 50 West High Street, Ballston Spa, New York 12020

Washington County along with our Capital District area had great interest in clarifying traffic laws for their farm equipment. So with the help of the New York State Troopers we were able to set up six meetings around the area with two troopers and they went over laws and regulations and then we wrote this article to help those who were not able to come to the meeting. This article is designed to be readable and informative as it connects with the audience of all members of the farm business community in Eastern New York. Created as a Word document with .jpg photos, the article is transmitted via e-mail to a staff professional who formats it in Dream Weaver. The publication is then delivered to the publisher on a CD where more than 4,000 are produced. The publications are then distributed to member counties, labeled and mailed to subscribers who are producers, employees and agri-service personnel across New York.

Alan Sundermeier North Central Region - Ohio Team Members: James Hoorman Randall Reeder Rafiq Islam*

An article entitled "Using cover crops to convert to no-till" was published by Crops & Soils, Volume 42, Issue 6, pages 9-13 in November-December 2009. Crops and Soil has a total circulation of approximately 16,500 (13,000 Certified Crop Advisors, 3,500 graduate students). Our article focused on research that shows that using cover crops improve no-till corn production by recycling soil nitrogen and decreasing soil compaction. Typically no-till corn yields decrease 5 to 10 percent during a transition period. Research shows that it takes seven to nine years to convert to long term no-till before yields recover but adding a cover crop reduces the transition to two to four years. Using cover crops decreases this yield lag by providing a continuous food source for the microbial life. There are 1,000 to 2,000 times more microbes associated with living roots. Cover crops also improve nutrient efficiency by recycling soil nutrients and reducing soil compaction. Soil compaction results in huge losses in nitrogen from denitrification. Reducing soil compaction has been found to be a key in making long-term no-till corn productive. The living roots and microbes provide root exudates and polysaccharides that glue the soil together to form macroaggregates that keep the soil healthy and productive. Recent research shows that tillage destroys this natural soil environment and results in soil compaction and nutrient losses to the environment. Our article was turned into a fact sheet that shows how no-till plus cover crops mimic natural cycles and restores environmental sustainability.

Newsletter, Individual

National Winner

Sudeep Mathew Northeast Region - Maryland

Dorchester County has one of the largest production agriculture acres in the state of Maryland. The County has over 110, 000 production acres including corn, soybeans, wheat, barley, sorghum, watermelon, cantaloupes, cucumbers, potatoes and strawberries. Also there is poultry production of around 25,000,000 chickens from just over 100 poultry operators. The Ag-Profit newsletter was published periodically covering important updates and helpful articles. The newsletter hard copy was sent to the subscriber list of 400 growers and agriculture stake holders. Also the published and the archived newsletter copies were posted on the county extension website.

National Finalists

Rome Ethredge Southern Region - Georgia

ELECTRONIC AG NEWS FOR FARMERS, AGRIBUSINESS AND COMMUNITY LEADERS

Ethredge,* W. J. Jr, Seminole County Extension Agent, The University of Georgia, Donalsonville, GA 39845

Seminole County Extension responds to need for farmers, agribusiness and general public to have timely tips and educational information. New era of electronic communication brings need for timely agricultural information through email and the internet. Agricultural awareness for community leaders and the general public is important as decisions are made by these folks who need to be more informed and up to date about what is going on in agriculture. New generation of farmers want information electronically available. The agent developed "Seminole Crop E News" electronic newsletter to disseminate breaking news concerning agriculture. He developed an email list of farmers, agribusiness folks, and local community leaders and is continually expanding it. This newsletter contains many photos of crops, insects, disease problems and farm activities. It includes hot topics of concern to growers and excerpts from scientist's newsletters and links to websites and downloads of timely interest. "Seminole Crop E News" has been well received by farmers and others on the over 200 person email list that receives the newsletters. Newsletters are placed on our UGA Seminole County Extension website (<http://www.ugaextension.com/seminole/>) and can also be accessed on other websites such as sowegalive.com, Agfax.com, and WTVY.com.

Jim Church West Region - Idaho

OVER THE WIRE ELECTRONIC NEWSLETTER FOR BEEF CATTLE PRODUCERS IN IDAHO AND SURROUNDING STATES

Church, J. A. ** Extension Educator, University of Idaho Extension, Idaho County, Grangeville, ID 83530

A monthly educational electronic newsletter entitled, "Over the Wire", was developed and published starting in the spring of 2009. The newsletter specifically targets beef cattle producers and agribusinesses that support the beef cattle industry. The newsletter is sent via email in a PDF format each month to a mailing list of 120 clients located mainly in Idaho with producers

from three surrounding states also receiving the letter. The newsletter contains educational articles on current topics of importance to the beef cattle industry. The mailing list grows monthly as clients learn about the availability of this newsletter. Producers have indicated through personal testimonies that the newsletter provides excellent in-depth information on topics important to their business.

Rebecca L McMahon North Central Region - Kansas

PROVIDING LOCAL, RELEVANT INFORMATION TO PART-TIME MARKET GARDENERS

McMahon, R.L.¹

¹. Extension Agent, Kansas State Extension, Sedgwick County, Wichita, Kansas 67205

The Great Plains Cultivator is a quarterly newsletter for produce growers in South Central Kansas, primarily growers that sell at one of the farmers' markets in Sedgwick County. The newsletter initially was published 6 times per year, but due to cuts in postage funding it has been reduced to a quarterly newsletter. Monthly email newsletters are now used to communicate more timely information to local market gardeners. However, since about half of the growers on the mailing list are in a rural area without access to high speed internet, the mailed newsletters are still an important means of communication. Four times each year, the newsletter is mailed to 263 people and accessed through email or the county website by 75 people. The newsletter has 3 main goals: education on relevant topics, awareness of available resources, and advertising educational events. The first goal is to educate local growers about growing different types of produce, common pest problems, and marketing tips and ideas. The second goal is to make growers aware of grant programs, web-based resources, and other resources that may be valuable to them. The third goal of the newsletter is to market upcoming events, both Extension and non-Extension, such as classes, workshops, and conferences. The consistent, informative newsletters have enabled me to serve what had been an underserved audience in our county.

Regional Finalists

Eugene A. Matzat North Central Region - Indiana

THE LATEST DIRT: MASTER GARDENER ASSOCIATION NEWSLETTER FOR LA PORTE COUNTY, INDIANA

The Latest Dirt is the monthly newsletter for the La Porte County Master Gardener Association. The audience receiving this information is primarily the 75 active members of the Association, who range from Master Gardener Interns (those who completed the Master Gardener class during the previous year) through Master Gardener-Gold Level (those who have accumulated more than 1,000 volunteer hours and at least 100 education hours on a cumulative basis). Matzat has responsibility for contributing information, reviewing submitted information, and completing final edits prior to distribution. Information about Master Gardener volunteer projects, educational events, Association meetings and activities, and general gardening articles are included in the monthly newsletter. The newsletter is sent near the first of each month via an email notification to members that a PDF version of the newsletter has been posted on our Extension office website

and is available for viewing. For those who prefer to receive a printed copy (about 14), copies are mailed via US mail to them. Because the newsletter is posted on the website, others may access the information in the newsletters by going to www.extension.purdue.edu/laporte and clicking on the Master Gardener link.

Joel DeJong North Central Region - Iowa

EXTENSION CROP UPDATE NEWSLETTER

DeJong,* J.L.Extension Field Agronomist, Iowa State University Extension, Plymouth County, Le Mars, Iowa 51031

The "Extension Crop Update" newsletter is targeted to agronomy advisors and crop producers in the NW corner of Iowa. Twenty-four issues were distributed in 2009. This newsletter is sent via e-mail, or is accessible on the web. During the heart of the crop growing season the newsletter is written weekly, but less often during the off-season. The core purpose of this newsletter is to make advisors and producers aware of problems that are about to start developing or have just started to develop in NW Iowa fields, and give research-based advice on how to best manage these issues. The newsletter is designed to be very short, with lots of "hot links" to other articles from Iowa State University and other Midwest universities that can give more detail on the issues that the reader finds of interest. A secondary use of this newsletter is to promote upcoming Extension programs. I write this newsletter, but have had design help for the general layout from other ISU staff. Presently 764 receive this newsletter directly by e-mail. In addition, several agribusiness advisors also indicated they forward this newsletter to clients. The newsletter web site received an average of 218 individual visits each month in 2009, with an average visit time of almost seven minutes. A previous survey showed 96% of respondents made better agronomic or pest management decisions or recommendations because of information supplied by this newsletter. Several agronomists noted that this was very valuable in helping them make recommendations to their clients.

Carol Schurman Northeast Region - Pennsylvania

NACAA COMMUNICATOR AWARDS PROGRAM – NEWSLETTER (INDIVIDUAL) ABSTRACT

Schurman, Carol J.Penn State Extension,827 Water St.Indiana, PA 15701

Objective - To inform 4-H leaders of leader training opportunities and other information pertinent to them as leaders Purpose - Leaders need to be informed of important 4-H information. The newsletter provides an appropriate way to do this. Audience - 75 4-H volunteers, printed several times per year Newsletter is printed in county office.

Brandon Dukes Southern Region - Texas

ROBERTS COUNTY PRODUCER UPDATE NEWSLETTER

Dukes,* B.D.1Extension Agent, Texas AgriLife Extension Service, Roberts County, Miami, Texas 79059

The quarterly edition of the Roberts County Producer Update is designed to keep agriculture producers, landowners, elected officials, and other interested parties informed of important events sponsored by Texas AgriLife Extension Service, as well as emerging issues in the area of agriculture, natural resources, and

emergency management. Each section of the newsletter is designed to appeal to a specific group of clientele and provide them with information that is both current and relevant. The "Focus on Beef Cattle" segment always pertains to an emerging issue in the area of beef cattle marketing or management. Since beef cattle producers represent the largest segment of the agriculture industry in Roberts County this section of the newsletter is one of the most popular. The "Wildlife Report" segment always discusses issues relevant to wildlife management. Finally, the "Roberts County Weather Watch" simply provides producers with a look at current weather conditions, as well as the National Weather Service's long range weather forecast and drought monitor. This information is viewed as an important tool in helping producers make drought contingency plans well in advance. This newsletter is published quarterly and directly mailed to 145 individuals. These individuals are livestock producers, crop producers, wildlife producers, elected officials, and landowners.

CHANGING TIMES

Sciarappa*, W.J

Rutgers Cooperative Research & Extension of Monmouth County, 4000 Kozloski Road, Box 5033, Freehold, New Jersey 07728

The objective of our quarterly agricultural newsletter is to connect people and communicate information on current farming events, agricultural issues and cropping practices in Central New Jersey. Agriculture viability and natural resource protection in our Garden State are a constant challenge. This colorful eight-page newsletter serves as a supplementary educational outreach for these concerns and to create synergy for successful projects. Newsletter topics include new agricultural programs, agribusiness regulations, cropping trials, emerging markets, alternative energy and controversial land use issues as re-zoning, Farmland Preservation and Right-to-Farm issues. Newsletter highlights feature a little history, nostalgia and humor to better compare, understand and cope with our ever-changing times. Some articles are solicited from extension colleagues and pertinent articles are reprinted with permission. 1,200 free copies are bulk mailed to the Board of Agriculture, County Agents statewide, University Administration, county officials, vegetable producers, field-crop growers, landscape nurseries, and equine farms. Feedback from this new network of people has been quite substantial and totally positive. The Dean of the College encouraged us to continue filling this necessary role from this personal perspective that networks a diverse set of interests on common grounds. "Changing Times" is produced in our office using Microsoft Publisher 2000 and printed at no charge by our county printshop. Digital photos are taken with our county Sony camera and other photographic sources as accredited are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.asp serves as a source for archiving, downloading and printing from a PDF format of this Changing Times newsletter.

MOBILE COUNTY 4-H ANIMAL SCIENCE CLUB NEWS

Marks,* M.J.

Extension Agent Assistant, Alabama Cooperative Extension, Mobile County, 1070 Schillinger Road North, Mobile, Alabama 36608

The Mobile County 4-H Animal Science Club is an educational program that helps youth grow and develop in positive ways as they learn about the beef cattle industry in Alabama. The program

is implemented with the cooperation of Volunteer Leaders and members of the Mobile County Cattlemen's Association as they serve to inspire youth to learn about the feeding and showing of cattle. The program gives youth an opportunity to showcase and sale their steers at the Greater Gulf States Fair. Youth from the ages of 9-19 learn leadership and technical skills such as public speaking, cattle marketing and sales, cattle grooming, record keeping, and promoting Alabama's beef industry. A monthly Newsletter was created by field staff on field office equipment and distributed to 4-H members and parents, program supporters, agricultural leaders, sponsors, and volunteers, reaching an audience of 85 people per month with the hardcopy. The newsletter is also posted on the County Extension Website reaching a much broader and varied audience. The purpose of the monthly newsletter is to inform 4-H members, their parents, and volunteers, of up-coming program opportunities and hands-on club events and meetings. Also timely educational articles are often included to encourage youth to learn more about animal production while developing important life skills.

Newsletter, Team

National Winner

Vijai Pandian North Central Region - Wisconsin Team Members: Jim Kerns* Non-Member Doug Soldat* Non-Member Brian Hudelson* Non-Member Laura Jull* Non-Member

N.E.W. HORTICULTURE NEWSLETTER

Pandian,* V.Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

The objective of the Northeast Wisconsin (N.E.W.) Horticulture Newsletter is to provide research-based educational information on commercial landscape maintenance, nursery production, lawn care and urban forest management. The target audiences are landscape contractors, nursery growers, lawn service providers, urban foresters and other horticulture professionals. The newsletter is published on a bi-monthly basis and each edition focuses on various landscape and nursery cultural practices, lawn pest and fertilization management, new plant varieties for the region, woody ornamental pests and diseases, urban forest practices and the latest urban horticulture research projects. The newsletter is distributed electronically via email to more than 2809 horticulture professionals and surface mailed to 23 professionals. The PDF version of the newsletter is also published through other agent's web links – Wisconsin Green Industry Federation E-news, Wisconsin Department of Natural Resource's Insider Magazine. Issues for October- November, 2009 and January- February, 2010 are submitted. The entries were typed in Microsoft Publisher, emailed in PDF format, and surface mailed to the subscribers from the Brown County UW-Extension office.

National Finalists

Virginia Rosenkranz Northeast Region - Maryland Team Members: Charles Schuster

WEEKLY ELECTRONIC PEST ALERT NEWSLETTER OF TPM/IPM FOR ARBORISTS, LANDSCAPE & NURSERY MANAGERS

Rosenkranz,* G¹., Schuster, C²., Gill, S³.

1. Extension Educator, Maryland Extension, Wicomico County, Salisbury, Maryland 21802

2 Extension Educator, Maryland Extension, Montgomery County, Derrwood, Maryland 20853 Extension Specialist, Maryland Extension, Central Maryland Research and Education Center, Ellicott City, Maryland 21042 The Green Industry includes arborists, landscape, nursery, greenhouse and cut flower managers, who require current updates on insect, disease, weed and cultural plant information in order to stay ahead of plant pest problems. The University of Maryland Extension created a weekly electronic newsletter to reach professionals in the Green Industry to share information on plant pests that are occurring in different regions of the state. Color photographs accompanying pest identification and control strategies help the Green Industry to make quick and timely decisions for Total Pest Management/ Integrated Pest Management. Extension Educators contribute weekly 'Plant of the Week' and 'Weed of the Week' articles along with original photos or photos from the web. The Extension Specialist coordinates the weekly electronic IPM report and adds the Entomology information. In 2009, the electronic newsletter reached out weekly to over 1500 professionals in the Green Industry. An end of season survey (n=1400) with a return of 24% (n=343) revealed 90% indicated the newsletter is benefiting their business with the information disseminated. They felt that the Pest Alerts helped them identify the insect, disease and weed pests properly, diagnose plant problems, and make fewer pesticide applications. The beneficial insect feature helped over 70% recognize beneficial organisms, with 90% indicating color photos helped make the diagnosis and control options better and faster. The survey also revealed 94% indicated that the 'Weed of the Week' helped them in weed management and the 'Plant of the Week' was considered both very beneficial and informational.

Dr. Susan Kerr West Region - Washington Team Members: Kerr, S., Hudson, T., Smith, J., Ferguson, H.*, Hendrix, W.F., Fouts, J., Smith, S., Fransen, S.*, Moberg, D., Neibergs, S.*, Suverly, N., Petersen, P.*

The Washington Animal Agriculture Team (WAAT) formed in 1997 to develop and deliver programs to meet the educational needs of livestock producers in central Washington State. Team membership has grown from an initial four to the current 12 members. Team activities have included sponsorship of educational workshops and field days, development of a web site, creation of fact sheets and publication of a brochure to inform producers about the team. In 2006, the team decided to create a quarterly electronic newsletter to increase outreach to time-constrained, new and small-acreage livestock producers in Washington State who find it difficult to attend educational workshops. Each newsletter contains livestock production and management articles relevant for the time of year. Editorship alternates among team members. Newsletters are posted on the team's web site at www.animalag.wsu.edu/newsletters and notice of the release of each new issue is made using various livestock association and university e-mail listservs. Thirteen issues have been produced to date and each issue continues to be accessed, averaging 1200 hits to date. Team members meet by teleconference quarterly to discuss area livestock issues and plan educational outreach programs. In 2009, a university-wide meeting of animal agriculture faculty was convened to identify priority programming areas for the coming years, and WAAT membership now includes campus-based Animal Science specialists as well as county-based faculty. This team expansion is the reason for the re-design of the newsletter evident in the issues submitted for consideration.

THE BACK FENCE

Kumar, * L.A.

The BACK FENCE is a quarterly publication written and edited by Extension Master Gardener Volunteers under the guidance of Horticulture Specialist and Horticulture Educator. The quarterly features articles relevant to the season, general gardening interest and interesting experiences of Master Gardener's. Master Gardeners and local staff write most of the articles while a few are reprints of relevant information. It also contains regular columns of various types, book reviews, travel reports, jokes and cartoons. The BACK FENCE is distributed to 300 active master gardeners, local staff and local partners as an attachment to e-mails and a few hardcopies by mail. It is also posted on the Master Gardener website.

Regional Finalists

George Les Harrison Southern Region - FloridaTeam Members: Andreasen, A.¹, Atkins, J.², Beck, H.W.³, Brasher, C.⁴, Carter, R.⁵, Dillard, J.⁶, Donahoe, M.⁷, Edmondson, G.⁸, Eubanks, S.⁹, Goodchild, M.¹⁰, Grant, H.¹¹, Harrison, G.L.¹², Johnson, L.¹³, Ludlow, J.¹⁴, Mayo, D.¹⁵, Mullins, D.¹⁶, Muralles, L.¹⁷, Smith, C.¹⁸, Vergot P.¹⁹

Bi-MONTHLY NORTHWEST (FLORIDA) DISTRICT AGRICULTURE NEWSLETTER

Andreasen, A.¹, Atkins, J.², Beck, H.W.³, Brasher, C.⁴, Carter, R.⁵, Dillard, J.⁶, Donahoe, M.⁷, Edmondson, G.⁸, Eubanks, S.⁹, Goodchild, M.¹⁰, Grant, H.¹¹, Harrison, *G.L.¹², Johnson, L.¹³, Ludlow, J.¹⁴, Mayo, D.¹⁵, Mullins, D.¹⁶, Muralles, L.¹⁷, Smith, C.¹⁸, Vergot P.¹⁹

1. Extension Director, UF-IFAS/ Washington County Extension, 1424 Jackson Avenue, Suite A, Chipley, FL 32428

2.Extension Agent, UF-IFAS/Santa Rosa County Extension, 5295 Booker Lane, Jay FL 32565

3.Professor, UF-IFAS/Agricultural and Biological Engineering, 120 Frazier-Rogers Hall, Gainesville, FL 32611

4.Extension Agent, FAMU/Jackson County Extension, 2741 Pennsylvania Avenue, Suite 3, Marianna, FL 32448

5. Extension Director, UF-IFAS/Gulf County Extension, 200 North 2nd Street, Wewahitchka, FL 32465

6. Extension Agent, UF-IFAS/Jefferson County Extension, 275 North Mulberry Street, Monticello, FL 32344

7.Extension Director, UF-IFAS / Santa Rosa County Extension, 5295 Booker Lane, Jay FL 32565

8.Extension Director, UF-IFAS/Okaloosa County Extension, 5476 Old Bethel Road, Crestview, FL 32536

9.Extension Director, UF-IFAS/Holmes County Extension, 1169 East U.S. 90, Bonifay, FL 32425

10.Extension Interim Director, UF-IFAS/Walton County Extension, 732 North 9th Street, Suite B, DeFuniak Springs, FL 32433

11.Extension Director, UF-IFAS/Gadsden County Extension, 2140 West Jefferson Street, Quincy, FL 32351

12. Regional Specialized Extension Agent, UF-IFAS/Leon County Extension, 615 Paul Russell Road, Tallahassee, FL 32301

13.Extension Agent, UF-IFAS/Escambia County Extension Agent/ Agriculture, 3740 Stefani Road, Cantonment, FL 32533

14.Extension Director, UF-IFAS/Calhoun County Extension, 520816 Central Avenue East, Suite 1, Blountstown FL 32424

15.Extension Director, UF-IFAS/ Jackson County Extension, 2741 Pennsylvania Avenue, Suite 3, Marianna, FL 32448

16.Extension Agent, UF-IFAS/Santa Rosa County Extension, 5295 Booker Lane, Jay FL 32565

17.Extension Agent, UF-IFAS/ Gadsden County Extension, 2140 West Jefferson Street, Quincy, FL 32351

18.Extension Agent, UF-IFAS/ Jackson County Extension, 2741 Pennsylvania Avenue, Suite 3, Marianna, FL 32448

19.Extension District Director, UF-IFAS/North Florida REC - Quincy, 155 Research Road, Quincy, FL 32351

The Agriculture in the Panhandle newsletter is part of the Northwest (NW) Extension District's endeavor to inform, educate and teach conventional and sustainable agriculture alternatives to panhandle Florida farmers, ranchers and rural lifestyle residents. Featured subjects have included timely topics for commodity agricultural producers, specialty crop growers, livestock herdsman, landowners with a few pleasure horses and others in this vocation or that seek a rural avocation. The newsletter is offered alternate months beginning in January in both printable and web-based versions (see links below). A unique aspect of this project is that clientele throughout the NW District can access the newsletter via their local County Extension Office website NW District Extension agents share the responsibility on a rotational basis for writing stories and providing relevant photographs. Articles are kept to an easily readable length of 500 to 800 words, and are supported with references and links to additional research-based Extension information. Authors are edited based on the Associated Press style sheet to keep the manuscripts from becoming overly technical or academically obtuse. Judy Ludlow, Calhoun County, Florida, Extension Director is the web editor and responsible for page layout. Les Harrison, Regional Specialized Sustainable Agriculture and Extension Technology Agent, edits text and supplies supplemental photos. Dr. Howard Beck, Professor in Agricultural and Biological Engineering, provides the technical expertise for internet posting and distribution. Request for addition to the mailing list are continuing, and distribution is currently at 3,670 recipients. Link to example of Newsletter Web-based Versionhttp://lyra.ifas.ufl.edu//LyraServlet?command=getNewsletter&soid=Panhandle_Agriculture_Newsletter_JanuaryFebruary_2010&countyID=leon.ifas.ufl.eduLink to example of Newsletter Printable Versionhttp://district1.extension.ifas.ufl.edu/newsletter/agp/nl_archives/ag_panhandleag_mayjune09.pdf

Jamie Hancock North Central Region - KansasTeam Members:
Alice O. Brooks * Nicole S. Muchmore *

HERE'S THE SCOOP

Brooks, A.O.¹, Hancock, J.C.², Muchmore, N.S.³

¹. Horticulture Program Assistant, Shawnee County Extension, Topeka, Kansas, 66604

². County Horticulture Agent, Shawnee County Extension, Topeka, Kansas, 66604

³. Volunteer, Shawnee County Master Gardeners, Topeka, Kansas, 66604

Here's the Scoop is the monthly newsletter of the Master Gardener organization of Shawnee County, Kansas, a volunteer service arm of the Extension Office. Although there had been a monthly newsletter from the county coordinator previously, in 2009 a new format, content, and title accompanied the expanded objectives of the publication. With a more colorful and dynamic format, electronic distribution, and the addition of numerous features, Here's the Scoop sought (1) to increase interest and participation in ongoing events by incorporating engaging event announcements, (2) to recognize the accomplishments and expertise of volunteers and their activities by publishing articles about and photographs of people, gardens, and events, and (3) to develop and support better relations among members and committees. This dramatically updated format was met with vivacious enthusiasm; members responded by submitting articles, committee reports, photographs, and items of interest. Overall, attendance by members at public events such as the compost demonstrations and the farmer's market booth was greatly enhanced by the coverage of these events in the new newsletter. Support between the general membership and specialized committees has blossomed. Items were submitted by members, prepared in Microsoft Publisher, sent to 120 members as .pdfs via E-mail (and by post where necessary), and also posted on the Shawnee County Extension Web site.

Larry R. Hulle Northeast Region - New York

TEAM NEWSLETTER - HUDSON VALLEY AGRICULTURAL NEWSLETTER

Hulle,* L.R.Cornell Cooperative Extension of Orange CountyEducation Center, 18 Seward Avenue, Suite 300 Middletown, NY 10940

The purpose of the Hudson Valley Agricultural Newsletter is to provide local and regional dairy, field crop and farm businesses with up to date information needed to make sound management decisions. This newsletter is produced monthly for a six county region which includes Columbia, Dutchess, Greene, Orange, Sullivan and Ulster counties. The newsletter staff is listed on the front of each issue. Each educator is responsible for one or more issues each year, I am responsible for the May and November issues that are presented for the team newsletter award. These newsletters were printed and distributed from our local county office and mailed to over 650 agricultural producers in the six county region. The local dairy farmers have been in an economic crisis in 2009, receiving much less than it costs to produce a hundred pounds of milk. The cover story each month features a local agri-business and describes how they have benefited and supported the local farmers. The cover articles are a great way for

local farmers to learn how agri-businesses are utilizing current technology to support and improve farm production and management. I felt that it was important to help build moral for the local farmers as well as provide an educational article to show them that there are many companies and personnel that are supporting their farming businesses.

Mark Blevins Southern Region - North CarolinaTeam Members:
Carl Matyac, Orange County; Will Strader, Franklin County

Extension Gardener Newsletter went through some changes in 2009 from a statewide 10 issues a year and printed publication to a quarterly online edition customized for each of 3 regions of our state for a total of 12 issues a year. Mark Blevins and Carl Matyac became the first Piedmont regional editors for the newsletter, recruiting writers as well as providing some content. Will Strader continued as the state editor and is listed in the team. This newsletter is promoted and printed for distribution in County Centers throughout the state.

Timothy Elkner Northeast Region - PennsylvaniaTeam Members:
Steve Bogash* Tom Ford* Alex Surcica*

Elkner, T.E.¹, Bogash, S.M.², Ford, T.³ and Surcica, A.⁴

¹Horticulture Extension Agent, Penn State Cooperative Extension, Lancaster County, Lancaster, Pennsylvania 17601

²Horticulture Extension Agent, Penn State Cooperative Extension, Franklin County, Chambersburg, Pennsylvania 17201

³Horticulture Extension Agent, Penn State Cooperative Extension, Blair County, Altoona, PA 16602

⁴Horticulture Research Associate, Penn State Cooperative Extension, Franklin County, Chambersburg, Pennsylvania 17201

The HortReport Newsletter is a monthly publication sent via hardcopy and Email to 971 subscribers in a 16 county area in the south central part of Pennsylvania. The objective is to deliver timely, accurate and readily useable information to vegetable and berry growers. Producers in the region vary from small-scale part-time growers to moderately-sized wholesale operations. An important newsletter audience is Amish and Mennonite farmers to whom the paper newsletter is an important source of information. We alert readers to current pests and diseases as well as those that may appear soon. Content also includes updates on new growing practices, information on new cultivars and newly labeled chemicals for pest management. Content is written by team members and articles are also utilized from other newsletters. Information from other states is modified for our growing conditions when needed. The text is prepared by office staff using Publisher software and then is professionally duplicated in Dauphin County, PA or in the extension office in Blair County. The newsletter is then bulk mailed or Emailed to subscribers. In addition, the newsletter is posted at the Capital Region horticulture team website and previous issues can be viewed through the archives. Two team members serve as editor for six months per year. Subscribers surveyed (75%) have reported that the newsletter contains useful information for their farming operations.

Mr Mark Nelson West Region - UtahTeam Members: Clint Albrecht,USU Extension, Beaver, UT

BEAVER COUNTY EXTENSION NEWS

Nelson.* R. MarkUtah State University Extension, Beaver CountyP.O. Box 466, Beaver UT 84713

Beaver County is a rural county of 6051 residents in South West Utah. Approximately 70% of the income from the county comes from agriculture. Agriculture is of major economic importance. Our major agricultural production is alfalfa, beef, swine and dairy operations. In order to keep the residents of Beaver County informed on Extension activities we send out a quarterly newsletter to 655 residents. The news letters are written by Extension Agents and are produced by our Extension Secretary using Microsoft Publisher. I edit my articles and then they are printed on the office colored printer. The finished newsletters are mailed to everyone on our Extension mailing list.

UNIVERSITY OF CALIFORNIA EXTENSION DAIRY NEWSLETTER

Castillo, A.R.¹, Heguy,* J.M.², Silva-del Rio, N.³

¹. Farm Advisor, University of California Cooperative Extension, Merced County, Merced, California, 95341

². Farm Advisor, University of California Cooperative Extension, Stanislaus and San Joaquin Counties, Modesto, California, 95358

³. Farm Advisor, University of California Cooperative Extension, Tulare County, Tulare, California, 93274

California is the number one milk producing state in the nation, yet there are currently only five full time Dairy Farm Advisors within Cooperative Extension. Beyond extending education to clientele, Farm Advisors are responsible for developing and executing research programs at the county level. The objective of the California Dairy Newsletter is to educate dairy producers with quarterly publications of current research findings, emerging regulatory information and general information pertaining to the dairy industry. The newsletter is a collaboration of county Farm Advisors, State Specialists, and Agriculture Experiment Station faculty housed on the University of California, Davis campus. The team approach allows for consistent delivery of information to clientele, including articles from experts in their respective fields. The newsletter is edited and formatted by Heguy and Silva-del Rio, and each county advisor is responsible for fabricating and mailing the newsletter at the county level. County offices cumulatively mail 2,911 copies per newsletter issue. Clientele include dairy producers, employees of dairies, and allied industry. Since many California dairy employees are of Hispanic origins, an annual issue of the California Dairy Newsletter is produced in Spanish.

BEEF CATTLE TIMES

Lane, C.D., Jr.¹, Neel, J.B.², Rawls, E.³, Bates, G.⁴, Burris, R.⁵

¹. Extension Specialist, University of Tennessee Department of Animal Science, Jackson, TN 38301

². Extension Specialist, University of Tennessee Department of Animal Science, Knoxville, TN 37996

³. Extension Specialist, University of Tennessee Department of Agricultural Economics, Knoxville, TN 37996

⁴. Extension Specialist, University of Tennessee Department of Plant Sciences, Knoxville, TN 37996

⁵. Extension Specialist, University of Tennessee Department of Plant Sciences, Knoxville, TN 37996

Beef Cattle Times is a quarterly newsletter designed to provide pertinent information about various topics related to beef cattle production. This newsletter is written by specialists from Animal Science Agricultural Economics, Plant Sciences and other disciplines with expertise in topics related to beef production. This entry contains two quarterly news letters that cover timely topics in beef cattle production. The topics are in support of the total beef cattle educational program. Reproduction of the newsletter was completed at the UT print shop on the UT Agricultural Campus. These newsletters are distributed to beef cattle producers through local county Extension offices. Over 22,000 copies are distributed each quarter. Copies of the newsletters are distributed to Extension agents in electronic format so they can be emailed to producers.

Video Presentation National Winner

Shawn Banks Southern Region - North CarolinaTeam Members: Shawn Banks Charles Apperson* Luma Abu Ayyash*

CONTROLLING RED IMPORTED FIRE ANTS

Apperson, C.¹, Ayyash, L. A.², Banks,* S. N.³

¹. Extension Specialist, Department of Entomology – North Carolina Cooperative Extension Service, Raleigh, North Carolina 27695

². Research Specialist, Entomology – North Carolina State University, Raleigh, North Carolina 27695

³. Extension Agent, North Carolina Cooperative Extension, Johnston County, Smithfield, North Carolina 27577

Fire ants have become a major pest for many residents of North Carolina. People who live and work in areas where fire ants have taken up residence are unfamiliar with how best to control this nuisance pest. To address this issue we put together a video to provide the needed information. This video was used as part of a training on fire ant control for all the Extension Agents in North Carolina. It was played continuously at the North Carolina State Fair in the NC Green Exhibit where it was viewed by several thousand attendees. At least two other agents and myself have used this video as part of fire ant control workshops. The video is available for people to view from the Residential, Structural, and Community Pests website (<http://www.ces.ncsu.edu/depts/ent/notes/Urban/biting.htm>) or by going directly to the movie on the web at http://www.ces.ncsu.edu/depts/ent/notes/Urban/video/controlling_fireants.mov

National Finalists

Virginia Rosenkranz Northeast Region - Maryland

DELMARVA GARDENS 'PRUNING FRUIT TREES' BY GINNY ROSENKRANZ

Rosenkranz, G. Extension Educator, University of Maryland Extension, Wicomico County, Salisbury, MD 21802

Delmarva Gardens by Ginny Rosenkranz, Tri-County Horticulturist, is a taped, thirty-minute local cable show on Public Access Channel 14 that reaches thirty thousand household cable subscribers in Wicomico County, MD. PAC 14 is a non-profit Public, Educational and Governmental Access Television station that serves Wicomico County, Maryland. To create Delmarva Gardens, the educator goes inside greenhouses, outdoors into flower gardens and landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its ninth year of production and can be viewed on PAC 14, Public Access Channels in Prince George's and Montgomery County, Maryland and the University of Maryland's Web site (<http://extension.umd.edu/gardening/DelmarvaGardens>). It is an excellent opportunity to bring Integrated Pest Management/Total Plant Management and practical gardening tips to the residents of Wicomico County. PAC 14 does all of the filming, editing and production, and the author is responsible for all of the program ideas and implementations. In the February edition, Delmarva Gardens presented 'Pruning Fruit Trees' which showcased proper planting of a bare root tree, proper pruning practices for peach and apple trees, and proper care and cleaning of the pruning tools to prevent the spread of disease. 'Pruning Fruit Trees' was available on Wicomico County's PAC 14 every Saturday morning at 9 am and presented every other day at other times.

Dr. Lelia Scott Kelly Southern Region - Mississippi Team Members: Tim Allison*

JUNE GARDENING THROUGH THE SEASONS: HOW TO KEEP BLOOMS COMING

¹Kelly, L.S., ²Allison, T.

¹. Consumer Horticulture Specialist, North Mississippi Research and Extension Center, Verona, MS 38879

². Senior Extension Associate, Department of Agricultural Communications, Mississippi State, MS 39762

This short video was one segment in a series of monthly instructional online videos that were designed to provide seasonal tips, techniques and how-to's for the home gardener. The purpose was to provide information in an easy, readily accessible format that home gardeners could view online or even download on their iPods and take into the garden. The segment was designed to illustrate deadheading and other techniques used to promote continued flowering of perennials and annuals. The video included demonstrations on how to do these techniques and the plants on which the techniques can be used. The Gardening through the Seasons segment entitled How to Keep Blooms Coming can be accessed through the Mississippi State University Extension Service website: <http://msucares.com/gardenvideos/videos/june/bloom.html>. The audience is the general gardening public. This video has been available since June 2009 and has been viewed 267. Monthly segments will continue to be added to this series of online videos. Kelly wrote the script and scouted locations for the segment. Allison produced and directed it.

Stephen John Komar, Jr Northeast Region - New Jersey Team Members: Komar, S. J., Bamka, W. J., Mickel, R. C.

Despite the importance of soil sampling, many producers either neglect to conduct timely soil samples or fail to take them correctly. Although there is several fact sheets available that demonstrate how to conduct a soil test, new methods of extension program delivery, such as video are becoming well accepted by extension clientele. The objective of the video entitled Soil Sampling was to provide Extension clientele with step-by-step instructions on how to properly conduct a soil sample. The team of agents was responsible for selecting the topic, writing the script, selecting the locations and presenting the information on camera. A professional marketing firm was contracted to video the presenters. The team of agents was responsible for editing the video with technical assistance from the marketing firm. The final version was saved on DVD. The presentation has been presented at various extension meetings and will be incorporated into video fact sheet form in collaboration with other extension faculty.

Regional Finalists

John Fech North Central Region - Nebraska

OVERSEEDING TURF

Fech*, J. C. University of Nebraska-Lincoln, 8015 W. Center Rd. Omaha, NE 68124.

This presentation was created to teach homeowners the steps involved in overseeding a lawn as part of a sustainable landscape. It was part of the 22 part series, "Garden Steps with John Fech", broadcast on public television on Saturday mornings. In addition to the live broadcast, it has been posted to U-Tube as well as the Backyard Farmer television show web site. As of March 15, 2010, it has received 5, 415 viewings. <http://www.youtube.com/watch?v=XuGgoIJ2G88>Note to review committee: I followed all the rules listed in the "Instructions For Submitting All Abstracts Where Required", but the formatting of this entry page caused the spacing and justification to be re-arranged. I will send an attachment to my state communications chair so that the correct formatting will be visible.

NO-TILL PLANTERS; DESIGN FEATURES, ADJUSTMENT AND MAINTENANCE

Rowehl, * J.E.¹, Troop, H.G.²

¹. Extension Educator, Penn State Cooperative Extension, York County, York, Pennsylvania 17402

². Former Partnership Conservation Agronomist, Penn State Cooperative Extension, Lebanon County, Lebanon, Pennsylvania 17042

Having a properly equipped, adjusted and maintained planter is arguably the most important part of successful non-till planting. Improvements in planter design and attachments allow for successful planting under a wide range of field conditions. Without the right adjustments or maintenance the planter may fail to achieve uniform seed depth, spacing and proper seed furrow closure. The instructor covers all aspects of no-till planters from the hitch point to the closing wheels. This video is a segment of a longer recording. The complete video is posted on the webpage of the Penn State Crop Management Extension Group http://cmeg.psu.edu/video/planter_clinic/planter_clinic_1.cfm. In addition, the entire video series was made available in Windows Video format to other Pennsylvania extension educators for use in their programs.

VIDEO PRESENTATION

Coles, * J.

Warren County Extension Agent for Agriculture and Natural Resources, 3132 Nashville Road, Bowling Green, Kentucky 42101

September is Agritourism Month in Kentucky and this segment was utilized to promote agritourism in south central Kentucky. Kentucky Proud products were used for visuals and as the main ingredient in the cooking demonstration. The segment was taped for MidDay Live which airs on WBKO-ABC from 11:00 am -12:00 pm and WBKO-FOX from 12:00 pm to 1:00 pm. The viewing audience for WBKO-ABC was 11,000 and for WBKO-FOX was 7,000. The Warren county extension office took over 100 calls for the give a way calendars that were promoted on the show.

CATTLE HANDLING SKILLS VIDEO RECORDING

Bendixden, M.L.¹, Opatik, * A.M.²

¹ Dairy and Livestock Agent, University of Wisconsin-Extension, Clark County, Neillsville, WI 54456

² Agriculture Agent, University of Wisconsin-Extension, Kewaunee County, Kewaunee, WI 54216

According to a study conducted in 2006, dairy workers identified direct contact with livestock as the main cause for work-related injuries. The "Dairy Cattle Handling Skills" DVD is designed to teach and implement proper/safe cattle handling, properly use cattle handling equipment, and effectively move cattle. The DVD is a learning tool and is part of a larger learning module focusing on cattle handling skills. The DVD specifically focuses on cattle behavior and how dairy workers can use good handling skills to predict how animals will react in various situations. The 20-minute DVD is available in English and Spanish and is edited to 15 minutes for submission purposes. The DVD was presented as part of a pilot in Kewaunee County in May 2009 where six Spanish-speaking dairy workers participated. The program was presented in Spanish. Program evaluations showed increased knowledge in all seven aspects of the program. Evaluations showed that participants had the most pre-meeting knowledge understanding flight zones and points of balance, while having the least pre-meeting knowledge of the ability to properly restrain an animal. All six participants would recommend the program to other dairy workers. The DVD was developed by Maria Bendixen and Aerica Opatik. DVD production was completed by the University of Wisconsin-Extension media department. Spanish translation was completed by the Babcock Institute, Madison, Wisconsin. The DVD is available with the complete cattle handling module on the University of Wisconsin-Extension website at <http://outagamie.uwex.edu/ag/documents/OrderformJuly2009legalsize.pdf> or through the Babcock Institute at <http://babcock.cals.wisc.edu/?q=node/270>. The DVD (and learning module) was first distributed at the 2009 World Dairy Expo and is currently in use in the United States, Colombia, Argentina, and Chile. Segments of the DVD are also available on YouTube™ and have had over 1,000 hits since 2009.

SHEEP SHOWMANSHIP: A DVD PRESENTATION

Harrison, S.N.¹, Nash, S.A.², Packham, J.H.³, Panting, R.R.⁴, Parkinson, * S.C.⁵, Sanchez, D.M.⁶

¹ Extension Educator, University of Idaho Cooperative Extension, Caribou County, Soda Springs, Idaho 83276-1480
² Extension Educator, University of Idaho Cooperative Extension, Bingham County, Blackfoot, Idaho 83221-2063
³ Extension Educator, University of Idaho Cooperative Extension, Bear Lake County, Paris, Idaho 83261-0237
⁴ Extension Educator, University of Idaho Cooperative Extension, Oneida County, Malad, Idaho 83252-8553
⁵ Extension Educator, University of Idaho Cooperative Extension, Franklin County, Preston, Idaho 83263-1293
⁶ Extension Agent, University of Wyoming Cooperative Extension, Uinta County, Evanston, Wyoming 82930

The showmanship contest in the 4-H/FFA livestock project is one of the key events that build upon the eight elements of youth development. The youth market animal program is one of the oldest 4-H projects offered yet its popularity continues to grow. With community growth and the decrease in "farm youth," it is becoming difficult to find experienced showmen to teach or lead youth interested in showing livestock. Extension personnel in Idaho and Wyoming were experiencing similar challenges. 4-H educators from these states formed a team to produce a lamb showmanship video to demonstrate up-to-date show-ring skills and expectations. By using the DVD, youth and adults will not only learn the purpose of showmanship and current showmanship techniques with species specific tips, but, more importantly, through showmanship youth will: 1) build a positive relationship with caring adults, 2) affirm their opportunity to be in an inclusive environment, 3) build on self-determination, 4) engage in a learning process and 5) create the desire for mastery. Members of the team created a storyboard, submitted footage from several livestock shows and selected footage for inclusion in the final product. A team member provided voice for the narration. Another team member edited the footage, narration and music. 200 copies of the finished product were reproduced professionally. Several copies have also been sold to individuals across the United States.

PVC DRIP IRRIGATION HOME AND GARDEN SHOW

Banks*, J.E.¹, Palmer, M.D.²

¹ Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, UT 84648

² Agriculture, Natural Resources, and Youth Agent, Utah State University Extension, Sanpete County, 325 W 100 N Ephraim, UT 84627

Extension Agents in central Utah have teamed up with CentraCom Interactive's local cable TV channel to develop a home and garden show series. The first show developed in 2006, was a 14 minute drip irrigation program. This program has been broadcast a number of times since it was recorded and is also available online. Due to the interest in the irrigation system, the original authors decided to record a more detailed version of the system. The 28 minute program titled "PVC Drip Irrigation" was recorded in May 2009. This version shows potential viewers more details about the irrigation system that can save water and reduce weeding time in the garden. The program shows the audience how to design the drip irrigation system, materials needed, and how to build and manage the system. This program has aired several times since it was recorded. The current version is available online at <http://www.local10.tv/videoplayer.php?source=rtmp:/vod/garden-pvcdrrip&type=vod>. A DVD version is available from the company for those who would

like to purchase one. The recording has been used as part of drip irrigation workshops taught on a county and state level. At the workshop taught on the state level, participants from 50% of the counties in Utah viewed the broadcast. People from Utah and other states have acknowledged their appreciation to the authors for developing this program and making it available as a TV broadcast, online and in a DVD format.

Fact Sheet

National Winner

Brian Tuck West Region - Oregon Team Members: Tuck, B.¹, Olsen, S.², Hammond, E.³

¹. Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 278, The Dalles, Oregon 97058

². Wasco County Soil and Water Conservation District, 2325 River Road, Ste 3, The Dalles, OR 97058

³. Oregon Department of Agriculture, 475 NE Bellevue Drive, Suite 110, Bend, OR 97701

PASTURE & LIVESTOCK MANAGEMENT FACT SHEET

As a part of my support of the Mid-Columbia Small Farms program, I have developed a number of fact sheets on a variety of subjects that provide technical information for area small acreage livestock producers. The "Pasture & Livestock Management" fact sheet was developed in cooperation with Shilah Olsen, Wasco Soil and Water Conservation District Conservation Planner and Ellen Hammond, Oregon Department of Agriculture Water Quality Specialist. The need for the fact sheet was in response to numerous requests by area small acreage landowners for an introductory and easily understood source of information concerning pasture and livestock management. It was also developed as a support document to the very successful Mid-Columbia Livestock Mud and Manure Management Workshops held each year. Due to the success of this publication, it is being revised and will be published by Oregon State University as a numbered, peer reviewed publication in 2010.

National Finalists

Ariel L. Agenbroad West Region - Idaho

University of Idaho Extension uses "Impact Statements" to communicate the results of our programming efforts to stakeholders, clientele, and the general public. In 2009 I created this impact statement to highlight the outcomes of my popular Idaho Victory Garden Series. This impact statement is submitted to my peers, my supervisors, and the aforementioned audiences.

Mark Blevins Southern Region - North Carolina Team Members: John Vining, Polk County; Donna Teasley, Burke County; Jan McGuinn, Rutherford County; Cindy Lauderdale, Wilson County; Michelle Wallace, Durham County; Lenny Rogers, Alexander County; Jeff Rieves, Union County; Scott Ewers, Mecklenburg County

2010 is the third year for the Showstoppers Plants program which selects 5 up and coming or tried and true plants from nominations by Nurserymen throughout North Carolina. A fact sheet is developed from the selections and 10,000 are distributed

throughout the state at garden shows and Extension offices statewide. The Spring Show in Charlotte unveils the selections and gardens throughout the show that include Showstopper Plants are highlighted with signage and other recognition. A display of all Showstopper plants was created by some of the team to promote these plants at the Charlotte Spring Show.

DESIGNING A BASIC PVC HOME GARDEN DRIP IRRIGATION SYSTEM

Banks*, J.E.¹

¹. Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, Utah 84648

People of all ages enjoy the benefits of gardening. These benefits range from producing high quality produce to working with the soil. Due to water demands, gardeners need to be concerned about water conservation. One effective way to conserve water is by utilizing drip irrigation. Designing a drip irrigation system can be accomplished a number of different ways. People must judge for themselves the kind of system that works best for their situation. A simple, user friendly and effective system was designed by Juab County gardeners. The system uses PVC pipe and manual control valves. In different studies, the system lowered water costs, used 75 percent less water and reduced weeding time by 90 percent. To educate gardeners about the system, a bi-fold ledger sized fact sheet titled "Designing a Basic PVC Home Garden Drip Irrigation System" was published. The fact sheet was compiled, edited and designed by the author with help from county extension staff assistants. The publication was created in Microsoft Publisher. 500 copies of the fact sheet have been printed and distributed. The fact sheet has been used as a supplement to classes taught on a county and state level during 2009 and 2010. During 2009 the fact sheet received 5,494 hits at the USU web site. Since 2009, the author has been contacted from people in 15 states about the drip system. The system is being used in 15 states and by 50% of the counties in Utah. The fact sheet can be accessed at <http://extension.usu.edu/html/publications/publication=9191>.

Regional Finalists

Stewart Runsick Southern Region - Arkansas

RICE SEEDING RATE RECOMMENDATIONS FOR ARKANSAS

Runsick, S.K.¹, Wilson, C.E., Jr.²

¹. Area Agronomist-Rice, University of Arkansas, Division of Agriculture, Newport, Arkansas 72112

². Professor of Crop, Soil and Environmental Sciences, University of Arkansas, Division of Agriculture, Rice Research and Extension Center, Stuttgart, Arkansas 72160

Optimal rice seeding rates are important in the establishment of a uniform stand with an adequate plant population. Stand densities above the optimum density may increase disease, plant height and lodging and do not result in higher yield. Rice seed costs continue to increase as hybrid and herbicide tolerant varieties are developed. An increase of just 10 seeds/ft² above the recommended 30 seeds/ft² can increase cost from \$10.00 to \$120.00/acre, depending on the variety seeded, with a potential decrease in yield. Rice is a major crop in Arkansas produced on

1.4 million acres annually. A publication did not exist that provided producers, consultants and County Extension Agents with the information needed to determine proper rice seeding rates for current varieties being grown in Arkansas. The purpose of this fact sheet is to provide rice producers, consultants, and County Extension Agents with all of the information needed to determine optimal rice seeding rates. The fact sheet was written by me and printed in May, 2009, by the University of Arkansas Cooperative Extension Service print shop in Little Rock. 200 copies were printed at a cost of \$0.29 and were mailed to all 75 County Extension offices. Additional copies were ordered by County Extension Agents through the print-on-demand system and included in mailings to a potential audience of more than 1,500. The fact sheet is also available on-line. The fact sheet can be easily updated as needed to include new varieties and recommendations.

Mark A. Licht North Central Region - IowaTeam Members: Licht, MA and Jones, T*

Each year in Iowa, hail events occur sometime during the crop growing season. Crop damage from these events can vary from year to year based on seasonal timing and the range of hail storms. Regardless of timing or severity, farmers want to know what can be done to protect remaining crop yield. Responding to growing interest among Corn Belt region farmers in use of fungicides, product manufacturers have increasingly been promoting their use on hail-damaged crops. The claims sometimes conflict with research data, and have contributed to a growing interest in site-specific, on-farm trials. A hail event in west-central Iowa on June 26, 2008 provided a perfect opportunity to conduct such localized research, and forms the background behind this fact sheet. The event occurred at the soybean plant flowering stage and caused significant leaf loss, severe stem bruising and loss of half the plants' vegetative height. A cooperative on-farm research effort ensued involving a farmer with crop damage, Farmers Cooperative Company and the Corn and Soybean Initiative at Iowa State University. Trial results indicated no yield advantage from fungicide-treated strips compared to untreated strips. However, the treated plot did show a decrease in Brown Spot occurrence. This fact sheet was developed to summarize the trial's key findings in a convenient, easy-to-read form that proffers a snapshot of localized fungicide performance, and is readily available to aid growers' decision-making. To date, more than 400 copies of the fact sheet have been distributed to farmers and industry professionals posted on numerous websites.

Richard Nottingham Northeast Region -

FACT SHEET, UNIVERSITY OF MARYLAND EXTENSION FS# 845, PREVENTING COMBINE FIRES

Nottingham, * J.R.¹

¹ Extension Agent, Maryland Cooperative Extension, Somerset County, Princess Anne, Maryland 21853

University of Maryland Extension Fact Sheet #845, Preventing Combine Fires is a new fact sheet developed by educators from the University of Maryland to help farmers reduce the risk of combine fires and associated property damage. Farm related fires cause millions in damage each year in property damage across the United States. In addition to financial damages, personal injury, or loss of life may occur. Extension Agents from the

University of Maryland in cooperation with the local fire marshal's office began the development of a series of fact sheets designed to educate farmers on the factors that lead to the increased risk of fire. By eliminating or reducing risks factors that lead to farm fires, it is hoped that fire risk will decrease. Currently, two fact sheets have been developed for dealing with specific fire threats: Preventing Combine Fires, and Preventing Fires in Manure Storage Structures. The resources developed have been distributed throughout Maryland to each County Extension Office and Research Center and to many adjoining states, and have been adapted into training classes and farmer meetings where appropriate targeting specific groups at high risk for fire. Copies are available on line, or at any University of Maryland Extension office or Experiment Station. Approximately 1000 copies of this new fact sheet have been distributed in grower meetings

Mark Seamon North Central Region - Michigan

FUELING THE FUTURE: POTENTIAL BIOMASS CROPS FOR MICHIGAN

Seamon, M.L. Innovation Counselor, Michigan State University Extension, Saginaw County, Saginaw, Michigan 48607

Biomass as a petroleum replacement (energy, plastics, textiles, etc) has created much interest among Michigan farmers, landowners, developers and citizens. While this industry is in its early stages, there are significant resources and considerations that are useful in understanding the issues. The fact sheet listed above was one in a series of five that were developed to educate those with a general interest in bioeconomy topics in a non-technical easy-to-read format. There were 1000 copies of each fact sheet printed for distribution through the Michigan State University Extension bulletin office. Half of the printed copies were distributed to county extension offices and used during educational programs while the remaining copies are available to order. The fact sheets are also available at no cost as a PDF file at the bulletin office website as an added convenient and low cost distribution method. The author wrote the text of the fact sheet, provided photos, created the table and revised text as suggested by two competent reviewers. The formatting and graphic design were conducted by the MSU Communications staff and printed by a commercial printer. Verbal evaluation of the fact sheet has been complementary.

Krishona B. Martinson North Central Region - MinnesotaTeam Members: Julie Wilson*

EQUINE ECONOMICS: OPTIMIZING HORSE HEALTH AND MANAGEMENT ON A BUDGET

Martinson*, K.¹, Wilson, J.²

¹Equine Extension Specialist, University of Minnesota, St. Paul, MN 55108

²Veterinary Population Medicine, University of Minnesota, St. Paul, MN 55108

Owning a horse is a major responsibility, and a significant investment of both time and money. Minnesota has seen a 400%

increase in the number of unwanted or neglected horses over the past five years. During tough economic times, horse owners need to explore and implement options to reduce costs associated with horse ownership. The objective of this factsheet was to provide horse owners with research-based options for reducing the costs associated with owning a horse while still maintaining optimum care. Equine Economics: Optimizing Horse Health and Management on a Budget outlines strategies to reduce costs associated with equine management, veterinary care, hoof health, and nutrition. The factsheet also provides references to additional informational sources. The four-page, peer-reviewed publication is intended to be a brief, easily understood resource for the lay horse owner. It was published in April 2009 by the University of Minnesota Extension after receiving a grant to cover the cost of printing from the Minnesota Horse Council. Since then, all 500 printed copies have been distributed to horse owners and have been used in Extension programs in Minnesota and elsewhere. An online copy of the publication is also available at www.extension.umn.edu/horse. Numerous other websites have distributed the factsheet nationwide, including eXtension-Horse Quest, My Horse University, and The Horse. My role as co-author included securing grant dollars for printing; determining and writing content; over-seeing the peer-review process; marketing; distributing; and use in Extension programming. Co-author Wilson (non-member) assisted with securing grant dollars, determining and writing content, and editing.

Michele Bakacs and Mike Haberland Northeast Region - New Jersey Team Members: Mike Haberland

RAIN BARRELS: USE AND INSTALLATION

Bakacs, M.E.¹, Haberland M.²

¹Environmental and Resource Management Agent, Rutgers Cooperative Extension, Middlesex and Union Counties, 42 Riva Ave., North Brunswick, New Jersey 08902

²Environmental and Resource Management Agent, Rutgers Cooperative Extension, Camden and Burlington Counties, 152 Ohio Ave., Clementon, NJ New Jersey 08021

The purpose of this fact sheet is to educate homeowners, schools, environmental educators, and property managers about the benefits and proper use of rain barrels. Rain Barrels have become popular as a method for harvesting rainwater for use in backyard, community, and school gardens. This fact sheet details where to get materials to build a rain barrel, how to prevent mosquitoes from breeding, and how to safely install a rain barrel at a downspout. Appropriate use of harvested rainwater is summarized including safety precautions for using rooftop runoff for watering vegetable gardens. This fact sheet is part two of a rain barrel series, the first being step by step instructions for how to build a rain barrel. The information included was based on survey results from 59 participants of Build A Rain Barrel workshops conducted by Rutgers Cooperative Extension of Middlesex County in 2009. Mosquito control, maintenance, overflow, and installation were the issues of highest importance to those surveyed and are therefore discussed in detail in the publication. Thus far 617 fact sheets have been distributed to the public. Both authors researched the material and wrote the fact sheet which is available for download at www.njaes.rutgers.edu/pubs.

Jonathan Rotz Northeast Region - Pennsylvania Team Members: Jonathan Rotz and Dr. Doug Beegle*

LATE SEASON CORNSTALK NITRATE TEST

Rotz,* J.D.¹; Beegle, D.²

¹Extension Agent, Penn State Cooperative Extension, Franklin County, Chambersburg 17202

²Professor of Agronomy, Penn State University, State College 16802

With increased economic and environmental pressures on agriculture today nitrogen is constantly in the middle of the battle. Nitrogen management is one of the most difficult decisions in corn production because of the many factors that influence nitrogen behavior. With the development of tools such as the Pre-sidedress Soil Nitrate Test (PSNT) and the Chlorophyll Meter test we have been able to better manage our early season nitrogen up to sidedressing. This is a great way to better manage our nitrogen; however, there is still a lot of question as to how our nitrogen behaves in the late season. The Late Season Cornstalk Nitrate Test has been shown in research to give us a look at what has happened in those months after sidedressing. This test, however, is not widely understood or used. Due to this a fact sheet was produced to inform producers of the test and its usefulness in providing more information on how efficient their current nitrogen management is. This fact sheet has been distributed to all of the Penn State County Extension offices as well as placed on the web for easy viewing and printing. Additionally, articles were written in newsletters announcing the release of this fact sheet.

Melissa Henry Southern Region - Tennessee

ABSTRACT - CATEGORY 10: FACT SHEET

Henry, M.A. Extension Agent II, Putnam County, University of Tennessee Extension, 900 S. Walnut Ave. Room 4 Cookeville, TN 38501

This fact sheet was created by the Agent to inform members of the Putnam County 4-H Clubs of the requirements for the Interactive Exhibit contest. Objectives of this entry were to promote Putnam County 4-H youth programs to all eligible persons, to specifically inform 4-H members and teachers of the requirements for the Interactive Exhibit contest and to increase participation in the contest. The target audience for this entry was 4-H members in grades 6 - 8. This fact sheet was distributed to around 650 youth in January 2010. Agent created the fact sheet using Microsoft Word but saved as a PDF file for ease of emailing to teachers and home school youth. As a result of this fact sheet, there is an expected increase in participation in the interactive exhibit contest for this year's contest.

Publication

National Winner

Kristin S. Krokowski North Central Region - Wisconsin Team Members: Terry Gaouette*

Marketing and promotion activities were identified by market managers to be the most challenging aspects of successfully

managing a farmers' market and ranked as their greatest educational need in a research survey conducted between 2005 and 2007 of farmers' markets in Southeast, Wisconsin. This guide was written in 2009, by Kristin Krokowski, Commercial Horticulture Educator and Terry Gaouette, marketing consultant, to assist market managers in gaining a greater understanding of the basics of marketing and techniques that can be used to apply these principles to their farmers' markets. Mr. Gaouette, was responsible for supplying marketing and promotion concepts and techniques appropriate to the audience. Kristin Krokowski developed and focused that text to that which was most directly related to farmers' markets, provided examples and activities for the guide. "New Directions in Marketing for Farmers' Markets" was edited and designed by the University of Wisconsin Cooperative Extension Publications Department. Nearly 100 copies have been sold since it's release in January 2010.

National Finalists

Stacey Bealmear West Region - Arizona

THE BUZZ ABOUT POLLINATOR GARDENING

Bealmear,* S.B.¹

¹. Extension Agent, University of Arizona Cooperative Extension, Yuma County, Arizona, 85364 This publication is intended to inform clients about the importance of pollinators and how to create garden habitat for them. It begins by explaining basic pollination and how animals can act as pollinators. It then informs clients about current problems facing many pollinators and how gardening can help by providing additional food and shelter. After this introduction, it explains how to choose plants that will attract pollinators to a garden and habitat requirements so they will stay and reproduce. The publication concludes by describing pollinators that can be found in Arizona and which flower shapes and color they are attracted to. Websites and references are listed for those interested in more information. This is a single author publication which was developed and written by this agent. It was published in *Backyards & Beyond*, a publication by The University of Arizona for small acreage land owners and gardening enthusiasts in Arizona. This is a quarterly magazine with a distribution of 2000 copies.

Steven Patrick Southern Region - Georgia Team Members: Duncan Hughes Justin Ellis North Georgia Tech Area Municipalities

As a key member of the Soque River Watershed Partnership, Steven Patrick sought to develop a publication to educate land owners in the Soque Basin about their watershed. The Citizens Guide to the Soque River Watershed is a general use publication to educate residents about current issues within the watershed, watershed basics, about our partnership and about the direction we intend to move. To date we've printed and distributed over 5000 copies to residents of Habersham county, Georgia. The publication is linked online at: <http://www.caes.uga.edu/extension/habersham/anr/documents/WatershedPartnershipGuide.pdf>

Audrey Reith Northeast Region - New York Team Members: Lucy Joyce, Agriculture Issue Leader Maire Ullrich, Commercial Vegetable Production Larry Hulle, Dairy & Field Crops Rose Baglia, Commercial Horticulture Audrey Reith, Equine & Livestock

Debbie Lester, Master gardener Coordinator Stiles Najac, Food Security Coordinator Catherine Hughes, Program Secretary Nancy Karp, Graphic Design Beverly Ingenito, Association Secretary

Agriculture in Orange County, NY, was written and produced by the team of Agricultural Educators and support staff of Orange County as a tool for outreach and education for the residents of Orange County. As the leading industry in the County, agriculture faces the steady pressure of development and the growing distancing of residents from the production, processing and distribution of consumable goods originating in their community. With initial 2,000 copies printed and the intent of additional production, this publication has been well received by its intended audience as informative and timely as residents have begun to focus their purchases on local agricultural products for their households.

Regional Finalists

Shane Harris Southern Region - Alabama Team Members: Charles Mitchell

RAISED BED GARDENING

Harris,* A.S.¹, Mitchell, C.C.²

¹. Regional Extension Agent, Alabama Cooperative Extension, Tallapoosa County, Dadeville, Alabama 36853

². Extension Agronomist, Alabama Cooperative Extension, Auburn University, Alabama 36853

In 2008 and 2009, there was a renewed interest in home gardening and a greater demand for information on growing fruits and vegetables. This movement may have been due to a turn in the economy, higher food prices, demand for known sources of local grown produce, and desire to be self sustainable. The Alabama Cooperative Extension System responded by offering a series of seasonal 'Home Grown' Gardening Workshops across the state in 2009 to educate beginner and experienced gardeners. "Raised Bed Gardening" was published online at www.aces.edu and in print May 2009 as a result of the success of these first spring series of workshops. The objective was to provide information on an alternative and gaining in popularity method of growing home grown vegetables. The purpose was to present an easy to read and detailed publication for homeowners that states the advantages and disadvantages of raised bed gardening, explains how to construct a raised bed, and provides soil and material options with accurate expenses associated with constructing a raised bed. Over 700 copies were distributed during the backyard gardening seminar talks on raised bed gardening at the 2009 Sunbelt Agricultural Exposition in Moultrie, Georgia. By early March 2010, approximately 14,277 copies were distributed to county Extension offices and homeowners all across the Southeast where as the online version has been viewed approximately 6,661 times. "Raised Bed Gardening" was developed and written using Microsoft Word and produced by Shane Harris and Dr. Charles Mitchell.

Jennifer Rhodes Northeast Region - Maryland Team Members: Rhodes,* J.L.¹, Timmons, J.R.², Nottingham, J.R.³

PUBLICATION BROILER PRODUCTION MANAGEMENT FOR POTENTIAL AND EXISTING GROWERS

¹Extension Educator, University of Maryland Extension, Queen Anne's County, Centreville, Maryland 21617

³Chief Veterinarian, Minnesota Racing Commission, Shakopee, MN 55379

² Extension Specialist, University of Maryland Extension, Salisbury, Maryland 21801

⁴Retired Professor of Veterinary Medicine, University of Minnesota, St. Paul, MN 55108

³Extension Educator, University of Maryland Extension, Somerset County, Princess Anne, Maryland 21853

The University of Maryland Extension has developed an educational program to assist Maryland's small flock and commercial poultry growers. Several publications have also been developed. Broiler Production Management for Potential and Existing Growers is a new bulletin which discusses the factors that someone evaluating broiler production as a farm enterprise should consider. The Maryland Poultry Educational program provides farm families with educational resources to assist with management decisions as they continue to develop, maintain, and operate economically viable and environmentally responsible poultry operations.

Pasture weed control is a challenge for most horse owners, and considerable grass pasture acreage in Minnesota is infested with broadleaf and grassy weeds. Few resources exist to aid horse owners in identification and control of common, non-poisonous pasture weeds. The objectives of this publication were to aid horse owners in identification of non-poisonous weeds and desirable pasture species commonly found in established Minnesota horse pastures and to offer weed control options. Plants Commonly Found in Established Minnesota Horse Pastures includes numerous color photographs of twenty-two non-poisonous weeds, recommended grass and legume species, and the eleven primary noxious weeds of Minnesota. The peer-reviewed publication outlines origin, distribution, habitat, life cycle and weed control options. Tables outlining chemical weed control options and grazing restrictions were also included and have been popular with users. It was published in April 2009 by the University of Minnesota Extension after receiving a grant from the Minnesota Racing Commission. Since then, all 1,500 original copies have been sold or distributed to horse owners and University faculty in more than twenty-five states and Canada, Horse Councils, veterinarians, breed organizations, 4-H clubs, and used in Extension programming in Minnesota and elsewhere. My role as co-author included securing grant dollars; working with the graphic designer and printer; determining and writing content pertaining to weed biology and control; over-seeing the peer-review process; marketing; distributing; and use in Extension programming. Co-authors Becker, Hovda and Murphy (non-members) assisted with securing grant dollars, determining and writing content and editing.

Dr. Robert Serrine North Central Region - Michigan Team Members: Nikki Rothwell, Erin Lizotte, Ron Goldy, Steve Marquie, Diane Brown-Rytlewski

Brian C Pugh Southern Region - Oklahoma Team Members: Josh B Payne

SUSTAINABLE HOP PRODUCTION IN THE GREAT LAKES REGION

Serrine, J.R.*, Rothwell, N.¹, Lizotte, E.², Goldy, R.⁴, Marquie, S.¹, Brown-Rytlewski, D.**County Extension Director, Michigan State University Extension, Suttons Bay, MI¹District Horticulturalist, Northwest Michigan Horticultural Research Station²IPM/IFP Educator, Northwest Michigan Horticultural Research Station³District Extension Educator, Southwest Michigan Research and Extension Center⁴MSU Weather Station Manager, Department of Biosystems and Agricultural Engineering, MSU⁵Horticulture Extension Educator, Michigan State University Extension, Benton Harbor, MI

ON-FARM MORTALITY COMPOSTING OF LIVESTOCK CARCASSES

Payne, J.B.¹, Pugh,* B.C.²

Because of the strong demand for information on hops production in Michigan, the authors penned this bulletin as a first step for interested parties. The intended audience of the MSUE bulletin entitled: "Sustainable Hop Production in the Great Lakes Region" is potential growers in the Great Lakes Region. In response to extreme demand, the purpose was to develop a comprehensive bulletin that included the history of hop cultivation, growing requirements, best management practices, economics, and potential markets. The lead author, Dr. Serrine, was responsible for writing the bulletin with promotion and distribution assistance from the co-authors. The MSUE Bulletin office was responsible for help with editing, formatting, and publishing. The response to the bulletin has been fantastic.

¹. Area Extension Animal Waste Management Specialist, Oklahoma State University - Oklahoma Cooperative Extension Service, N.E. District and S.E. District, 230 W. Okmulgee, Muskogee, Oklahoma 74401

². Extension Educator, Oklahoma State University - Oklahoma Cooperative Extension Service, Haskell County, Stigler, Oklahoma 74462

Krishona B. Martinson North Central Region - Minnesota Team Members: Roger Becker*, Lynn Hovda* and Mike Murphy*

Livestock mortality is an issue faced by every livestock farming operation, both large and small. For many producers, carcass disposal options are limited, can be costly, and may temporarily disturb the land needed for grazing. Improper disposal of animal carcasses can lead to negative public perception, possible contamination of surface and groundwater, and may increase the risk of infectious disease transmission to other animals. Composting large animal mortalities as a disposal method has not been thoroughly researched in the past, or adequately promoted to livestock producers. Therefore, the objective of this publication was to provide an overview and step by step process of livestock composting for agricultural producers, as well as

PLANTS COMMONLY FOUND IN ESTABLISHED MINNESOTA HORSE PASTURES

Martinson*, K.¹, Becker, R.², Hovda, L.³, Murphy, M.⁴

¹Equine Extension Specialist, University of Minnesota, St. Paul, MN 55108

²Extension Weed Scientist, University of Minnesota, St. Paul, MN

highlight results from an OSU on-farm beef composting study. The targeted audience was livestock producers who deal with mortality disposal nationwide. An unlimited number of publications were made available for printing or downloading via OSU's Print on Demand (<http://osuxtra.okstate.edu>). Staff can access "factsheets" and then distribute via direct mail, email, and county extension offices throughout Oklahoma. Print on Demand is also globally accessible by the general public. This information was also shared at 18 producer trainings reaching over 1200 individuals, 2 field days, 1 international symposium, 2 national conferences, and 2 regional conferences and featured on OSU's SUNUP agriculture television program. The Extension Educator and Specialist equally contributed to the development, writing and production of this fact sheet. Much of the information utilized in the publication was a direct result of the OSU research study.

Sam Angima West Region - OregonTeam Members: Dan. M. Sullivan

EVALUATING AND REDUCING LEAD HAZARD IN GARDENS AND LANDSCAPES

Angima,* S.D.¹, Sullivan, D.M.²

¹. Assistant Professor, Oregon State University Extension, Newport, Oregon 97365

². Associate Professor, Oregon State University Extension, Corvallis, Oregon 97331

This publication has been written to be read by the general public with at least middle school education. It is easy to read and understand with ample illustrations and photos. Lead has been in the spotlight recently as a hazard in imported toys, but it also is a potential hazard in garden soils for pets and humans. The publication is written in following a question-and-answer format for the most frequently asked questions and concerns on lead. Sources of lead, forms in the soils, transformations in the soils, and affected fruits and vegetables as well as remedies for soils with lead are discussed. Effects of lead in the water are also discussed. Since its completion in 2008, it has been downloaded 28,000 times worldwide. Sam Angima is the lead author and was involved in the development and writing of the publication.

Andrew Frankenfield Northeast Region - PennsylvaniaTeam Members: Norma Young*

There are over 778,000 people in Montgomery County, but many of them don't know where they can go to purchase food or agricultural products from farmers directly. Our goal is to increase the public's awareness of the farms and farm markets in their community and increase sales of agricultural products direct from the area farms. The purpose of the map is to bring the farmer and consumer together for mutual benefit. Consumers can obtain fresh locally grown products and at the same time help our local agriculture to prosper by purchasing directly from the farmer. Nearly 6,000 hardcopies were distributed the first eight months to area residents. The map and guide was also made available on the Montgomery County Extension Website in pdf form for download. The educator headed up the project by distributing response forms, contacting new and previous farm markets, gathered farm market details and edited the guide. The educator also searched all available resources to contact new additions to the guide, secured \$7,000 funding to from the county Farm Bureau to cover the full expense for printing of the guide, and coordinated

the distribution of the guide within the community. The guide consists of 72 farms and farmers markets, it is published in a booklet form which includes information about: Extension, Pennsylvania Farm Bureau, food safety, a harvest calendar, food preservation tips, solution source information, suggestions for shopping at a farm market, farmers market nutrition program information, and a map of the farm markets in the county.

Norman Suverly West Region - WashingtonTeam Members: Susan Kerr, Tipton Hudson, John Fouts

BEEF MANAGEMENT CALENDAR

Suverly,* N.A.¹, Kerr, S.², Fouts, J.³, Hudson, T.⁴

¹. Extension Educator, Washington State University Extension, Okanogan County, Okanogan, WA 98840

². Extension Educator, Washington State University Extension, Klickitat County, Goldendale, WA 98620

³. Extension Educator, Washington State University Extension, Walla Walla County, Walla Walla, WA 99362

⁴. Extension Educator, Washington State University Extension, Kittitas County, Ellensburg, WA 98926

In the age of software, blogs, and high-speed Internet, farm management resources have changed greatly just over the last 10 years. However, beef cattle producers still appreciate traditional forms of record keeping tools and management information. The Washington State University Extension Beef Management Calendar (MISC0396) was developed to help cow/calf producers formulate management plans for beef operations. With permission, the format was modeled on the Tennessee IRM Beef Management Calendar; the authors revised the content to meet management needs of cow/calf producers of the Pacific Northwest. Producers may use the calendar to schedule various management practices and farm-related activities; it helps with scheduling by providing timely management recommendations for both spring and fall-calving herds regarding nutrition, animal health, reproduction, marketing, farm management, and pasture and range management tasks. Producers can also use the calendar as a record keeper for calving and breeding data, which can help meet mandatory country origin of labeling and age-verification program requirements. Photographs of beef cattle scenes in Washington State were provided by Extension Educators. Layout and design were provided by WSU Publication and Printing. The publication is available for free downloading from <https://cru84.cahe.wsu.edu/ListItems.aspx?Keyword=misc0396>; a printed copy can be ordered from <http://pubs.wsu.edu>. The calendar was printed and distributed in 2008m 2009, and 2010 to nearly 300 people. It will be updated annually and offered for sale and distribution at various beef cattle Extension programs throughout Washington.

Web Site

National Winner

Mr Lyle Holmgren West Region - UtahTeam Members: Mike Kuhns*, Extension Forester, Utah State University Lyle Holmgren, Extension Agent, Utah State University

USU TreeBrowser Website <http://treebrowser.org> Michael Kuhns,

Utah State University Extension Forestry Specialist. mike.kuhns@usu.edu Lyle Holmgren, Utah State University Extension Agent. lyle.holmgren@usu.edu USU Tree Browser website is an interactive database containing information on 241 native and introduced trees growing in Utah and the Intermountain West, including 1,070 full color photographs. The website is designed to allow users to browse through a complete list of trees or can narrow their choices by selecting from 21 general, growth-related, cultural, and ornamental characteristics, including whether a tree is native or introduced. For each species, there is a fact sheet, usually including descriptions of the leaves, twigs/buds, flowers/fruit, bark, wood, general comments about the tree's native habitat, and a description of its uses in cultivated landscapes, including its USDA Plant Hardiness Zone designation. The Tree Browser is available online or in a desktop version (on CD).

National Finalists

South Florida Beef-Forage Program Southern Region - Florida

SOUTH FLORIDA BEEF-FORAGE PROGRAM (SFBFP) WEBSITE Arthington, J.D. ¹, Associate Professor and Center Director; Baucum, L.E. ², Extension Agent; Carlisle, B. ³, Extension Agent; Crawford S.C. ², Extension Agent; Davis, * C.B. ⁵, Extension Agent; Dunlap, A. ¹, Program Assistant; Gornito, R. ⁴, Extension Agent; Hogue, P.J. ⁵, Extension Agent-CED; Kirby, C. ⁶, Extension Agent; Miller, O.P. ⁵, Extension Agent; Sellers, B.A. ¹, Extension Weed Specialist; Selph, J.F. ⁷, Extension Agent; Silveira, M.L. ¹, Extension Soil Specialist; Speckman, R. ¹, Extension Specialist; Vendramini, J.M. ¹, Extension Forage Specialist; Wiggins, L.F. ², Extension Agent.

¹ UF/IFAS Range Cattle REC, Ona, FL 33865

² Florida Cooperative Extension, Hendry County, LaBelle, Florida 33935

³ Florida Cooperative Extension, Polk County, Bartow, Florida 33831

⁴ Florida Cooperative Extension, Highlands County, Moore Haven, Florida 33471

⁵ Florida Cooperative Extension, Okeechobee County, Okeechobee, Florida 34972

⁶ Florida Cooperative Extension, Manatee County, Palmetto, Florida 34221

⁷ Florida Cooperative Extension, DeSoto County, Arcadia, Florida 34266

The South Florida Beef-Forage Program (SFBFP) is a group of University of Florida extension faculty representing Charlotte, Collier, Desoto, Glades, Hardee, Hendry, Highlands, Hillsborough, Lee, Manatee, Okeechobee, and Polk Counties, in addition to research faculty and extension specialist located at various research centers and departments at the University of Florida. The major goal of the group is coordinate educational extension and research activities for producers, consumers, and youth in the South Florida area. That is also the goal of the SFBFP website (<http://sfbfp.ifas.ufl.edu>). It went online in January of 2005 to provide local producers, consumers and the general public up to date information on cattle and forage production. The website has information on program locations and times. The website is

updated monthly to ensure the most up to date information on all programs. Some of the links on the website are UF/IFAS departments, water management districts, the UF/IFAS research centers and other agricultural links. The website also features an "Articles of the Month" from the agents, which provides timely informational topics for producers. There is information on agricultural products and services, cattle breeders in Florida and information on EPDs. The SFBFP website also features a publication link which offers over 100 cattle / forage related publications available in HTML or PDF format. For ease of use, a search function searches the website for ease of finding information. The website averages over 1,200 hits a day. In 2009, the website adopted the "Solutions For Your Life" template, which is the University of Florida's standard template.

John Rowehl Northeast Region - Pennsylvania Team Members: Robert Dickerson* Jeff Graybill Jonathan Rotz

Cooperative Extension Cover Crop Demonstrations in South-central Pennsylvania in 2008–2009 Rowehl, J.E. ¹, Dickerson, R.A. ², Graybill, J.S. ³, Rotz, J.D. ⁴

¹. Extension Educator, Penn State Cooperative Extension, York County, Pennsylvania 17402

². Database Administrator/Webmaster, Department of Crop and Soil Sciences, University Park, PA 16802

³. Extension Educator, Penn State Cooperative Extension, Lancaster County, Pennsylvania 17601

⁴ Extension Educator, Penn State Cooperative Extension, Franklin County, Pennsylvania 17202

It is increasingly difficult for farmers to find time to attend field days. Extension Educators that established cover crop demonstration plots in a multi-county area utilized photos from these fields to create a virtual tour of the demonstration plots. Farmers who could not attend the field days could visit the web page and see the various cover crops at several different growth stages from the convenience of their home or farm office. Background information for the cover crop plots; species and mixtures, planting dates, drills used, seed costs, was provided. Additional photos of observations from other demonstration plots that deal with other cover crop issues were added and described. Links to additional sources of cover crop information were included. The URL of this page is http://cmeg.psu.edu/cover_crop/

WWW.ALABAMACROPS.COM

Monks, * C.D. ¹, Burmester, C.H. ²

¹. Extension Specialist, Alabama Cooperative Extension System, Auburn University, Auburn, Alabama 36849

². Extension Specialist, Alabama Cooperative Extension System, Tennessee Valley Research and Extension Center, Belle Mina, Alabama 35615

The emphasis on educational publication and information delivery has changed from a paper-based, print system to electronic delivery that is instantaneous and widely available. In the case of traditional agricultural audiences, we have been surprised to find that electronic media has been accepted among younger and more progressive producer groups. While many

individuals prefer printed copies of Extension information, we have found that most farming operations have designated individuals that routinely surf the web for the latest information that might benefit their efforts. Three years ago, after requests from producers and county agents, we developed a website at Auburn University that serves as an information clearinghouse for row crop producers. In an effort to avoid a long, cumbersome URL that is generally typical of university websites, we purchased the rights for "alabamacrops.com" from a website provider. The site contains all the extension system's information on row crops grown in Alabama as well as research information that is commonly requested by our producers. Examples of this information include but are not limited to, IPM guides, on-farm demonstration results, Timely Information publications, and crop variety trial information. We had over 81,000 hits on our site in 2009 alone. New information is highlighted and the meeting calendar is updated daily by a temporary services employee supported in part by funding from commodity groups across the state. We promote our website through county meetings, farm production magazines, and individual contacts and welcome their feedback through surveys, e-mail, and one-on-one interactions.

Regional Finalists

Ariel L. Agenbroad West Region - Idaho

The Canyon County Extension office is closed evenings, weekends, and holidays, often times when people are spending the most time in their yards and gardens. While we occasionally provide evening and weekend workshops and informational events, we can't be everywhere at once in person. In 2007 I created a Canyon County Horticulture and Small Farms Program website that contains weather data, localized information, program calendars and links to dozens of other relevant University of Idaho resources online. My pages can be translated into Spanish at the click of a mouse. I personally develop all content for the page and make all updates, alterations and additions. These websites are always available, and provide up to date, research-based, reliable information. Web-tracking statistic reports indicate that I receive ~4000 visits per year to my Canyon County Horticulture Program website. About 100 copies of our newsletter are downloaded from the site each month. Typically this page is the most accessed page in our Canyon County Extension domain, after the home page. I am continually adding to the site, updating photos, content, information about upcoming programs and creating new pages that link to more information useful to Master Gardener Volunteers, Small Acreage Farmers and the general public. <http://www.extension.uidaho.edu/canyon/horticulture/>

Dr George H Silva North Central Region - Michigan

SOYBEAN 2010 WEBPAGE

Silva,* G.H¹.

¹ Extension Educator, Eaton County Michigan State University Extension, Charlotte, MI 48813

Soybean 2010 is a collaborative research, education and communication initiative launched by the Michigan Soybean Check-off Program and Michigan State University Extension (MSUE) to assist growers increase their soybean yields and profitability. The key partners include Michigan Agribusiness Association, Michigan Farm Bureau, Michigan Soybean Promotion Committee and MSUE Field Crops Area of Expertise Team. The

Soybean 2010 web page serves as an integral part of this initiative serving as a go to place for up-to-date and unbiased outreach information. It is a networking tool to disseminate information to local soybean farmers, crop consultants, equipment dealerships, grain elevators and media outlets. It highlights the fact that the average Michigan soybean yield has remained stagnant around 40 bu/A over the past ten years, in contrast to increasing national yield trend. The webpage possesses the advanced web design and navigational features of Macromedia Dreamweaver MX® and Javascript® . It has a consistent color scheme and easy navigational tools. The homepage directly links customers to 'Grower Surveys', 'Publications', 'On-farm Research', 'Useful Links', 'Upcoming Events' and 'Yield Contest'. The webpage uses numerous graphics and Powerpoint® presentations to convey information. It provides key word search capability internally and externally with Google® features. The visitors are able to interact through an E-mail feedback. The webpage was designed and maintained solely by the author without the assistance of a private web design agency. URL: <http://www.msue.msu.edu/soybean2010>

David L. Marrison North Central Region - Ohio

Marrison, D.¹

¹ Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The Ashtabula County Agriculture & Natural Resources Extension web page is maintained by the applicant and can be found at: <http://ashtabula.osu.edu/topics/agriculture-and-natural-resources>. This web site serves as a portal for the diversity of Extension programs for agricultural clientele in Ashtabula County. The web template was designed by OSU Extension Communications & Technology personnel with the web site content maintain by the Educator. The agricultural section of the website includes educational content pages in: agronomy, farm management, farmland rental resources, livestock production, and small & new farm resources. Additional pages are included for the Educator's Weekly News Column, Ashtabula County Ag Scholarship Fund, Giant Hogweed information page, Ashtabula County hay vendor list, and Quotable Quotes. This web page also has links on how to access the two blogs the Educator maintains: <http://northeastohioagriculture.wordpress.com/> and <http://ohiofarmsuccession.wordpress.com/> The web site was accessed by 19,022 individuals during the past year. In addition, the two blogs started by the Educator in January, 2010 have started to receive traffic as 595 have accessed the farm succession blog and 457 have accessed the northeast Ohio blog as of March 1, 2010.

Dr Clive Kaiser West Region - Oregon
Team Members: IPPC
Corvallis Bonnie Roemer

<http://extension.oregonstate.edu/umatilla/mf/index.php>

Website statistics are gathered monthly by Oregon State University for the above website. Results to date have found that the average number of hits per month has been increasing steadily since it was taken over by Clive Kaiser from July 1, 2006 (Fig. 1). Before this date on average, there were less than 1,000 page hits per month. Between Jan1, 2009 and May 27, 2009, the number of page hits per month has averaged 32,415. Indeed, between July 1, 2006 and May 27, 2009 there have been 564,973 hits and a total of 70.53 GB downloaded from the above website. The average number of pages viewed per visit has also increased

steadily since Clive Kaiser took the website over (Fig. 2) and has increased from an average of less than 2 pages per visit in 2006 to more than 6 pages per visit in 2009. Furthermore, between July 1, 2006 and May 27, 2007, the total number of files being downloads from the website has increased steadily between July 1, 2006 and May 27, 2009 with a total of 39421 downloads totaling 36.15 GB of information. Furthermore, the average number of GB downloaded each month from the website has increased steadily from 0.11 to 5.77 GB (Fig. 3) between 2006 and 2009. Clearly, this indicates that the website is being explored more widely and that users are finding the information pertinent and worth downloading. In terms of outreach, the website is being accessed by a tremendous number of regions around the world and between July 1, 2006 and May 27, 2009 almost 5000 regions worldwide have accessed the website and information contained on it (Fig. 4). Within the USA, the Primary Domains that have accessed the information include:

- edu = 161920 (31.56%) page hits + 4.44 GB downloaded (9.72%)
- net = 126056 (24.57%) page hits + 15.35 GB downloaded (33.58%)
- com = 117758 (22.95%) page hits + 14.43 GB downloaded (31.58%)
- org = 5600 (1.09%) page hits + 0.36 GB downloaded (0.79%)
- gov = 3423 (0.67%) page hits + 0.36 GB downloaded (0.79%)

Clearly, the website is being accessed by educational institutions, non-profit organizations and government offices. Furthermore, the vast majority of information being downloaded from the website is by commerce and networks (>65%), indicating that the information is reaching these intended users as well as being available and utilized by other tertiary educators and legislators. It is also clear when one drills down the individual domains that many of these users are repeat users, who have accessed the website several times over many months (from mousing over individual dots on the Geo Map Overlay which may be accessed at <https://access.cws.oregonstate.edu/urchin6/report.cgi?user=guest&profile=extension.oregonstate.edu%20umatilla%20mf>). Clearly, these statistics demonstrate both impact and acceptance by a wide range of users in academia, government and industry both in the USA and abroad. Finally, to determine grower acceptance and usage of the website, an IRB approved grower survey was conducted in 2008/9 by Clive Kaiser on nine local growers and fieldmen in the Walla Walla Valley. The survey found that acceptance and usage of the website and VIeW Program are currently at 93% (of the 2554 acres of fruit orchards farmed in the Valley 2385 acres are currently being farmed using the VIeW Program). Furthermore the IRB survey found the following (on a scale of 1 to 5 where 1 = Poor and 5 = Excellent) Parameter rated by Growers

- Awareness of the Milton-Freewater OSU Extension Website = 3.9
- How well the Milton-Freewater OSU Extension website is organized = 4.4
- How well the different aspects e.g. economics, establishment, etc. of their crop are covered = 4.1
- Quality of the technical information contained on the website = 4.5
- Application of this information in their farming operation = 4.6
- Their ability to accurately target pest and disease sprays for their crop since the installation of the Valley Weathernet = 4.1
- How the Valley Weathernet information has influenced the frequency of their chemical applications = 4.0
- How the Weathernet information has influenced the timing of their chemical applications = 4.3
- How beneficial the Weathernet has been to the economics of their operation = 4.1
- Quality of the Internet & Weathernet training sessions provided by OSU Extension to date = 4.3

John C. Campbell Southern Region - Tennessee

HOME PAGE ON THE WORLD WIDE WEB

Campbell, J.C. University of Tennessee Extension, P. O. Box 415, Columbia, TN 38402-0415

The home page was developed to promote Extension farm management educational programs and to provide producers with information to improve management on their individual farms. The home page has sections on the MANAGE Program, Tennessee's farm management and marketing educational programming effort. There are also sections on intensive farm planning and dairy marketing. A variety of educational information including fact sheets and slide presentations is also available. There are links to various other agricultural related web sites and to the county Extension web pages in the nine counties where I am assigned as Area Farm Management Specialist. www.utextension.utk.edu/managedcamp

Craig Saxe North Central Region - Wisconsin

WWW.UWEX.EDU/CES/CWAS/ - A WEB SITE FOR THE CENTRAL WISCONSIN AGRICULTURAL SPECIALIZATION TEAM

Saxe, * C.A. University of Wisconsin Cooperative Extension Agriculture Agent, Juneau County, 211 Hickory Street, Mauston WI 53948

The Central Wisconsin Agricultural Specialization Team website at <http://www.uwex.edu/ces/cwas/index.html> was designed as a marketing, promotional and educational tool. The Central Wisconsin Agricultural Specialization effort includes the counties of Portage, Wood, Adams, Waushara, Green Lake, Marquette and Juneau. The agricultural agent in each county has taken on a specialization area and provides organized and specific educational events across Central Wisconsin. The website features on-line newsletters, a calendar of events, downloadable resources and an overview of the Agricultural Specialization Team. The web resource section includes links to material that Team members have contributed as well as links to other agricultural sites and publications. The Central Wisconsin Agricultural Specialization Team website was designed and created by this agent with the support of University of Wisconsin Web Design Specialist, Mary Lucas using Macromedia Contribute. Updating and maintaining this website is completed by this agent.

Learning Module

National Winner

CATTLE HANDLING SKILLS LEARNING MODULE

Bendixden, M.L.¹, Opatik, *A.M.²

¹. Dairy and Livestock Agent, University of Wisconsin-Extension, Clark County, Neillsville, WI 54456

². Agriculture Agent, University of Wisconsin-Extension, Kewaunee County, Kewaunee, WI 54216

According to a study conducted in 2006, dairy workers identified direct contact with livestock as the main cause for work-related injuries. Module VI-Cattle Handling is designed to teach and implement proper/safe cattle handling, properly use cattle handling equipment, and effectively move cattle. The module is designed for anyone who works with cattle and is available in English and Spanish. The program was piloted in Kewaunee County in May 2009 with six Spanish-speaking dairy workers participating. The program was presented in Spanish. Program evaluations showed increased knowledge in all seven aspects of the program (see evaluation document in module). Evaluations

showed that participants had the most pre-meeting knowledge understanding flight zones and points of balance, while having the least pre-meeting knowledge of the ability to properly restrain an animal. All six participants would recommend the program to other dairy workers. The module PowerPoint, DVD, and binder materials were developed by Maria Bendixen and Aerica Opatik. Final binder editing and formatting was completed by Aerica Opatik. DVD production was completed by the University of Wisconsin-Extension media department. Spanish translation was completed by the Babcock Institute, Madison, Wisconsin. The module is available through the University of Wisconsin-Extension website at <http://outagamie.uwex.edu/ag/documents/OrderformJuly2009legalsize.pdf> or through the Babcock Institute at <http://babcock.cals.wisc.edu/?q=node/270>. The module was first distributed at the 2009 World Dairy Expo and is currently in use in the United States, Colombia, Argentina, and Chile.

National Finalists

Stephen John Komar, Jr Northeast Region - New Jersey Team Members: Komar, S. J. ¹, Mickel, R. C. ², O'Neill*, B. ³, Brumfield*, R. ³ <http://laterlifefarming.rutgers.edu>.

Many farmers are approaching retirement age and need to take advantage of critical planning years preceding this transition. As small business owners, farmers are often solely responsible for funding future retirement savings and health insurance. There is a need for information that addresses the unique retirement planning concerns and mindset of farm families. Two focus groups were held with New Jersey farm families in 2008 to inform development of a 10-module online retirement planning course for farmers called Later Life Farming: Creating a Retirement Paycheck <http://laterlifefarming.rutgers.edu>. This online educational curriculum includes original content and links to previously published materials. This educational resource has been visited 7,795 times by 3,230 visitors from 13 countries. The average visitor spent more than twelve minutes on this site and over 9% returned to the site multiple times. The success of this online resource suggests that future financial and retirement programming is needed to meet the needs of agricultural producers.

MAINE EXTENSION ENERGY LEARNING MODULE

Hopkins*, K.M.¹, Coffin, D.R.²

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²Associate Extension Professor, University of Maine Cooperative Extension, Dover-Foxcroft, ME, 04426

The winter of 2007-2008 saw home energy fuel prices sky rocket along with gasoline and diesel fuel prices. Residents in Maine had problems meeting the bare minimum of their needs for heating, transportation and food due to these rising costs. A special Consumer Energy Initiative was established to assist county extension staff in addressing client's needs for energy information. A four-pronged approach to this issue was implemented including: 1. a website accessible by Extension staff with program curriculum materials (sample flyers, news releases, PowerPoint presentations, and post meeting evaluations both short and long term) for use in delivering programs to clientele; 2. online publications 3. a public website with over 180 pages of content including how-to video clips, and links to reliable information of interest to homeowners such as conservation practices, heating, alternative energy, business,

farms, and transportation. It has been accessed over 40,000 times since June 2008; 4. a display with demonstration items for counties to use in local programming. All sixteen Maine counties sent representatives to a statewide training and conducted outreach programs in their respective counties. Program evaluation results from the train-the-trainer program showed that all counties utilized the curriculum materials in developing county specific programs and for dealing with general information requests by the public. This learning module was co-authored by Donna Coffin and Kathy Hopkins with review of Powerpoint programs by Maine Public Utilities Commission personnel and review of publications by colleagues. Materials were developed so that county staff could reproduce materials as needed.

LEARNING MODULE, NOTEBOOK

Campbell, J.C.

University of Tennessee Extension, P. O. Box 415, Columbia, TN 38402-0415

Small farm owners in the south central middle Tennessee area have shown an increased interest in recent years in developing both traditional and non-traditional enterprises. Owners cite various reasons for their interest in such enterprises. These reasons include: (1) a desire to supplement off-farm income, (2) to provide for retirement activity and income, (3) involve children in meaningful activities, (4) maintain ownership of the family farm, and (5) maintain productivity of the land. Often the owners seeking information have limited knowledge of agricultural production and marketing. The *Developing Successful Small Farm Enterprises* program consisted of five meetings to address the major factors involved with selecting, planning and successfully operating a small farm. The program series was a five county joint venture involving UT and TSU agriculture agents, the UT area farm management specialist for the area, the TSU small farm specialist, and selected state extension specialists. All educational content of the series was provided to participants in a notebook and flash drive. One soil analysis was provided for each participant. Forty-nine individuals enrolled in the program.

Regional Finalists

Mike Boersma North Central Region - Minnesota

FEEDING COWS EFFICIENTLY WITH THE U OF M BEEF COW RATION BALANCER Boersma,* M.G. Local Extension Educator and 4-H Program Director, University of Minnesota Extension, Pipestone and Murray Counties, Pipestone, Minnesota 56164 The University of Minnesota Beef Cow Ration Balancer is a computer-based learning module designed to assist beef producers in determining the nutritional needs of their cows and balancing rations that will adequately meet their requirements. The computer program allows users to evaluate rations based on recommendations and prediction equations found in the National Research Council's 2000 version of Nutrient Requirements of Beef Cattle. The program uses these prediction equations to adjust cows' requirements based on environmental and management information entered by the program's user. These adjustment factors allow users to customize the program to specific environmental conditions and production situations. The U of M Beef Cow Ration Balancer includes features to summarize total feed delivery, feed costs, and predicted animal performance. Feed ingredient costs are broken down on an energy and protein basis to assist in finding lower cost alternative feedstuffs. This

allows users to determine the most cost effective ration to meet the needs of the animal. Drawings and descriptions of each body condition score are included as a reference and to assist in monitoring the condition of the animals. The use of this program will increase awareness of the nutritional needs of breeding beef cattle and will allow users to manage the nutritional status of their cows as efficiently as possible. This learning module can be found online at: <http://www.extension.umn.edu/beef/> or go directly to: <http://www.extension.umn.edu/beef/components/xls/U%20of%20M%20Beef%20Cow%20Ration%20Balancer%202010.xls>

QUATIC HERBICIDE APPLICATOR TRAINING

Burbaugh, B.J.¹, Harlow*, E.E.², Sweat, M.S.³

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³. County Extension Director, Florida Extension Service, Duval County, Jacksonville, Florida 32254

In an effort to increase business revenue, many landscape companies are enhancing their services by providing aquatic herbicide management to customers. While the state of Florida does not require a pesticide license if the applicator does not use restricted-use products, applicators are encouraged by the industry and state to earn their license and many contracts require a licensed applicator. In an effort to assist potential licensees with learning the exam material, understanding the importance of being good stewards to the environment, and understanding the risks associated with using pesticides, an Aquatic Herbicide Applicator Training was developed. The modules covered aquatic herbicide technology, aquatic plant identification, adjuvants, equipment, integrated pest management, applying the right amount of herbicide, and pesticide safety. The aquatics and general standards exam was provided at the end of the workshop to interested individuals. Thirty-three participants attended the Aquatic Herbicide Applicators Training. Of the thirty three individuals at the class, fifty-two percent took the aquatics exam after completing the workshop. Fifty-nine percent of the seventeen examinees passed the aquatics exam. The average score for participants was 86% and forty percent of participants scored 92% or higher on their exams. Because of the popularity of the training, additional trainings have been scheduled, including an advanced training to provide on-going support to applicators.

PROFIT FOCUSED AGRICULTURE: A RISK MANAGEMENT INSTRUCTIONAL SERIES

Brees, M.¹, Campbell, D.L.², Carriker, G.L.³, Devlin, K.V.⁴, Hansen, K.⁵, Koenen, J.W.⁶, Sobba, M.S.⁷, Tucker* W.E.⁸

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³. Agricultural Business Specialist, University of Missouri Extension, Christian County, Ozark, MO 65721

⁴. Agricultural Business Specialist, University of Missouri Extension, Knox County, Edina, MO 63537

⁵. Agricultural Business Specialist, University of Missouri Extension, Livingston County, Chillicothe, MO 64601

⁶. Agricultural Business Specialist, University of Missouri Extension, Putnam County, Unionville, MO 63565

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The Profit Focused Agriculture (PFA) curriculum was developed by seven University of Missouri Extension Agricultural Business Specialists, with the assistance of University of Missouri staff, to address the critical needs of producers in Missouri in respect to risk management. These needs were assessed through county focus groups, agriculture lenders' seminars, and through one-on-one interaction with University Extension staff. The curriculum focuses on: (1) Developing financial budgets and statements to assess, financial risk including: Cash flow, Income Statement and Balance Sheet education, as well as an in-depth study of determining and using financial ratios, (2) Building a well researched marketing plan incorporating a breakeven analysis from financial records, and (3) Learning how to manage human resources and improve communication skills. The PFA curriculum's objective is to improve the profitability and viability of Missouri's farms and agricultural industry. The program is team taught by Agricultural Business Specialists and delivered through face-to-face and ITV (interactive television) classroom teaching, individual consultation, media, publications, and guide sheets. Participants benefit from the individual expertise that different participating Specialists contribute, and the research resources of the University system. Profit Focused Agriculture curriculum can be taught in multi sessions classes or the materials can be adapted for a single session course. The curriculum materials also serve as a great resource for Extension Agricultural Business

Richard Melton Southern Region - North Carolina

Abstract not available at this time for publishing.

Bound Book National Winner

PEOPLE OF THE LAND: SUSTAINING AMERICAN INDIAN AGRICULTURE IN IDAHO, NEVADA, OREGON AND WASHINGTON

Emm,* S.K.¹, Singleton, L.²

¹. University of Nevada Cooperative Extension, P.O. Box 810, Hawthorne, NV 89415

². University of Nevada Cooperative Extension, P.O. Box 811, Yerington, NV 89447

American Indian farmers and ranchers contribute significantly to the economic base of rural reservations. USDA programs (i.e., NRCS, FSA, and NIFA) are designed to increase farm and ranch profitability. Needs assessments conducted between 2005 and 2007 with Indian producers and agriculture/natural resource professionals on the ten largest Indian reservations in Idaho, Nevada, Oregon, and Washington identified a significant knowledge gap for professionals' concerning the social, political, and economic environments unique to Indian reservations. Subsequently, this curriculum was developed, targeting this four-state area, to increase the capacity of agricultural professionals to work more effectively on Indian lands. The peer-reviewed 166-page curriculum was released to the public in 2009 following a

three-year research, pilot and revision period. Emm and Singletary taught workshops based on the curriculum to 107 agricultural/natural resource professionals in Nevada, Oregon and Idaho. Workshop evaluations indicated the curriculum significantly increased knowledge gains and attitude changes concerning Indian agriculture and related Indian land issues. Authors Emm and Singletary exhausted the first 1,000 copies due to unanticipated requests for the curriculum. An additional 1,000 curriculums were printed in December 2009.

National Finalists

Dana Rizzo Northeast Region - Pennsylvania Team Members:
Susan Boser

“What is growing in my pond and what can I do to get rid of it?” This is a common question by pond owners across Pennsylvania. In 2009, A Field Guide to Common Aquatic Plants in Pennsylvania was published and printed by Penn State to help answer this question. This guide was authored by Dana Rizzo and Susan Boser, extension educators in water quality in Westmoreland and Beaver Counties, respectively. The 104-page, full color book features detailed descriptions, photos and line drawings of 45 aquatic plants commonly found in Pennsylvania ponds and lakes. The main objective of the guide is to help pond and lake owners determine what aquatic plant they have, whether it is native, nonnative, or invasive, and allow them to make an informed decision regarding its management and control. The guide is available for \$11.00 and can be purchased directly from Penn State’s College of Ag. Sciences <http://pubs.cas.psu.edu/> or ordered through a Penn State Cooperative Extension office. A PDF version of the field guide also exists on the web site.

INVASIVE WEEDS OF EASTERN WASHINGTON

Van Vleet, Stephen M.

Extension Educator, Agriculture and Natural Resources, Washington State University, Whitman County, Colfax, Washington 99111

Washington state and its landowners lose millions of dollars each year from invasive plants that infest virtually every ecosystem, resulting in lost land productivity, costly restoration, lower land values, degraded wildlife habitat, and restricted recreation. Unfortunately, because of the current economic deficit, Washington State has been forced to cut funding for noxious weed programs, intensifying the need for involvement of WSU Extension in providing the public with information about problem weeds and effective methods to control them. Extension educator Steve Van Vleet, who has a doctorate degree in agronomy and a masters degree in entomology, researched, wrote, and compiled laymen-friendly information about 36 invasive weeds that are now invading or are likely to invade eastern Washington. Van Vleet submitted a final peer-reviewed manuscript to Washington State University Publishing and Printing for publication. After Van Vleet and WSU editors deliberated electronically and in person over final content and layout, “Invasive Weeds of Eastern Washington” was published in June 2009 as Extension Manual EM005. Van Vleet had acquired \$1600 in funds from local weed control districts and conservation boards to support this publication. Over 350 copies of EM005 were printed and distributed to those agencies who in turn provided copies to landowners and colleagues. In addition, copies of the booklet were provided to over 20 participants in a Weed Watchers program that was funded by SARE and presented by Van Vleet and collaborators Marty Hudson,

Klickitat County Noxious Weed Control Coordinator, and Extension educator Susan Kerr of Klickitat County, Washington.

Dr. Andy Londo Southern Region - Mississippi Team Members:
Dr. Stephen Dicke Dr. Glenn Hughes Dr. John Kushla Mrs. Linda Garnett * Mr. Brady Self *

Six Important Invasive Species of Mississippi Londo, A.J.¹, Dicke, S.G.², Hughes, H.G.³, Kushla, J.D.⁴, Garnett, L.⁵, and A.B. Self.⁶

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2. Extension Professor, Mississippi State University Extension Service, Hinds County, Raymond, Mississippi. 39762

3. Extension Professor, Mississippi State University Extension Service, Forrest County, Purvis MS. 39475

4. Associate Extension Professor, Mississippi State University Extension Service, Lee County, Verona MS. 38879

5. Extension Associate, Mississippi State University Extension Service, Oktibbeha County, Mississippi State, MS 39762* Not an NACAA Member

6. Ph.D. Candidate, Mississippi State University, Oktibbeha County, Mississippi State, MS, 39762 * Not an NACAA Member

Approximately 4,500 species of plants and animals are listed as being non-native invasive species in the United States. In Mississippi, 200 species have been listed as exotics. The costs associated with these species is in the billions of dollars annually. These costs are realized by the damage caused to loss of production from agriculture and forestry, habitat degradation, and direct costs associated with control measures taken. This publication was produced in collaboration with the US Forest Service and Mississippi Forestry Commission. The goal of the publication is to teach farmers, landowners, foresters, and all other producers how to identify and control 6 of the worst invasive species in Mississippi. This publication has region-wide applications, as many other southern states have the same invasive species problems as Mississippi.

Regional Finalists

Mr. Robert Goodson Southern Region - Arkansas

RESULT DEMONSTRATIONS IN AGRICULTURE FOR PHILLIPS COUNTY ARKANSAS IN 2009

Goodson, * RCounty Extension Agent – Agriculture, Arkansas Cooperative Extension Service, Phillips County, Helena, Arkansas 72342

The objective of this document was to have a method to inform county producers of result demonstrations conducted in all crops in Phillips County. This book is printed on an annual basis with the results of all the demonstrations included for that particular year. This has been made available at all county production meetings and copies have been distributed to all pesticide dealers in the county. Over 100 copies were printed for the 2009 production season. The book has been used locally and across the state by agriculture specialists to promote the use of recommended practices. It has also been used to show an economic value for the demonstrations conducted in the county. Requests for this

document have included local producers, lenders, administrators, County Extension Agents and agriculture company representatives. This has been an excellent method to communicate information to clientele. The document material was prepared in the local Extension office. The book was then bound in cooperation with the local community college printing department. Funds to cover the expense of the book, was obtained through the Arkansas cotton and soybean Integrated Pest Management (IPM) program that is available to County Extension Agents in the state.

RESULTS OF AGRICULTURAL DEMONSTRATIONS, HILL COUNTY 2009

Jennings, * M.G.

__Each year, I compile a bound book containing all of the result demonstrations that were conducted out of Hill County Extension Office. I can only claim half of the result demonstrations contained within the booklet but the completion of the bound book itself is my work. In the book you will find a forward that tells of the growing conditions of each season during the year and complete weather data, an agricultural income report that I coordinate and complete with volunteers, population information, and a map of Hill County, and twenty-two result demonstrations in crops and horticulture performed by Marty Jungman, Hill/McLennan IPM Agent and Gideon Jennings, Hill County Extension Agent – Agriculture. There are also a few unique research trials including soil compaction studies following pipeline installation and its affect on crop yield and a residual nitrogen study through the Soil Science Department of Texas A&M University. All farmers, sponsors, and other contributors to each demonstration are included in the booklet as well. The booklet is distributed to producers to assist them in making decisions each year.

NACAA
Member Presentation
Abstracts

2010 NACAA

95th
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Tulsa, Oklahoma

AN "EERA" OF OPPORTUNITY FOR OHIO VALLEY AGRICULTURE

Dugan, D.A.¹; *Fisher, J. ²; Grimes, J.F.³; Mangione, D. A.⁴; Stephens, C.R.⁵

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Recent decreases in state and local funding, within Ohio, have necessitated a reorganization of Extension program delivery through the creation of Extension Education and Research Areas (EERAs). The Ohio Valley EERA is comprised of ten counties in south-central Ohio staffed by five Agriculture and Natural Resource (ANR) Educators. Quarterly meetings determine program initiatives with input from an EERA leader and regional director. The educators had similar backgrounds in livestock and forage management, so it was necessary to prioritize program emphasis and divide responsibilities to provide regionalized, high quality programs. Local colleges and schools have been utilized to provide larger, centralized meeting locations for topics such as pesticide applicator recertification, farm management, and livestock marketing. Special attention to counties without an ANR educator helps to utilize local media and provides leadership to Master Gardeners so volunteers can be utilized to respond to clientele inquiries. Cooperation with an Ohio Agricultural Research and Development Center located within the EERA, allows the educators to work collaboratively to conduct applied research in forage management, heifer development, and meat goat production. Subsequent field days report and demonstrate research initiatives. This team approach better positioned the ANR educators to secure external funding. Approximately \$75,000 per year is saved in state and federal match funds along with \$50,000 in local funds as compared to the previous staffing arrangement of seven educators. Synergistic specializations have been developed in farm management, marketing, production expertise, and technology which enhanced programs for clientele and improved recognition of ANR educators as specialists in signature programs within the EERA and beyond.

USING FIRE DEPARTMENT STRATEGIES FOR SURVIVAL IN TIGHT BUDGET TIMES

Holmes,*D.B.

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Since the 1950s Fire Departments have used a combination of

marketing and public relations to portray themselves as indispensable in the community. These efforts have been so successful that during tight budgetary times, when municipalities impose hiring freezes, Fire Departments are still filling positions. While protection of property has always been a basic Fire function, safer heating alternatives have reduced the incidence of fire. Recognizing a potentially diminished market for services, Fire departments diversified adding search and rescue functions and partnering with hospitals to offer ambulance and paramedic services. Sharing good news stories and actively marketing achievements enabled Fire/Rescue to create a feeling of indispensability among the general public. In many ways, Extension departments have opportunities to borrow from the Fire model. Food production, food safety and proper nutrition are critical ingredients for public welfare. Increased obesity (68 percent of all American adults – and 32 percent of all kids – are overweight or obese) and diabetes give statistical evidence of continued need for Extension. Backed by university research, the organization enjoys good credibility and like Fire, Extension operates with many community, business and state partners. But Extension is seldom viewed in the same light of indispensability as Fire/Rescue and consequently is among the first to undergo cuts in tight budgetary times. The local Extension system must use a combination of planning, marketing, partnering and recognition to help citizens understand the need for these services.

AGRICULTURAL ECONOMICS

A COMPARISON OF CASH MARKET MILK INCOME WITH INCOME FROM SELECTED FORWARD PRICING STRATEGIES

Campbell, J. C.¹

¹ Extension Area Specialist, University of Tennessee Extension, Columbia, TN, 38402

Milk pricing strategies using futures and options offer dairy producers opportunities to stabilize and/or increase income. Futures and options prices were collected at mid-month for each of the twenty-four contract months for each contract from January 2006 through December 2009. Four pricing strategies were applied to actual production and mail box prices on a Tennessee dairy farm. These strategies were (1) selling futures, (2) purchasing put options nearest to, but under the futures price, (3) selling futures and purchasing call options near \$1.25 over the futures price, and (4) purchasing put options \$1.00 under the futures price and selling call options \$1.00 over the futures price. Accumulative income was compared when the futures price for a contract first reached \$12.00 per hundredweight and at \$1.00 intervals through \$20.00. Selling futures at first opportunity above \$12.00, \$13.00, \$14.00, and \$15.00 resulted in accumulated income less than staying totally in the cash market. Selling futures at first opportunity above \$16.00, \$17.00, \$18.00, \$19.00, and \$20.00 resulted in

accumulated income 2%, 6%, 10%, 13%, and 14% respectively above the cash market. For individual contract months, opportunities were available 37 of 48 months to top the cash market when selling futures, 33 months when buying put options, 33 months when selling futures and buying call options, and 39 months when buying put options and selling call options. However, there was no consistency as to which month of each contract afforded these opportunities.

CREATIVE COMPENSATION -- WHAT YOUR PAY SHOULD SAY

Schwartau, C. ¹

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Today's agriculture producers have become much more than farmer/producers of food, fiber or energy. Whether they recognize it or not, they have become not-so-small business operators. As business operators, they have also become significant employers. For many rural communities, farms are among the largest employers in the community. As employers, these farmers regularly face the question of how to adequately compensate employees for their contribution to the business and still remain profitable.

Employees expect to be fairly compensated for their contribution to the business. Compensation packages should be fair and equitable internally (within the business) and externally (within the community).

Compensation can also be in three types: Direct Compensation (monetary), Non-Monetary (i.e. flexibility of scheduling, work opportunities for family, produce, meat, etc.), and Indirect-Compensation (training opportunities, use of vehicles or equipment, retirement package options, etc.). The key point to any package and its components is to be sure it contains what employees really want and value.

According to surveys, direct compensation makes up about 80% of the typical compensation package but since that is the portion directly seen by the employee, it needs to be reflective of the market for skills offered by the employee.

In the end, a farm's compensation package should show the employee that he/she is valued for the contributions they make to the success of the farm business and that you want to help make the employee successful in life as well.

UTILIZING MULTIPLE METHODS TO TEACH FENCE & BOUNDARY LAWS IN MISSOURI

Koenen, J. ¹

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Increasing land values and purchases of farmland by urbanites for recreational purposes has caused increasing disagreements

in Missouri over fence and boundary issues. There are issues of who should pay, where fences should be located, whether trees can be removed and who is responsible for maintaining the fence are just some questions that arise. Programming being delivered face-to-face was effective in providing clientele with knowledge of the complicated laws but was limited due to travel being impractical due to time and miles away.

It was determined that utilizing multiple teaching methods would expand program audiences. This would be done with utilizing available technology such as conference calls, 2-way Interactive Television or ITV, VCR tapes and compact discs (CD's). Doing the program via ITV has become the most common method of teaching due to the face to face nature, allowing direct audience interaction with the presenter and the ability to ask questions. There have been around thirty locations throughout Missouri that have been reached through the ITV program. ITV is extremely flexible for multiple presentation styles and good audience participation.

Over 700 individuals have been reached during that timeframe with ITV alone. The VCR tapes and CD's have been utilized primarily by individuals unable to attend the programs although 1 county commission has used it in order to educate landowners. The telephone conference call method was used in two instances where there was no ITV facility close to where the audience was located. Evaluations indicate over 90% of attendees think ITV is a very effective teaching method and felt they gained valuable knowledge on the law that would save them conflicts later on with neighbors.

DEVELOPING THE FARM MANAGEMENT SKILLS OF NORTHEAST OHIO SMALL & NEW FARMERS

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In many counties across Ohio, there are an increasing number of residents who are purchasing small acreage. There is also a growing trend for the direct marketing of locally grown food products. As the demand for local food products increases, so does the interest in growing and producing a variety of agricultural products for these markets. Throughout the past five years, Extension Educators in northeast Ohio have received numerous requests for consultations from small land owners on how they can raise agricultural commodities to capitalize on the local foods movement. To help new and existing farmers find ways to diversify their agricultural production, the OSU Extension offices in Northeast Ohio collaborated to develop the Northeast Ohio New & Small Farm College. This presentation will describe the Educators' efforts in developing this program. The team designed curriculum and taught six

small farmer colleges to help farm families increase their profits from their small acreage. Course topics included business planning, enterprise selection, marketing and agricultural resources. Two-hundred-six individuals owning 5,736 acres participated in the colleges and 235 participated in two targeted one-day production schools. Only 26% of the attendees in the colleges reported they currently direct market agricultural products. Of the respondents who do not currently direct market products, 80% indicated they planned to in the future. Sixty-three percent indicated they had a plan in mind for their farm business. Forty-three percent had not previously enrolled in an OSU Extension program and 100% indicated they would enroll in future Extension programs.

BALANCE SHEET/BUDGETING CLINICS

Kauppila, D.M.¹

¹Agriculture & Farm Business Management Specialist, University Of Vermont Extension, St. Johnsbury, VT, 05819

Most farmers are in business because they like to produce, not because they like financial paperwork. Lenders require farmers to have a current balance sheet, operating statement, and cash flow budget. In 1998, I began Balance Sheet/Budgeting Clinics to work with farmers one-on-one to create financial statements, both to satisfy their lenders, and to help them better understand their finances. Since 1998, I have worked with 216 people from 165 farms in these clinics. Some farmers have come every year, some have attended just once. Many arrive with questions that they want to discuss: expansions, new investments, how to cut costs, refinancing, exiting, farm transfers... In 2009, I worked with 20 people from 10 farms. We created 9 budgets, 3 balance sheets, and I discussed issues with 2 farmers. All who completed the evaluation said they understood their finances better. Six used the financial statements from last year with a family member, 5 used them with their lender, 5 made changes on their farms after working with me. Comments included: "this is one of the best things we do each year; helps us to see the overall picture; changed my goals; yearly projections helpful with any decisions that need to be made; discussed it with my husband."

DETERMINING IF ACRE IS A BETTER DEAL COMPARED TO DCP

Bruynis, C. L.¹

¹Extension Educator & County Extension Director, Ohio State University Extension, Upper Sandusky, OH, 43351

Unlike previous legislation, the 2008 Farm Bill contained provisions that allowed producers to choose the risk management option for their farm. Producers could choose between the traditional Direct and Counter-cyclical Program (DCP) or the Average Crop Revenue Election (ACRE) program. Both programs are complex, difficult for producers to fully comprehend, and required producers to make price and yield predictions for future years to determine the best option.

The strategy to assist producers in making the ACRE decision was a combination of curriculum development, teaching, and consultation. If producers were going to make an educated decision on which program was best for their operations, they needed to fully understand both the DCP and ACRE program components. Programs were conducted, reaching more than 1500 producer and industry leaders, which clearly explained the mechanics of both programs. Program participants were asked to make assumptions about prices and yields for the upcoming year. The anticipated farm program payments for each provision were then estimated for a range of price and yield scenarios relevant to the area were included, allowing participants to grasp how the Farm Bill decision might affect their farm.

Additionally, information on the ACRE decision was published regularly explaining expected program payment levels as yield and price data became known for the 2009 crops. Information on the 2009 ACRE decision outcome assists producers in making the 2010 ACRE decision. Farmers also scheduled consultations with OSU Extension Educators to discuss which Farm Bill program choice is best for their farm.

DELIVERING FARM MANAGEMENT EDUCATION WITH A REDUCED EXTENSION WORKFORCE

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¹Extension Educator & County Extension Director, Ohio State University Extension, Upper Sandusky, OH, 43351

²Assistant Professor, The Ohio State University, Jefferson, OH, 44047

During the past decade, the number of state and regional farm management Extension specialists in Ohio has declined drastically until in 2008 there were none left. The farm management education void created by the loss of regional and state specialists has been embraced by the Ohio Ag Manager Team which is composed primarily of county based Extension Educators. There have been multiple strategies that have been adopted by the team to meet clientele education demand. One strategy was to develop an Electronic Newsletter where current farm management information written by team members is available to subscribers. This newsletter has been published for five years and the team is in the process of adding blogs and social media capabilities to enhance the newsletter. A second strategy was for each team member to select a farm management specialization. Each team member provides leadership to curriculum development, research, and publishing information in their area of specialization. Examples of specialization include transition planning, farm policy/farm bill, estate planning, grain marketing, Annie's project and farm labor. Team members also teach at a variety of OSU Extension and industry meetings presenting on topics in their area of specialization. As a result of this approach, these county based educators are becoming recognized by their peer and industry leaders not only in Ohio, but across the country. Learn how this model of delivering farm management education can be

replicated in other state Extension organizations facing reduced state and regional specialists.

SHAREMILKING AGREEMENTS PROVIDE ENTRY INTO DAIRY INDUSTRY

Prewitt, W.¹

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Missouri has gained national attention as grazing dairies have increased in number and size. This increase has led to young people expressing interest in returning to or joining the dairy industry. Those wanting to start a new dairy find it difficult to acquire the necessary financial backing to be successful. The equity necessary to leverage and create a family sized dairy is beyond the reach of many young people. Sharemilking agreements allow new dairy farmers to enter the industry and help dairy owners find and keep motivated workers, because they create a path for future dairy ownership. There are typically two levels of sharemilking, the low level sharemilker is where the sharemilker provides only the necessary labor to harvest the milk which is typically a 20% share of the milk. A high order sharemilker is the 50:50 agreement, where the sharemilker provides the cattle, equipment, labor and management for the farm. It gives an incentive to older dairymen to reinvest in their facilities knowing the dairying business can continue generating returns as their move toward and after retirement. The sharemilking educational effort include papers, PowerPoint presentations, case studies and spreadsheets designed to assist in the development of sharemilking agreements. There are currently three sharemilking agreements in place representing 1500 grazing dairy cows in Southern Missouri. As the dairy industry continues to attract young people, sharemilking agreements will allow our grazing dairy industry to expand by creating jobs at the dairies and milk processing plants.

DAIRY LGM, NOT JUST ANOTHER INSURANCE GAME

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Dairy LGM, Not just another insurance program, or is it? Innovative educational ways to include Dairy LGM Milk Insurance in a crop, grazing or dairy meetings. In 2009-10, USDA -Risk Management Agency (RMA) provided some new Dairy LGM insurance opportunities. We will summarize the experiences of PA Extension agents who included this in their workshops and the experiences of the Pa. I will show and demonstrate some Dairy Group meetings that we used to show this program along with the experience of using this insurance program with the PSU University Dairy Herd.

AGRONOMY AND PEST MANAGEMENT

UNDERSTANDING THE “ROOT” CAUSE OF SOIL COMPACTION

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Farmers vertically till subsoil to reduce soil compaction and increase farmer yields. Tillage temporarily reduces soil compaction but heavy equipment, rain, and gravity compact the soil again. Soil compaction has a biological component. Long-term continuous no-till plus a cover crop reduce soil compaction five ways. Organic residues on the soil surface reduces soil oxygen and cushions soil from heavy equipment. Plant roots create macropores for soil air and water movement. Residual organic soil residues (plants, roots, microbes) are less dense (0.6 g/cm³) than soil particles (1.45 g/cm³). Microaggregate soil particles (clay, silt, particulate organic matter) are held together by the stable humus fraction which are dense and resistant to decomposition. Macroaggregates form by combining microaggregates with root exudates and glycoproteins (polysaccharides and glomalin formed from plants sugars and mycorrhizal fungus). Polysaccharides and glomalin are active soil organic matter (SOM) which stabilize and improve soil structure, however; active SOM is also consumed by bacteria so it needs to be continually reproduced. Macroaggregate soil formation reduces soil compaction. Tillage and subsoiling increases the soil oxygen content and oxidizes active SOM resulting in decreased macroaggregates, poor soil structure and denser soils (soil compaction). In a typical conventional corn-soybean rotation, active roots are present only 32% of the calendar year. New research shows that soil compaction is related to the amount of living active roots. Agricultural systems that have more live roots (hay, pasture, no-till plus cover crop systems) have less soil compaction. A goal is to have a living growing crop year-round.

IMPORTANCE OF PROPER CHECK TREATMENTS IN APPLIED AGRONOMIC RESEARCH

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Applied research should be designed to address a specific question or need for local producers. The results of the research should be shared in education programs. Credibility of the research becomes critical since producers may adopt practices suggested by the results. Thus it is imperative that the experimental design include proper check treatments and that result interpretation be sound for reasonable conclusions. The objective of this presentation is to show the importance of proper check treatments from an actual applied wheat experiment and how they prevented a potentially wrong conclusion. This study compared various nitrogen treatments at two application times. Results conflicted with previous research and university recommendations. However, the checks explained why the results were different and that current university recommendations were still applicable. The results did show that unusual weather may be a cause for a different management approach but only because the proper check treatments were in place. The

proper checks justified a modification to be made in management practices presented at educational meetings and written in state agronomic newsletters without changing the primary university recommendation.

INITIAL EVALUATION OF SOME NON-CONVENTIONAL PRODUCTS ON SOYBEAN GROWTH AND YIELDS

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During the past three years, a number of non-conventional products have been evaluated using replicated large strip trials to ascertain their effects on soybean growth, pod set, yields and other related factors. Foliar products have included Primer, BioForge™, CoMo™, Goemar® BM86, Nutriplant® AG, ProAct™, Aminofol® Maximize, and STO 4.33. Seed treatments have included BioForge™, Trilex® + Gaucho®, and Nutriplant® SD. Treatments from a single application of foliar products have usually resulted in less than one bushel/acre increase in yield. Seed applied treatments have resulted in a range of yields from no differences up to 2 bushels/acre. Some treatments have significantly increased pods/plant set at certain nodes as well as for whole plant, but yield increases did not always correlate with pod increases thought due to low fertility levels and/or plant compensation over time. Most foliar treatments did increase residual soil nitrate levels when applied to soybeans under stress. A single CoMo™ application significantly increased soil nitrates when sampled post harvest by 4.7 ppm.

CROP ROTATION, TILLAGE, AND DRAINAGE EFFECT ON GRAIN PRODUCTION

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Most of northwest Ohio was converted from swamp land into productive farmland by the installation of drainage systems. Even with good drainage, growing corn and soybeans is a challenge for conservation tillage systems. Some of the earliest no-till research in the country began on this Hoytville silty clay loam (tile drained) in the 1960s and that work continues. Since 1984 research has been conducted on the plots we will continue to use to evaluate the effects of drainage, rotation, and tillage on corn and soybean yield. Since 1998, the plots with subsurface drainage have yielded 10 bu/acre more soybeans and almost 50 bu/acre more corn than plots with only surface drainage. Corn in rotation with soybeans averaged 20 bu/acre more than continuous corn. Soybeans in rotation with corn averaged 2 bu/acre more than continuous soybeans. For corn in rotation on drained plots, the three tillage systems (no-till, strip-till, and chisel plow) averaged about the same, but for continuous corn no-till averaged 15 bu/acre less than chisel plow. On the plots without tile drainage, no-till and strip-till corn after soybeans averaged 20 bu/acre more than chisel plow. For continuous corn on these plots, no-till and chisel plow averaged about the same. Crop productivity can be increased on this silty clay loam soil by installing subsurface drainage, using crop rotation, and no-till.

IPM SCHOOL FOR AGRONOMY PROFESSIONALS: DESIGNING AN EXPERIENTIAL EDUCATION MODEL FOR PROFESSIONAL TRAINING

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In the summer of 2009 a team of Agronomy Educators and Agronomy Specialists of the South Dakota Cooperative Extension Service presented an advanced training program for Integrated Pest Management (IPM). The primary challenge was the task of attracting attendance to a new program in the state. Targeted participants were Certified Crop Advisors, Crop Consultants, Extension Educators, and agronomy trained industry representatives. Sponsoring partnerships were secured and scheduling proceeded. Planning for the school began with a series of planning meetings to discuss training topics, educational materials, facilities, and program management. Appropriate presenters were recruited from the Extension Specialists and Educators. The Action Team was organized, coordinators were designated, and individuals were assigned to specific tasks. The IPM School attracted a workable limit of attendees, left a positive account balance, and received encouraging evaluations. This professional improvement presentation will discuss the objectives and goals that provided the strategies to accomplish the program success. It will present three topics: 1. Designing an inaugural training program; 2. Building relationships between Extension and Industry; 3. Exploring the principles of Experiential Learning in adult education.

REDUCING PHOSPHORUS RUNOFF FROM SMALL LIVESTOCK FARMS INTO MISSISQUOI BAY

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Runoff from crop fields that receive manure and fertilizer contributes to elevated phosphorus (P) levels found in Missisquoi bay of Lake Champlain. Excess P promotes vegetation growth and algae blooms in fresh water and impairs water quality. The objective of the project was to reduce P loss from 30 farms in the Missisquoi watershed through voluntary development and implementation of a Nutrient Management Plan (NMP) based on the USDA-NRCS 590 Nutrient Management standard. The project was a public-sector/private-industry collaboration between UVM Extension and Bourdeaus' & Bushey Inc., funded through a US federal appropriation to the International Joint Commission (IJC), US Section and implemented by the New England Interstate Water Pollution Control Commission (NEIWPC) and Lake Champlain Basin Program (LCBP). Reductions in P loss were evaluated by the change in Phosphorus Index (P Index) scores for 385 crop fields encompassing 4,286 acres on 30 farms from 2007 to 2008. The average Total P Index score across all farms decreased by 8% from 54.6 in 2007 to 50.3 in 2008. The Sediment Bound P Index score decreased 10% from 17.0 to 15.3, while the Dissolved P Index score was reduced 7% from 37.6 to 34.9. Adoption of farm practices prescribed in a whole-farm Nutrient Management Plan reduced the amount of P that was transported into Missisquoi Bay from agricultural non-point sources.

CONTROL OF GRAPE COLASPIS AND RICE WATER WEEVIL BY SELECTED SEED TREATMENTS IN ARKANSAS RICE

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With the loss of Icon Seed treatment for use in rice, farmers have had few options for control of two of the major pests in Arkansas rice culture. It has been a struggle for rice producers in Poinsett County and surrounding areas to deal with grape colaspis and rice water weevil. Grape colaspis is especially detrimental to rice seedlings and causes stand loss especially under adverse environmental conditions. The larvae stage of these insects feed on the plants causing root pruning and girdling resulting in plant death. In conjunction with the Extension Entomologist a protocol was developed for on-farm testing to evaluate the efficacy of three new seed treatments aimed at controlling these two pests. Replicated trials were established in grower fields in Poinsett County during the 2008 and 2009 growing seasons. These fields had a history of reduced stands and yield loss caused by these pests. The three seed treatments evaluated were Dermacor, Cruiser and Nipsit Inside. University of Arkansas recommendations for fertility and crop management were utilized in all trials. Control ratings were taken at standardized timings. Results of these studies indicated differences among treatments, including increased stand counts, plant height and enhanced seedling vigor. Core samples indicated a reduction in insect numbers. Yield increases of 8-10 bushels per acre were also common. Further results of these studies will be presented to fellow agents and producers.

USING VERIFICATION STRIPS TO DELINEATE TREATMENT ZONES

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Site-specific management strategies can aid in the management of root-knot and reniform nematodes which can cause significant damage to cotton. Root-knot nematodes are confined to sandier soils while reniform nematodes can live in soils with higher clay content. Location in the field and the species of nematodes present can be obtained from a routine soil sample. Crop rotation with corn for one to two years can help lower reniform nematode populations to manageable levels, but in the case of root-knot nematodes, corn serves as a host crop. Determining the areas of a field where economic returns can be gained from using nematicides is a more complicated process. A multi-state working group has determined that evaluation of fumigation treatments applied as strips across the different soil zones in a field combined with yield monitor data can help differentiate the potential nematicide treatment zones for a field. The use of strip tests and precision agriculture methodology to make site-specific applications of nematicides has proven to show yield gains and economic returns to producers. In these tests when verification strips were used with aerial imagery, USDA soil type, Veris data, yield mapping and multiple year evaluations, a highly accurate evaluation of nematode damage in the Commerce-Bruin-

Robinsonville association was made.

AN ALTERNATIVE PLANTING STRATEGY FOR ESTABLISHING CLOVER IN PASTURES

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Producers in Van Buren County utilize tall fescue as the primary source of cool-season pastures for livestock production. The past two years have been difficult for producers to be able to maintain adequate forage production due to the increase cost of nitrogen fertilizer. The introduction of clover into fescue pastures can reduce nitrogen input while maintaining forage production and lower the negative effects of toxic endophytes. An on-farm research grant funded by Southern SARE was utilized to conduct a study of planting clover into grass-sod comparing two planting strategies which were 1) planting white clover at a rate of 2 lbs/acre (1x rate) over the entire pasture vs. 2) planting clover in strips equal to 25% of the pasture at a rate of 8 lbs/acre (4x rate). Two farms one in Cleburne County AR and one in Van Buren County AR were selected and planted with white clover in late winter of 2007 and 2008 respectively. The farm in Cleburne Co. the fall of 2008 reported a 91% clover stand in the strip-seeded fields compared to 70% clover stand in the solid seeded fields. The Van Buren Co. farm reported in the fall of 2009 a 59% clover stand in the strip-seeded fields and a 99% clover stand in the solid seeded fields. The summers of 2008 and 2009 were exceptional clover years and seemed to have contributed to the success of the solid seeded stand of clover in Van Buren Co. We also reported a savings of no-till drill rental and fuel savings by having to cover 75% less of the field to establish the clover. Overall the strip planting method seem to be a viable practice to save input cost that will allow producers to be successful in establishing clovers.

THE COMPETITIVENESS OF COTTON CULTIVARS AGAINST DP 555 B/R WHEN DOUBLE-CROPPED BEHIND WINTER WHEAT

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The introduction of the cotton variety DP 555 B/R brought with it dramatic improvements in cotton lint yield for farms in Southwest Georgia. The variety contains multiple characteristics which provide a significant yield advantage over competing cotton germplasm. Field studies were conducted in 2008 and 2009 to evaluate the competitiveness of other varieties to DP 555 B/R when planted later than the recommended optimum timing. Competitive varieties from multiple cottonseed companies, as well as DP 555 B/R were compared by planting into burned wheat stubble in 2008, and cut wheat chaff in 2009. The field was watered using center pivot irrigation. Planting rate, weed control, insect control, and defoliation timing were applied equally and consistently with respect to treatment and timing across all varieties. Plots were harvested November 20th, 2008, and December 18, 2009 using conventional spindle harvesting methods, and plot weights taken using a boll-buggy outfitted with electronic scales. Means of yield were taken, and differences were observed with respect to different varieties. Results of this study show that suitable replacement varieties exist to compete with DP 555 B/R after its removal from the marketplace in the 2010. Newly released varieties have been shown outyield the DP 555 B/R by more than 100 pounds of lint per acre.

TEN YEAR SUMMARY OF THE ARKANSAS CORN AND GRAIN SORGHUM RESEARCH VERIFICATION PROGRAM

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The Corn and Grain Sorghum Research Verification Program (CGSRVP) was started in 2000 in Arkansas with the formation of the Arkansas Corn and Grain Sorghum Promotion Board. The CGSRVP is used to demonstrate Extension's research-based recommendations to help corn and grain sorghum growers to produce a profitable, high yielding crop. County Agents find producers in their county to enroll one field in the program and the producer agrees to follow all Extension recommendations on that field. The completion of the 2009 season was the tenth year for the program. In ten years there have been 107 total fields (84 corn and 23 grain sorghum) enrolled in the program. Fields have been enrolled in 43 different counties, with 57 different County Agents and 59 different producers. The ten year average yield for corn in the CGSRVP is 178.1 bu/ac compared to 143.7 bu/ac state average. The ten year average yield for grain sorghum in the CGSRVP is 107.8 bu/ac compared to 82.6 bu/ac state average. The CGSRVP is funded by the Corn and Grain Sorghum Checkoff monies and administered through the Arkansas Corn and Grain Sorghum Promotion Board.

HAY PRODUCTION FIELD DAYS

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The Central Florida Livestock Agents Group (CFLAG) coordinated two hay production field days on ranches in Central Florida in 2008 and 2009. The field days presented topics on herbicide recommendations, demonstrations on sprayer calibration, and techniques for improving quality. Two local tractor companies provided equipment for display and demonstrations. In 2009 operators demonstrated a haylage wrapper, new to most attendees. Having the proper hay equipment saves valuable time during production. The quality and value of hay depends on the equipment not breaking down. The ability to fix equipment quickly increases valuable operating time. The field technician provided invaluable information regarding repairs and operation, enhanc-

ing operational efficiency. On post program surveys, clientele responded that being able to observe different equipment side by side will assist them in future equipment purchasing decisions. 100% of attendees believed they would use topics covered to improve forage quality and production. The field day's brought in new extension clientele and was a great learning and networking event for hay producers. There were approximately 40 attendees at each hayfield day.

MANAGING TOMATO SPOTTED WILT VIRUS IN SOUTHEAST VIRGINIA

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Fresh market tomatoes and bell peppers are two economically important crops in Southeast Virginia. However, diseases commonly associated with these crops, especially tomato spotted wilt virus (TSWV), can significantly reduce yields and ultimately profits. In 2007, a two year study was initiated in Southeast Virginia to improve management of TSWV in tomatoes and peppers. Fourteen varieties of tomato and seven varieties of pepper were evaluated across three locations within SE Virginia. Varieties were evaluated weekly to determine TSWV development and to ascertain horticultural qualities. Results indicate TSWV occurrence is highly variable from year to year depending on thrips populations within a certain location. Tomato spotted wilt virus occurrence in 2008 was much higher than its occurrence in 2009. Likewise, varietal qualities are highly dependent on environmental factors. Conditions in 2008 were extremely hot and dry, while conditions in 2009 were wetter and cooler. Varieties that performed well in 2008 did not perform well in 2009, with the exception of 'Crista'; a round tomato resistant to TSWV. 'Crista' performed very well in both years of the study. 'Boris', a specialty pepper, and Heritage, a bell pepper, each performed well in the pepper study.

CONTROLLING WIREWORMS WITH NEONICOTINOID INSECTICIDES IN WHEAT

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Wireworm (*Limonius* spp.) populations and crop damage have been increasing in both spring and winter wheat (*Triticum aestivum* L.) production across eastern Washington. After nearly 30 years of use, the pesticide Lindane was withdrawn by the Environmental Protection Agency. Today nearly all spring cereal crop acres throughout eastern Washington are treated for wireworm control with neonicotinoid insecticides such as Cruiser® (thiamethoxam) and Gaucho® (imidacloprid) at rates between 0.190-0.315 oz/cwt. A majority of winter wheat acres are also being treated with these insecticides at similar rates. At these rates, the neonicotinoids are toxic to wireworms but at sub-lethal doses, or in other words they repel or provide some seedling protection only. Two on-farm tests (OFT) were initiated in the spring of 2008 to examine wireworm control with higher than recommended neonicotinoid insecticide applications to find a lethal dose that will reduce wireworm populations and improve yield and economic return over costs. Both OFT's are a RCBD with 4 replications and 10 and 15 acres in size. At Dewald's farm Gaucho at 2.0 oz/cwt had a trend for improved yield, economic

return over costs, and reduced wireworm populations and additional research is needed. At Sheffels' farm Cruiser applied at 0.50 and 1.00 oz/cwt has significantly improved yield and economic return over costs compared to applying 0.00 and 0.25 oz/cwt, but has not reduced wireworm populations.

USING IPM TECHNIQUES TO MITIGATE DAMAGE CAUSED BY TOWNSEND'S GROUND SQUIRREL IN IRRIGATED CROP GROUND

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The Townsend Ground Squirrel is a small gray squirrel found in Nevada and Western Utah. It eats grasses and loves alfalfa and other agronomic crops. Hundreds of acres of crop ground in western Beaver County are currently infested. The squirrels are costing farmers over \$100,000 annually. Current control programs such as shooting, flooding, treating with gopher bait and using fumigants are not taking care of the problem. We held two public meetings to educate land owners and explained a new baiting program. The program consists of applying a pre-bait and then bait before the alfalfa greens up. To determine the effectiveness of the prebaiting program we set up a trial where we compared the effects of no baiting, baiting and prebaiting. We selected 12 plots, 3 each in 4 different fields. Each treatment consisted of a plot that was prebaited with oats and then baited with zinc phosphide, baiting without prebaiting, and then a control plot. Each plot was observed each day for 3 days before treatment and 3 days after treatment. Results of the trial showed that the plots that were prebaited and then baited showed 75% control compared to 59% control on the bait only plots and 33% on the control plots.

2009 UTAH SAFFLOWER VARIETY, ROW SPACINGS AND PLANTING RATES TRIAL RESULTS

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Safflower (*Carthamus tinctorius*) is becoming an increasingly popular crop in Utah on irrigated and dryland farms. The first part of the study was to monitor the performance of 18 safflower varieties in comparison to the S-208 variety. Replicated plots were planted on May 7, 2009, in a Timpanogos silt loam soil at the Blue Creek Dryland Research Farm with a site elevation of 5,138 feet. Fertility followed soil test results. Plots were harvested with a small research plot combine on October 22, 2009. Pounds of dry matter (DM) produced per acre, color scores, oil content and gross income were evaluated. Gross income for the varieties ranged from \$253 (1489 lb DM/acre) with Cal/West CW 1221 to \$178 (1049 lb DM/acre) from STI 50. Parts 2 and 3 of the project evaluated safflower planting row spacing and planting rates. The seeding rates and row spacing trials were planted on May 13 in a Millville silt loam soil at the Greenville Irrigated Research Farm and harvested on October 12. Seeding rates were planted in 4 pound increments, ranging from 8 to 36 pounds and the row spacing trial was spaced in 6 inch increments from 6 to 30 inches. The plots were sprinkler irrigated July 2 and 9 for 5.5 hours each day (5 total inches applied). The highest yield came from 6 inch row spacing (3713 lbs). Results from the planting rate trial showed that planting the conventional S-208 variety at 20-24 lbs/

acre yielded the best results with 4200 lbs/acre.

INTERAGENCY COLLABORATION TO ADDRESS 2008/2009 GRASSHOPPER INFESTATION IN NE OREGON

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During the summers of 2008 and 2009 NE Oregon was stricken by an infestation of grasshoppers. Specifically *Camnula pellucida*, or clear winged grasshoppers, which are a native species usually found at minimal populations in rangeland areas. Research by the Government of British Columbia Pest Management Ministry has reported that 12 to 24 grasshoppers per square yard in pasture eat as much forage as one cow per acre. Furthermore Oregon Department of Ag and USDA APHIS have set a minimal threshold of 8 grasshoppers per square yard as being of economic impact. The amount of damage or crop loss is directly related to the number of grasshoppers present. On September 8, 2008 ODA Entomologist reported that in Baker County "the grasshopper infestation covered upwards of 733,000 acres with an average concentration of adult grasshoppers of 31 per square yard". Baker County had exceeded the 8 per square yard threshold by nearly 4 times. Extrapolating the Baker County grasshopper counts into pounds of forage damage would equate to 21,041 tons of forage loss due to grasshopper damage. Due to educational efforts by OSU Extension, ODA, and USDA APHIS, as well as chemical control cost share, the fall 2009 infested acres report was listed at less than 30,000 acres in Baker County. The reduction in grasshopper populations in NE Oregon would not have been possible without the collaborative educational and cost share programs provided by the State and Federal partners.

RUSSIAN OLIVE CONTROL: HERBICIDE APPLICATION TIMING AND METHODS

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This field study is an extension of an earlier study on chemicals and application rates for control of Russian Olive (*Eleagnus angustifolia*). This study was undertaken to determine the effectiveness of chemical applications on Russian Olive throughout the year. Roundup (41% glyphosate), and 2,4-D (47.3% 2,4-Dichlorophenoxyacetic Acid) were applied, undiluted, using the frill cut method at a rate of 1 cc per inch of trunk diameter to single and multi-stemmed trees. The chemicals were applied to three different trees each month from November, 2006 through September, 2007. The results were compared against the control for the same chemicals achieved in a study conducted in October, 2005. As a general rule, the results with 2,4-D during the months of May, June, July, and September were comparable with the October 2005 treatment. For Roundup the results during the months of January, May, June, July, August, and September were exceptionally good. This study suggests that control with chemical application by the frill cut method on Russian Olive is best May through October.

AG ISSUES & PUBLIC RELATIONS

BUILDING BRIDGES OVER TROUBLED WATERS

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The current economy provides a great number of challenges for agents and department heads. Throughout my 21 years in Cooperative Extension, I have had to take a pro-active approach in finding sources of funding and building partnerships. A critical component of any successful Extension program is the depth and quality of friendships and partnerships established. Decision makers need to know the face and personality behind each Extension position, as well as the importance of the programs and services provided. Although individual Extension programs have their own unique challenges, common ground can be found to help you build a bridge over your troubled waters. I will share some of my techniques for building bridges to partnerships that led to the establishment of our Middlesex County EARTH Center. I serve as the Director of the EARTH Center and the County Extension Department Head. The center is located in the middle of a 400 acre county park where our Middlesex County Extension TEAM have established over 15 acres in demonstration gardens and research.

IMPACT OF CHANGING POTATO PRODUCTION SYSTEMS IN MARYLAND

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Potato production in Maryland is concentrated at the Eastern Shore of the Delmarva Peninsula. In late 90's Maryland produced about 5000 acres of potatoes combining many small parcels of potato acreage spreading all across the state. The acreage has decreased over time until two years ago. The current potato acreage is situated around Dorchester County where irrigated sandy loam soils provide ideal mid-Atlantic growing conditions for potato production. The present production system is a more organized and a uniform program catering the needs specifically for the industry. Maryland provides a unique spring shipping window for chip processing since the crop will be harvested during July and completes harvest usually by first week of August. 80% of Maryland grown potatoes are grown for chipping and rest is table stock. Maryland's close proximity to the population centers like Washington DC, Baltimore, Richmond and Philadelphia will further strengthen its position in the area potato market. The increasing potato acreage gave growers an opportunity for diversification and at the same time provided the added value of a cash crop to their operations. More over the dynamics of potato production system has created 10 full time positions and 52 seasonal jobs in Dorchester County in the last 2 years. This presentation will discuss how the University of Maryland Extension is equipping growers to adapt the new changing face of potato production system in Maryland.

THE IMPORTANCE OF LAND CONSERVATION AMONG ELECTED AND APPOINTED COUNTY OFFICIALS

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Land conservation is a way to promote quality of life through integration of community and the natural environment by preserving land and creating and revitalizing neighborhoods. In order to determine the importance of land conservation among elected and appointed county officials in the state of Georgia a survey was conducted on the importance of land conservation and its impact on water quality, personal health, quality of life, economic development, property values and transportation by the Association County Commissioners of Georgia and UGA Cooperative Extension. The survey results indicated that 49% of the respondents thought that land conservation was highly important and 57% thought that land conservation has a strong impact on water quality. The survey also indicated that 36% thought that land conservation has a strong impact on personal health and 54% said land conservation has a strong impact on quality of life. Interestingly enough 89% said that land conservation has a positive impact on economic development in their county. Quotes from the survey were as follows: "We need to protect and conserve agricultural farmland to ensure our ability to provide an adequate and efficient food and energy supply for our nation and "Not enough is being done to ensure a clear dimension of sustainability' via land conservation ... including environmental, historical preservation, zoning, etc." The so what of this survey is that 35.7% of the respondents have less than one year of service, 62.5 were from a rural county and 61.7% was over 55 years of age.

THE NEED FOR DRIP IRRIGATION IN POTATOES IN WESTERN WASHINGTON

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Western Washington's potato industry has become much larger and more complex over the past several decades, increasing from 537 acres in 1968 to 13,250 acres in 2007. As vegetable processors have closed their factories in western Washington, farmers have added small, round and niche potato varieties to maintain a cash crop that will keep the farm economically sustainable. One of the downsides to growing specialty potatoes is that the tuber is made up of approximately 80% water; therefore, even under western Washington's mild marine climate, irrigation is more and more frequently regarded as a crop requirement. As the irrigation requirements increase in Western Washington so does the pressure from Conservation and Environmental organizations to reduce irrigation useage. This presentation will focus on the conflict between various agencies in Western Washington along with two grants he wrote that were funded to potentially resolve the conflict surrounding irrigation in a coastal maritime climate.

REDUCING THE RISK OF BIOCONTAMINATION IN THE PRODUCTION LEAFY GREENS THROUGH PUBLIC OUTREACH, AWARENESS AND EDUCATION

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The 2006 E. coli outbreak in spinach prompted the implementation of unprecedented compliance guidelines, called marketing agreements, to reduce potential sources of contamination in leafy

greens in California and Arizona. To this end, an Arizona Leafy Green Products Shipper Marketing Agreement (AZLGMA) outreach campaign was initiated in Yuma, Arizona to educate and inform area residents about the newly implemented set of production safety safeguards and their critical responsibility within the program. The eight-month educational outreach campaign included a series of 10 public service television announcements (shown on KYMA-NBC, KSWT-CBS, Yuma77 and City73), 10 food safety radio (KTTI-FM, KQSR-FM and KBLU-AM) commercials, a youth oriented fresh produce safety field day, 4 local newspaper (Yuma Sun) articles and 7 general audience presentations. Prior to the AZLGMA outreach campaign, overall awareness of the AZLGMA was negligible with only 10% of local residents and 13% of the annual winter visitor population showing knowledge of the current fresh produce safety guidelines. After the AZLGMA outreach promotion, fresh produce safety awareness improved over 50% and 45% for area residents and winter visitors respectively, while overall confidence in leafy production protocols increased 2-fold. In general, results suggest that adults over the age of 25 years are more responsive to the needs of the industry than area youth. Moreover, educating youth about area agricultural while expanding their cooperation for field-level produce safety mitigation will continue to challenge the leafy green industry and that specific outreach programs which target youth would be beneficial.

EXTENSION PROGRAMS, PERSONNEL ADMINISTRATION, AND COMMUNITY SUPPORT: A COMPARISON BETWEEN FIVE INDIAN RESERVATIONS AND SIX SURROUNDING COUNTIES

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Extension service to counties and states in the United States exhibits a long tradition; communities understand extension's role and sustain it culturally and economically. Historically, extension service on U.S. American Indian reservations has often been erratic. This study's purpose was to discover distinctions between extension in counties and on Indian reservations. The qualitative research project covered 7 site visits on 5 reservations in 6 counties, with 28 interviews of extension agents, specialists, staff, and an administrator. Findings comprised: reservation extension varied from county extension with respect to educational objectives, planning, delivery strategies, evaluation, and volunteerism, with volunteerism exhibiting the greatest variance. These divergences were due to language, educational, cultural, political, and geographical factors, as well as experience with extension. Personnel administration variations were: reservation

agents covered broader program areas than county agents; Indian reservation programs are grant funded, with no chance for formula funded stability nor continuing status as agents. Instructional staff, office space, and computer support may be less on the reservations than in the counties. Although community backing may be adequate for both, Indian reservation extension lacks the stability of long term county relationships. Extension programming on the reservations should use hands-on educational techniques that include topics of cultural relevance to each community, as well as use of concise evaluations and discussions. Partnering with tribal agencies and schools is a better strategy than using volunteers in many reservation situations. Offering stable funding for extension positions on reservations is needed, and enhancing partnerships within extension is advisable.

CROPPING CONNECTIONS AN ALTERNATIVE TO GREEN PEAS

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What do you do as an Extension Educator when the last remaining vegetable processor in your county decides against contracting any vegetables for this growing season? This is exactly the problem that Extension Educator Don McMoran was faced with in October of 2009. Rather than feed into the doom and gloom, Don wrote a grant to investigate the problem and search out alternatives to green pea production. From this grant a workshop was held and 80 growers from the 5 County region had an opportunity to learn more about cropping alternatives and how they can network to save their industry. This workshop included opportunities to provide local dairy farms with high value feed stocks. One hundred and ninety dairy producers were surveyed to determine their feedstock needs and this information will be made available to all who attended the 2010 Cropping Connections Workshop. There will also be a survey completed of all Cropping Connections Workshop attendees in June to determine the outcome of their cropping decisions for the year and the assistance the Cropping Connections Workshop played in their decision.

DROSOPHILA SUZUKII

McMoran, D. ¹

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The *Drosophila Suzukii* vinegar fly was trapped for the first time in Skagit County in August of 2009. This fly has the potential of ruining the the sixteen million dollar berry industry in Skagit County. Agriculture Educator Don McMoran will give a presentation on the life cycle and control measures of the *Drosophila Suzuki* fly. He will also discuss how he was successful in obtaining grant funding from Washington State Berry Commissions to study control measures and begin a trapping program that will give area growers advance warning about this pest. This trapping program will allow area growers to begin control measures and continue growing quality fruit into the future for Skagit County and Washington State.

ANIMAL SCIENCE

FACTORS AFFECTING SHOW-ME-SELECT REPLACEMENT HEIFER VALUES IN NORTHERN MISSOURI

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The Missouri Show-Me-Select Replacement Heifer Program was designed to improve the reproductive efficiency of beef herds in Missouri and increase individual farm income. The program objectives include: 1) a total quality management approach for health and management of heifers from weaning to late gestation; 2) increased marketing opportunities and added value to Missouri raised heifers; and 3) the creation of reliable sources of quality commercial and purebred replacement females. During the past 13 years, over 83,000 heifers have been enrolled in the program. The marketing component of this program has seen over 21,000 of these heifers go through regional sales across the state of Missouri. Over the past 4 years Regional Extension Coordinators have been documenting factors affecting the marketing value of heifers at their respective sale locations. These factors include lot sizes, calving dates, heifer marketing weights and whether bred by natural service or by artificial insemination. Consignors of the Show-Me-Select Replacement Heifer Program are able to use this information with regard to future management decisions. Based on 2009 USDA-NASS data, we currently have 211,000 beef cows in Northwest Missouri; 209,000 beef cows in North Central Missouri; and 124,000 beef cows in Northeast Missouri. Based on these numbers, providing high quality replacement heifers that will be productive over the long haul is essential for the beef industry in Northern Missouri, and Missouri's Show-Me-Select Replacement Heifer Program is a proven place to start.

BEEF BASICS HOME STUDY COURSES

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Beef producers need good research-based information to manage their operations effectively and efficiently so they can remain profitable. Time and expense of traveling to workshops and tours are limitations to many producers. Members of the Beef Basics Home Study Team initiated the home study series in 1993, in a format, so producers can study at their own pace and at a time that is convenient to their own work schedule. The courses include: 1. Beef Cow Basics-Plus – cutting edge information on nutrition, forages, supplements and economics; 2. Beef Basics II – breeding for profitability; 3. Beef Basics IV – beef as a business; 4. Beef Basics V – nutritional strategies for the beef cow herd; 5. Beef Basics VI – optimizing beef cattle production on rangelands; 6. Beef Basics VII – using corn co-products in the beef cow herd. Demand for these courses has been excellent with over 5600 enrollments from more than 40 states and several foreign countries. In a recent survey of producers who took one of the courses in the last four years, thirty-seven percent indicated that the information learned has resulted in a savings of \$11 per head. Increased earnings averaged \$6,843 per operation. Reported savings from the survey respondents on 10,570 head of cattle was \$116,650 per year. The Beef Home Study Team has overall supervision of course materials including writing, reviewing, editing, and grading quizzes. Input from the beef industry is utilized in the development of the research-based curricula.

THE EFFECT OF BODY CONDITION SCORE AND HIP HEIGHT ON BODY WEIGHT OF BEEF COWS

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Feed cost is the largest expense in a beef cow calf enterprise. The efficient use of available feed resources is a key to maintaining a low cost production system. Cow weight is used to determine the allocation of feed resources for a given feeding period. The study evaluated the effect of Body Condition Score (BCS) and Hip Height (HH) on cow weight (CW). Body condition scores and hip heights were recorded on three hundred fourteen beef cows on seven different farms as part of this project. All cattle were off pasture and held in a lot until measurements were recorded. Cattle were not purposefully shrunk to an empty body weight. BCS averaged from 4.8 to 6.1 on the seven farms. HH averaged 47.8 to 52.8 inches and NSBW averaged 1075 to 1356 pounds on the same seven farms. A regression analysis was used to measure the effect of BCS and HH on CW (NCSS 2000). The regression analysis indicates an increase of one BCS was equal to 125 lbs of cow weight (non-shrunk) and an increase of one inch of hip height was equal to 60 lbs. of cow weight (non-shrunk). A regression equation for predicting CW from BCS and HH was created: $CW\ wt = -2672 + 125*BCS + 60*HH$. This information will be useful as producers gain an understanding of how to allocate feed resources during specific times of the year. (We would like to acknowledge the assistance of following individuals in conducting this work: Brandy Brabham, Ed Smolder, Rodney Wallbrown, Brad Smith, Stacey Hamric, Roger Nestor, Daniel Yokum, Larry Campbell, H.R. Scott, Sheryl Jarvis, Brian Sparks, and Bruce Loyd.)

IMPROVING AIR QUALITY AND DAIRY PROFITABILITY THROUGH REDUCED PROTEIN FEEDING

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Research on the amount of ammonia produced daily by dairy cattle has been very limited; however, numerous studies are now being conducted to help answer this question. The level of dietary protein can have an effect on potential ammonia production. It is highly likely that many dairy producers are feeding excess protein in the diet of their lactating cows. Twelve dairy producers from Southwest Pennsylvania agreed to participate in a two year NESARE Air Quality Study to demonstrate that by reducing the feeding of excess protein to lactating dairy cows, farm profitability and sustainability can be improved. TMR (total mixed ration) and milk (bulk tank) samples were taken and analyzed every two months to monitor the crude protein in the diet and MUN (milk urea nitrogen). MUN provides an accurate measure of how much nitrogen is absorbed by the cow but not used for growth or milk protein synthesis. As a result of participating in this project, 75% of the participants either maintained or lowered the crude protein content of their lactating cow rations to 17% or less and 67% of the participants lowered their MUN from 14.7 to 12.0.

NE SARE MORTALITY COMPOST EDUCATION -TRAIN THE TRAINER

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Train the Trainer education program on Mortality Composting. The NE SARE project is a collaborative effort with University of Penn State Cooperative Extension, Maine Cooperative Extension, and Cornell Waste Management Inst.

I will cover our results on this "Train the Trainer" program to generate a larger pool of qualified educators to cover this subject. This program will used face to face meeting and emerging computer technology to educate Extension and NRCS staff on sustainable livestock carcass management.

This collaborative effort trained 55 participants from over 8 states, on how to work with producers to develop and implement a carcass management system for integrated livestock operations. Three initial face to face trainings, Pennsylvania, New York, and New England, were conducted to train the trainer. Using hands on, field experiential learning, Participants received information in the following areas: methodology and bio security, economics, site development, compost feedstock's, recipe development, C:N and moisture balance.

Three additional video teleconferencing meetings were used to address restricted travel budgets for trainers and participants. This set of video teleconferencing meetings permitted the 55 participants to interact with experts in other states.

Results of these programs was collected on Survey Monkey and this data will be discussed as an evaluation collection tool.

ENDOPHYTE-INFECTED TALL FESCUE AND CONTROLLED GRAZING

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Tall fescue (*Lolium arundinaceum*) covers approximately 15 million hectares in the United States. This forage is the most widely adapted forage available in the transition zone which encompasses Tennessee, Kentucky, West Virginia, east to the Virginia Piedmont and western North and South Carolina, west to Arkansas and Missouri, and south to northern Mississippi, Alabama, and Georgia (Thompson et al., 1993). The forage offers ease of establishment, an acceptable nutrient profile, persistence through heavy grazing pressure and drought, and resistance to pests and diseases. However, it has been estimated that 95 percent of tall fescue pastures are infected with an endophyte fungus, *Neotyphodium coenophialum*, which produces alkaloids (Shelby and Dalrymple, 1987). These alkaloids are causative agents in "tall fescue toxicosis," a serious production challenge to the beef industry and estimated to result in \$609 million in lost production annually (Hoveland, 1993). Most alkaloid concentration is in the seedhead, crowns, and basal leaf sheaths. Signs of tall fescue toxicosis include reduced dry matter intake (DMI), weight gain, birth weights, fertility, and milk production. Additional signs include increased respiration rate, excessive salivation, and reduced serum prolactin levels. With a thorough understanding of factors impacting alkaloid production, alkaloid placement in the plant, temperature interaction, and cattle nutritional requirements as related to cow type, producers may use a controlled grazing system to manage tall fescue for maximum nutritional quality and reduced signs of tall fescue toxicosis.

DETERMINING FORAGE AVAILABILITY IN THE PASTURE

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It is important to know forage dry-matter availability in pastures used for livestock production. Determining the amount of material available in the pasture can assist managers in deciding whether forages should be baled or grazed. Using a metal ring with a diameter of 2.33 feet (area = 1/10,000 ac), six forage samples were taken from a four-acre bahiagrass hay field to determine dry-matter availability. Prior to forage removal, average height was recorded at each site. All material within the ring was clipped to a 2-inch stubble. Fresh weights for each sample were recorded to determine percent moisture. Samples were dried using methods described in the EDIS publication SS-AGR-178 "Forage Moisture Testing". Once sample weights were determined, total dry-matter availability was calculated. Forage height for each sample ranged from 7 to 8 inches and dry-matter ranged from 0.7 to 1.4 ounces. Average dry-matter availability was 635 lbs/acre and average

forage height was 7.2 inches. If an average round bale is estimated at 900 lbs (including 15% moisture), this four-acre pasture would yield approximately 3.25 round bales. Under normal hay production, approximately 4 round bales per acre should be harvested. Therefore, based on data collected for this example, this pasture should either be grazed or allowed to continue growing until forage available justifies the costs associated with hay production.

UNDERSTANDING ULTRASOUND CARCASS DATA FOR MARKET STEERS, MARKET HOGS AND LIVESTOCK ULTRASOUND FREQUENTLY ASKED QUESTIONS (FAQ'S)

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Although most 4H and FFA members participating in market steer or hog projects do an exemplary job raising their animals, many do not understand the importance of a high quality carcass or how quality is related to the value of the meat they are producing. Also, most of these participants do not understand ultrasound technology or the process of live carcass evaluation and how this data is used to determine carcass quality. This lack of understanding is evidenced by the number of repetitive questions from participants, their parents and adult leaders during the data collection process. In an effort to provide a basic understanding of carcass quality and value, the following posters were and produced. (1) Livestock Ultrasound FAQ's (3' X 3') answering the following: What is Ultrasound? What is the technician looking for?, etc. (2) The Ideal Steer Carcass (4' X 6') delineating the primary cuts of beef, carcass data indicators and definitions, USDA beef quality grades, USDA beef yield grades and calculations for determining carcass value including images and (3) The Ideal Hog Carcass (4' X 6') picturing the ideal market hog phenotype, pig carcass data indicators with definitions, USDA grade with calculations, muscle score explanation, primary cuts of the pig carcass as well as carcass weight, belly thickness and percent lean explanations with formulas for calculations including images. Placing these posters in prominent locations at exhibit sites has resulted in a better understanding of carcass evaluation and quality as evidenced by a marked reduction of repetitive questions.

JUNIOR LIVESTOCK — 4-H AND FFA STOCKSHOW MANAGEMENT SOFTWARE

Holmgren, L. ¹

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Junior Livestock is a fully integrated and self contained junior stock show management software program designed to facilitate the process of record keeping in 4-H and FFA stock shows. The program manages information such as exhibitor registration, weigh-in, market show classes, fitting and showmanship, building the sale list, auction sales and checking out animals after the sale and writing the exhibitor checks. For the buyers it manages buyers' agreements, accounts receivable, invoices and payments. There are many easy to use reports including exhibitor and buyer reports, class lists, sale lists, animal disposition,

mailing labels, statements, statistics, and more. The software also has networking capabilities. It is an easy to operate and fully integrated program that will provide 4-H and FFA stock show managers with easily accessible and important information at the touch of a key.

ANIMAL HEALTH PRODUCT HANDLING AND MANAGEMENT

Baker, S.¹; Church, J.²; Fife, T.³; Glaze, B.⁴; Gunn, D.⁵; *Jensen, K.S.⁶; Keetch, G.⁷; Nash, S.⁸; Stephanie Etter⁹; Williams, S.¹⁰; Wilson, R.¹¹

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¹⁰Extension Educator, Univeristy of Idaho, Salmon, ID, 83467

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The Code of Federal Regulations states that "biological products shall be protected at all times against improper storage and handling. Completed product shall be kept under refrigeration at 35 to 45°F. (2 to 7°C.) unless the "inherent nature of the product makes storage at a different temperature advisable" (APHIS, 2007). This code further states that biological products shall be considered worthless after the expiration date has passed. Studies completed in several states have identified 25 to 76% of refrigerators used for storage of animal health products are unacceptable due to temperature related issues. This includes being set improperly, temperature variations in the function of the refrigeration unit, variability due to location, poor maintenance of the unit, etc. Such variations lead to incorrect storage conditions for animal health products which may ultimately compromise the effectiveness of the product. Chute-side practices can also affect vaccine efficacy. Ineffective animal health products may affect the quality of beef delivered to the consumer. Animals vaccinated with ineffective products are more likely to become sick and need antibiotic treatment. Stress caused by disease/sickness can reduce carcass quality. Hard data regarding animal health product storage and management should positively influence Idaho cattle producers to improve "on ranch" practices. Improved practices should lead to more effective use of animal health products, result in fewer disease/sickness problems, and improve beef carcass quality.

OREGON CATTLEMAN'S WORKSHOP: WORKING COLLABORATIVELY TO PROVIDE BEEF CATTLE EDUCATIONAL OPPORTUNITIES TO NE OREGON BEEF PRODUCERS

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In order to provide educational opportunities to a larger audience of beef cattle producers in NE Oregon, Oregon State University (OSU) along with an advisory committee composed of local beef

cattle producers and allied industry representatives designed an annual Cattleman's Workshop. This workshop is hosted by OSU and sponsored by various businesses, allied industry and beef cattle organizations across Oregon, the Pacific Northwest and the nation. This program began during the winter of 2005 and has been held annually ever since. Thanks to the financial support of our partners we have been able to secure nationally recognized speakers, rent facilities, and provide lunch and breaks while not charging participants a registration fee. This program has grown from 105 participants in 2005 to 450 participants in 2010, while raising over \$22,768 in support funds. To date we have had over 1,430 participants attend the Cattleman's Workshop. Program topics have included national and international beef supply and demand, Beef Quality Assurance, herd health, heifer development, national market outlook, global perspective on livestock management practices, and animal welfare issues to name a few.

OREGON BIO-SECURITY EDUCATION AND DEMONSTRATION PROGRAM USING BOVINE VIRAL DIARRHEA VIRUS, PERSISTENTLY INFECTED (BVD PI) CATTLE SCREENING AS A MODEL

Mills, R.R.1; *Riggs, B.A.2

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The Oregon biosecurity education and demonstration program using Bovine Viral Diarrhea virus, Persistently Infected (BVD PI) cattle screening as a model to minimize risk of infectious disease and initiate BVD control was introduced to Oregon cattle producers in October 2008. To date we have spoken to cattle producers across the state of Oregon at ten different locations. The program has been highlighted in the Oregon Beef Producer Magazine and various other periodicals. We have reached out to our clientele via written, web, and spoken education. To date 900 producers have either attended a seminar or a trade show in which Oregon Biosecurity/BVD Control Program was highlighted. More than 300 producers have actively collected our written research and educational materials and 9,000 people have been exposed to the program via popular media. To date 11,096 hd of cattle have been enrolled in the OSU Biosecurity/BVD program representing 41 ranches located in 18 counties (50% of Oregon counties). Of which, 9,611 animals have completed BVD PI screening from 38 ranches. These preliminary results indicate the prevalence of BVD PI in Oregon is 0.06% of all cattle. Data suggests the prevalence of BVD PI among all cattle is lower than the reported national prevalence (0.13-2.0%). However, data also indicates there are more ranches (10.5%) in Oregon that have at least one animal test positive for BVD PI than the national rate (4%). The preliminary data does not adequately represent the geographical distribution of the cattle population or ranches in Oregon and therefore further BVD PI screening needs to be conducted.

EARLY CAREER DEVELOPMENT

EXTENSION AGENT AS PERFORMER

Young, L. 1

1. County Extension Director, Penn State Cooperative Extension, Washington County, Washington, PA, 15301

As Extension agents we routinely give presentations to audiences, act as moderators and facilitators at meetings, make pitches to funders, appear on radio, and communicate to groups in diverse settings. Often our training in public speaking, if we ever got any, emphasized a formal and academic style that may not fully engage our audiences. Extension agents rarely think of themselves as performers, but effective presenters do use performance skills to connect with their audiences so that their message is heard. In this session I will share performance lessons I have learned through a semi-serious acoustic music hobby, and how they have made me a more effective Extension agent. These include stage-tested ways to find your own voice, make the material work for you, and sincerely connect with the audience. Musical talent is not a pre-requisite for session participation; however, you may leave being more in touch with your inner rock star.

E-NOUNCEMENTS: INCREASING ATTENDANCE AT PROGRAMS

Jarvis, B. J.1; Palmer, D.K.2

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2. Extension Agent II, Hillsborough Extension Service, Seffner, FL, 33668

Since joining Extension, educators relied on local newspapers placing free public service advertisements in order to get the word out about upcoming seminars, demonstrations, and workshops. However, in the last decade the print media has been shrinking dramatically in the number of newspapers on the streets as well as the amount of content in each publication. Therefore Extension educators can not rely on newspapers to bring in the crowds. So how does an agent inform citizens, growers and other stakeholders of their programs? Discover two quick low-tech marketing tools that an agent in any state can use to help fill the room without relying on print media.

TEN WAYS TO BE A SUCCESSFUL "NEW" COUNTY AGENT

Sanders, S. 1

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Often times, a person comes straight out of college into the workforce. The nervousness and downright fear that accompanies this change can be overwhelming. In many situations, the agent moves to another area and leaves his/her comfort zone and is expected to adapt to the move quickly. This presentation is designed to help new agents or veteran agents who have moved to new counties recently. After eleven years and three moves as a county agent, adaptation became a priority. All three counties demanded different priorities. Whether, it was "the need to fit in" or the need to "hit the ground running on farm and home visits" or just the fact that there was a need for a warm body to be in the office for walk-in clientele, each county required me to become adaptable. The seminar is designed to help agents learn techniques that will help them in a variety of situations. Adoption of these basic principles will allow agents to gain control of their lives at the office and still have some sanity when the workday is over! Participants will develop insights into strategies to have more energy, be more relaxed, and get a lot more accomplished with much less effort. Participants will also learn to make the best of their situation until another opportunity comes by.

The presenter will use a Power Point presentation to illustrate the

tools and techniques needed to implement the changes you need to become more efficient and better organized. A copy of the Power Point presentation will be provided to each participant. Take-home materials to help you adopt the new skills revealed in the presentation will be included for each participant.

HORTICULTURE & TURFGRASS

USING INTERACTIVE TELEVISION AND WEB-CONFERENCING SOFTWARE TO TEACH MASTER GARDENER CLASSES

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Increasing costs and decreasing travel budgets are limiting the amount of support that state specialists based on campus can give to local Master Gardener classes for live instruction. This gives local Master Gardener coordinators two options: Teach all the classes themselves, or go to Internet-based technology to use other faculty who can teach topics in their specialty.

Starting in 2007, the two Horticulture Specialists in Missouri's Northwest Extension Region decided to use Internet-based technology to coordinate multiple Master Gardener training sites. Many of these sites were located in counties with low populations. By using Internet technology, we could support small class sizes in counties that otherwise could not justify a regular class with live presentations.

The first two years used interactive television. While this worked well, it eliminated potential training sites that did not have this technology. The third year, we added web-conferencing software. This worked so well that we decided in the fourth year to eliminate interactive television.

This presentation will explore the use of these technologies, including positive and negative factors. If an Internet connection is available during the actual presentation, we will demonstrate the use of web-conferencing software by contacting an off-site Horticulture Specialist who can give a short PowerPoint presentation as part of the program.

MASTER GARDENER PROGRAM - SUCCESSES AND LESSONS LEARNED FROM TWO DIFFERENT COUNTIES IN OHIO

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Master gardener program can be a wonderful trained volunteer program. Master gardener interns and certified master gardeners can help extension agents/educators ask many questions from homeowners and gardeners. They can also conduct community outreach programs for the Extension Service. Master gardener volunteers can make us look really good. At the same time, the daily management of this program can consume a lot of time. Volunteer retention can be a big challenge. I have coordinated

master gardener programs in two different counties in Ohio. In Clermont County, I started the program in 1995 and have trained many volunteers over the years. In 2006, I transferred to Delaware County and took over an existing program. Things that worked for me are interviewing master gardener applicants, offering a \$50 rebate for master gardeners interns after they complete their 50 hours of training, forming an association, keeping a high profile in the community, injecting new ideas when necessary, and giving master gardeners more ownership of the program. The master gardener program in Delaware County has about 95 members while the program in Clermont County had about 50. How big is big enough? Should the training be offered in evenings or weekends? This session will be more of a sharing session. Hopefully, others will bring good ideas and share lessons learned.

HORTICULTURE HOTLINE DESIGNED FOR SMALL MASTER GARDENER PROGRAMS

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The Horticulture Hotline is a key component for many county Master Gardener Programs. These services may be a challenge for small organizations because of the number of volunteers available and often, the Agriculture Educator is also the Coordinator balancing this responsibility with many other demands, such as livestock and field crop issues. Problems may arise because calls occur when there is a question and not when Master Gardeners are operating the Hot Line phone. In addition, searching for information and tracking calls may require computer skills unfamiliar to many Master Gardeners who are seniors. The objective of this presentation is to share how one county overcame these challenges with a modified hotline program called the Master Gardener Resource Line. This program relies on an answering system to capture the request, easy to use forms to follow progress to a response, computer setup to readily find university information, and a filing system where previous activities may be reviewed. The system has enabled Master Gardeners to be efficient and still provide answers in a reasonable time. The tracking system allows the Coordinator to quickly see the status of requests and be alerted to frustrating situations. The mix of paper forms and electronic system has provided a comfort zone for those adapting to new technology. Master Gardeners now look forward to the Resource Line as a learning experience as well as an opportunity to provide a service to their community. The Resource Line receives about 100 requests for horticulture information each year.

"IT'S MY FIRST YARD . . . WHAT DO I DO?????"

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"It's My First Yard . . . What Do I Do?????": Yard and Gardening for Beginners is a successful Master Gardener-led program that grew out of a need to provide basic horticulture information to Habitat for Humanity partner families. A local Master Gardener project was helping Habitat families install simple yard and landscaped areas for their newly constructed homes. Upon requests for information about care and maintenance of these new "first yards", Master Gardeners developed a one-day class that not only provided basic horticulture information but also was

approved for community service hours required by Habitat.

The program started with four basic goals: 1) provide a quality basic horticulture program for local citizens, especially for Habitat families, that was free or little cost to the participants; 2) solicit local sponsors to offset the cost and gain community support; 3) have Master Gardeners teach the workshop components; and 4) remain flexible to respond to participant feedback and community needs.

Now in its fourth year, "My First Yard" class has grown to be a popular community event, attracting 70 participants in its latest spring workshop. Presentations are made by trained Master Gardeners on basic home landscaping; understanding soils; lawn care and mowing; lawnmower maintenance; choosing the right plant mix; planting and watering plants; edging and mulching; choosing the right plant mix; and understanding plant tags. Most presentations used visual aids such as slides or physical materials. Each participant received 3-ring divided notebooks with Extension publications or other materials on each subject for reference.

Evaluation forms returned valuable feedback and encouragement for continuing and expanding this program. A fall workshop has been added to instruct participants how to put their yards and gardens "to bed" for the winter. Interested workshop participants have also been encouraged to sign up for the 13-week Master Gardener training course offered each fall. The workshop received second-place recognition in the workshop category in the Search for Excellence award program at the 2009 International Master Gardener Conference.

REACHING NEW GARDENERS THROUGH BLOGGING

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2009 showed an increase in home vegetable and fruit gardening which required new programming efforts for Sedgwick County Extension Horticulture. These new gardeners were challenging because they were predominately younger than our average customer, and many were unfamiliar with Extension. Traditionally, the Demonstration Garden, planned and maintained by Extension Master Gardeners, is a great resource for new gardeners to learn techniques that work in Kansas. However, many new or young gardeners do not have the time to visit the garden. In order to reach the young, technologically connected, new gardeners, I started a blog that follows everything we do in the Demonstration Garden (<http://thedomogardenblog.wordpress.com>). The goal is to use non-technical, conversational writing and lots of pictures to show new gardeners what is going on in the garden. Throughout the growing season I post new content 4 to 5 times each week, use pictures to document growth and showcase techniques, discuss common problems, and share simple recipes that use in-season garden produce. The blog walks alongside new urban gardeners to help them grow their own food, save money, and eat more locally. There were over 8,000 hits on the blog during the first year, which does not include readers that subscribed to the blog via RSS feed. The blog continues to gain followers and build community. My experience with the Demo Garden Blog has encouraged other departments and programs in our office to start using social media for other educational efforts.

GARDEN N' GROW TEACHES YOUTH IMPORTANT LIFE LESSONS

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Garden N' Grow is a youth garden program for children ages 9-13, and is designed to provide a summer activity where they can be involved with others in a relaxed, outdoor atmosphere without classroom walls and with plenty of hands-on activities. In the past nine years, over 110 youth have completed the program. The goals of the program are to teach youth that gardening can be fun and rewarding, and it gives the youth a feeling of success. Youth learn how to properly plant, maintain, and harvest a garden, as well as the importance of healthy eating and sharing with others in need. They learn by hands-on experiences where rapid results are achieved with plants, and they can successfully apply knowledge gained. Lessons are taught which cover planting methods, plant biology, insects & diseases, soils and harvesting. The importance of using ecologically sound practices such as organic or natural methods of pest management and the importance of water quality is also taught. Youth also learn the nutritional aspects of eating fresh produce and ways to prepare it which are fun and healthy. Approximately 300-500 pounds of produce is donated to the Salvation Army Food Pantry in Kirksville each year. Past evaluations have indicated that most of the youth continue to garden at home, donate produce, exhibit at county fairs, and eat healthier. Some of the youth joined the 4-H gardening project as of a result, and two youth have indicated that they plan to major in horticulture in college.

STORMWATER MANAGEMENT IN YOUR BACKYARD RAIN GARDEN OUTREACH MANUAL

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"Stormwater Management in Your Backyard: an Extension Initiative for NJ, NY and VA" is rain garden outreach program funded by a USDA NIFA National Water program grant. One of the objectives of the program is to train Master Gardeners and volunteers from community organizations how to teach children and adults about the use of rain gardens to manage stormwater runoff. The program consists of classroom instruction on rain gardens; a "hands-on" demonstration garden installation; and a "Train-the Trainer" workshop. A team of extension professionals from Rutgers, Virginia Tech and Cornell Cooperative Extension developed a manual and CD for extension professionals and volunteers to use as a resource. For youth audiences, the manual includes lesson plans for elementary school grades 1-3 and 4-7. Templates for program publicity; rain garden plant fact sheets and registration are on the CD. Program evaluations and follow-up surveys are included. The manual has publicity, registration forms and fact sheets on rain gardens for adult education programs. A scripted Power Point presentation is included on the accompanying CD rom. Adult program evaluations ask participants to rate their knowledge before and after the program and indicate intended behavior changes. A follow up survey requests

information on behavior changes, such as installing a rain garden. The manual has been piloted with 71 Master Gardeners in NJ, NY and VA. Master Gardeners and Extension staff who participated in the "Train-the Trainer" program used their new skills to give 5 lectures to 267 community members and installed seven community demonstration gardens.

COMMUNITY VEGETABLE GARDENS AS A METHOD FOR NEIGHBORHOOD EDUCATION IN SUSTAINABLE LANDSCAPING PRACTICES

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Rich Mohr and Cara Muscio launched the Sustainable Landscapes Education Program in 2009, building a network of a dozen demonstration sites throughout Ocean County, New Jersey. These sites are owned and managed by a variety of community organizations, including municipal properties, planned adult communities, and faith-based organizations. Over half of these sites have a community vegetable garden as a component of their landscape. The community garden on each of these sites serves multiple functions. It provides low-cost, nutritious food to those in need. It serves as classroom for teaching horticultural best management practices. It offers an opportunity to those in the community who do not have land to garden to engage in this healthy outdoor activity. It provides shared experiences for community members to learn to work together to solve problems, and through this builds beneficial relationships within the community. The network is supported by real and virtual libraries of information provided by Rutgers Cooperative Extension and its local partners. As the program grows, so does the desire to among its participants to support each other and share celebrations at harvest. As on farms throughout our history, these gardens allow members to experience first hand the struggles, successes, and lessons learned in working together to meet the basic need of providing families with healthy food.

MANAGEMENT OF IMPORTANT BLACKBERRY DISEASES IN ARKANSAS

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FSA 7563 is a factsheet publication written to assist in educating homeowner and commercial producers of blackberries in Arkansas.

Blackberries are growing in popularity nationwide thanks to their improved taste and the increasing awareness of their health benefits. With that in mind, a new fact sheet on managing blackberry diseases was developed.

Initial printing costs for the fact sheet were provided through the Delta District Multi - County fund. One thousand copies of the publication were produced and are on hand for Extension personnel to use in the warehouse.

After that the publication will become a "Print on Demand" fact sheet. The publication was written for use by county agents, commercial growers and homeowners and includes several

color photographs to better explain symptoms.

Control recommendations in the fact sheet are referenced to the Cooperative Extension Service website for current recommendations each year.

Many agents have expressed their appreciation for having this resource to use.

This publication helps county agents and growers to make sound management decisions based on symptoms, the disease cycle and control recommendations.

THE RUTGERS MASTER GARDENER PROGRAM: 25 YEARS OF GROWING

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Since 1984, nearly 6,000 New Jersey residents have been trained and certified as Rutgers Master Gardeners. The program has grown substantially over the past 25 years, with approximately 3,000 active Rutgers Master Gardener volunteers in 18 county programs. Annual classes train approximately 360 residents seeking to attain the Rutgers NJAES Master Gardener certification. Native landscapes, community gardening, the Garden Helpline, horticultural therapy and support projects, speaker bureaus, schoolyard gardens and habitats, and public health and safety projects are some examples of outreach efforts supported through this trained volunteer corps. Over the past 25 years, more than 1.3 million hours of service with value of approximately \$21.5 million dollars have been realized through the Rutgers Master Gardener program. Surveys in 2008 (n=763) revealed that these volunteers were previously employed in education (23.3%), medical and health care (21.6%), business and finance (14.5%), office and administrative support (13.2%), and sales (11.7%). A separate program survey in 2009 (n=568) revealed a majority of Rutgers Master Gardener volunteers (61.4%) remained active in their first five years following the class, initial certification, and annual recertification requirements, while only 23.8% remained active from five to ten years post training. The trend continued, with only 4.9% volunteering for ten to fifteen years, and 3.7% remaining active 15-20 years as a Rutgers Master Gardener volunteer. These findings should assist land grant universities delivering the Master Gardener program in reporting outcomes and impact, identifying sources of potential volunteers, and providing resources to support volunteer management.

EXTENSION COLLABORATES WITH BEEKEEPERS TO ADDRESS PRODUCTION ISSUES

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Southeast Georgia beekeepers were hit hard in 2007 by multiple adverse conditions of late freeze, drought and forest fires which reduced bee populations and honey production. Beekeepers discovered there were no disaster programs available for their losses. Lanier/Clinch County Extension Coordinator (CEC) and Clinch County beekeepers took action to address these issues. They reorganized the Southeast Georgia Beekeepers Association, resulting in an increased membership of more than sixty beekeepers representing over 30,000 beehives in six counties.

Collaborators have been instrumental in connecting beekeepers and honey producers with government agencies. They met with representatives from the USDA Farm Service Agency (FSA), and state and national legislators about disaster relief for loss of hives and honey production. Results from these meetings led to new disaster assistance programs for beekeepers in the 2008 USDA Farm Bill. This included 2009 Emergency Assistance for Livestock, Honey Bees and Farm-Raised Fish Program (ELAP) and documenting Colony Collapse Disorder (CCD) for honey bee losses. Lanier/Clinch CEC and members of the Georgia beekeeping industry met with representatives from the Georgia Department of Agriculture to discuss issues regarding the inspection of honey houses. Officers of the Southeast Georgia Beekeepers Association and Lanier/Clinch CEC directed a tour of honey houses and a honey processing plant in Clinch County for the Georgia Department of Agriculture Assistant Commissioner and Food Processing Manager. The Georgia Department of Agriculture, Lanier/Clinch CEC and Southeast Georgia Beekeepers Association conducted a meeting open to the public to review the basic regulatory requirements for honey house inspections. FSA representatives were also on the meeting program to address beekeepers and honey producers on how to apply for bee losses from CCD and honey losses. This meeting attracted a total of 96 beekeepers, presenters and legislative representatives.

A LANDSCAPE MAINTENANCE TRAINING PROGRAM AT THE BAY COUNTY, FLORIDA CORRECTIONAL FACILITY

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The Florida Department of Corrections subcontracts Correctional Corporation of America (CCA), a for profit company, to operate correctional facilities in Florida. The Bay County Correctional Facility, run by CCA, instituted a Landscape Maintenance Program for inmates. The 1000 hour program prepares inmates to enter the landscape maintenance profession. The program has one non degreed horticulture instructor. The instructor asked for assistance from the UF/IFAS Bay County Horticulture Extension Agent to provide assistance in teaching various horticulture subjects to satisfy the Florida Department of Education educational requirements. The inmates receive educational credit from the state for participating in the program. Classes taught by the agent and two Bay County Extension Master Gardeners are: botany and plant science; soils; turf selection, establishment, and maintenance; plant propagation; planting; pruning; pest management; commercial pest control; landscape design; Best Management Practices and ornamentals. The inmates are divided into groups. They create company names for their group. In the landscape phase of the class, the inmates design a landscape with irrigation and then install the landscape in an area on the facility grounds. Students that score 70% and above receive a certificate from the agent. Forty inmates have received training. Pre-test scores were 51% and post scores 72%. When released they are encouraged to contact the agent to report their progress. Two inmates have been released from the facility and are currently

working toward attending the University of Florida to pursue degrees in Horticulture.

INTERNATIONAL HORTICULTURE TRAINING ON LANDSCAPE MAINTENANCE IN GUAYAQUIL, ECUADOR

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Guayaquil is the largest most populous city in Ecuador. City renovations such as expansions of levees, squares, parks, and some districts have turned Guayaquil into a national and international tourist destination. The expansion of green spaces has produced an appetite for new and exotic plant materials, which has created a shortage of trained landscape personnel. Horticultural research and educational training programs are very limited resulting in fewer opportunities for quality landscape training for landscapers and homeowners. Quality training, especially for landscapers, is critical to the economic viability of the horticulture industry. To this end, a two week training program was developed for commercial landscape and nursery workers and for homeowners. A team of two Extension Agents conducted a two week landscape maintenance short course for commercial and homeowner groups. The first week of training targeted the commercial group, n=45, while the second week included the homeowners, n=40. At the end of the programs, at least 30% (n=27) of the participants indicated a better understanding of water issues. As is typical in Latin America, machete pruning was the main method for trimming trees and shrubs. A large part of the hands-on training was devoted to pruning techniques. These hands-on sessions provided an excellent opportunity to emphasize learned techniques and an opportunity to provide additional information that they could use in the trade. End of program survey showed that at least 90% (81) of the participants increased their knowledge and gained new skills for the green industry.

ABIOTIC FACTORS AFFECTING THE SUSTAINABILITY OF THE URBAN FOREST

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In West Central Texas, with an average rainfall of 24 inches, the management and conservation of natural resources becomes an integral component in creating sustainable urban landscapes. The sustainability of the urban forest is especially important because of the many positive attributes it offers including energy conservation, improving aesthetics and increasing property values. Although biotic agents can influence the health of trees, healthy trees can often overcome disease pressure when using sound, cultural management practices. However, more often, landscape management and cultural practices introduce abiotic casual agents, disease complexes and secondary biotic agents which adversely effect the health and sustainability of the urban forest. Cultural management practices such as plant selection,

improper pruning, misapplication of chemicals, mechanical injury, irrigation practices, and soil grade changes resulting in soil compaction, water drainage and subsequent damage to the root structure are factors which have negative consequences. Educating homeowners and landscape industry professionals is an important approach in mitigating the risks and reducing the loss of trees in urban landscapes. Extension Horticulturist Sturdivant, who is also an ISA Certified Arborist, designed educational programming to teach best management practices in the care and sustainability of the urban forest, and in 2009, six separate education programs were conducted with 246 individuals attending. Agent Sturdivant also authored in entirety, three fact sheets addressing proper pruning, management of oak wilt (*Ceratocystis fagacearum*) and diplodia (*Sphaeropsis sapinea*) in Afghan pines (*Pinus eldarica*). More than 2,000 fact sheets have been distributed to homeowners and green industry professionals.

DEVELOPING RAISED GARDENING BEDS FOR THOSE OF VARYING ABILITIES AT A LOCAL COMMUNITY GARDEN

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USE OF SIMPLE DISSECTION METHODS FOR DISEASE DIAGNOSIS IN HONEY BEES

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Honey Bees (*Apis mellifera*) are vitally important to agriculture because they not only produce honey, but are also responsible for much of the pollination of the crops we depend on for food. Recently honey bee populations have been on the decline due to disease and stress. Disease control in honey bees depends on proper diagnosis of the disease. Most beekeepers lack simple dissection skills that would enable them to properly diagnose common honey bee diseases. By using simple dissection methods that can be employed in the field, beekeepers can readily diagnose many honey bee diseases as well as determine the level of infection or infestation. These methods only require simple tools such as a microscope, glass slides, insect pins, forceps, and scissors or a scalpel. Nosema (*Nosema apis*) is a honey bee disease caused by bacteria that invade the bee's gut. It is almost impossible to determine by looking at live bees in the hive, but is easily diagnosed when the hind gut is excised from a number of representative bees. Tracheal mites (*Acarapis woodi*) are parasitic arachnids that invade the breathing tubes or trachea of honey bees. As with other bee diseases it is difficult to determine if a bee has tracheal mites by a casual observation of the intact bee. Bees are rather large insects that also have rather large trachea which can be easily removed and searched for mites. Extension educators will be taught how to dissect honey bees in order to diagnose disease.

CURLY TOP VIRUS OF TOMATO

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Curly Top is a virus disease which causes wilting and death of tomatoes and other vegetables. Incidence of this disease has been reported from Canada and northwestern United States down to Mexico. Losses are high, in fresh market and home grown

tomatoes, primarily in the southwestern United States. Tomato yield reduction is sporadic from 10% to 90% in any given season. Curly Top is an insect vectored virus that is thought to be transmitted by the beet leafhopper, *Circulifer tenellus*. Control with chemical sprays is extremely difficult since the timing of when the beet leafhopper moves into tomato fields and home gardens varies from year to year. Four varieties of tomato have been reported to be resistant to Curly Top, however in our study we identified symptoms and die back in all four varieties. Exclusion of hoppers, by use of row covers as well as "double density planting", has been reported to be successful in keeping disease incidence low. Each of these methods will be reported on as well as their practical application for both home and commercial tomato growers.

EVALUATION OF PREEMERGENCE HERBICIDES FOR GOOSEGRASS (WIREGRASS, SILVER CRABGRASS) CONTROL ON A COMMON BERMUDAGRASS GOLF COURSE

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Goosegrass, (*Eleusine indica*) is a difficult weed to control on golf courses in Hawaii. It grows perennially, produces many seeds, germinates readily and postemergence herbicides are relatively ineffective on older plants. In May 2009, a 3-month preemergence herbicide test was conducted on a common bermudagrass golf course rough with a heavy infestation of old goosegrass plants. The test consisted of 4' x 4' plots arranged in randomized complete blocks with 4 replicates. Goosegrasses were hand weeded then sprayed at 40 gal/acre with a mixture of a preemergence plus the postemergence herbicide Revolver (1.6 pt/a) and Spreader 90 (0.5 pt/100 gal). A granular preemergence was applied with a shaker bottle immediately after spraying with Revolver and Spreader 90. A week later, the postemergence Trimec Plus (1.6 gal/a) and Spreader 90 were sprayed over the plots. Both postemergences were applied to ensure the data was based solely on newly established goosegrass plants. Twelve weeks after treatment (WAT), the preemergence herbicide combination of Pendulum AquaCap (P-AC) (3.2 pt/a)/Tower (1.3 pt/a) was most effective by providing 94.9% control, followed by P-AC (3.2 pt/a)/Tower (2 pt/a) with 93.8% control, Ronstar (6 lb/a, 92.3% control), Barricade (2.3 lb/a, 91.3%), Freehand (200 lb/a, 86.8%), P-AC (3.2 pt/a, 72.2%), Tower (2 pt/a, 57.5%) and lastly by Tower at 1.3 pt/a with 35.0% control. Field days held at 6 and 13 WAT were attended by 47 stakeholders with 35 people partially responding to an evaluation. Thirty-two people said their knowledge had increased by 58.7%. Thirteen individuals will use the information within a month, 6 people within 6 months and 5 plan to use it in the future. The project received an 8.9 rating on its relevancy to their work (1 = not relevant, 10 = extremely relevant). Everyone said the information was useful and to continue these research projects. Attendees were able to obtain recertification credits from the Golf Course Superintendents Association of America and pesticide credits from the Hawaii Department of Agriculture.

CHICKENS IN THE VEGETABLE GARDEN

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Back yard gardening is very popular in central Utah. Most home lots have enough room to accommodate a vegetable garden. A great number of home owners grow vegetables in the garden to supplement family meals. Over the past few years, the cost of commercial fertilizer, herbicides, and insecticides has greatly increased. Also, many home owners desire to reduce or eliminate the use of commercial fertilizers and pesticides. The design of this project is to incorporate poultry into a sustainable back yard garden setting aimed at reducing commercial fertilizer, herbicides and pesticides normally utilized in gardening. Seventy chicks (60 broilers and 10 layers) were brooded and placed into two garden enclosures. Soil nutrient levels of phosphorus and potassium increased inside the enclosures. Percent weed cover and insect numbers were greatly reduced inside the enclosure. Educational programming included a field day and project garden show on a local cable channel.

PROMOTING COMMUNITY DEVELOPMENT BY TRAINING ADVANCED MASTER GARDENERS IN ADMINISTRATIVE SKILLS

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Many smaller Utah communities lack the resources to effectively plant trees, plan and develop parks and beautify neighborhoods. The Advanced Master Gardener Program on Woody Plants had always taught classes and labs on the horticultural practices for growing trees. This class added the specific administrative training and workshops to help participants work with community officials to implement tree care programs in their localities. To help class members improve their communities, the author brought together many contributors to extend limited community expertise and resources. Participants included the Utah Division of Forestry, Fire and State Lands, the Utah Community Forestry Council, the Utah Chapter of the International Society of Arboriculture, Utah State University Extension Service, the University of Utah and Thanksgiving Point Gardens. Individuals from these groups trained Master Gardeners to get involved in public political processes to promote tree planting, tree care and park development. They then approached several communities to set up tree boards and beautification committees. Two Advanced Master Gardener's published a tree book. Other Advanced Master Gardeners helped several communities publish tree guides for local citizens and helped their communities achieved the honor of TreeCity, USA. As a result of this training and the efforts of class members, many mayors and/or city councils increased tree care budgets and promoted community tree care workshops. Political leaders in their communities honored several class participants. Others received special recognition from the Utah Community Forestry Council for their accomplishments and tree planting efforts.

Community gardens offer multiple benefits. Examples include racial and socioeconomic lines often being crossed by participants and improvement in the diets of gardeners. Additionally, the property values in the immediate area of these gardens often increase. Community gardens are frequently a focal point of horticultural education. However, one group that is often overlooked is those with disabilities. To offset this, several

raised gardening beds, designed and built by those with varying abilities, were completed in 2009 by the Utah Conservation Corps (a part of AmeriCorps) to provide gardening space and horticulture education for those with a range of disabilities. Of these, certain beds are accessible to those using wheelchairs or mobility devices while others are designed for use by those who cannot bend easily at the waist. Others, lower in height, are designed for those who best garden in a sitting position. In 2009, several classes teaching adaptive gardening were offered that resulted in over 60 educational contacts. All gardening beds were additionally used by those of varying abilities to produce several hundred pounds of vegetables. More raised beds will be completed in 2010. No fewer than twenty businesses and organizations have been involved in their construction. Future plans call for increased accessibility with development of a hard surfaced walking trail and an innovative, accessible greenhouse. Increased educational opportunities will additionally be offered.

NATURAL RESOURCES/ AQUACULTURE

MAKING A DIFFERENCE WITH GROUNDWATER STEWARDSHIP

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The Michigan Groundwater Stewardship Program (MGSP) has marked its 15th year with completion of over 15,000 Farm*A*Systs, an environmental risk assessment of management practices, structures and site conditions at the farm headquarters. Michigan 'michiganized' Farm*A*Syst and also developed new assessment tools: Small Farm*A*Syst, Livestock*A*Syst and Crop*A*Syst (cropping assessment system which includes risk assessments for field crops, vegetables, fruit, greenhouse production, christmas trees and nursery crops). These tools provide accurate information to the producer about his/her management practices at the farmstead or the production area and how they might be affecting water resources. When higher risk practices are being used, alternative lower risk practices are identified for the site. These tools also point out what is legally required and what the Generally Accepted Management Practices (GAAMPs) are to meet Michigan's Right-to-Farm Act which affords nuisance protection to producers who follow the GAAMPs. Three thousand producers voluntarily have reviewed their cropping pesticide, fertilizer, water use and conservation management practices. The Michigan Groundwater Stewardship Program helped close 8,000 abandoned wells which are direct potential contamination pipelines to the groundwater. The program has also made possible the removal and proper disposal of 1.6 million pounds of unwanted or unuseable pesticides from storage barns, basements, sheds and other risky locations. Farmers have participated in delivering over 700,000 pounds of rinsed pesticide containers to MGSP/ Michigan Association of Business Association's agri-chemical container recycling program thus minimizing the risk of pesticides from improperly rinsed and stored 'empty' containers from entering ground or surface water. Over 29,000 free water screenings for nitrate, nitrite and triazine pesticides have been conducted. Farmers have made over 19,600 risk reductions in just the last five years. Producers completing Farm*A*Syst are eligible for reduced liability insurance premiums.

After attending an educational session to learn about practices for

reducing on-farm legal and environmental risks and lowering risks identified by Farm*A*Syst, Livestock*A*Syst and/or Crop*A*Syst, producers are ready to become Michigan Agriculture Environmental Assurance Program (MAEAP) verified. Three hundred fifty nine farmers have received Farmstead verification, 255 Cropping System verification and 31 have obtained Livestock verification. This program demonstrates that farmers are using environmentally sound practices, helping to foster positive community and neighbor relations. MAEAP verified farms are recognized by signs as outstanding environmental stewardship sites.

RAIN GARDEN TRAINING PROGRAMS: BRINGING NEW OPPORTUNITIES TO PROFESSIONAL LANDSCAPERS

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NJ Administrative Codes for new and existing developments require municipalities to implement best management practices to manage stormwater runoff. Among the recommended practices is the installation of rain gardens. Rain gardens are designed to capture, filter and recharge stormwater runoff to groundwater. These regulations create a new opportunity for professional landscapers to offer a niche service, rain garden installation and maintenance, to commercial and residential clientele. Rutgers Cooperative Extension offers a one and a half day training program for landscape professionals. The program is funded by a USDA NIFA National Water Program grant. Since the program began in 2008, 185 professionals have participated. The first day of the program is classroom instruction on stormwater regulations; rain garden site selection, preparation and maintenance; native plants; design and costs. On the second half day program, the landscape professionals install a community demonstration rain garden. Six community demonstration gardens have been installed. Pre/Post tests, consisting of multiple choice questions are used measure knowledge gained by the participants. Average pre/post scores rose from 40% to 80%. The questions that showed the most improvement in scores pertained to rain garden location, drainage rates, and fertilization practices. To measure changes in attitudes/behavior, participants rated statements on a Likert Scale (1 being strongly disagree to 5, strongly agree) at the beginning and end of the program. The professionals reported a better understanding of costs; correcting drainage problems; and site selection, preparation and maintenance, at the end of the program.

EQUINE BEDDING MATERIALS EFFECT ON PHYSICAL AND CHEMICAL PROPERTIES OF COMPOSTED STALL WASTE

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In recent years new bedding materials have been marketed to the

equine industry. Limited research has been conducted to evaluate how composting impacts the physical and chemical properties of these materials. In 2009, a study was conducted to evaluate the effects that bedding materials have on the physical and chemical properties of composted equine stall waste. Four bedding materials were evaluated including straw, a pelletized straw product, wood shavings and a pelletized wood product. Although not significant (P=.41), numerical differences were observed in final mass. Significant reductions in organic matter were observed in the pelletized straw (P=.003) and the straw bedding (P<.001). Composting resulted in significant reductions in final C:N ratio for all bedding materials with the greatest reductions occurring in the straw bedding materials. Differences were also observed in TKN, total phosphorus and potassium. Bedding materials appear to influence the physical and chemical properties of composted equine stall waste.

GROWING SEAFOOD AND SALAD ON SEDGE ISLAND: A TASTEFUL APPROACH TO NATURAL RESOURCE EDUCATION

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Sedge Island Natural Resource Education Center stands isolated on a small island in Barnegat Bay, New Jersey. Operated by New Jersey's Division of Fish and Wildlife, it has been a host site for environmental stewardship educational partnerships for over ten years. In 2009, Rutgers Cooperative Extension agents Rich Mohr and Cara Muscio combined the talents and experience of their two volunteer programs to (literally) bring horticulture and aquaculture education to the same table out at Sedge. In days gone by, Babe Ruth visited the lodge, hunting ducks and eating chowder. Hundreds of youth and adults each year now learn life lessons in stewardship through overnight educational programs involving direct experiences in clamming, fishing, and coastal gardening. Students learn key lessons in the interaction of people and the coastal ecosystem. While on the island they learn horticultural best management practices such as accurate, minimal watering and fertilizing techniques by helping to maintain the island garden. Fishing and clamming experiences are used to teach the importance of clean water to the health and history of the bay. The benefits of a healthy bay are harvested and served up daily at the lodge. The memorable, multi-sensory experiences help to ensure the lessons learned will stay with students for a lifetime.

REGIONAL WILDLIFE ENHANCEMENT FIELD DAYS IMPROVES WILDLIFE HABITAT AND INCREASES RANCH INCOME

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The Central Florida Livestock Agents Group (CFLAG) coordinated two Regional Wildlife Enhancement Field Days on beef cattle ranches in Central Florida in 2008 and 2009. The field days included establishment of various food plot mixtures grown for demonstration on approximately ten acre sites. Side by side plot mixtures from national seed companies along with local mixes and pure stands of forage crops were available for comparison. During the field days, University of Florida Extension Faculty presented guidelines for successful food plot establishment and conducted a field tour of the demonstration sites. Attendees were able to learn basic soil and plant science concepts needed for successful wildlife food plot establishment. Post program surveys indicated over 80% of the attendees learned concepts they plan to use on their own properties to more effectively develop supplemental food plots to enhance local wildlife populations. These practice adoptions allowed over 120 landowners to earn extra income from wildlife hunting and viewing while also benefiting the local environmental conditions.

EFFECT OF SOIL AMENDMENTS ON SOIL ENZYME ACTIVITIES AND ACTIVE CARBON ON A MANAGED DOUGLAS-FIR FOREST ECOSYSTEM

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Effects of soil amendments on soil enzyme activities and active carbon were examined on a 25-year old forested ecosystem consisting of Douglas-fir (*Pseudotsuga menziesii* [Mirb.] Franco) in Central Western Oregon. Five treatments were developed based on most common forest practices. The treatments were: full soil test recommended rates with weed control, half soil test recommended rates with weed control, full soil test recommended rates without weed control, weed control only, and the control. These recommendations were applied in 2004, 2005, and 2006. Soil samples were collected in 2007 and analyzed for pH, organic matter, three soil enzyme activities, and active carbon (C). Enzyme analyses were β -glucosidase, arylsulfatase, and acid phosphatase. pH range was 5.1 to 5.5 and organic matter was between 5% and 6%. Dunnett's ANOVA indicated significant differences in β -glucosidase from soils receiving full recommendation with weed control versus the control plots. Although control plots resulted in greater numerical values, no other statistically significant differences among the treatments for the measured enzyme activities or active C were noted. Adding soil amendments to forest ecosystems helps boost nutrient content of soils and does not adversely suppress the microbial

community responsible for nutrient cycling in the short term.

DEVELOPING NATURAL RESOURCE EXTENSION VOLUNTEERS THROUGH THE WEED WATCHERS PROGRAM

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Noxious weeds are a growing agricultural and natural resource concern in the western U.S. They decrease crop yields and increase costs of production; decrease biodiversity; clog waterways; and out-compete native plants, reducing wildlife habitat and food. Infestations of just yellow starthistle and knapweeds cause nearly \$1 million in decreased forage production in Eastern Washington alone. There are 140 noxious weeds on Washington State's noxious weed control list, up from 92 species a decade ago. Noxious species are targeted for eradication, containment, prevention, control or public education; another 26 species are being monitored. In 2009, responding to the growing problem and reduced state funding to address it, two Washington State University Extension educators and one county noxious weed control board director developed a program to train volunteers to locate noxious weeds and report their findings to appropriate regulators. This educational opportunity was advertised to the public and targeted audiences such as Audubon groups, native plant societies, backcountry equestrian clubs and others active and interested in natural resource conservation. A SARE grant funded the program. Volunteers received 18 hours of classroom and field training on weed identification, state weed law, resources, agencies and use of GPS and digital photography for reporting purposes. Impacts include self-reported significant knowledge gains by program participants; a successful volunteer-led effort to establish vouchers for free noxious weed disposal in landfills; identification and control of new noxious weed infestations; sharing of information with neighbors with noxious weed problems; and plans to offer the program in three more counties.

SUSTAINABLE AGRICULTURE

BIOLOGICAL RECYCLING OF SOIL NUTRIENTS

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The objective was to compare field decomposition of various cover crops (6 legumes, 4 grasses) residues under no-till conditions using a randomized complete design with 3 replications. A 200 g composite fresh aboveground sample from each replicated plot was taken in 4 nylon mesh bags and placed in close contact with the field soil. Mesh bags were collected from the field every 3 months for four years, weighted, and oven-dried for temporal loss of residues. On average, a significantly greater decomposition of residues was found for winter pea (>89%) and lower decomposition rates for spelt (52%) and Sudan-sorghum grass (46%) residues. Within first 3 months, significantly greater decomposition was found for Clover, winter peas, Cowpeas, Hairy vetch than Ryegrass, coriander, spelt, and Sudan-sorghum grass residues, respectively. However, net difference in residue decomposition between 3 and 6 months was higher for coriander

and clover than spelt and Sudan-sorghum grass. Cowpeas, Hairy vetch, and winter pea residues decomposition were significantly higher than Sudan-sorghum grass. The net difference in residue decomposition between 6 and 9 months was highest for ryegrass and lowest for clover. On average, leguminous cover crops had a faster and higher decomposition rates than grasses used as cover crops. Results suggest that field decomposition of cover crop residues depends on C:N ratios, soil temperature and amount of rainfall. Organic residues with a low C:N ratio (<20) decompose quickly and nutrients are released quickly (4 to 8 weeks) while high C:N ratio (>20) residues decompose slowly and tie up soil N.

SUSTAINABLE AGRICULTURE PROGRAMS INCREASE KNOWLEDGE FOR FARMERS, RANCHERS AND AG EDUCATORS

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A sustainable agriculture conference in eastern Nebraska has provided an opportunity for farmers, prospective entrepreneurs and ag educators to learn about various sustainable agriculture production systems, management strategies and new diversified agricultural enterprises. The conference also builds a network in sustainable agriculture for producers, consumers and supporting organizations. The conference is a collaborative effort of UNL Extension and the Nebraska Sustainable Agriculture Society. About 1000 participants, usually 100-150 annually, have attended this conference from 2003-2010. An evaluation following the 2009 conference indicated participants improved knowledge of 1) Ecological principles and practices; 2) Agriculture and natural resource based entrepreneurship and 3) Alternative agricultural production systems. Responses from a follow-up survey sent to 2008 and 2009 conference participants showed the conference(s) have assisted them in achieving changes in 1) Improved stewardship of natural resources; 2) Incorporation of the holistic management of natural resources and 3) Improved production practices. The success of this conference has led to the initiation of a similar sustainable crop and livestock conference in western Nebraska. The past two years, 2 conferences were held, with approximately 60 participants each year. These conferences addressed issues in sustainable crop and livestock production systems. Over eighty producers and ag educators have attended four diversified agriculture tours held in southeast Nebraska to highlight sustainable farming and ag business enterprises. In 2008 and 2009 twenty-five ag educators participated in two

sustainable agriculture tours throughout Nebraska learning about sustainable and diversified agriculture systems. Two Farm Beginnings® programs were also held emphasizing sustainable agriculture.

CORN PRODUCTION BENEFITS FROM RED CLOVER COVER CROP

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o evaluate the effect of clover cover crop and nitrogen rates on corn production, an experiment was conducted at the Ohio State University Research Farm in Wood County, Ohio. The entries were replicated four times in a randomized complete block design. All systems in this comparison were no-till. Medium red clover was frost seeded in wheat on April 18, 2008. After wheat harvest, clover was allowed to grow until 10-29-08 when Roundup and Clarity herbicides were applied to kill the clover. Corn was planted at the same time in all plots as no-till on 5-12-09. Sidedress nitrogen was applied on 6-16-09 at V6 growth stage. All plots harvested the center two rows. Red clover biomass analysis from late fall 2008 showed 120 lb/acre of available nitrogen. Chlorophyll content of corn on 8-8-09 ranged from 24.1 SPADD meter reading for no clover and no nitrogen to 53.1 with clover and 160 lb/acre nitrogen applied. In all comparisons, clover increased chlorophyll content of corn leaves. Soil nitrate nitrogen tested on 8-8-09 ranged from 2.7 ppm for no clover and no nitrogen to 22.7 ppm with clover and 160 lb/acre nitrogen applied. In all comparisons, corn yields were significantly increased when clover was included. An economic analysis showed that when clover was used, corn yield increased 9.9 bu/acre with a net return of \$13.65 above costs of clover.

HOW TO KEEP HORSES FROM MAKING A MESS OF YOUR WATERSHED

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Poorly managed small acreage horse farms impact natural resources throughout the U.S. They create a high risk of groundwater infiltration and runoff containing significant levels of bacteria and sediment from horse pastures, feeding and holding areas, manure storage areas, and paddocks. In Oregon, the OSU Extension Service Small Farms Program has been a leader in raising the awareness of horse farm operators about potential water quality impacts from their farms, management practices that can be readily adopted to reduce water quality problems, and sources of technical and financial assistance. Full-day workshop curriculum titled "Horses and Mud" have been designed to provide horse owners in-depth information about manure management, reducing and composting stall waste, mud management and options for creating all-weather paddocks, pasture management, streamside buffers, filter strips and natural ways to control mud, dust and bugs.

Use and impacts of these efforts are impressive. Longitudinal survey data collected from Horses and Mud participants nearly a year after the workshops show that participants readily adopted management practices as a result of the workshops. Over ninety percent of participants implemented at least one or more management practice on their property as a result of the workshop. Thirty-eight percent of the participants implemented 4

or more practices. Seventy-two percent of the participants still plan to implement practices. Of interest, 66 percent of the participants indicated that “protecting the environment” was one of their motivations to complete management practices. The combination of well-targeted educational materials and motivated landowners is leading to better managed horse farms and improved water quality.

A COMPARISON OF BOOM TYPE CART VERSUS BIG GUN IRRIGATION SYSTEMS

McMoran, D. 1

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Agricultural producers in Northwestern Washington need an irrigation system that is

a low-cost, non-permanent, and highly mobile to provide supplemental irrigation water to certain crops. Big-guns on reels fill this need. Recently a few progressive growers have been experimenting with boom systems in western Washington. This presentation will prove that these systems can work with the existing reels but use long “booms” cantilevered over both sides of the cart to distribute water through drop tubes similar to a center pivot. Don’s presentation will discuss the system performance comparison evaluations for efficiency and uniformity for both of these systems. The data proves that it is economical and practical for farmers to convert from a big-gun to a boom system based on the energy consumption and higher yields associated with this more uniform irrigation system not to mention the reduced impact the environment seen through higher efficiencies and a reduction in overall water useage.

STARTING A BILINGUAL FARM SCHOOL/INCUBATOR (VIVA FARMS)

McMoran, D. 1

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Having taught a beginning small farmer course called Cultivating Success in Skagit County Washington for the past four years, each year that I taught the course approximately 25% of the course participants would complain that they were unable to lease ground in the area and they couldn’t afford to buy any. This combined with a need to create more farmers to continue farming one of the last coastal maritime agriculture areas in Western United States prompted me to seek out funding to start the first ever bilingual farm school/incubator program in Washington State called Viva Farms. My presentation will focus on the trials and tribulations I have gone through in year one of Viva Farms including the educational programming the 36 Cultivating Success class members received, locating funding and renting the 33 acre farm, translating/educating a population that has a very low educational level, how Viva Farms plans on marketing its goods, infrastructure including new buildings (greenhouse, processing location, and welcome center) that will be built on sight, dispute resolution amongst participants, and equipment rental. My hope is that this presentation will encourage others in our industry to create farm incubators using VIVA as their model.

4-H & YOUTH

G2G (GOT TO GO) OUTSIDE: OUTDOOR PLAYTIME IS IMPORTANT FOR CHILDREN, FAMILIES AND THE FUTURE OF SCIENCE AND AGRICULTURE

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Over the past 20 years the amount of time children and young adults spend outdoors has dramatically decreased. This disconnect from the natural world has far reaching effects that include an attitude of irrelevance towards nature and agriculture, decreased interest in science, sedentary lifestyles and increased obesity. Research shows unstructured outdoor play has positive impacts on children’s physical, emotional, social, and cognitive health. Creative play promotes independent thinking, critical reasoning skills, career exploration and good health from regular exercise. The g2g (got to go) Outside program promotes increased physical activity, family time, and connection to nature. g2g Outside is a collaborative partnership between the Agriculture, Horticulture, Family and Consumer Science and 4-H Youth Development of Sedgwick County Extension K-State, the City of Wichita WATER Center, and the Kansas Department of Wildlife & Parks. g2g Outside provides opportunities for children to participate in fundamental outdoor activities at Play in the Park and Exploration events. At the same time, technology savvy participants learn techniques, games, and educational information through the g2g Outside blog (www.g2goutside.wordpress.com), Twitter, and Facebook groups. The program seeks to provide outdoor experiences to parents and children during their formative years, increasing the potential for long-term behavior change and appreciation for the environment. g2g Outside provides families with opportunities to develop and practice their skills together, and rejuvenate the excitement that kids feel when they “got to go” outside for discovery and fun!

DESIGNING AND DELIVERING SAFETY DAY PROGRAMS

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Statistics show that too many youth are injured or die in accidents that are preventable. The Safety Day Committee offers an opportunity for second graders to attend a five hour Safety Day. The 2009 Safety Day had four-hundred-sixty-five second graders and one-hundred adults. Youth spent twenty minutes at each safety station learning a key safety behavior. The committee has been organizing the Safety Day for twelve years. The committee has built upon their success and grown each year. The first year only one school attended but additional schools have been added each year. The committee is now the one being contacted by schools asking if they can be included. Alexander has also been successful in developing collaborations with other agencies/organizations as either sponsors or presenters at the Safety Day. In 2010 another youth organization actually contacted Alexander to donate money. The other organization had not been able to develop their program and was disbanding. They realized the value of the Safety Days and voted to donate their remaining funds to the Safety Day.

Alexander will share tips and experiences in designing and delivering a successful Safety Day Program.

EXCELLENCE IN 4-H AND YOUTH PRESENTATION—TEACHING AG SCIENCE PRINCIPALS TO YOUTH IN INDIANA COUNTY AND SOUTHWEST PENNSYLVANIA

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Almost 3,000 youth have been reached in 15 years of agricultural science programming by this educator. Camping programs with an ag science topic started in 1994. The audiences have been youth in county 4-H day camp settings (three per year) and regional camp settings. Evaluation methods have consistently shown that campers learn more about agriculture and selected topics of the camps (animal science, plant science, entomology, food science). Evaluation methods include pre/post tests, camper reports, and daily topic evaluations. Over \$45,000 in grants from the PA Department of Agriculture have been used to support camps.

This presentation will share the camp themes, hands-on activities, how camps are managed, and more detailed evaluation results.

Example 2009 results - staff conducted programming with 79 youth at day camps. Theme was “Acres of Adventure – An Agricultural Safari”. Increase in knowledge on a 10 point pre/post test was 3.2 points, increase of 30%. 92% of the campers showed an increase. Results indicate that youth did learn more, including products that come from trees, corn is found in many products, potatoes have potassium, and soil is important for growing food. When asked to list county agricultural commodities, campers increased 3.4 commodities, indicating they knew more about county agriculture at the end of camp. 80% of the campers indicated they had learned more about Indiana County agriculture, and 99% listed a farm product they learned more about.

RANGE CATTLE RESEARCH & EDUCATION CENTER SECOND ANNUAL YOUTH FIELD DAY

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The UF/IFAS Range Cattle REC - Ona and the Extension Agents of the UF/IFAS South Florida Beef-Forage Program jointly held the Second Annual RCREC Youth Field Day to showcase the center's research efforts while offering fun and educational activities to 4-H

and FFA youth, leaders and any other youth interested in agriculture ages eight (8) and up. . The second annual field day is designed to increase of knowledge of cattle nutrition, research techniques, forages, wildlife habitats, farm safety, and soil management; and to expose youth participants to potential careers in agriculture.

The day began with an introduction to the Research Center followed by educational hands-on workshops that covered beef cattle nutrition, research cattle use, plant life cycles and reproduction, wildlife habitats, forage sampling and analysis, managing risk on the farm, and soil analysis and fertility. Participants were provided with materials relevant to each of the topic areas. A total of three hundred thirty (330) participants attended the field day. As a result, youth and adult participants had a better understanding of the purpose and research of the RCREC; increased their knowledge in cattle nutrition, research practices, forages, wildlife and soils; and were made aware of potential careers in agriculture. An evaluation tool to assess pre and post knowledge and implementation indicated an eighty-eight percent (88%) overall increase in knowledge with ninety-three percent (93%) of participants planning to implement new practices.

HERB, BUG AND GARDENING CAMPS

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In Sumter County Florida, 33% of the population has been diagnosed with high blood pressure. Statistics indicate that cardiovascular disease, heart disease, and hypertension were responsible for 1142 deaths over the past four years. To address this concern, Family & Consumer Sciences Agent formed a partnership with the Urban Horticultural Agent and the Florida Yards and Neighborhoods Agent to provide educational materials to youth during two unique summer camps. A Nutrition Camp and Gardening, Herb and Bug Camp were conducted to 59 youth. In-depth program materials were developed to increase the awareness and knowledge of growing and using herbs as a means to reduce sodium in the diet. During the two different camps youth learned techniques in growing herbs and using herbs as flavor enhancers to reduce or eliminate sodium in their diet. Participants also learned how to grow herbs from seeds and cuttings, herb plant ID and the importance of beneficial insects in the garden. Surveys of youth indicate an increased knowledge of herb care and different ways they are grown, how to decrease consumption of sodium which reduces the risk of high blood pressure and strokes, and an increased awareness of herb substitutes to enhance flavor. 100% (n=39) of Nutrition Camp participants passed the sodium twelve question quiz. A passing score was 85%. 100% (n=20) of Herb, Bug and Garden Camp participants passed a comprehensive, oral ten question exam. A passing score was 80%. All participants completed the camps and earned “Junior Herb Expert” certification.

RANCHERS FEEDING KIDS

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School Districts in Malheur County are facing multiple challenges such as cutting expenses and balancing budgets, abiding by state and federal laws and providing safe and healthy meals to students, as it pertains to the school lunch program. The local Cattlemen's Association, understanding the challenges of the Jordan Valley School District, decided to implement a cattle drive to provide beef for the school district. The drive, recruits ranches to donate cull cattle for the purpose of being harvested, processed and prepared for use in the schools' lunch program. To kick off the program, Oregon State University Extension and various partners coordinated and held a community wide educational event for students, parents and community members. Educational sessions included: viewing an educational DVD about the importance of ranching in Oregon, food safety, beef industry skills such as feed identification and cuts of meat evaluation, parts of a plant and their use for livestock, and creating healthy meals according to the Food Guide Pyramid. During lunch an overview of the project was presented and local ranchers were recognized for their contributions. There were over one-hundred participants and all reported an increase in knowledge. To date the school has received 7 head of cattle which is an approximate value of \$4,200. Partners involved in this project included: Oregon State University Extension Malheur County 4-H and Livestock, Oregon State University Food and Nutrition Program, University of Idaho Extension Owyhee County, Southwest Regional Food Bank, Malheur County Cattlemen's Association and Jordan Valley School District #3.

EXTENSION YOUTH ACTIVITY CAMP: A "HANDS-ON" SUMMER PROGRAM PROVIDING SCIENCE-BASED CLASSES FOR AT-RISK ELEMENTARY STUDENTS

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Local needs assessments conducted by the WSU Asotin County Extension Office documented the need for quality summer educational programs for underprivileged and at-risk youth in the Lewis-Clark Valley. Since 2001, over 600 youth in the 2nd through 6th grades have participated in the annual Extension Youth Activity Camps (EYAC). EYAC is held each afternoon during a week in late July or early August. The camp strives to provide experientially-based science activities for at-risk students. Three to 5 different classes are offered in 2-hour time blocks, with a healthy snack provided between classes. Free lunch is available to all camp participants beginning at 12:30 p.m. The cost of the camp has been kept low (\$20 per participant) thanks to grants from area businesses and organizations. Camp fees are waived upon request for low-income youth. Class topics have included: Lewis and Clark Expedition; Awesome Ag Adventures; Gardening for Kids; Aerospace; Lego Robotics; and Outdoor Fun. Class instructors have included 4-H adult and teen leaders; Master Gardeners; Extension staff from WSU and the University of Idaho; and individuals representing over 20 different agencies and organizations. Sixty percent of those surveyed rated the educational value of the camp as highly valuable, with the remaining 40% indicating the camp was valuable. In addition to increasing each child's knowledge of science; parents also

indicated that the camp developed critical thinking, decision making and teamwork life skills in each youth. This presentation will discuss how the EYAC model can be used to teach science to at-risk youth.

TEACHING YOUTH AND ADULTS PLANT PROPAGATION TO INCREASE HORTICULTURAL SUCCESS AND PRODUCTION

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Utah is a high mountain desert with a short growing season in many places. Propagating plants in greenhouses helps extend the gardening season by increasing production and space efficiency. Like most of the nation, gardening interest in Utah has increased. Utah State University (USU) Extension Service responded to this need in many ways. Salt Lake School District built greenhouses for elementary schools and then tried to figure out what they were for and how to use them. Other districts implemented curriculum that is directly related to plant propagation and growing plants. The authors brought together the resources of USU Extension Service and its 4-H program, the Master and Junior Master Gardener programs, Tooele City, Tooele County and Thanksgiving Point Gardens. The authors devised and implemented numerous plant propagation workshops for youth and adults. In addition to informal 4-H Leadermete and Super Saturday training and classes, many teachers and Master Gardeners took four-week courses in personal Greenhouse Management and Construction, Growing Plants in the Greenhouse and Home Vegetable Production. The training was funded by school district grants and funding from counties, cities, Thanksgiving Point Gardens and Master Gardeners. Class participants returned to their classrooms, 4-H clubs, communities and other groups to share their knowledge. Helping them learn how to propagate plants successfully was critical for them to help educate their students and the public. Evaluations showed important experience gained, a significant increase in horticultural knowledge and increases in garden production in their personal and community gardens.

TEACHING & EDUCATIONAL TECHNOLOGIES

MAKING SENSE OF MESSY SURVEYS

Carleo, J. ¹

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So you've done a survey and you received a great response. Now what do you do? Collecting and tabulating survey data can be a daunting task. This is particularly true if the survey was done hastily or had errors in it. This seminar will address some of the problems tabulating those not-so-perfect surveys and how you can use Microsoft Excel to accurately and usefully collect and process the data before statistical analysis. We will discuss dealing with yes or no answers, weighted responses, blanks and

open-ended questions. The objective of this presentation is to assist you in dealing with those problematic survey responses as well as using mistakes to learn how to make better surveys the next time.

PARTICIPANTS ACCEPTANCE OF WEB-BASED EXTENSION PROGRAM DELIVERY

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In recent years, distance education has become an important outreach tool in some areas of cooperative extension. This tool allows educators the ability to host what would traditionally be viewed as face-to-face educational programs over the internet using specialized software. In 2009, a series of educational webinars consisting of three equine science-related and two homeowner garden disease seminars were conducted by extension faculty from Rutgers University, Cornell University and Penn State University. The objectives of this study were to evaluate participant's acceptance of web-based technologies and to quantify the impact of web-based programs. Two hundred eighty one (281) individuals participated in five webinars hosted during 2009. Participants were surveyed to quantify the educational impact of these programs using a Likert scale (1= poor, 5= excellent). Respondents rated the quality very high (4.38), the content very high (4.58) and the educational value very high (4.54). Most respondents (>98%) reported having little to no problem utilizing the technology. Among respondents, 70% reported attending traditional extension programming. Most (53%) reported that that they enjoyed web-based programming as much as traditional extension meetings, while 35% reported that they enjoyed them more than traditional extension programs. Most (55%) of the respondents reported the ideal length of a web-based program to be 45 minutes. Webinars appear to be a viable alternative to traditional classroom extension programming and may increase efficiency for certain programs.

USING TEXT MESSAGING TO GET INFORMATION TO AG PRODUCERS

Lewis JR., J. W.¹

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Timely communication about production issues with agricultural producers is important during the growing season. Regular mail is too slow in many cases and issues have risen with clientele changing internet providers and therefore email addresses. The solution this agent came up with is using text/pix messaging. Most of the producers in Caroline County carry their cell phone with them at all times. The agent has a list of cell phone numbers of agricultural producers farming 90% of the land in Caroline County in a list serve format that can be used to send text and pictures from a computer. Timely text and pictures have been sent relating to pest identification, scouting procedures, thresholds, pesticide recommendations, fertility issues, urgent regulation updates, and educational meeting announcements. The agent has received the following comments from producers: "The text have made me aware of potential problems that I was not even aware of," " while the pictures are small on the phone, I can identify the worms when finding them in my beans," "As I get older, the meeting reminders are great," " I was thinking the excessive rain may have washed away some of my nitrogen and your text confirmed my suspicions," " Now I know that scab caused my orange kernels," "I locked the text in my phone so I can refer back to the threshold levels for clb and chemical rates"

'COLLABORATING ONLINE' - MADE POWERFUL BY GOOGLE!

Dorner, John¹

¹Information Management Agent / Electronic Communications Coordinator, NC Cooperative Extension / NACAA, Hendersonville, NC, 28792

Google has many tools for collaborating with others and all of them are free! We'll start with Google Docs. This is a VERY easy way to work with others on documents, spreadsheets and presentations! Then you'll learn about one of Google's newest application - Google Wave. Google went back to the drawing board and asked 'if we were to create email today, what would it look like'. Google Wave is the answer. Google Wave takes teamwork and collaboration to a whole new level. Bring a laptop to participate in this hands-on learning session (or just come and watch).

INTEGRATING SOIL MOISTURE MONITORING IN THE ARID REGIONS OF SOUTHERN UTAH WITH THE LOCAL COUNTY EXTENSION WEBSITES

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Southern Utah is an arid region where water availability is consistently a concern. Water conservation is a vital part of utilization plans in the area. Soil moisture monitoring is one technique which provides producers with data necessary to make more informed water application decisions. This project established sixteen soil moisture monitoring sites in Utah's Kane and Garfield Counties. Each site was equipped with three granular matrix sensors and a data logger. The sensors were placed at one, two and four foot depths. The data logger recorded the soil moisture level at each depth every eight hours. The data from the most recent reading was available to producers on site via a small digital display on the data logger. All readings were stored in the data logger memory. The stored data could be accessed by connecting a portable computer to the data logger.

This long term information was imported into an Excel spreadsheet and plotted on a graph. The graph was uploaded to the local Extension website where producers could access the data using a personalized identification code. The information was downloaded and updated on the website twice a month. This process provided producers with increased knowledge of their water application requirements in a convenient online format. It also improved producer involvement with the local county Extension websites and encouraged utilization of other information on the site.

Speaker Profiles

2010 NACAA

**95th
Annual Meeting
and
Professional Improvement Conference
Tulsa, Oklahoma**

Congressman Frank Lucas

Congressman Frank Lucas is a fifth generation Oklahoman whose family has lived and farmed in Oklahoma for over 100 years. Born on January 6, 1960 in Cheyenne, Oklahoma, Lucas graduated from Oklahoma State University in 1982 with a degree in Agricultural Economics. He was first elected to the United States House of Representatives in a special election in 1994, and is currently serving his ninth term as a Member of Congress.



Prior to his service in the U.S. Congress, Lucas served for five and a half years in the Oklahoma State House of Representatives, where he tirelessly defended the rights of private property owners and focused on promoting agriculture issues.

Frank proudly represents Oklahoma's Third Congressional District which includes all or portions of 32 counties in northern and western Oklahoma, stretching from the Oklahoma panhandle to parts of Tulsa, and from Yukon to Altus in the southwest. It takes up almost half the state's land mass and is one of the largest agricultural regions in the nation. Lucas has been a crusader for the American farmer since being elected to Congress in 1994 as well as working to protect Oklahoma values.

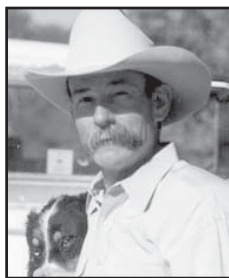
Frank and his wife Lynda have three children and one grandchild. The Lucas family belongs to the First Baptist Church in Cheyenne.

Currently, Congressman Lucas serves as the Ranking Member of the House Committee on Agriculture. In addition, he serves on the House Committee on Financial Services and the House Committee on Science and Technology. The Congressman also serves as a member of the Republican Whip Team. The representatives who are members of the team serve as leaders in their party and work with the Republican leadership team to ensure every American's voice is heard in Congress

Baxter Black

Baxter Black, described by the New York Times as "...probably the nation's most successful living poet," thinks it's an exaggeration.

He can shoe a horse, string a bob wire fence and bang out a Bob Wills classic on his flat top guitar. Cowboy poet, ex-veterinarian and sorry team roper, he has more hair around his lip than on his head. Raised in New Mexico, spent his workin' life in the mountain west tormenting cows, now he travels the country tormenting cowboys.



Since 1982, Baxter Black has been rhyming his way into the national spotlight, and now stands as the best selling cowboy poet in the world. He's written several books (including one rodeo novel and its sequel), recorded over a dozen audio and video tapes, CDs and DVDs, and has achieved notoriety as a syndicated columnist, radio commentator, and more recently with his TV program "Out There" on RFD-TV. From the Tonight Show and PBS to NPR and

the NFR, Baxter's wacko verse has been seen and heard by millions. His works are prominently displayed in both big city libraries and small town feed stores.

Baxter lives in Benson, Arizona, between the Gila River and the Gila monster, the Mexican border and the Border Patrol and between the horse and the cow---where the action is. Everything about Baxter is cowboy; his cartoonish mustache, his personality and his poetry. He hasn't changed a thing about his subject matter or his delivery. He makes a living shining a spotlight on the flaws and foibles of everyday cowboy life, the day-to-day ups and downs of people who live with livestock and work the land. He demonstrates that it is the truth in his humor that makes it funny. Driven by a left hand sense of humor, Black evokes laughter just by being there.

He still doesn't own a television or a cell phone, and his idea of a modern convenience is Velcro chaps.

This former large animal veterinarian can be followed nationwide through his column, National Public Radio, public appearances, television and also through his books, cd's, videos and website, www.baxterblack.com.

So, in a nut shell (where some believe he may have evolved) there is considerably more to Baxter than just an entertainer. He is the real thing. Because, as he says, "It's hard to be what you aren't." Baxter's philosophy is simple enough - in spite of all the computerized, digitized, high-tech innovations now available to mankind, there will always be a need for someone who can "think up stuff".

Dr. Robert (Bob) E. Whitson

Dr. Robert (Bob) E. Whitson, Vice President of the Division of Agricultural Sciences and Natural Resources has been with Oklahoma State University since May 2005. He serves not only as vice president, but also as Dean of the College of Agricultural Sciences and Natural Resources, Director of the Ag Experiment Station and Director of the Oklahoma Cooperative Extension Service.



Before coming to OSU, Dr. Whitson served as Associate Vice Chancellor and Associate Dean of Agriculture and Life Sciences at Texas A&M University and Deputy Director of the Texas Ag Experiment Station. He also served as department head of Rangeland Ecology and Management during his tenure at Texas A&M as well as Interim Head of their Animal Science department.

Bob and his wife, Linda Whitson, have two daughters and 5 grandchildren.

Mike Spradling

Mike Spradling Tulsa County farmer-rancher was elected as the eighth president of Oklahoma Farm Bureau Nov. 10, 2007, at the organization's 66th annual meeting in Oklahoma City. Spradling won his second two-year term as the president of the state's largest general farm organization in November 2009. As president of Oklahoma Farm Bureau & Affiliated Companies, Spradling serves as a member of the board of directors of the American Farm Bureau Federation, Farm Bureau Life Insurance Company, Farm Bureau Bank and American Ag Insurance Company and American Farm Bureau Insurance Services, Inc.



The farmer-rancher along with his wife, Lotsee, own and operate the Flying G Ranch near Sand Springs. Cattle and pecans are the primary agricultural enterprises. They also have a retail pecan operation.

Spradling has been active in Farm Bureau for more than 35 years. His first involvement came with the Young Farmers and Ranchers, where he served on the state committee. He has been a longtime Tulsa County Farm Bureau leader and has been president of the board for many terms.

Spradling also was in the first class of the Oklahoma Agricultural Leadership Program.

He has served as the chairman of the Oklahoma Pecan Commission, appointed by both Governors Henry Bellmon and George Nigh.

He has served on the Oklahoma Farm Bureau state board of directors since 1999, when he was elected to fill an unexpired term. Spradling was re-elected and has served continuously since then, representing Farm Bureau members from Creek, Lincoln, Okfuskee, Okmulgee, Osage, Payne, Pawnee, Tulsa and Washington counties as the district nine director.

He serves as a trustee for Indian Electric Coop and is a representative on the Oklahoma Association of Electric Coops board of directors.

He currently serves as a member of the Oklahoma State University Dean's Agriculture Advisory Committee.

Spradling is a 1966 graduate of Broken Arrow High School. He graduated from Oklahoma State University in 1970 with a bachelor's degree in business. He also earned an associate degree in health following his graduation from OSU.

Spradling and his wife, Lotsee, have three adult children.

Dr. James (Jim) Trapp

Dr. James (Jim) Trapp began serving in his current position in 2006 as Associate Director for the Oklahoma Cooperative Extension Service. In this role, he provides leadership to more than 500 faculty, professional, and support staff located on the OSU campus and in more than 90 locations throughout Oklahoma in areas of Agriculture, Family and Consumer Sciences, 4-H Youth Development, and Community and Rural Development. He received his B.S. and M.S. degrees from Kansas State University in Agricultural Economics in 1969 and 1971, respectively, and his PhD in Agricultural Economics in 1976 from Michigan State University. Dr. Trapp came to Oklahoma State University as an Assistant Professor in 1976 and in 2000, became the Department Head for Agricultural Economics.



Wayne Shearhart

Wayne Shearhart, Retired County Extension Director, Oklahoma State University graduated from Oklahoma State University in 1960 with a B.S. in Animal Science. While attending OSU he was a member of the livestock judging team, which provided him many important learning experiences some of which have resulted in humorous stories.



Wayne was a respected County Extension Agent who retired from Oklahoma State University Cooperative Extension after 33 years of service. He was instrumental in developing several extension beef programs such as: Pre-con sales, bred heifer sales, OK Steer Feedout and several district wide pasture and grazing programs and beef improvement programs. With the knowledge and information obtained from the OK Steer Feedout, he has presented numerous programs on bull selection to "Hit the target" for the fed market. Wayne also started a performance steer program in all the counties where he worked during his Extension career. The one he initiated in Craig County in 1967 is still ongoing.

Wayne always spent a lot of time with 4-Hers and their projects. In 1995 he started the Knowledge College which was animal performance oriented program for 4-Hers in swine, sheep and beef projects. He continues to be involved with 4-H members and their livestock projects.

Wayne and his wife Pat, live on acreage near Big Cabin, Oklahoma where he runs steers on the gain or pastures older cows. They are blessed with their seven children, their fifteen grandchildren (counting spouses) and their four great-grandchildren.

Wayne has lived the life an Extension County Agent, a northeast Oklahoma cowman, seen a lot of rodeos, and a lot of county fairs. He has a lot of "true" County Agent stories which he will share with the life members at the Life Member Breakfast.

NACAA

Future Meeting Dates

2011	Overland Park, Kansas	August 7-11
2012	Charleston, South Carolina	July 15-19
2013	Pittsburgh, Pennsylvania	September 15-20



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