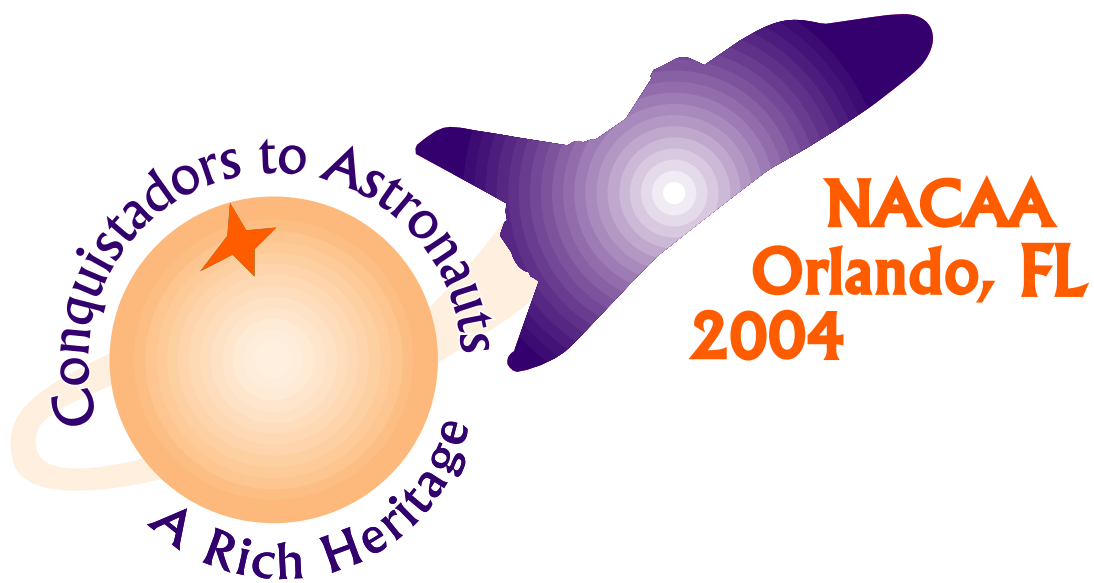


# National Association of County Agricultural Agents



## Proceedings

**89<sup>th</sup> Annual Meeting and  
Professional Improvement Conference**

**July 11 - July 15, 2004**

**Orlando, Florida**

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# NACAA

## REPORT TO THE MEMBERSHIP

# 2004

### **NACAA President**

**Frank FitzSimons**  
**South Carolina**



The countdown to Orlando and the eighty ninth Annual Meeting and Professional Conference is in the final days! Thanks to the Florida Association of County Agricultural Agents, with outstanding support from their sister associations and the University of Florida IFAS Administration, all systems are a go for launch on July eleventh. I would like to extend a personal thank you to the whole Florida organization for the hours, days, weeks and yes, years of planning and work that they have put forward to make the 2004 AM/PIC a success. It has been a privilege to get to know each of their team members and work with them over the last year. I think that by the time the gavel is passed to incoming President Glenn Rogers on Thursday evening that our members will all agree that their voting delegates made an excellent choice four years ago when they selected Florida as the host state for the 2004 AM/PIC.

If I remember my years correctly, this is my seventh report to our membership. Each year has been unique in its own way. As I write this report and look back over the years, I can't help but think of the leadership teams I have served with and the uniqueness of each of those individual teams. Each team brought their own personalities to the NACAA Board and our organization as a whole. Somewhere along the road, it has become a tradition for the President to present each of the Board members a small gift signifying their service as a part of the leadership team for the year.

The year that Curtis Grissom was President, he presented each of us with a framed drawing. The frame was made from the boards of an old barn or shed and the sketch was very simple – a turtle on top of a fence post! As he presented each of us with our gift, he explained that the frame signified the lasting traditions and longevity of NACAA and that the "turtle

on the fence post" was to serve as a reminder that no individual gets to the top without lots of help along the way. By the same respect, NACAA is a strong organization only because our individual members work together to make it so. The Board, working for and with our members through their voting delegates each year, strives to continue and strengthen the traditions that have brought us through eighty-nine years of programs. While working to preserve tradition, we also must look at and embrace change where it is needed to continue to build our organization.

As I traveled to the regional workshops this year and to PILD I heard our state leadership talking about tough budget times, early retirement options, and in some cases reorganizations of their Extension Services. All of this is about change and the need for change as we move through time. Our jobs as Extension Agents/Educators are all about change and yet some of us are the world's worst when it comes time for us to adopt change. But change we must! Change takes communication. In my remarks at each regional workshop, I challenged our members to communicate within their states, within their region and beyond. Get to know your fellow members across the country and communicate during the year. Don't wait until the AM/PIC each year to discuss issues! Pick up the phone and call folks in other states and other regions. At the very least begin an e-mail dialogue to stay current. Develop an understanding of how and why members from across the country feel the way they do about programs and issues. The delegate session at the AM/PIC is not the time to try and understand another state's position on a program or issue.

Your Board this year has looked at change and begun some tasks that will allow us to take a look at our organization and discuss change. Steve Munk is chairing the AM/PIC review committee which is looking at all aspects of our conference to see if we can improve with change. The committee membership is made up of former AM/PIC Committee Chairs and Region Directors. An initial report will be made in this year and the committee will continue to function in the

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coming year to bring recommendations to the Board and ultimately to the membership. In addition, there has been discussion on the possible need to reestablish the futuring committee. Our Regional Directors have taken on the challenge of renewing the old membership committee, one of the Board's former internal committees, and making it a state relations committee. The committee membership would be made up of the Regional Directors and would more actively involve the Regional Vice Directors. While the duties will include membership promotion and recruitment, they would also work to strengthen communications on the programs and issues of our members during the year.

Now, back to "the turtle on the post" message! I certainly want to express my gratitude to the many individuals who have offered their leadership and support during my climb up that fence post. Hopefully I have offered some minute amount of direction to help NACAA move through its eighty ninth year of greatness and to look ahead to the future. That, of course, means we have lots of heritage and tradition to sustain us but it also means that we must face and embrace change where change is appropriate for the good of the organization.

In closing, I want to extend a special thanks to the solid orange Clemson Family for their support over the years! Not only for their support of my work with NACAA, but also during my career as a student and as an Extension worker. My classmates in college became my coworkers in Extension for more than twenty-five years and will always be an important part of my life. I can only hope, as they have challenged me to do so many times, that I have "stood up" and given back a small amount of what Clemson and NACAA have provided me! "Thanks for the Memories!"

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## **President-Elect**

### **Glenn Rogers Vermont**

It's very hard to believe that another year has past and I must relinquish the duties of President-Elect. Just as I said last year, this is a whirlwind process where you just get the idea of what the job is all about and you have to pass the baton on to the next very capable NACAA officer. I now look forward to the next year where the biggest challenge lays ahead. This Presidential challenge is only possible because of the NACAA Board, the Council Chairs, the Committee Chairs, Vice Chairs, all of the state leadership and finally, each of you. You are



critical to our success. Thank you for your hard work and continued professional excellence.

A major responsibility of the President-Elect is working with sponsors as we improve relationships and increase our sponsorship from one year to the next. Most of our professional improvement programs, as well as our recognition and awards programs rely heavily on the wonderful sponsorship programs. Our sponsors are dedicated to working with outstanding programs and those sponsors seek a lot of participation in those great programs. The past two years have been particularly tough as the economy has been in a downward spin. During those times we saw a number of sponsors merge, restructure, and sponsors do more direct marketing with specific groups of their clientele.

Hopefully, we have that as history now. We need to learn from that history and move forward. This year we have seen sponsorship increase with a number of new sponsors but we've also seen a few grapple with the tightening economy. We have added 8 new sponsors and Bayer increased their sponsorship substantially.

Bayer, the major sponsor this year, increased its support substantially with support toward the NACAA Communications awards. Say "Thank You" when you see them at the AM/PIC.

A few sponsors have come back to NACAA and we sincerely appreciate their patronage. BASF and National Cattlemen's Beef Association have come back this year. The New York Board of Trade, Cotton Exchange is back as a sponsor when the AM/PIC is in the southern region.

New this year are these sponsors: Pennington, Scoring Systems, PERC, Farm Credit Council, and Georgia Farm Bureau.

Pennington Seed, with some great research, graciously agreed to work with general sponsorship for the program.

Scoring Systems Inc., a vegetable, wine, and livestock tracking company from Sarasota, Fla. is a co-sponsor of the Animal Science Pre-Tour. Nadia Drews will be here this year showing their new electronic compliance systems. Also co-sponsoring this program is Dairy Farmers of America. Dairy Farmers of America is the nations largest Dairy Cooperative and has partnerships in nearly every state, and has some tremendous relationships with retail programs. Please say send them a thank you note.

Propane Education and Research Council, is new this year and is sponsoring the Poster luncheon and the Administrator's Breakfast. Say thank you to Regina Cleary at Osborn and Barr for the outstanding work that they do.

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Farm Credit Foundation represented by John Hays has come on board with the new Young, Beginning, Small Farm program. The program is a direct result of the Sponsor Incentive Program. This program would not have been possible by the outstanding hard work by key individuals in the field with your relationships with farmers in leadership positions with Farm Credit.

Georgia Farm Bureau underwrote the printing of the program.

Overall our sponsorship is up by nearly \$40,000 totaling over \$100,000. Our growth in new sponsors and larger donations from existing donors has brought sponsorship levels up over \$50,000. This growth is due to a combination of work by Scott Hawbaker, myself, and each of you providing referrals and working on leads. Thank Scott for his hard work with our existing sponsors.

Because of their contribution, we have some great programs. Please take a few moments to thank them for their support. This year your National Board sent to each of the sponsors a signed Season's Greetings card. We've also instituted a "Thank You" from the membership program. Each of your Committee Chairs will have NACAA Thank You notes available at the AM/PIC. Those cards will be available at the close of all the committee sponsored functions. Pick one up and take a moment to write a short "Thank You" to our sponsors.

Another aspect that I completed this past year was a combined evaluation of the 2003 AM/PIC. The evaluation of that great Professional Improvement opportunity represented more than 1,000 responses of more than 90 programs offered at the AM/PIC. It did not include the traditional Professional Improvement Tours held on Wednesday.

40% of the respondents reported that the program was not offered in their home area, and 58% reporting gained high levels of knowledge from this effort. 93% of them brought home with them from 1 – 10 new ideas from these programs. When respondents were asked to identify one concept that they learned, we ended up with 10 pages of items. More than 60% of the respondents listed at least one concept that they learned and will use in their Extension program. A complete copy of the evaluation is available from the board members and is being sent to all State Extension Directors.

As President-Elect, I have been pleased to participate in the following activities:

- National Association of Farm Broadcasters, Kansas City, MO.
- NACAA Winter Board Meeting, Orlando, Fla.
- JCEP Winter Board Meeting, Miami, Fla.

- NACAA Northeast Regional Officer's Workshop, Baltimore, MD.
- NACAA Spring Board Meeting, Charleston, S. C.
- PILD Leadership Conference, Washington, D. C.
- JCEP Summer Board Meeting, Boston, Mass.

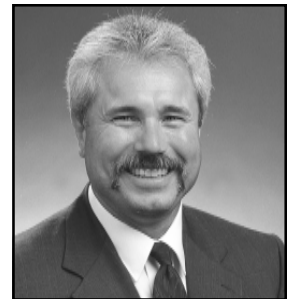
Serving as your 2004 NACAA President-Elect has been an honor, a privilege, and a tremendously rewarding experience. This Association is noted for the great dedicated people that it has and we thank you for the work you provide toward the betterment of our Association, our agriculture, and our publics.

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## **Vice President**

### **Mickey P. Cummings**

#### **Georgia**



It has been said that committee work is the backbone of NACAA. That is very true! Think about the following question. Why did you go to the NACAA AM/PIC in Orlando? I hope that one of your motivations to go was the professional improvement aspects of the AM/PIC. Without the tremendous amount of work that was performed by NACAA Committees there would have been much less opportunity for professional improvement at the AM/PIC. That's not to take anything away from Florida AM/PIC Committee. It's just that your NACAA Committees put together a great agenda for professional improvement workshops at the Orlando meeting.

Look at the session that the Public Relations and Ag Issues Committee arranged concerning working with Elected Officials. Much good information came from those sessions. The same can be said for Animal Science and Horticulture. Let's not leave out Communications and Public Relations. Many of these committees give out awards and the things that we learned from national winners in their presentations were very helpful to me as a County Agent. Let's not stop with awards. Look at what Scholarship did with selling those Case Knives. This committee made money for you as NACAA members to use in furthering your education. Because of committee work you had the opportunity to participate in approximately 150 hours of professional improvement opportunities at the NACAA AM/PIC in Orlando.

Once again you will have the opportunity of participating on a national level with NACAA. Committee

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Openings for 2005 will soon be sent to State Presidents. I strongly encourage each of you to allow your names to be considered for committee positions within NACAA. It's a great opportunity for you to serve your profession.

I would like to conclude by saying the Florida AM/PIC Planning Committee implemented one of the best Annual Meetings and Professional Improvement Sessions that I have attended. The tours were wonderful. The meals were wonderful. I heard many good comments from members about every aspect of the AM/PIC. The Florida agents have raised the bar for other states. Finally, I thank each of you for allowing me to serve as your Vice President in 2004. It's been a great year and I look forward to serving as your President-Elect.

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## **Secretary**

### **N. Fred Miller**

#### **North Carolina**



My first year as Secretary of NACAA has been both a challenging and rewarding experience. It has taken significant time to familiarize myself with the duties of this position and to establish a system that hopefully ensures nothing slips through the cracks. Fortunately I have been blessed to have two former NACAA Secretaries, Mickey Cummings and Frank FitzSimons, currently serving on the Board who have provided advice and assistance. Additionally, Executive Director Scott Hawbaker and Electronic Communications Coordinator Laura Watts have been extremely helpful and I owe them all a debt of gratitude. The learning curve is steep for the NACAA Secretary and it is helpful to have able and willing "veterans" to call upon.

It is indeed a privilege to serve NACAA as your Secretary and I assure the membership that the entire Board takes its role seriously and strives to do its part to strengthen and improve NACAA's ability to meet the needs of our membership. As Secretary, I feel it is critical that the Minutes from NACAA Board meetings are thorough and reflect the tremendous amount of time, thought, and discussion that the Board invests while conducting the business of our Association. Minutes from all Board meetings are posted on the NACAA website once they are approved by the Board. I encourage members to take the opportunity to review the Minutes. Perhaps by doing so, you will get a better idea of the major issues affecting our organiza-

tion and the thought process the Board utilizes to try to resolve these issues.

One of my personal peeves is people who continually complain but never invest any personal, positive effort to try to resolve the issues about which they are complaining. I think by reading the Board Meeting Minutes you will discover the high priority that the Board gives to suggestions and comments from our members. However, the Board is not perfect, nor have we cornered the market on good ideas. Members are encouraged to share their concerns and especially potential solutions with either the Regional Directors or directly with any member of the NACAA Board.

As NACAA Secretary, I have been impressed with the timely response I have received from this year's State Presidents to various electronic communications and information requests. For example, I think this year's voting delegate list was completed in record time. I'd like to personally thank the State Presidents for their efforts on behalf of their State Associations and NACAA. When the time comes to "pass the torch" to the next State President, please encourage them to follow your precedent and be just as timely and responsive as you have been. Effective communication between the NACAA Secretary and the State Presidents is essential if the business of NACAA is to be conducted effectively and efficiently. It is a worthy goal to continually strive to improve communications as an overall tool to strengthen our organization.

Given the above positive results, it is obvious that electronic communications are being widely utilized by our membership to conduct business and it is likely that this trend will continue well into the future. The NACAA Board is responding to this trend by considering ways to increase our efficiency by utilizing electronic communication tools. Examples include the electronic version of *The County Agent* that Scott Hawbaker recently posted and continuing expansion of the information available on the NACAA website. Some of the available information that Laura has added include: the Board Meeting Minutes already mentioned, the various mailing lists that Laura Watts strives to keep updated for use by the membership, the State Officers Handbook, Awards Forms, Committee Handbook and so on. If you haven't bookmarked the NACAA website, you should consider doing so and take advantage of this resource.

In conclusion, as stated above, it has been an honor and privilege to serve as NACAA Secretary for the past year. I would like to thank the North Carolina Association of County Agricultural Agents, Catawba

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County, and North Carolina Cooperative Extension Administrators for their support of my candidacy and continuing support as I strive to fulfill the expectations of NACAA and its membership. I hope that the Board and the membership feel that I have provided the leadership, guidance, and honesty expected of an NACAA Board member and look forward to the continuing opportunity to serve NACAA.

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## **Treasurer**

### **Chuck Schwartu Minnesota**



Delegates to the 2003 AMPIC may remember my question, "I wonder what everyone else knows that I don't about being treasurer?" I have to admit, there were a couple days last winter while we were in the transition from the previous treasurer to me, that I again asked myself that question, and thought I might have an answer!

The transfer is a gradual process during which the retiring treasurer closes out the calendar year and arranges for an outside audit of the accounts. The incoming treasurer needs to secure a bank, arrange for enough funds transferred to open accounts and then start writing checks and keeping records. Because not everyone submits bills immediately and they don't cash checks right away, it may be two, three or more months before all checks clear; accounts can be closed at one bank and all operating at a new bank. We finally did get there.

We also had to deal with an accountant who was behind (significantly) on the audit and filing IRS forms. If you see me in Orlando, it's because the IRS must have accepted everything!

We have been able to maintain the investment fund at its 2003 level although its earnings have been a bit sporadic as the market looks to find its comfort zone. The same is true for extra cash placed in a certificate of deposit.

It is proving to be a very enjoyable experience working with your board of directors as we manage the resources and programs of your association. There are steep learning curves for many of us as we deal with budgets for past and future AMPIC's all at one time. We put in some long nights developing an AMPIC budget, and then revising it once registrations were received. The end goal is to provide for you, the

members of NACAA, the best possible program at an affordable cost.

A committee of the board is reviewing the structure of the AMPIC, in part to keep the program affordable, for host states and attendees. As professionals we need to be willing to invest in our professional development; but we also want it to be high quality and affordable, all at the same time. Because the national board and the host states are both highly invested in successful AMPIC's, such a look at restructuring to manage costs is important to everyone.

One other measure we implemented in 2003 was to conduct the final AMPIC settlement meeting via conference call rather than officers traveling to the AMPIC site. The process took a couple hours, but saved a tremendous amount of travel time and expense. This requires good records and communications, but it worked for us last year and will hopefully work in the future. It is just one more way of keeping your association financially sound.

I look forward to the prospects of serving you for two more years. If you have questions or comments regarding the finances of the association, please feel free to direct them to me. I will answer to the best of my ability.

My thanks are extended to Scott Hawbaker for his assistance handling the membership records and working with me as we receive dues and sponsorships. Thanks also to George Stancil and other past officers who have offered suggestions and advice through the transition period.

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## **North Central Region Director**

### **Mike Christian Kansas**



My little girl got married recently. She shouldn't old enough but, I guess being nearly 21, she thinks that she is old enough. Where has the time gone? It seems like yesterday that she attended her first AM/PIC with her mom and I in Wichita in 1983. I don't think she got much out of it from the seat of her carriage that year.

But, over the years she has learned a lot and seen a lot of places by attending the sons and daughters programs provided at our conferences. She has made memories and friends from the 14 conferences that she has attended.

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I have appreciated the fact that our AM/PIC has included programs for our spouses, sons & daughters, and life members in addition to our members. Expenditures have increased and our membership has decreased in recent years. This puts a financial burden on host states and regions.

I say all of this because things change. We change, our families change, and our profession changes. Are we willing to recognize these changes and adapt to the needs that these changes precipitate?

Most states in the North Central region are changing, mainly due to budget constraints. We hear terms like down-sizing, re-tooling, and even termination. I was visiting one state where the Extension director said he had good news and bad news. The good news was that everyone still had a job. The bad news was that there would be no raises this year.

What does this do for morale? As a "more mature" agent, some of us have been through this before but, for our younger educators, this brings on a lot of questions? One question is certainly whether to continue in this profession.

As an organization, we need to provide support to our young educators on a state and national level.

I feel that our AM/PIC can offer and does offer educational opportunities for educators, especially younger agents. But, how do we get people to attend? I'm sure that cost, location, and time of the year are major factors. We need to make certain that our programming will meet their needs as well.

Steven Munk, past president, is leading a task force that is looking at our AM/PIC, both the format and content, to make sure that we change as an organization with our members.

Stan Moore, your North Central region vice director, and I have visited all but one state this past year. As we make these visits, we are asking members to address questions that we can share with the National board.

It has been a pleasure to serve on the National board as your voice this past year. It is my desire that we recognize change and meet its opportunities head on.

## **Northeast Region** **Director** **Daniel Kluchinski,** **New Jersey**



I am proud to have had the opportunity to represent the Northeast and its members during my first year as Region Director. I attended state association meetings in New Jersey, New York, and Pennsylvania since assuming this position last year in Green Bay. These state visits have allowed me to share NACAA business, as well as connect with colleagues, old friends and new acquaintances. Their input helped me better understand the needs and concerns of our members, as well as the positive impact NACAA has had on them. In turn, their input and guidance has helped me present their views and needs to the NACAA Board. I look forward to continuing this relationship by attending the Retired New England Agents Association meeting in September and other state meetings during my second year.

Over the year I participated in the Public Issues Leadership Development (PILD) Conference Planning Committee meeting in Washington DC, the NACAA Winter Board Meeting in Orlando, Florida, the JCEP regional meeting in Columbia, Maryland, and the NACAA Spring Board meeting in Charleston, South Carolina. These meetings were time-consuming, but it was time well spent. Through these experiences I have gained insight into the on-goings of USDA, CSREES, NACAA and the various state Extension programs in the Northeast and around the United States.

A leadership opportunity shared with Southern Region Director Elmo Collum was serving on the 2004 PILD planning committee. This JCEP-sponsored conference is an excellent venue for NACAA members to better understand public issues and policies, and learn how to effectively interact with local, state and federal decision-makers. My two-year term on the committee ended in 2004 and David Myers, Northeast Region Vice Director, assumes responsibilities as a member of the 2005 planning committee. David is a capable and supportive Vice Director and will represent NACAA well on this committee.

During the year I chaired the NACAA State Relations Committee. This committee, previously known as Member Services Committee, will monitor membership recruitment and retention, develop recommendations for greater involvement from members in Association programs and activities,



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distribute the summaries of professional improvement programs and the Annual Meeting evaluation to members and administrators, and develop and supervise a program for increasing membership. In the coming year, Region Vice Directors will have the additional role of interacting with states to increase lines of communication and sharing of ideas on how to improve the Association and what it offer to members.

The on-going planning for the 2005 AMPIC in Buffalo, NY has been a great experience as well. The efforts of our host state and states in the region have demonstrated in practice the meeting's theme "The Power of Teamwork." I am proud of the hard work that has been done by meeting chair Nate Herendeen, the Executive Committee, and the committee chairs and members. We look forward to greeting you in Buffalo in July 2005.

I would like to thank Tom Gallagher, immediate past director from New York, for his guidance and support while serving as vice director; he greatly helped prepare me for the roles and responsibilities I have assumed over the past year as director. In addition, I would like to thank the NACAA officers and other Board members for their support and friendship. Lastly, my thanks to the members of the Agricultural Agents Association of New Jersey and my colleagues and administrators of Rutgers Cooperative Extension. Without their support, encouragement and assistance, my service to NACAA would not have been possible.

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## **Southern Region**

### **Director**

**Douglas Wilson**  
**Kentucky**



At the close of business here in Orlando, my opportunity to serve as Director for NACAA from the Southern Region will come to an end. I want to thank the agents from Kentucky and each of our sister Southern states for the opportunity to represent them as a National Director.

As Southern Region Director, I have had the honor to attend state meetings in all but two of the Southern states. The brotherhood we share as county agriculture agents is very unique and without equal across this great country. Without exception, as I participated at every state meeting, there was the sense that I was among friends and comrades.

Throughout my working career, I have always felt that Extension agents have had a profound influence on American agriculture and deserve much of the credit for the global leadership American agriculture provides.

Members of NACAA have reason to be proud of their national organization that brings members from each region and state together to share, strengthen and develop their professional opportunities.

Agriculture agents were made famous by the Norman Rockwell painting of a county agent demonstrating to a farm family the necessary changes for a successful calf project. This is the key; **we are agents of change**. We have seen agriculture experience a phenomenal transformation in each of our lifetimes. As a result of these changes we have helped to initiate, we now face challenges in funding, staffing, program emphasis and identity.

As members of NACAA, each of you have the opportunity to witness the improvements that are being implemented by your national leadership to keep pace with the new work environment we are experiencing every day. Hopefully, each year every member will plan to take advantage of as many professional improvement opportunities as possible that are offered at national AM/PIC.

During the past year I have had the opportunity to work with a great leadership team. My family and I want to express our thanks to Frank, Glen, Mickey and Fred for their understanding and accommodations during my medical leave. The Southern Region leadership team of Elmo Collum, Jim Riddell and Henry Dorrough were willing to cover my responsibilities the past few months and I am eternally grateful. Our national membership can feel confident in the qualifications and ability of the new Southern Region leadership team.

I want take this opportunity to thank the South Carolina and Florida agents. First, to the South Carolina agents for hosting the Spring Board meeting and providing an excellent opportunity to enjoy South Carolina hospitality. Second, the Florida agents for all the hard work and planning to provide a memorable 2004 AM/PIC in the beautiful state of Florida.

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## **Southern Region**

### **Director**

**Elmo Collum**  
**Mississippi**



Serving NACAA and the Southern Region as Junior Director this past year has been an eventful and outstanding opportunity for me. I want to thank the Mississippi Association of County Agricultural Agents for having nominated me in 2001 in New Mexico.

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I also want to thank the other Southern Region states for their support and help during my first year as Director. It has been a pleasure to represent NACAA at the state association meetings I have attended. I come away from each state's meeting impressed with the professional attitude the agents have not only for their own state association, but also for the national association. The opportunity to experience the professional improvement, making new friends, and seeing the willingness to work together is also very impressive. Also, thanks to Fred Miller for his wisdom and encouragement during my years as Vice-Director. A special thank you goes to Doug Wilson the Senior Director for the Southern Region. Doug's leadership has shown me the responsibilities and commitments that are necessary to serve as a Director for the Southern Region.

The NACAA Winter Board meeting was held in Orlando in December and the Florida Association of County Agricultural Agents hosted the board. The board met with the committee chairs of the AM/PIC and reviewed the plans for the 2004 AM/PIC and toured the facilities that will be used for the conference. The Florida agents are to be commended for their hard work in an effort to make this AM/PIC the best educational and enjoyable conference for all that attends. I also want to thank the Florida agents for hosting the board for the Winter Board meeting.

The North Carolina Association of County Agricultural Agents and NACAA President Frank FitzSimons asked that I attend the North Carolina Board of Directors Meeting in Raleigh in January. The purpose of the meeting was to aid the board in preparing a bid for the 2008 AM/PIC. On February 1-3 the JCEP Southern Region Officers Workshop was held in Atlanta, GA. Because Doug Wilson was recovering from surgery, I had the pleasure of conducting the Southern Region Association meeting and also moderating one of the General Sessions at the workshop. The Association meeting covered many and various topics. I would like to thank the NACAA leadership, Frank FitzSimons, Mickey Cummings, Fred Miller and Vice-Directors Jim Riddell and Henry Dorough for their participation and work during the regional meeting.

During the Southern Region meeting in Atlanta, those in attendance adopted a resolution statement dealing with the issues of Galaxy III as a result of the delegate vote in Green Bay at the 2003 AM/PIC. After much discussion the Presidents from each state were ask to present the statement to their members and Board of Directors and report the findings before the July AM/PIC in Orlando. The members in attendance are to be commended for their willingness to think and

talk about the issue for the good of the entire association.

The NACAA Spring Board meeting was held April 1-3 in Charleston, South Carolina, and was hosted by President FitzSimons and the South Carolina Association of Agricultural Agents. Thanks to the SCAAA and President FitzSimons for allowing the board to experience the "low county" of South Carolina and see the beauty of the state.

Another opportunity for me to work with other Regional Directors was with North East Director Dan Kluchinski on the Public Issues and Leadership Development Conference. I was appointed to the PILD Planning Committee by then President Steve Munk. Dan and I worked with the other National Association representatives in planning the conference in Washington. The conference was held on May 2-5 at the DoubleTree Hotel in Arlington VA. This year was my second conference and I encourage all members to make every effort to attend this conference. It not only has excellent professional improvement opportunities, but also allows a full day for those attending to meet with their Congressional delegation. One of the panelist at this years conference stated "the way to get your Senators and Representatives to notice your programs is to keep your name in front of them as often as possible".

In an effort to reduce expenses of the National Association, your board members have been using conference calls to conduct the business of the association. One of the committees that has utilized the conference call opportunity has been the AM/PIC review committee. This committee is chaired by Past President Steve Munk and is looking into ways to reduce the cost of our AM/PIC.

As stated before my first year as a Southern Region Director has been eventful and exciting. I want to thank my state and the Southern Region for their support and help as Director. Also thanks to the officers and board members of NACAA in helping me through my first year as Director. As I close this report I would like to remind all members of this association, think of not only what we have as an association today but think about the future and the agents who will follow as members. We need to communicate with each other and listen to each other about issues that concern the well being of this association.

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## **Western Region Director**

**Patrick Torres  
New Mexico**



Every now and then someone mentions that Cooperative Extension Service is one of the best kept secrets around.

But as employees of the Cooperative Extension System we all need to do a better job of tooting our own horn. Not only about what we can do as public service employees, but also about our successes and the difference we make.

As a follow-up we need to get a little recognition for what we accomplish. One way to do this is to apply for awards and recognition. In doing so it does several things for you.

1.) It shows regional and national awareness of your program when you apply for Promotion and Tenure.

2.) Demonstrates to your county commissioners that you are an asset to the county.

3.) It gives your supervisor facts about your performance for evaluations and therefore can recommend you for a higher merit rating.

4.) It gives your administrators something to brag on to the Board of Regents, the President of the university, and to the legislators.

5.) It makes your state's Extension Service look good.

In simple words your job may depend on it, it will help you make more money and it gives you the recognition you deserve.

I realize that this advice may be coming a bit late, but I encourage each of you begin thinking about this for the coming year. Nevertheless, it never ceases to amaze me as to how much talent there is among our membership and how much is accomplished.

During my tenure as Director, I have also come to realize that a tremendous amount of dedication and time commitment is put forth by our officers in order to get their duties and responsibilities fulfilled on behalf of NACAA. There is way more work done by these individuals than what we as an individual can imagine. I can honestly say that I have developed a deeper appreciation for the officers that I have worked with and as well as those from the past who have helped to develop the association from its inception.

Looking back at the past two years as Director for the western region I can't help but think about the great opportunities and experiences I've been afforded

by the members from the region. I must admit that it has made for added work but the opportunity to learn and grow from these experiences outweighs the additional work. So with that I would like to say thank you to the NACAA membership from the western region for electing me to the position. I have thoroughly enjoyed visiting those state associations who have extended an invitation to me. In addition I'd like to thank those of you who have been willing to apply for and take on committee chair and vice-chair assignments for the region. Your roles within these committees have a tremendous impact on the overall organization.

To the members of my home state, I thank you for having the confidence in me and putting my name forth in the nomination process for this position. I am also grateful to the NMSU Cooperative Extension Service administration for supporting me during this time and allowing me the necessary time to carry out my responsibilities and duties with NACAA.

Last but not least, I very much appreciate the support of my family as well. Although it was difficult for me to take off and leave them alone during my travels with NACAA, I knew that I would have a welcome reception upon my return.

As I turn my responsibilities over to our new director for the western region, I can assure you that you are going to be well represented. Sandy Macnab is a very capable individual who is going to serve the western region well. Not only does Sandy have the ability to think in a forward manner, but he will also keep your interests in mind.

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## **PAST PRESIDENTS REPORT**

**Steven Munk,  
South Dakota**



Since the Post Board Meeting I have been active for the Association in a number of ways.

In August a letter of "congratulations and to start planning for the 2004 AM/PIC" was sent to all the first time attendees at the 2003 AM/PIC.

In September I attended the Galaxy II Conference on behalf of President FitzSimons. It was a good conference that was beneficial to NACAA members attending.

In October I visited Michigan where I attended their fall association meeting and we negotiated and

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signed the contract with Amway Grand Plaza, the headquarters facility for the 2007 AM/PIC.

In November the 2003 AM/PIC finance wrap up meeting was conducted by tele-conference. I believe this is the first time this has been conducted this way and it worked very well. There are some advantages of tele-conference such as lower cost and allowing a greater participation of interested individuals. The tele-conference went smoothly and I complimented the host state of Wisconsin for their organization and cooperation.

As Past President I reviewed the AM/PIC Handbook and presented the updates at the Winter Board Meeting.

I am chairing the AM/PIC Review Committee. We have divided the review in to four topic areas that will be addressed by three teams of two people and one team of three.

The top areas are:

- How to keep and encourage AM/PIC exhibitors
- Promote and encourage states to bid
- Program format of the AM/PIC
- Financial aspects of the AM/PIC

We will hold monthly tele-conference meetings with all intentions to have a report ready to present at the 2004 AM/PIC.

In November I was one of the official judges that ranked the 28 State OYF award applications for the National Contest. The National OYF meeting will be in San Antonio, TX on February 12-15, 2004. I will be attending along with the Public Relations and Ag Issues Chair, Scott Daniell.

There are \$500.00 grants available to associations or individuals that have at least three state applications that go through the state selection process and one is sent onto the national contest.

Also worked on a request by RFD-TV with Executive Director Hawbaker for an article that will go in their bi-monthly program guide. Circulation is 20,000 and the article talked about County Agents in general and NACAA.

I will also be attending the January 2004 JCEP meeting with President FitzSimons and President Elect Rogers.

The pace from president to past president has not changed all that much, but it is enjoyable to be active with the Association.

## **PROFESSIONAL IMPROVEMENT COUNCIL CHAIR**

**Leon J. Church**  
**Texas**



The Professional Improvement Council is continuing to develop and provide professional improvement opportunities for NACAA members. This year will provide an even broader array of exciting professional improvement opportunities for all members.

The goal or purpose of the Professional Improvement Council is to offer NACAA members an opportunity for professional improvement and also an opportunity to make presentations to their peers on reviewed programs of excellence.

The six committees that make up the Professional Improvement Council are: Horticulture and Turfgrass; Animal Science; Agronomy and Pest Management; Natural Resources, Aquaculture and Sea Grant, and Agricultural Economics and Community Development. Each committee has planned excellent professional improvement workshops for NACAA members at the AM/PIC in Orlando, Florida. These workshops, scheduled for Tuesday afternoon, July 13, will not only allow NACAA members to hear from their peers who are conducting excellent programs, but also to hear top quality speakers from industry and other professions. Indeed, there will be exceptional opportunities for every NACAA member regardless of their specialty.

We have also seen growth in activities that are being offered to members outside the AM/PIC. This year the Animal Science Committee is again offering members with an interest in animal science a two-day tour opportunity to study the livestock industry in Florida on July 9-10 prior to the AM/PIC. This tour is sponsored by Scoring Systems, Inc.

The Horticulture and Turfgrass Committee is also offering a pre-AM/PIC Seminar and Tour opportunity to study Horticulture in the Orlando area on July 10-11. The opportunity is being sponsored by Bayer Advance Garden a division of Bayer Corporation, and Plant America.

Unfortunately, we are unable to sponsor a fall Horticulture Tour in 2004 due to funding cuts, we do plan to look for future funding and hold the tour in the fall of 2005.

The Agronomy and Pest Management Committee has teamed up with NASA to provide members training in Remote Sensing and GIS Decision Support. One

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member from each region will go to the NASA Space Dynamics facility in Logan Utah in October to get the hands on training in this area.

The Aquaculture and Sea Grant Committee has worked with the host state to planned an excellent Aquaculture and Seafood Industry Tour on Wednesday, July 14 during the AM/PIC.

The Agriculture Economics and Community Development Committee has developed a Cotton Marketing Seminar post conference July 15-16. This seminar is sponsored by the New York Board of Trade.

As you can see, much is happening and much more will be happening in years to come as new ideas from members, and new sponsorships and collaborations are developed. There is something for all members that wish to get involved.

A special thank you to the Committee Chairs and Vice Chairs that have developed and planned these programs. Also a very special thank you to those Chairs and Vice Chairs that are retiring this year. Twelve new vice chairs will be coming on board in July in Florida. Congratulations to those new appointees. I look forward to bigger and better things to come.

It has been my pleasure to serve this past year as Professional Improvement Council Chairman. I would like to especially thank the NACAA Board for their support and a special thanks to all for the NACAA members that have provided assistance in improving the professional improvement opportunities in NACAA.

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## **Agronomy and Pest Management**

Paul H. Craig, Pennsylvania

The Agronomy and Pest Management Committee is responsible for coordinating and conducting two programming areas. With the assistance of state and regional NACAA leadership the committee solicits agent participation in professional improvement seminars in two program areas: Agronomy and Pest Management. In 2004, fourteen seminars will be held on Tuesday.

During committee planning sessions in Wisconsin the agronomy and pest management committee identified the importance of these seminars for NACAA membership. Membership identified the fact that due to a very broad diverse group in-depth, technical type presentations would not be of interest to a large audience. Membership determined that the presentation of innovative extension programming giving examples of agent efforts would provide the



methodology of agronomic and pest management programming. Agents from across the US would then be able to modify programming subject matter in similar techniques. Vice chairs identified potential agent presenters and solicited their participation with emphasis on GIS and GPS technology programming.

During the 2003 committee meeting, the following subject areas were identified as targeted programming for 2004 in Orlando: GIS, GPS, Use of Variety Trials, and CD rom program delivery. With significant assistance from committee vice chairs, Keith Fielder, GA, Greg Labarge, OH, and Eric Norton AZ this task was completed. Please refer to Tuesday's presentation schedule. Special thanks to Eric Norton who was recruited to fill the position from the west when a position change left this job open.

In addition to professional presentations the committee is also responsible for receiving and processing applications from NACAA membership for the Remote Sensing & GIS Decision Support program sponsored by NASA and Dr. Phil Rasmussen, Utah State University. Annually each region has selected NACAA members to attend this program that provides hands on experience and small portable equipment and software for use in county based programming.

Future programming ideas were discussed for incorporation into committee activities. These included: Distance Diagnosis; Weed ID Computer Programming; Soil Fertility Meters; Other Tools of the Trade; Innovative Core Pesticide Education Programming; Robots in Production Agriculture and Wildlife Food Plot Establishment and Management. With the assistance of regional vice chairs and state committee chairs these ideas will be prioritized and hopefully incorporated into additional educational opportunities for NACAA members.

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## **Agricultural Economics and Community Development**

Tom Benton, Texas

The Ag. Economics and Community Development Committee began its work in Green Bay, Wisconsin with the following vice-chairs. North Central Region, David Whitson (MO); North East Region, Monika Roth (NY); Southern Region, Tom Benton (TX) and Milton Green (WY).

Ag. Economics and Community Development will have five presentations at the AM/PIC in Orlando. Those presentations include: The Evolution of HRM



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Programming in Vermont, presented by Richard Levitre; Women in Agriculture: Challenges and Opportunities presented by Laurie Wolinski; Using A Third Generation Minnesota Registered Wyoming Cooperative Model Structure to Secure Capital for an Ohio Value Initiative, presented by Jeffrey Layman; Daily Grazing Economics presented by Tom Kriegl and finally, Hands On Training: A Statewide Journey of Sustainable Agriculture Success, presented by Rob Holland.

The committee will again present the Cotton Marketing Seminar sponsored by the New York Board of Trade. The seminar will be held on Thursday afternoon from 1:00 to 5:00 p.m. and on Friday from 8:00 a.m. to 12:00 noon on July 15 – 16. Bernard Savaiko from the Board of Trade will be the presenter.

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## **Animal Science**

### **Eugene Schurman, Pennsylvania**

The Animal Science Committee has been busy planning for the 2004 Pre-AM/PIC Tour. Barry Foushee, Southern Region Vice Chair has been working with Doug Mayo from Florida in planning this year's tour.



This year's tour will highlight dairy and livestock production systems that are focusing on reducing phosphorus levels in animal manures as well as insuring water quality with proper nutrient management planning. Tour stops include five beef cattle ranches in which three of them focus on production and environmental research and a dairy facility that is using a methane digestion system to produce methane for energy use and as a means to help reduce manure odors.

We would like to thank this year's tour sponsors for helping to make the tour a success. They are Scoring Systems, Inc. and Dairy Farmers of America.

A special thank you goes out to SARE and Phil Durst, Past North Central Region Vice Chair, for sponsoring, planning, and making the 2003 seminar and tour in Wisconsin very educational and enjoyable. Even though Wisconsin claims to be America's Dairyland, they have a lot of other diverse agriculture too, which made the tour very interesting.

Likewise, the 2003 AM/PIC Animal Science Seminars proved to be very educational. The twelve extension agents/educators who presented have to be commended for their educational efforts. Ronald Eustice, Executive Director for the Minnesota Beef

Council, did an excellent job of informing extension agents/educators about irradiation of meats and other foods.

The Animal Science Review Committee headed by Mark Stewart, North Central Region Vice Chair, has been busy selecting extension agents/educators to make educational presentations during the Tuesday AM/PIC Animal Science Seminars. Allen Bright, Chair of the National Cattlemen's Beef Association Animal ID Commission, will provide seminar participants an update on the National Animal ID Program and BSE during the joint animal science session.

New for 2004, for those extension agent/educators who are members of the American Registry of Professional Animal Scientists, you will receive continuing education credits for participating in the Pre-AM/PIC Tour and the Animal Science Seminars.

We hope that you will plan to participate in the Animal Science Seminars and we would like to extend an invitation to you to join the Animal Science Committee Meeting on Monday afternoon and help us plan for the 2005 Pre-AM/PIC Animal Science Tour and the AM/PIC Animal Science Seminars.

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## **Natural Resources**

### **John Church Illinois**



The Natural Resources Committee has worked on several objectives for the past year, including:

- A. Enhancing and facilitating natural resource discussions in NACAA.
- B. Providing increased awareness and visibility for natural resource opportunities provided through NACAA training seminars and/or award opportunities.
- C. Providing training and/or award opportunities for members in interdisciplinary natural resource issues, including forestry, soil mgt., water quality and quantity, wildlife, land use, etc.

Immediately after the Green Bay meeting the committee requested, and was granted, Board approval to change the name of the committee to Natural Resources. It was felt by the committee and those at the committee workshop in Green Bay that the name change better reflected the totality of members' work in forestry, water quality, waste management, land use, soil conservation, etc. in both

rural and urban communities.

For the Orlando and Green Bay AM/PIC, the committee selected five members to provide educational workshop presentations, which offered a diverse group of natural resource related topics. In 2004, topics included both rural and urban related issues, such as preventing manure runoff in tiles, nitrogen rate on-farm studies, on-site sewage systems training, urban water quality collaboration, low impact community development stormwater management. There was also one producer presentation regarding silvopasture in Florida.

In addition to increased numbers of presentations and a diversity of topics at the AM/PIC, the committee also prepared an article which was published in the County Agent to elaborate on natural resources program opportunities.

Discussion is still underway also about a major national award in natural resources for 2005 AM/PIC, depending on funding sources.

The committee has also met by teleconference several times in the past two years.

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## **Horticulture and Turfgrass**

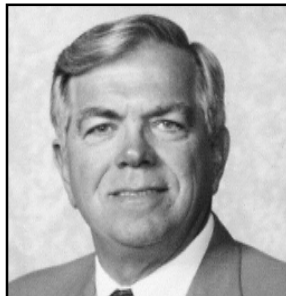
### **Terry Rector, Mississippi**

This year has been one of change and challenge for the NACAA Horticulture and Turfgrass Committee.

Losses and changes in financial sponsorship affected two of the major professional improvement opportunities offered in horticulture and turfgrass in recent years. However, regional and state committee chairs and members have responded to opportunities offered.

First, we look forward to an educational PreConference Horticulture/Turfgrass Study Tour and Workshop in the Orlando, FL area July 10-11. Ten NACAA members will participate in the PreConference programs. Plant America Inc. is the sponsor. Former NACAA President Donna Maromarco represents Plant America and will join us for the PreConference programs. The Florida Association of County Agriculture Agents has a PreConference Horticulture Study Tour Committee and Chair Linda Landrum has overseen development of the actual tour and has worked to keep the program within a limited budget.

Six MACAA members will present Horticulture and Turfgrass papers during the Professional Improvement Session Tuesday, June 13. The six presenters selected



offer diversity in topics that should appeal to many NACAA members with horticulture educational responsibilities.

Unfortunately there will be no RISE Study Tour in the fall of 2004. The longtime sponsorship of RISE expired and was not renewed this year. However, NACAA President Elect Glenn Rogers is communicating with RISE and is pursuing the possibility of the popular study tour being offered in the future via the former sponsorship or new sponsorship.

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## **Aquaculture/ Sea Grant**

### **Jamey Clarey Alabama**

The NACAA Aquaculture/Sea Grant Committee has had a very successful year. Many contacts were made throughout the year to plan committee activities, especially those that took place at the AM/PIC in Orlando.

Committee plans, reports, budgets, etc. were done by the chairman with input from regional vice-chairs. President Glenn Rogers helped secure BASF as a partial sponsor for this committee. A BASF representative spoke at the workshop on July 13. A committee meeting to plan for the upcoming year was held on Monday, July 12 at the AM/PIC.

A very successful workshop was conducted by the Aquaculture/Sea Grant Committee on Tuesday, July 13 in Orlando. Here is a list of the workshop speakers and their topics:

- Craig Tucker from Stoneville, MS.  
Regional Aquaculture Center Update
- Jimmy Avery, Stoneville, MS.  
Commercial Catfish Production
- Leslie Sturmer, Cedar Key, FL.  
Commercial Coastal Aquaculture
- Craig Watson, Ruskin, FL  
Ornamental Fisheries
- Carlos Martinez, Ruskin, FL  
Shrimp Production

I served as moderator for this workshop.

We did not plan a pre-conference tour at this year's AM/PIC, but encouraged those interested in



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aquaculture to choose an aquaculture related tour on Wednesday.

Basically, it was a good year. I've enjoyed my term on the Aquaculture/Sea Grant Committee. I especially appreciate the opportunity to serve as your chairman.

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## **Extension Development Council Chair**

**Richard Gibson  
Arizona**



Your Extension Development Council strives to help you build and strengthen your career in Cooperative Extension. This valuable service comes to you through your membership in the National Association of County Agricultural Agents. No matter whether you are an old pro or whether you are just beginning your employment, we believe that you will be able to find valuable tips and gain helpful insights through the Extension Development Council.

Most opportunities for learning come through your participation in the committee meetings and professional improvement sessions during the Annual Meeting/Professional Improvement Conference each year. It is during these meetings that ideas of individual members are exchanged and talented, experienced speakers share inside information designed to help you improve your professionalism. During the year, participation in the committee activities of your individual state organization can also provide learning opportunities.

In our profession, issues and challenges change almost on a daily basis. All of these add up to a tremendous array of opportunities that can keep us working at a rapid pace. To be successful, we, as educators, must possess up-to-date skills and knowledge to effectively address these changing conditions. The National Association of County Agricultural Agents, your professional improvement organization, can help.

The Extension Development Council focuses on topics that have nothing to do with subject matter areas. By design, the four committees in the Extension Development Council cover broad, general topics. Their areas are unique and are generally not addressed by other professional improvement organizations. These committees are: Public Relations and Agricultural Issues, Early Career Development, Administrative Skills Development and Teaching and Educational

Technologies. The charge of each committee is to provide learning opportunities in areas that support and strengthen the member's professional performance.

The challenge of the National Chairs and Vice-Chairs, along with the related State Committee Chairs, is to establish a firm foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. All of the Committees this past year have provided the leadership and involvement necessary to accomplish this goal.

This past year, the committees have set specific goals and objectives, searched for funding sources, organized nontraditional professional improvement activities and assembled an exciting array of educational opportunities at the Annual Meeting/Professional Improvement Conference in Orlando. In addition, the Public Relations and Agricultural Issues Committee has further strengthened the partnership between our organization and the Outstanding Young Farmer Award Program.

I would personally like to thank the National Chairs and Vice Chairs of these committees for all of their hard work this year. Without their efforts, the many benefits provided by the Extension Development Council would not be possible. All of us hope that you find our work invaluable as you strive to become a better Extension professional. That is our goal.

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## **Public Relations and Agricultural Issues**

**Scott Daniell  
Georgia**



The Public Relations and Ag Issues committee has had an outstanding year. I would like to thank all our Regional Directors for taking the lead to provide members with an outstanding educational program in Green Bay in 2003 and the direction that they have provided me in being your National Chair for 2004. J. Mark Longstroth, Michigan, Bill Sciarappa, New Jersey and Edmund Gomez, New Mexico have provided excellent guidance as we have proceeded through the year with administrative changes that we feel have benefitted our members this year.

PR & Ag Issues began 2003-04 by providing members with an exciting educational function in Green Bay titled "CONTROVERSIAL ISSUES: HOW TO GET



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INVOLVED WITHOUT GETTING EMBROILED", which was presented by Dr. Steve Smutko, Dept. of Agriculture and Resource Economics, Natural Resources Leadership Institute, NC State University. Dr. Smutko provided education on issues such as water quality, waste management and land use planning and how they impact Extension professionals.

At a brainstorming meeting consisting of state PR and Ag Issue leaders, representatives of Deere, Inc, and members of the US Junior Chamber means of communicating policy decisions were changed. It was felt that while the current system of communicating via regional e-mail lists, the Chairman should also develop a National e-mail list directly to all state chairs. This system seemed to work effectively 90% of the time. Glitches in some addresses were eventually resolved. This session also provided lively discussion on ways to improve getting the word out on such issues as promotion of the NOYF program.

NACAA's partnership with John Deere and the US Junior Chamber of Commerce reached a new high in February 2004. Past President Steven Munk and I were invited to participate in the Outstanding Young Farmer Congress in San Antonio Texas. Talk about **VIP** treatment. Traditionally the Past President has been invited for the past few years but this was the first time that the PR& Ag Issues has been invited. We were treated like royalty and included in all functions that representatives from the top 25 states were. While in San Antonio, Steven and I were treated to some real down home Texas hospitality. We were also in attendance at their I banquet where four National winners were named: Richard Eaves from Maryland, Randy Petroshus from Michigan, Erik Rockstad from Minnesota and Brad Williams from Nebraska represented the country well and told of their backgrounds in 4-H and FFA. Hopefully all of us are thinking about entries for 2005. Remember, state program winners are due for National Competition by October 1, 2004.

Orlando 2004 is set to be another exciting time. "WORKING WITH ELECTED OFFICIALS" is a program suggested by our Life Members committee and will be implemented at the AM/PIC. As Mickey Cummings put it, "I think the first step in reducing state budgets is for each and every county agent to develop a relationship with their public officials". During a General Session on Monday at the AM/PIC a panel of speakers will deal with educating NACAA members on working with elected officials. Life Members Perry Lee from Mississippi and Billy Dictson from New Mexico will be a part of this panel. Tuesday July 13's educational program will tell you exactly how to do that. Four NACAA members from

around the country will share with us their success story of what they have done to bridge a good working relationship with their elected officials.

These are exciting times for all Extension service employees. Get involved and stay focused.

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## Early Career Development

David Marrison, Ohio



The Early Career Development (ECD) Committee is responsible for developing educational programs directed at NACAA members with five years or less tenure. Efforts are to develop programs, materials and partnerships to orient and assist Extension personnel early in their career. Many times these programs are relevant to all agents regardless of their tenure.

I am pleased to report that the E.C.D. Committee has had a super year. The committee set major goals to accomplish in 2003-2004 and we were pleased to see many of them accomplished. The primary goal of the committee was to survey our membership to determine their professional development and mentoring needs as well as to understand agents' perceptions of the NACAA AM/PIC. This survey was published in the January 2004 issue of the *The County Agent* Magazine. Agents were able to respond by mailing/faxing back a paper copy or by completing a web based version. We were very pleased that 398 county agents responded to the survey with 94% (n=373) utilizing the web based survey. Complete results of the survey can be found at the E.C.D web site located at <http://ashtabula.osu.edu/ag/NACAA/index-03.html>

The professional improvement topics receiving the highest need ranking on the survey included: 1) Assessing & documenting program impacts; 2) Promoting local Extension programs and activities; 3) Developing an agricultural program identity; 4) Identifying funding sources for program development; and 5) Basics of grant writing. Our committee will use the results from the survey to help plan national and state early career development activities. Thank you to all who responded to this survey.

Our committee also worked to revamp the committee's web site. This web site includes information on our committee activities, survey results, state

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chairman and links to professional development web sites. Furthermore, our committee, with the help of the Minnesota Association published an article entitled "Survival Tips for Extension Educators" in the November 2003 issue of *The County Agent Magazine*.

Finally, the committee arranged to have three speakers during the July 13, 2004 professional improvement sessions at the NACAA AM/PIC in Orlando. Valynnda Slack, Extension Educator from Purdue University, presented "A to Z, Recipe for Diversity". This presentation delivered a powerful message on learning about other cultures and individual differences. Dr. Steve Baertsche, Assistant Director for Agriculture and Natural Resources for The Ohio State University, presented "The New Age of Funding Agricultural Extension Programs". The objective of this presentation was to share how cost recovery activities can be implemented to maintain viable agricultural extension programs. Chris Penrose, Agricultural Agent from The Ohio State University shared "Getting off to a Good Start and Having a Successful Career as an Extension Agent" focusing on the keys to establishing the framework for a successful Extension career. The committee was very pleased to have these professionals share their experiences and insight.

The ECD Committee Vice-chairs for 2003-04 were Jeff Carter (VT) Northeast region, David Marrison (OH) North Central region, Ray Burden (TN) Southern region, and Bruce Hinrichs (NM) Western region. We are looking forward to a great 2004-2005 and to your participation in our committee's activities.

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## **Administrative Skills**

**Michael E. Heimer,  
Texas**



The Administrative Skills Development Committee met in Green Bay to look closely at the needs of the membership and find innovative ways to fulfill professional development goals.

The charge for 2004 highlighted two primary areas of interest. The first was to provide Extension Professionals with the latest information on electronic tools available to enhance productivity and efficiency. Presentations and topics to be offered at the Orlando AM/PIC will greatly enhance your ability to understand personal data devices and their potential implementation.

The second area of need determined by the ASD committee was investigating ways to secure funds to strengthen Extension Programs. There is a tremendous variety of approaches being utilized at state and local levels to overcome funding shortfalls. The 2004 meeting will offer some innovative ideas that can be implemented to give county programs more flexibility.

Committee members Clif Little (OH), Val Slack (IN), Jim Sullins (CA), and Earle Robbins (PA) provided valuable insight and contacts for the 2004 Administrative Skills Development AM/PIC.

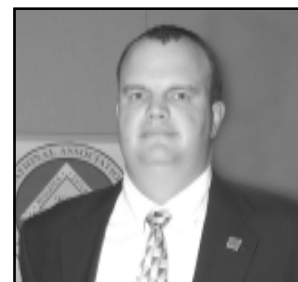
Professional development can only come through change and implementation. Whether you are able to attend the 2004 Orlando meetings or not, the Administrative Skills Development Committee values your thoughts and comments. Plan to attend the ASD Committee Workshop on Monday, July 12, to be held in the Yeoman Room beginning at 1:30 PM. If you are not able to attend, those needs and concerns should be sent through your state or regional chairs.

We are looking forward to seeing each of you in Orlando.

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## **Teaching & Educational Technologies**

**Jeff McCutcheon, Ohio**



Extension Educators have always used a variety of methods of teaching our clientele. In the past, they were field demonstrations, demonstrations, farm and ranch visits, canning clubs and county fairs. Today its email, cell phones, distance education, PDA's and web sites along with the traditional methods. The Teaching and Educational Technologies Committee has been busy accomplishing our goals from our plan of work for the 2003-2004. Our Committees goals and objectives continue to be the development of professional improvement programs to assist NACAA members develop both traditional and non-traditional skills such as: effective written, oral and visual teaching skills; Improve the use and understanding of electronic communications skills; develop distance learning and distance teaching opportunities; enhance skills in planning, implementing and evaluation Extension educational programs.

We have opened the communication lines between our regional vice chairs and the state associations by using emails, letters and other means of communications. Activities of our committee this year

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included encouraging members to apply to do presentations for the Teaching and Educational Technologies workshops at the AM/PIC meeting. We have some wonderful presentations that are lined up for the upcoming conference that deal with technology and education. The presentations are "Reaching Spanish Speaking Clientele with the Idaho Master Gardener Program", "Pesticide Residue", and "You Meet Me on IPV: Delivery of Extension Programs and Staff Development Through 2-Way Video Conferencing".

Our committee will also have two new regional vice-chairs that will be joining us in Orlando and have been selected for a two-year term. David Rice will represent the North Central Region and John Dörner the Southern Region. They will be joining Steve Hadcock from the North Eastern Region and Barry Bequette the Western Region. We want to thank them for volunteering to serve on this committee. We also want to thank Wade Hibler from Texas and Jeff McCutcheon from Ohio for their time and commitment to serve on our committee as we have had a great year and accomplished many things under their leadership and direction.

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**Program  
Recognition  
Council  
John Campbell,  
Council Chair  
Tennessee**



While somewhat different in function and scope, the seven committees of the Program Recognition Council (PRC) strive to provide meaningful programs and recognition to benefit all members of NACAA. The PRC committees are Communications, Extension Programs, 4-H and Youth, Professional Excellence, Public Relations, Recognition and Awards, and Scholarship. Each committee has specific duties relating to their program responsibilities. Please read the committee reports that follow which outline each committee's activities.

Committee work in NACAA is accomplished through the efforts of the national chairs, region vice chairs, and state chairs of each committee. Each group plays an equally important role in the success of these programs. I deeply appreciate their efforts and could not have done my job without them. Three national chairs complete their terms this year: Russell Duncan, South Carolina, Professional Excellence; John

Payne, Arkansas, Public Relations; and Neil Broadwater, Minnesota, Recognition and Awards. Chairs returning for another year are Keith Mickler, Georgia, Communications; Mike Hogan, Ohio, Extension Programs; Ken Combs, Arkansas, 4-H and Youth; and Betsy Greene, Scholarship. New national chairs beginning at the AM/PIC in Orlando are Don Fretts, Pennsylvania, Professional Excellence; Charles Davis, South Carolina, Public Relations; and Alan Galloway, Tennessee, Recognition and Awards.

My term as council chair ends this year. Three years and several hundred e-mails later, I am more convinced of the value of the professional improvement opportunities offered by NACAA. Participation in all our programs should be higher. You as a member can only receive the potential value of your membership by participating in the programs. The NACAA committee structure also gives members the opportunity to fill leadership roles in our association. Please give serious consideration to applying for a national chair or vice chair position next year. This is an excellent opportunity to improve leadership skills and establish relationships with co-workers across the U. S. You never know when one might be able to help you in your local program.

I also want to thank Council Chairs Rick Gibson and Leon Church, Vice President Mickey Cummings, President-Elect Glen Rogers, President Frank FitzSimons, Electronic Communications Coordinator Laura Watts and Executive Director Scott Hawbaker for their help and support during the past year. Neil Broadwater, Minnesota, will serve as PRC Chair for the next three years.

Participating in NACAA programs has had a tremendous impact on my Extension career. Little did I know how much when 26 years ago Bill Hall, my county director, encouraged me to join NACAA. NACAA programs have helped me do a better job serving the people in my Extension programs. The opportunities are here for all members. I challenge each of you to take advantage of them and become more involved in **your** professional improvement association.

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## **Communications**

### **Keith Mickler, Georgia**



The Communications Committee is very please to report we have secured a new national sponsor. NACAA and Bayer Advanced reached a sponsorship agreement in the amount \$26,000.00 back in late January of 2004. This is a true blessing for the Communications Awards Program. The awards program has been without a sponsor for the past two years, which has lead to a decline in the number of entries. With this new sponsorship hopefully we are headed back in a positive direction.

The Communications Committee is please to report strong participation in the program. We had 652 entries in 13 categories. We are confident that entry numbers will increase next year. We hope this is the start of a very long working relationship between Bayer Advanced, Communications Awards Program and NACAA.

Even though the number of entries has been down the past few years, the winning entries are evidence of the high quality of work and communications that are being conducted by extension educators throughout the country. It is obvious that many of our members are working closely with their university professional staffs and private sector people to produce quality materials. The over all consensuses of the judges this year was that the entries keep getting better, thus making the judging more difficult. This was never so true than with the radio and video categories. Two judges said they had a very hard time separating the national winner from the national finalists, and had even lost some sleep doing so.

The Communications Committee ask you take a few minutes to visit the poster of the winning entries in the display area. While there, you may even possibly glean some new ideas for your own communication efforts. The abstracts of the national winner and national finalist for each category are published in the proceedings. These provide further opportunities to stimulate our own creative minds and improve our communication abilities. The poster ideal was started last year by Lee Miller (past national chair of Communications). The poster works well with our advancement in the way we communicate. This type of display means no more scissors, rubber cement and poster board, just a few key strokes at the computer and out pops a ready to use educational piece.

Another important aspect of the committees work

is to encourage our members to support our national sponsor Bayer Advanced. Before anyone gets their shorts in a wad or blows a fuse about making specific name brand recommendations, think about it. We just sent little Ms. Hazel Buttercup out to the store to purchase either Cyfluthrin or Permethrin to control a few yard pest. We could have made this very easy on Ms. Buttercup and suggested she buy Bayer Advanced Multi-Insect Killer, Ortho Bug-B-Gone Multi-Purpose Insect Killer, Hi-Yield Garden Insect Control or Cutter Bug Free Back Yard for her problem. Did we show favoritism to just one company? No, but we certainly made sure we mentioned a product from our national sponsor. We ask that you please keep our national sponsor in mind when making recommendations. Bayer Advanced sells other products such as potting soils and fertilizers.

My thanks go to the regional vice-chairs who have work diligently over the past year or more. I appreciate their hard work to help make this program a success. I want to especially thank Richard Smith and Virginia Knerr who are completing their terms as regional vice-chairs. Likewise, I want to welcome our two new regional vice-chairs to the communications committee. They are Norman Conrad, North East Region and Robert Call, Western Region, welcome!

It has been a pleasure to serve the NACAA Communications Committee for the past year. I look forward to continuing my commitment to the Communications Committee and NACAA.

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## **Extension Programs**

### **Mike Hogan, OH**



The Extension Programs Committee added a new Search for Excellence awards program this year thanks to new financial support from Farm Credit System Foundation. This new Search for Excellence award program recognizes outstanding Extension programs which target young, beginning, or small farms/ranches. The outstanding financial support from Farm Credit System Foundation allowed Terry Poole from Maryland, the National Winner in this new awards program to receive a plaque and a \$1,600 cash award for his efforts. Farm Credit System Foundation has committed financial support for this new program through 2007!

Other national sponsors for Search for Excellence awards programs this year include: NASA for Remote Sensing & Sustainable Agriculture, John Deere for Farm

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and Ranch Financial Management, and TruGreen ChemLawn for Landscape Horticulture. Two other Search for Excellence awards programs conducted by the Extension Programs Committee need support for new national sponsors. These programs are Livestock Production and Crop Production.

Participation in the five Search for Excellence awards programs conducted by the Extension Programs Committee were up from last year with a total of 83 entries by 119 individuals. Entries were received from members representing 36 states in all four regions as follows:

Southern Region – 34  
North Central Region - 28  
Northeastern Region – 11  
Western Region - 10

In addition to publishing abstracts of National Winners and Finalists in the AMPIC Proceedings, this year abstracts of the top 50% of all entries received will be published in the proceedings, giving another 17 members an opportunity to be published.

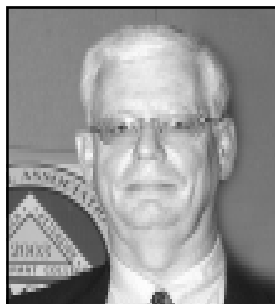
Thanks to all of the Extension Programs Committee Vice-Chairs and State Chairs for coordinating the collection and judging of entries. Vice-Chairs play a huge role in conducting the Search for Excellence Programs, and I'd like to thank them for their hard work and dedication: Southern Region – Hugh Soape, TX, Northeast Region – Bob King, NY, North Central Region – Craig Haugaard, MN, Western Region – Tom DeGomez, AZ.

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## **4-H & Youth**

### **Ken Combs, Arkansas**

It has been a fast and full year for the 4-H and Youth Development committee. Thanks to the hard work of each NACAA member, the number of state entries in 4-H Search For Excellence has increased this year. We had an outstanding group of state winners this year submitted to the Regional Vice Chairs. There was 13 4-H Search For Excellence reports submitted this year to the regional vice chairs. Thank you for this good number. I know that each of you do a lot of outstanding 4-H work each year. We just need to get you to take time and report on your 4-H work. We all have to report our work to our administrators, so go one step further and report your outstanding 4-H accomplishments to your peers. I would like to see the submissions for awards increase



again next year. Report your good work next year.

A big thank you goes out to the state 4-H chairs and the Regional Vice Chairs. Thank you for getting these entries in and judged. You are a vital link in this process. I would also like to thank the Regional Vice Chairs for all the work that they have done throughout the year. You have been a good group to work with and look forward to working with the Regional Vice Chairs in the upcoming year.

I hope that all of you attending the NACAA AM/PIC attended and enjoyed the 4-H Talent Review. What a fantastic show of our youth talent. Thank you committee members that were responsible for the 4-H Talent Review at the AM/PIC, a job well done. Countless hours went into preparation for this activity. Thank you. This was a fantastic show in Orlando. This committee has worked hard all year. Thank you!

Also many of you submitted talent videos from your 4-H members for the AM/PIC 4-H Talent Review. Thank you for your work with these youth. The talent to select from was extremely good. Selection of the acts was extremely difficult. The youth that we work with are extremely talented. I know we will have a good showing of talent next year from the Northeast. Start looking for that talent now.

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## **Professional Excellence**

### **Russell Duncan South Carolina**



The committee is responsible for the peer review of poster abstracts and organizing the poster session at AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. The Propane Education and Research Council (PERC) replaced Monsanto as a partial sponsor for 2004. They sponsored the awards luncheon this year. All posters are peer reviewed at the regional level and is the responsibility of the Regional Vice Chairs, all of whom have done an excellent job this year. The current regional Vice Chairs are Donald Fretts '04 from the northeast, Reed Findlay '05 from the West, Robert Brewer '04 from the South, and Jim Hoorman '05 from the North Central. Don Fretts will assume the National Chair position after the 2004 AM/PIC.

The poster entries increased slightly in 2004. We have 89 entries this year compared to 86 in 2003. The South has the largest number with 40. The North

Central has 25, the Northeast has 17, and the West has 7. Considering how transportation costs have increased in the past few months, we were happy with even a small increase.

Awards will be presented at the AM/PIC Poster Session Luncheon. The best papers in each category, Applied Research & Extension Education, will receive the following awards: Best \$500 & plaque, Second \$250 & plaque, Third \$150 and plaque. Regional winners will receive a certificate.

One of the goals of the committee has been to improve the quality of poster entries. Vice chairs worked with the state chairs/presidents to ensure that posters and abstracts were of the highest quality. Poster abstracts are submitted to the vice chairs. They had the abstracts peer reviewed by at least two(2) to three (3) reviewers to determine whether or not the poster is acceptable. If a poster abstract was rejected, the author was given the opportunity to make corrections or improvements, so that it could be accepted. All rules and guidelines for the NACAA AM/PIC Poster Session are available on the NACAA website at: <http://www.nacaa.com/ProfImpr/2004poster.pdf>

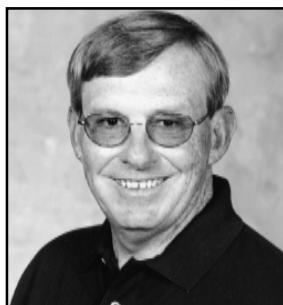
Finally I would like to thank NACAA for the opportunity to serve on this committee for the last four years. It has been a very educational experience that I will not soon forget. I would especially like to thank my fellow committee members for the fine job they have done. This is not the easiest assignment in NACAA. Most committees have only to recognize their winners at AM/PIC. The Professional Excellence has to get the Poster Session set up, organized, judged, and finally recognized in a span of 3 days. It takes a lot of dedication and hard work to make this happen, and without the outstanding Vice Chairs on this committee, this would not happen. They make the Chair's job manageable.

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## **Public Relations**

**John Payne,  
Arkansas**

The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program each year. This program is a great way for NACAA members to emphasize and highlight educational programs that enhance the understanding of agriculture in their respective communities. The Public Relations committee conducts the PRIDE recognition program and the "First Timers" luncheon at the NACAA national



meeting. This year the PRIDE recognition program and the "First Timers" programs will be combined. We formerly had a PRIDE Recognition Breakfast. These two events will be held Monday, July 12<sup>th</sup> at 11:45a.m. PRIDE winners and first timers will be recognized at this event. All PRIDE winners, (National Winner, Regional Finalists, and State Winners) are encouraged to attend and participate. All first timers attending and participating in the national meeting are encouraged to attend.

There were 7 entries in the PRIDE Program this year. There were entries from each region. Entries this year were very good and represented some outstanding educational work being conducted to inform the public about the importance of agriculture. Congratulations to Robert Behnkendorf of Iowa the 2004 PRIDE Program Winner. Congratulations to Julie Riley of Alaska; Carol Schurman of Pennsylvania; and Steven Turaj of New Hampshire who were all National Finalists.

Special thanks to Charles Davis – Southern Region Vice-Chair; J.Craig Williams – Northeastern Region Vice-Chair; Russ Higgins – North Central Region Vice-Chair; and John Begeman – Western Region Vice-Chair for the good work they have done this year as team members of the Public Relations Committee. We also express our thanks to John Campbell of Tennessee, Program Recognition Council Chair for his support of the Public Relations Committee work.

This is my last year as Chair of the Public Relations Committee. I have greatly enjoyed working with the Public Relations Committee and the PRIDE program the past four years serving one year as a Regional Vice-Chair and three years as National Chair. I thank all the Vice Chairs I have had the pleasure to work with over the past three years.

I encourage the NACAA membership to look at the PRIDE program next year and consider entering a program you have conducted that fits this category. I also encourage NACAA members to apply to serve as a Region or National Chair. Both are very rewarding experiences.

Finally, we express our gratitude to our national sponsors who work with and support the Public Relations program. They are: NASCO International, (First Timers Luncheon sponsor), National Rural Telecommunications Cooperative Association and National Rural Electric Cooperative Association (Sponsors of the PRIDE – Public Relations in Daily Efforts program).



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## **Recognition and Awards**

### **Neil Broadwater Minnesota**



The association honored 76 NACAA members for the Distinguished Service Award and 56 members for the Achievement Award this year in Orlando. This is six less DSAs and two less AAs than one year ago. These award recipients have had a tremendous impact on their counties and communities, on the agriculture industry, and on the youth, the farmers/ranchers and families they serve. They are providing innovative programs, reaching new audiences, improving the content of traditional programs, being a catalyst for a project in the community, stimulating volunteers, and helping people adopt new technologies. They are doing great work throughout the nation to help build better lives for citizens.

Over the past two years the Recognition and Awards Committee has encouraged DSA and AA to utilize electronic technology for the application process. The award application forms can be filled out right on the NACAA web site. Applicants can then print out the forms or save them to a disk. The committee also encourages the applicants to use digital photos and send electronically to the state committee chair. A good digital photo assures high quality and more ease of printing that photo in the Awards Program booklet. Many applicants now submit their citations on disk versus a couple of years ago. This has made it less time consuming for everyone involved in the process to edit the citations, to e-mail the edits back and forth, and to transfer the information into the Awards Program booklet. The committee will continue to encourage electronic application in the future so that applying for the DSA and AA awards can be as simple as possible. The process also needs to be convenient for state committee chairs, regional vice-chairs and the national chair as everyone faces many time constraints throughout the year.

State chairs and Regional Vice-Chairs of this committee put in a lot of time throughout the application process assembling and analyzing the applications. This committee would not be successful in fulfilling its responsibilities, so that NACAA can honor the award recipients at the AM/PIC, without their efforts

Thank you to the Regional Vice-Chairs, Alan Galloway of Tennessee, Todd Lorenz of Missouri, Larry Hulle of New York and Stuart Parkinson of Idaho, for

their leadership in evaluating the applications, checking for missing items, and sending them on to me in a very timely manner. I have appreciated their cooperation and their teamwork attitude. Their effort with the application process and in meeting deadlines has made my job more rewarding and enjoyable.

I have had the privilege of serving as your Recognition and Awards Committee chair for the past 2 ½ years. During the three times I have reviewed, edited and presented these awards at AM/PIC, I have been impressed by the variety and quality of Extension educational programs the recipients have provided across this nation. I have a greater appreciate for the quality of work that takes place by NACAA members who are dedicated to helping people and communities.

I congratulate Alan Galloway of Tennessee who is the new National Chair of this committee. He will do an excellent job. I am sure he will welcome and appreciate any suggestions on how this committee can improve its responsibilities to better serve the membership.

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## **Scholarship**

### **Dr. Betsy Greene, Vermont**



From July 1, 2003 to May 23, 2004, **\$2,166.00** in donations was collected by the scholarship committee. The 2003 Scholarship auction receipts totaled **\$4,984.50**. Eighty-four individuals purchased 146 items at the auction. Therefore, the total collected by the Committee in this period was **\$7,150.50**. This money was turned over to the NACAA Educational Foundation.

For the 2003/2004 scholarship year, 26 scholarship applications, representing 45 members. Of the 26 applications, six were group applications representing 25 members. The remaining 20 applications were from individual members. A total of \$41,415 was requested.

The NACAA Educational Foundation (the source of the funds the Scholarship Committee has to award) approved funding of up to, but not to exceed \$25,000. The Scholarship Committee met and deliberated on Sunday morning/afternoon of the Green Bay meetings for approximately 5 hours. Members of the awards committee each had copies of all the applications for review for several weeks before this meeting.

For the 2003/2004 scholarship year, the scholarship committee recommended 21 awards for a total of \$25,000. This broke down into \$9,110 for 11

individuals to continue their formal education, and \$15,890 for 10 groups and individuals to participate in conferences, tours and meetings. The committee was not able to fund 5 requests.

Many thanks to everyone who helped with, donated an item, or purchased something at the 2003 Scholarship Auction.

We have made significant progress in updating the status membership in the database, with the help of state and regional chairs making corrections to the summary booklets that were provided at regional meetings. We have made corrections to the funding totals to all members that provided us with adequate documentation (e.g. cancelled check copies, etc.) to do so. Thank you to all members that have assisted (and/or persisted) in this process.

This year, the Scholarship Committee is introducing some new aspects to the traditional auction format. One of the most exciting things will be our ability to accept credit cards for payment of auction items. We hope that offering an additional method of payment will stimulate the "bidding muscles" of our membership! In addition, we will have tickets available for "Must be present to win" drawings that will occur throughout the auction evening.

How it will work: There would be six prizes: (5) up to \$100 prizes, and a grand prize of up to \$1000 (Drawing values will be based upon numbers of tickets sold). The tickets would be sold throughout the meetings, beginning at registration for a price of \$20 each. The drawings would begin 1/2 hour after the auction begins, and be drawn approximately every 15 or so minutes until six names were drawn.

The ticket holder **MUST** be present to win, and if he/she is not, the prize goes back into the scholarship fund. The good news: even if you don't win...you win! Non-winners will be credited for scholarship donations, while winners walk away with a check!

Finally, thanks to Southern Region Vice-Chair JJ Jones' efforts, the Scholarship Committee will be offering a high quality engraved NACAA pocket knife (CASE brand) for purchase by members with the profits directed to the scholarship funds. These well-balanced, very attractive, 3-blade knives come in an attractive tin that also has the color NACAA logo on the cover. They will be offered for sale at \$45 at the meeting. Be sure to pack several of them for yourself or gifts in your **checked luggage** on the way home!

Finally, remember that the support of Scholarship through purchases, donations of money or items, or any additional efforts result in a direct reward for the membership. This program provides direct benefits to

and for the NACAA membership with for a minimal investment. Thank you for your previous and continued future support of YOUR program!

## Special Assignments:

## Electronic Communications Coordinator

Laura L. Watts  
Pennsylvania



## Mailing Lists

Summary of NACAA Mailing Lists  
(@lists.cas.psu.edu):

nacaa-exec	NACAA Executive Committee
nacaa-board	NACAA Board
nacaa-regdir	NACAA Regional Directors
nacaa-vdir	NACAA Vice Directors
nacaa-councilchairs	NACAA Council Chairs
nacaa-chairs	NACAA Committee Chairs
nacaa-vicechairs	NACAA Committee Vice Chairs
nacaa-specassign	NACAA Special Assignments
nacaa-educ	NACAA Educational Foundation
nacaa-pastpres	NACAA Past Presidents
nacaa-pres	Presidents from all regions
nacaa-ncpres	NACAA North Central Presidents
nacaa-nepres	NACAA North East Presidents
nacaa-spres	NACAA Southern Presidents
nacaa-wpres	NACAA Western Presidents

Our mailing lists are hosted by Penn State – free of charge. We are very grateful for their assistance. We use an "Approved Senders" list to try to limit the amount of junk mail. For this reason it is important that I have your sending mail address to add to the database, or you will not be able to post messages. Please keep me advised of any changes to your email address.

## Home Page

The NACAA Home page is located at: <<http://www.nacaa.com>>

The NACAA Home page was moved to our commercial provider in December of 2002. Please remember to update any links you have to it.

The front page has been changed to give it a cleaner format. Minutes and dates of meetings have been moved to another page. You can contact Scott Hawbaker, editor of *The County Agent*, via a link on the front page.



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Award entry information is available on the site. This is the same information that is printed in the Awards Edition of *The County Agent* magazine. There is also a slide program available which provides guidelines for entering the awards program.

Twenty-five state associations have web pages linked from the NACAA site. If your state puts up a site, please send me the URL so I can add a link.

The membership and promotional brochures are available online.

Suggestions for the web site are always welcome. Committee Chairs are encouraged to post information helpful to their committee work.

Remember to check the "Position Openings" and Educational Opportunities" for new information.

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## **Executive Director**

**Scott Hawbaker**  
**Illinois**

It has been a pleasure to have once again served as your association's Executive Director. I always enjoy corresponding with state officers during dues renewal time (spring of each year). I would like to thank all state officers for making this years dues collection a painless procedure. I know it takes a lot of hard work to handle the membership recruitment - and on behalf of the board and association I thank you for your time and diligence in handling this task.

Working with Glenn Rogers on National Sponsor/Donor relations has been a rewarding experience. I've learned a lot from Glenn and enjoyed attending the National Farm Broadcasters meeting with him. Because of Glenn's strong desire for this association to continue developing strong relations with national donors - our overall support grew in 2004.

The day to day activities at the NACAA headquarters continues to keep me busy. You would be amazed at how many individuals call the association looking for general referral information for extension agents across the country. I also enjoy the many contacts made to our office by our active and life members. One of my main responsibilities is to serve our membership with updated information about the association. We have begun the process of implementing an "E-County Agent" supplemental electronic update - with the sole intention of offering NACAA membership quick reminders of upcoming activities

and deadlines. Your board of directors truly recognizes the importance of communication with our membership.

A heartfelt congratulations to Frank FitzSimons and the Florida Association for developing an outstanding Professional Improvement Conference. The dedication of these individuals to NACAA and it's overall mission is overwhelming.

Please feel free to contact the NACAA Headquarters for assistance with your association needs. Your NACAA board of directors is always seeking input on how we can better the association and the professional improvement opportunities provided to you as a member. NACAA can be reached at 252 N. Park Street, Decatur, IL 62523 - (217) 876-1220, Fax: (217) 877-5382, email: [nacaemail@aol.com](mailto:nacaemail@aol.com) or on the world wide web at <http://www.nacaa.com>.



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**PROGRAM HIGHLIGHTS**  
**89<sup>TH</sup> ANNUAL MEETING**  
**NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS**  
**July 11 - July 15, 2004**  
**ORLANDO, FLORIDA**

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**FRIDAY, JULY 9**

7:00 am - **PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR** – Board Buses at 7:00 am  
 BY INVITATION  
**Place:** Various Ranches in South Central Florida  
**Presiding:** Doug Mayo, Extension Agent, Jackson County  
 Eugene Schurman, NACAA Animal Science Committee Chair

8:00 am- **NACAA BOARD MEETING**  
 5:00 pm **Place:** Senate

**SATURDAY, JULY 10**

8:00 am **Pre-Conference Livestock Tour & Workshop**  
**Place:** Various Ranches in South Central Florida  
**Presiding:** Doug Mayo, Extension Agent, Jackson County, Florida  
 Eugene Schurman, NACAA Animal Science Committee Chair

7:45 am- **PRE-CONFERENCE HORTICULTURAL WORKSHOP AND TOUR**  
 9:15 am **Place:** Oxford  
**Courtesy:** Plant America, Donna Moramarco  
**Tour:** Various Nurseries in Central Florida  
**Presiding:** Linda Landrum, Extension Agent, Volusia County, Florida  
 Terry Rector, NACAA Horticulture Committee Chair

1:00 pm- **REGISTRATION**  
 5:00 pm **Place:** Great Hall Booth, Convention Area

6:00 pm- **4-H Talent Review Orientation & Dinner & Rehearsal**  
 9:00 pm **Place:** Crown Hall

8:00 am- **NACAA BOARD MEETING**  
 3:00 pm **Place:** Senate

4:30 pm **VIP Assembly & Recognition (BY INVITATION)**  
**Place:** Knights Hall

5:15 pm- **Load Busses VIP, SPONSORS AND DONORS DINNER**  
 8:00 pm (By Invitation)  
**Place:** Arabian Nights (off site)  
**Hosts :** Tennessee & Florida Association of County Agricultural Agents

**SUNDAY, JULY 11**

8:00 am- **REGISTRATION**  
 6:00 pm **Place:** Great Hall Booth, Convention Area

7:30 am- **PRE-CONFERENCE HORTICULTURAL BREAKFAST AND WORKSHOP**  
 Noon **Place:** Oxford  
**Presiding:** Linda Landrum, Extension Agent, Volusia County, Florida  
 Terry Rector, NACAA Horticulture Committee Chair

8:00 am- **Commercial Exhibits & NACAA Educational Exhibit Set up**  
 Noon **Place:** Events Center, Convention Area

9:00 am- **SCHOLARSHIP SELECTION COMMITTEE**  
 5:00 pm **Place:** Senate  
**Presiding:** Betsy Greene, Chair  
 Scholarship Committee

9:00 am- **REGIONAL DIRECTORS AND VICE DIRECTORS WORKSHOP**  
 Noon **Place:** Gallery  
**Presiding:** Doug Wilson, Director Southern Region

9:00 am- **NACAA Poster Set Up**  
 Noon **Place:** Events Center, Convention Center  
**Coordinator:** Russell Duncan, Chair  
 Professional Excellence Committee

9:00 am- **4-H Talent Revue Rehearsal**  
 4:30 pm **Place:** Crown Hall

10:30 am- **NOMINATING COMMITTEE MEETING**  
 Noon **Place:** Conventry Board Room  
**Presiding:** Steven Munk, Past President

12:00 pm- **Computer Technology Center Open**  
 6:00 pm **Place:** Chelsea

12:00- **PAST NATIONAL BOARD LUNCHEON (DUTCH TREAT)**  
 2:00 pm **Place:** Captain

Noon- **NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS LUNCHEON**  
 2:00 pm **Place:** Great Hall East/West  
**Presiding:** Mickey Cummings, NACAA Vice President  
**Courtesy:** Philip Morris, USA

2:00 pm- **PROGRAM RECOGNITION COUNCIL**

5:00 pm	<b>WORKSHOP</b> <b>Place:</b> Cloister South <b>Presiding:</b> John Campbell, Council Chair	8:45 pm- 10:00 pm	<b>HOSPITALITY – Ice Cream Social</b> <b>Place:</b> Events Center <b>Host:</b> Florida Association of County Agricultural Agents <b>Sponsors:</b> Dairy Farmers, Inc. ; Southeast Milk, Inc.
2:00 pm- 5:00 pm	<b>EXTENSION DEVELOPMENT COUNCIL WORKSHOP</b> <b>Place:</b> Cloister North <b>Presiding:</b> Richard Gibson, Council Chair	9:00 pm- 11:00 pm	<b>STATE PICTURES,</b> <b>(See schedule in back of program)</b> <b>Place:</b> Great Hall
2:00 pm- 5:00 pm	<b>PROFESSIONAL IMPROVEMENT COUNCIL</b> <b>Place:</b> Oxford <b>Presiding:</b> Leon Church, Council Chair	10:00 pm	<b>FACAA MEETING</b> <b>Place:</b> Cloister
1:30 pm- 3:00 pm	<b>STATE OFFICERS WORKSHOP</b> <b>Place:</b> Great Hall Center <b>Presiding:</b> Patrick Torres, Director, Western Region	7:00 am- 8:30 am	<b>VOTING DELEGATES BREAKFAST/ Information Session</b> (Meal By invitation & Ticket) Guests may sit in back for listening only <b>Place:</b> Great Hall North <b>Presiding:</b> Fred Miller, NACAA Secretary <b>Courtesy:</b> United Community Bank
1:00 pm- 6:00 pm	<b>COMMERCIAL AND EDUCATIONAL EXHIBITS OPEN</b> <b>Place:</b> Events Center, Convention Area		
1:00 pm - 6:00 pm	<b>NACAA POSTER SESSION DISPLAY - OPEN</b> <b>Place:</b> Events Center, Convention Area <b>Coordinator:</b> Russell Duncan – Professional Excellence Committee Chair	8:00 am- 5:00 pm	<b>REGISTRATION</b> <b>Place:</b> Great Hall Booth
2:30 pm- 4:00 pm	<b>NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING AND BOARD OF DIRECTORS MEETING</b> <b>Place:</b> Gallery <b>Presiding:</b> Don Drost, NACAA Educational Foundation President	8:00 am- 5:00 pm	<b>Commercial and NACAA Educational Exhibits OPEN</b> <b>Place:</b> Events Center, Convention Area
3:00 pm- 4:00 pm	<b>FIRST TIMER ORIENTATION AND RECEPTION</b> <b>Place:</b> Knave/Scribe <b>Presiding:</b> Steven Munk, NACAA Past President (All first time attendees and spouses invited)	7:00 am- 7:00 pm	<b>Computer Technology Center</b> <b>Place:</b> Chelsea
3:00 pm- 4:00 pm	<b>PARENTS ORIENTATION AND SONS &amp; DAUGHTERS ACQUAINTED PARTY</b> <b>Place:</b> Parents – Scotland C Sons & Daughters — England <b>Presiding:</b> James Umphrey & Christa Carlson	8:00 am- 6:00 pm	<b>NACAA Poster Display</b> <b>Place:</b> Events Center, Convention Area
3:30 pm- 5:00 pm	<b>STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY</b> <b>Place:</b> Empire Ball Room <b>Presiding:</b> Henry Grant	8:30am- 12:30	<b>4-H Talent Revue</b> <b>Place:</b> Crown Hall
4:30 pm- 6:30 pm	<b>GET ACQUAINTED DINNER</b> <b>Place:</b> Great Hall <b>Host:</b> FACAA	8:30 am- 11:45 am	<b>General Session</b> <b>Presiding:</b> Frank FitzSimons, NACAA President <b>Place:</b> Empire Ballroom <b>Invocation and Pledge of Allegiance:</b> Lowell Loadholtz, Retired Extension Agent, FACAA <b>Welcome to Florida:</b> Dr. Larry Arrington, Acting Dean, Florida Extension Service Honorable Charles Bronson, Florida Commissioner of Agriculture <b>Introductions:</b> National Committee and Council Chairs, Special Assignments And Executive Director <b>Recognition of Donors and Introduction of New Programs:</b> Glenn Rogers, NACAA President-Elect <b>Presentation by Bidding State for 2008 AM/PIC</b> <b>Presentations by Candidates for Office Greetings from Joint Council of Extension Professionals</b> Sharon Hoelscher-Day, JCEP President-Elect <b>Greetings from National Association of Farm Broadcasters</b> Mr. Jeff Nalley, President NAFB <b>Speaker:</b> Dr. Martha Roberts UF/IFAS Director of Industry Relations Food Safety for the American Public
7:00 pm- 8:45 pm	<b>OPENING SESSION AND INSPIRATIONAL PROGRAM</b> <b>Place:</b> Empire Ballroom <b>Presiding:</b> Frank FitzSimons, NACAA President <b>Opening Activities:</b> <b>Presentation of State Flags</b> <b>Message:</b> Dr. Story Musgrave, NASA <b>Musical Presentation</b> <b>Introduction of NACAA Officers</b> <b>Closing Announcements</b>		

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**Panel Discussion:** Working with Elected Leaders

**Keynote Address:** Jo Ann Smith  
Former Undersecretary of Agriculture -  
Economic and Policy Implications of a Safe  
Food Supply

11:45 am-  
1:15 pm

**PRIDE & FIRST TIMER LUNCHEON**

**Place:** Great Hall Center  
**Presiding:** John Payne, Chair Public Relations  
Committee  
**Courtesy:** NASCO International  
National Rural Electric Cooperative Association  
National Rural Telecommunications Co-op

**11:45am-**

PROFESSIONAL IMPROVEMENT AND  
SEARCH FOR EXCELLENCE LUNCHEONS  
**(TICKETS & NAME TAG REQUIRED,  
PICK UP TICKETS AT REGISTRATION)**

**Landscape Horticulture Luncheon Seminar**

**Place:** England  
**Presiding:** Mike Hogan, Chair Extension  
Programs Committee  
**Courtesy:** TruGreen ChemLawn  
**Presenter:** Martha A. Smith, Horticulture  
Educator, IL  
**Four Season Gardening, Telenet Series**

**FARM AND RANCH FINANCIAL MANAGEMENT  
AWARDS PROGRAM**

**Place:** Great Hall East  
**Presiding:** Hugh Soape, Vice-Chair  
Extension Programs Committee  
**Courtesy:** Deere & Company  
**Presenter:** Paul Dietmann, Extension Agent, WI  
A Multi-Faceted Approach for Helping Farm  
Families Make Better-Informed Financial Decisions

**Remote Sensing /Precision Agriculture**

**Place:** Great Hall West  
**Presiding:** Bob King, Vice-Chair Extension  
Programs Committee  
**Courtesy:** NASA  
**Presenter:** James G. Thomas, Extension  
Agent, Mississippi  
Utilization of Remote Sensed Data for Field  
Verification In the Smart Program

11:45am-  
12:30 pm

**4-H TALENT Revue Lunch**

**Place:** Crown Hall

12:30 pm -  
4:30 pm

**4-H Talent Revue Dress Rehearsal**

**Place:** Empire Ballroom (Ireland Hallway)

1:30 pm-  
2:30 pm

**COMMITTEE WORKSHOPS**

(For all NACAA members)

**How to Host AN AM/PIC And Report  
from AM/PIC Review Committee**

**Place:** Event Center A  
**Presiding:** Patrick Hogue & David Holmes ,  
2004 AM/PIC Co-Chairs, Steven Munk, Past  
President & Chair AM/PIC Review Committee

**Communications**

**Place:** Event Center B  
**Presiding:** Keith Mickler, Chair

**Extension Programs**

**Place: Event Center C**  
**Presiding: Mike Hogan, Chair**

**Extension Programs**

**Place:** Event Center C  
**Presiding:** Mike Hogan, Chair

**4-H & Youth**

**Place:** Event Center E  
**Presiding:** Ken Combs, Chair

**Professional Excellence**

**Place:** Event Center D  
**Presiding:** Russell Duncan, Chair

**Public Relations**

**Place:** Event Center D-1  
**Presiding:** John Payne, Chair

**Recognition & Awards**

**Place:** Cloister North  
**Presiding:** Neil Broadwater, Chair

**Scholarship**

**Place:** Coventry Board Room  
**Presiding:** Betsy Greene, Chair

**Agronomy & Pest Management**

**Place:** Scotland C  
**Presiding:** Paul H. Craig

**Agricultural Economics & Community  
Development**

**Place:** Knave  
**Presiding:** Tom Benton, Chair

**Animal Science**

**Place:** Cloister South  
**Presiding:** Eugene Schurman, Chair

**Natural Resources**

**Place:** Scotland B  
**Presiding:** John Church, Chair

**Horticulture and Turf Grass**

**Place:** Scotland A  
**Presiding:** Terry Rector, Chair

**Aquaculture/Sea Grant**

**Place:** Oxford  
**Presiding:** Jamey Clary, Chair

**Public Relations and Agriculture Issues**

**Place:** Gallery  
**Presiding:** Scott Daniell, Chair

**Early Career Development**

**Place:** Scribe  
**Presiding:** David L. Marrison, Chair

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**Administrative Skills Development****Place:** Yeoman**Presiding:** Michael J. Heimer, Chair**Teaching and Educational Technologies****Place:** Captain**Presiding:** Jeff McCutcheon, Chair1:30 pm-  
3:00 pm**LIFE MEMBER BUSINESS MEETING****Place:** Great Hall North**Presiding:** Bill Hambleton, Chair, Life Member Committee1:30 pm-  
5:00 pm**Agriculture and Natural Resources Program Leaders Meeting****Place:** Outback Veranda**Presiding:** Dr. Joan Dusky, Assistant Dean for Extension & Agriculture Program Leader, University of Florida, IFAS2:45 pm  
4:15 pm**REGIONAL MEETINGS****Southern Region****Place:** Great Hall Center**Presiding:** Doug Wilson & Elmo Collum , Directors**Northeast Region****Place:** Great Hall East**Presiding:** Dan Kluchinski, Director**Western Region****Place:** Great Hall West**Presiding:** Patrick Torres, Director**North Central Region****Place:** England**Presiding:** Mike Christian, Director4:15 pm-  
7:00 pm**DINNER — "A TASTE OF THE SOUTH"****Place:** Osceola Park Heritage Park Exhibitor Building**Hosts:** Alabama, Arkansas, Georgia, Kentucky, Ohio, North Carolina, South Carolina Associations of County Agricultural Agents5:00 pm-  
8:00pm**Commercial Exhibits Close & Take Down**7:30 pm-  
9:00 pm**4-H TALENT REVUE****Place:** Empire Ball Room9:30 pm-  
11:00 pm**STATE PICTURES**

(See schedule in back of program)

**Place:** Great Hall

10:00 pm

**FACAA MEETING****Place:** Cloister**TUESDAY , JULY 13**7:00 am-  
8:30 am**ACHIEVEMENT AWARD RECOGNITION BREAKFAST****Place:** Scotland A & B**Presiding:** Neil Broadwater, Chair,

Recognition &amp; Awards Committee

**Courtesy:** American Income Life Insurance Company**Host:** Bill Viar, Director of Marketing7:00 am-  
8:30 am**ADMINISTRATORS BREAKFAST**

(by invitation)

**Place:** Arthur's Kings Court (27<sup>th</sup> Floor)**Hosted by:** NACAA**Presiding:** Eddie Holland, NACAA Past President7:00 am-  
8:30 am**LIFE MEMBER BREAKFAST****Place:** Great Hall East**Presiding:** Bill Hambleton, Life Member Chair8:00 am-  
5:00 pm**REGISTRATION****Place:** Great Hall Booth, Convention Area8:30 am-  
11:30 am**DELEGATE SESSION****Place:** Great Hall North**Presiding:** Frank FitzSimons, NACAA President**Invocation:** R. David Myers, Vice Director, Northeast Region**Delegate Roll Call:** Fred Miller, NACAA Secretary**Nominating Committee Report:**

Steven Munk, NACAA Past President

**Election of Officers****NACAA Educational Foundation****Report:** Don Drost , President, Educational Foundation**Scholarship Committee Report:**

Betsy Greene, Scholarship Chair

**Treasurer's Report & Adoption of****Budget:** Chuck Schwartau, NACAA Treasurer**Confirmation of Committee Appointments**

Mickey Cummings, Vice President

**New Business****Proposed By-Laws Change****Annual Meeting Site Selection****Remarks** – Glenn Rogers, NACAA

President-Elect

8:00 am-  
4:00 pm**Educational Exhibits Open****Place:** Events Center, Convention Area8:00 am-  
4:00 pm**NACAA POSTER Session Open****Place:** Events Center, Convention Area8:30 am-  
10:00 pm**Hydroponics for Gardeners & Small Scale Commercial Producers****Place:** Yeoman**Presiding:** Bob Hocmuth**Host:** FACAA

8:30 am-  
11:40 am

**EXTENSION DEVELOPMENT COUNCIL  
SEMINARS**

**PUBLIC RELATIONS AND AGRICULTURAL  
ISSUES COMMITTEE**

**Place:** Cloister South  
**Presiding:** Scott Daniell, Chair

**Public Relations & Agricultural Issues  
Committee**

8:30

**Marketing Extension Programs to  
Decision Makers & Elected Officials**

8:45 - 9:15

**"Communicating with Elected Officials for  
Tight Dollars in a Flat Economy"**

**Presenter:** William D. Skaggs, Hall County  
Georgia

9:15 -9:45

**"The Use of Television & Video to  
Enhance Support For Extension Programs"**

**Presenters:** William "Bill" Hlubik,  
Middlesex County, New Jersey

**Break**

10:15 - 10:45

**"Cape May County Agricultural & Seafood  
Tour for Decision Makers"**

**Presenter:** Russell Blair, Agriculture &  
Resource Management Agent, Cape May  
County, New Jersey

10:45 - 11:15

**"2003 Farm City Days in Osceola County  
- A Farm City Connection**

**Presenter:** Jennifer L. Welshans,  
Horticulture Agent, Osceola County, Florida

11:15 - 11:45

**Panel Discussion of Presenters, Elected  
Official Presenters Monday's General  
Session, Life Members Committee and  
Public Relations Committee Regional Vice  
Chairs**

8:30am-  
11:30am

**EARLY CAREER DEVELOPMENT  
COMMITTEE**

**Place:** Cloister North  
**Presiding:** David L. Marrison, Chair  
Early Career Development Committee  
8:30 -9:30

**A to Z, Recipe for Diversity**

**Presenter:** Valynnda Slack  
Purdue Cooperative Extension, Whitley County

9:30 -10:30

**The New Age of Funding Agricultural  
Extension Programs**

**Presenter:** Dr. Steve Baertsche, OSUE  
Extension Assistant Director For Agriculture &  
Natural Resources

10:30 - 11:30

**Getting off to a Good Start and Having a  
Successful Career as an Extension Agent**

**Presenter:** Chris Penrose, Ohio State  
University Extension Morgan County

8:30am-  
11:30am

**ADMINISTRATIVE SKILLS DEVELOPMENT  
COMMITTEE**

**Place:** Captain  
**Presiding:** Michael J. Hiemer, Chair  
Administrative Skills Development Committee

8:30 - 9:25

**Putting Electronic Technology to Work  
For You**

**Presenter:** Dr. Pete Vergot, III  
District Extension Director, University of Florida  
Extension

9:25 **Break**

10:00 -10:45

**Putting Electronic Technology to Work  
For You (Continues)**

10:55 -11:30

**Cost Recovery Methods for County  
Programs!**

**Presenter:** Mr. Ashley Wood, Communications  
Director, University of Florida Extension

8:30am-  
11:30am

**TEACHING & EDUCATIONAL  
TECHNOLOGIES**

**Place:** Event Center A  
**Presiding:** Jeff McCutcheon, Chair  
Teaching & Educational Technologies  
Committee

8:30 - 9:15

**Reaching Spanish Speaking Clientele  
With The Idaho Master Gardener Program**

**Presenter:** Reed Findlay, Idaho

9:30 - 10:15

**Pesticide Residue**

**Presenter:** James Lewis, Maryland

10:30 - 11:00

**You Meet Me on IPV: Delivery of  
Extension Programs and Staff  
Development Through 2-Way Video  
Conferencing**

**Presenter:** Valynnda Slack, Indiana

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**PROGRAM RECOGNITION COUNCIL SEMINARS & AWARDS SESSIONS**

8:30am - 11:30 **Extension Programs Seminars**

8:30 - 9:45  
**Crop Production Search for Excellence Workshop & Awards**  
**Place: Great Hall West**  
**Presiding:** Bob King, Extension Programs Committee Vice Chair  
**Presenter:** Kevin Rose, Extension Agent, TN Giles County Forage Crop Production

10:00 - 11:30  
**Livestock Production Search for Excellence Workshop & Awards**  
**Place: Senate Gallery**  
**Presiding:** Hugh Soape, Extension Programs Committee Vice Chair  
**Presenter:** Brian Newman, Extension Agent, KY, Green River Cattle Company

10:00 - 11:30  
**Young, Beginning, or Small Farms/ Rancher, Search for Excellence Workshops & Awards**  
**Place: Exhibit Hall C**  
**Presiding:** Mike Hogan, Chair Extension Programs Committee  
**Courtesy:** Farm Credit System Foundation  
**Presenter:** Terry E. Poole, Extension Agent, WI - Teaching Small Farmers to be Farmers

8:30 am- 11:30 **Scholarship Committee Workshop**  
**Place:** Emerald  
**Presiding:** Betsy Greene, Scholarship Committee

8:30 am- 11:40 am **4-H Youth Development Workshop and Awards**  
**Place:** Event Center A  
**Presiding:** Ken Combs, Chair, 4-H And Youth Committee  
**Presenter:** Nicholas Polanin, Bridgewater, New Jersey - Summer Adventure Weeks: Fostering Leadership and Outreach Skills for Youth Teens and Extension Personnel  
**Presenter:** Julia Snipes, Americus Georgia Plains Farm Day  
**Presenter:** Alexa Lamm, Castle Rock, Colorado - BUG Breakthrough -A New 4-H School Enrichment Program

10:30 am- 1:30 pm **COMPUTER TECHNOLOGY CENTER OPEN**  
**Place:** Chelsea

11:45am- 1:00 pm **Communications Awards Luncheon**  
**Place:** Scotland A/B  
**Presiding:** Keith Mickler, Chair Communications Committee

11:45am- 1:15 pm **STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON**  
(By invitation)  
**Place:** Great Hall East

**Presiding:** Glenn Rogers, NACAA President-Elect  
**Courtesy:** NACAA

11:45am- 1:15 pm **POSTER SESSION AWARDS LUNCHEON**  
(By invitation)  
**Place:** Great Hall Center  
**Presiding:** Russell Duncah, Chair  
**Courtesy:** Propane Education Research Council (PERC)

11:45 am- 1:15 am **EDUCATIONAL TECHNOLOGY LUNCHEON SEMINARS**  
(TICKETS & NAME TAGS REQUIRED, PICK UP TICKETS AT REGISTRATION AREA )

**PREPARING A SARE FUNDING REQUEST**  
**Place: Arthur's Kings Court**

**CONSERVATION EASEMENTS & OTHER ALTERNATIVE LAND OWNERSHIP CONSIDERATIONS**  
**Place: Emerald**

**FLORIDA ORGANIC RESEARCH & EDUCATION CENTER**  
**Place: Outback Restaurant**

**COMMERCIAL TECHNOLOGY LUNCHEON SEMINAR**  
(TICKETS & NAME TAGS REQUIRED, PICK UP TICKETS AT REGISTRATION AREA)

**FORT DODGE ANIMAL HEALTH LUNCHEON THE RELATIONSHIP BETWEEN DUNG BEETLES, ENDECTOCIDES AND FORAGES**  
**Place:** Outback Veranda  
**Host:** Fort Dodge

1:30 pm- 5:00 pm **PROFESSIONAL IMPROVEMENT SEMINARS AGRONOMY & PEST MANAGEMENT COMMITTEE**

**AGRONOMY Track**  
**Place: Event Center A**

1:30 -2:00  
**Presenter:** Jim Lewis, Maryland Soybean Populations with New Style Great Plains Drill

2:00 -2:30  
**Presenter:** Gary Graham, Ohio Manure Application Methods for Optimum Utilization in NT Corn

2:30-3:00  
**Presenter:** Bill Sciarappa, New Jersey

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Human Food Grade Soybean Variety Trials

3:00-3:30

**Presenter:** Steve Hadcock, New York  
Wide Swath Haylage for Faster Harvest and  
Higher Forage Quality

3:30-4:00

**Presenter:** Dr. Robert Hoefl, UIUC  
American Society of Agronomy Science Action  
Program

4:00-4:30

**Presenter:** Mike Rethwich, California  
Recent and Emerging Plant Growth  
Enhancement Chemistries for Agriculture

4:30-5:00

**Presenter:** Holly Chamberlain, Florida  
Development of a Citrus Canker  
Extension Education Program

### **Pest Management Track**

**Place: Event Center B**

1:30 -2:00

**Presenter:** Dan Kluchinski, New Jersey  
Grower Attitudes, Expectations, and  
Adoptions of IPM Practices

2:00 -2:30

**Presenter:** John Alleyne, Florida  
Empowerment Through Distance Education

2:30- 3:00

**Presenter:** Keith Perkins, Arkansas  
How to Grid Sample without GPS (The  
Shade Tree Method)

3:00-3:30

**Presenter:** Carl Varnadoe, Georgia  
Utilizing GPS/GIS in Extension and Youth Work

3:30-4:00

**Presenter:** Carey Wall, Virginia  
Use of IPM Methods for Pest Control in Small  
Ruminants

4:00-4:30

**Presenter:** Peter Fandel, Illinois  
GPS Equipment for the Field

4:30 -5:00

**Presenter:** Barry Ward, Ohio  
A Farmer Workshop on GIS Data Collection,  
Management & Analysis

### **AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT COMMITTEE**

**Place: Event Center C**

**Presiding:** Tom Benton, Chair  
Agricultural Economics & Community  
Development Committee

1:30 - 2:30

### **The Evolution of HRM Programming in Vermont**

**Presenter:** Richard Levitre

### **Women in Agriculture**

**Presenter:** Laurie G. Wolinski

2:30 **Break**

3:15 - 4:00

### **Using A Third Generation Minnesota Registered, Wyoming Cooperative Model Structure to Secure Capital for an Ohio Value Added Initiative**

**Presenter:** Jeffrey D. Layman

### **Dairy Grazing Economics**

**Presenter:** Tom Kriegl

4:15 - 5:00

### **Hands-on Training: A statewide Journey of Sustainable and Value Added Agriculture Success**

**Presenter:** Rob Holland

### **ANIMAL SCIENCE COMMITTEE**

#### **Animal Science Session A**

**Place: Event Center D**

1:30 -2:30

#### **Horses, Youth & Kids**

#### **Horse Owners Learn There's More to Owning a Horse Than Just a Saddle**

**Presenter:** Brian Haller, University of Arkansas  
Cooperative Extension Service

#### **The National 4-H Cooperative Curriculum System: Valuable Educational Resources, Valuable Professional Development Opportunities**

**Presenter:** Susan Kerr, Washington State  
University Extension Service

#### **Use of IPM Methods for Pest Control in Small Ruminants**

**Presenter:** Carey Wall, University of Arkansas  
Cooperative Extension Service

2:30 -2:45

#### **Break & Move to General Session**

2:45 -3:45 **General Session**

**Place: Cloister**

**Presenter:** Allen Bright, Chair NCBA Animal ID  
Commission National Cattlemen's Beef  
Association - County of Origin & National  
Animal ID

3:45 -4:00

**Break and Move back to Event Center D**



4:00-5:00

**Nutrient Management & Dairy**

**Oneplan Nutrient Management Software**

**Presenter:** Robert Ohlensehlen,  
University of Idaho Cooperative Extension  
Service

**Measuring Gases and Odor of Livestock  
Farms**

**Presenter:** Glen Arnold, Ohio State University  
Extension

**Teaching Dairy Management Skills to  
Farmers in the Ukraine**

**Presenter:** Mark Nelson, Utah State  
University Extension

**Animal Science Session B**

**Place:** Cloister

1:30 -2:30

**Practical Beef Cattle Production**

**Incorporating Artificial Insemination Into  
Your Beef Operation Through the use of  
CIDR's, a Recently Approved Heat  
Synchronization Product**

**Presenter:** Ron Torell, University of Nevada  
Cooperative Extension Service

**Moving from a 365 Day Breeding/Calving  
Season to a Controlled Breeding/Calving  
Season by Enrolling in the Arkansas Beef  
Improvement Program**

**Presenter:** James "Bobby" Hall, University of  
Arkansas Cooperative Extension Service

**Cow-Calf Management Guide – A  
Resource for Today and Tomorrow**

**Presenter:** Benton Glaze, Jr., University of  
Idaho Cooperative Extension Service

2:30 -2:45 **Break**

2:45 -3:45

**General Session**

**Place:** Cloister

**Presenter:** National Cattlemen's Beef  
Association – County of Origin & National  
Animal ID

3:45 - 4:00 **Break**

4:00 - 5:00

**Improving Forage Quality, Yield and  
Utilization**

**Adapting Annual & "Italian" Ryegrasses  
to Dairy Forage Production**

**Presenter:** Stan Fultz, Maryland Cooperative  
Extension

**Forages for Horse Programs and  
Research Enhanced with Partnerships**

**with the University of Findlay Equestrian  
Center**

**Presenting:** Gary Wilson, Ohio State  
University Extension

**Wide Swath Haylage for Faster Harvest  
and Higher Forage Quality**

**Presenter:** Stephen Hadcock, Cornell  
Cooperative Extension

**NATURAL RESOURCES COMMITTEE**

1:30 - 5:00 **Session I – Natural Resources**

**Place:** Event Center D-1

**Presiding:** Jerry Warren, Southern Region  
Vice- Chair

**Preventing Manure in Tile Line  
Preventing**

**Presenter:** James Moorman, Water Quality  
Extension Agent, The Ohio State University

**On-Farm Nitrogen Rate Studies in 3  
Minnesota Watersheds**

**Presenter:** Gary Wyatt, Regional  
Extension Educator, Minnesota Extension  
Service

**Silvoculture - A Successful Alternative**

**Presenter:** George Owens, Producer,  
Washington County Florida

1:30 -5:00

**Session II – Natural Resources**

**Place:** Event Center E

**Presiding:** Kathryn Hopkins, Northeast  
Region Vice-Chair

**Creative Extension Programming to  
Address Water Quality in Rapidly  
Growing Areas**

**Presenter:** Robert Brannen, County  
Extension Coordinator Extension Service,  
University of Georgia Cooperative Extension  
Service

**On-site Sewage Systems Training for  
Real Estate Professionals**

**Presenter:** Robert Schultheis, Natural  
Resources Engineering Specialist, Missouri

**Rainstorming – Assisting Communities to  
Meet Water Quality Standards**

**Presenter:** Derek Godwin, Oregon State  
University Extension Service

**AQUACULTURE/SEA GRANT COMMITTEE**

**Place:** Captain

**Presiding:** Jamey Clary, Chair Aquaculture/  
Sea Grant Committee

1:30 -2:30

**Introductory Comments & Overview –**

**Presenter:** Jamey Clary

**BASF New Herbicide – "Habitat"**

**Presenter:** Jim Bean, BASF Corporation

**Regional Aquaculture Center Update**

**Presenter:** Craig Tucker, Director, Southeast Regional Aquaculture Center and Director, National Warmwater Aquaculture Center

2:30 - 3:10 **Break**

3:10 - 4:00

**Commercial Catfish Production**

**Presenter:** Jimmy Avery, Extension Aquaculture Leader, National Warmwater Aquaculture Center, Mississippi Cooperative Extension Service, Mississippi State University Stoneville, Mississippi

**Commercial Coastal Aquaculture**

**Presenter:** Leslie Sturmer, Multicounty Extension Agent, Florida Cooperative Extension Service, University of Florida Cedar Key, Florida

4:00 - 4:10 **Break**

4:10 - 5:00

**Ornamental Fisheries**

**Presenter:** Craig Watson, Director & Program Coordinator, Tropical Aquaculture Laboratory, Ruskin, Florida

**Shrimp Production**

**Presenter:** Carlos Martinez, Assistant in Extension - Ornamental Aquaculture Florida Cooperative Extension Service, University of Florida, Ruskin, Florida

**HORTICULTURE & TURFGRASS COMMITTEE**

**Place:** Great Hall West

**Presiding:** Terry Rector, Chair Horticulture & Turfgrass Committee Chair

1:30 - 1:50

**Four-Seasons Gardening Telenet Series**

**Presenter:** Martha A. Smith University of Illinois Extension Service

1:55 - 2:15

**Pastos Y Paisajes: Developing a Newsletter for the Hispanic Landscape Workforce**

**Presenter:** Pedro Perdomo, New Jersey Rutgers Cooperative Extension Service

2:20 - 2:40

**Lime Demonstrations Answers Sod Producers Questions About pH**

**Presenter:** Kevin Lawson, University of Arkansas Cooperative Extension

2:40 - 3:15 **Break**

3:15 - 3:35

**Utah Web Builders: A Service Learning**

**Project**

**Presenter:** Maggie Wolf, Utah State Extension Service

3:40 - 4:00

**Gardeners Speaker Bureau**

**Presenter:** Dotty Woodson, Texas Cooperative Extension Service

4:05 - 4:25

**Master Gardeners Take Their Green Thumbs to School**

**Presenter:** Sherri Wesson, University of Arkansas Cooperative Extension Service

1:30 pm

5:00 pm

**JCEP Workshop - The Changing World of Extension**

**Place:** Senate/Gallery

**Presenter:** Sharon Hoelscher-Day, JCEP President Elect

3:00 pm-

7:00 pm

**COMPUTER TECHNOLOGY CENTER OPEN**

**Place:** Chelsea

4:45pm -

5:30pm

**Bayer Advanced Research Update**

**Place:** Great Hall Center

**Host:** Bayer Advanced

6:00 pm

**States Night Out**

7:00 pm

**Silent Auction and Live Auction Item Preview**

**Place:** Empire Ballroom

8:00 pm

**SCHOLARSHIP AUCTION**

**Place:** Empire Ballroom

**WEDNESDAY, JULY 14**

**TICKETS & AM/PIC NAME TAGS REQUIRED FOR ALL TOURS & BARBECUE**

6:00 am-

**ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS (SEE TOUR TICKET FOR ASSEMBLY TIME)**

**Place:** Great Hall Ballroom

Load Busses by Tour number and travel to Central Florida Fairgrounds For Breakfast

5:00 pm-

**FLORIDA BARBECUE**

**Place:** Central Florida Fairgrounds

**Host:** FACA

**Entertainment:** Bellamy Brothers

10:00pm-

**FACAA Meeting**

**Place:** Central Florida Fairgrounds

**THURSDAY, JULY 15**

5:00 pm

**AA AND DSA RECIPIENTS AND OTHER**

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**PARTIES LISTED ASSEMBLE FOR BANQUET**

**Place:** Exhibit Hall C – KI Center

**DSA AND AA**

**SPECIAL GUESTS, COMMITTEE CHAIRS,  
COUNCIL CHAIRS, SPECIAL  
ASSIGNMENTS, VICE DIRECTORS**

**BOARD OF DIRECTORS/HEAD TABLE**

6:00 pm-

**ANNUAL BANQUET**

9:00 pm

**Place:** All Ballrooms A & B – KI Center

**Presiding:** Steven Munk, President

9:15 pm-

**PRESIDENTS RECEPTION**

11:00 pm

**Place:** Exhibit Hall C – KI Center

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*Notes*

**Poster Session**

**Applied Research**

**2004 NACAA**

**89th  
Annual Meeting  
and  
Professional Improvement Conference  
Orlando, Florida**

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# Poster Session Abstracts

## *Applied Research Category*

### **REDUCE INPUT COST ON LOW RISK INDEX PEANUTS**

Andrews,\* E.L.<sup>1</sup>, Fourakers, M.<sup>2</sup>, Kemerait, R.C.<sup>3</sup>

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Recent changes to the peanut farm program have introduced new peanut producers to growing this crop in a "non-traditional" peanut growing area. Lanier County Georgia producers are growing peanuts on land where this crop has not been planted before. A field trial was established on Shaw Farms in Lanier County Georgia. Based on the University of Georgia's Fungal Disease Risk Index, the site was determined to be a low risk for disease, based on long rotation, conservation tillage and variety selection (Georgia Green). Seven fungicide programs, including those commonly used by growers and reduced input programs were evaluated in a large-plot, replicated trial. Conditions during the season were favorable for disease development. Early leaf spot and white mold were present in the field. At harvest, there were no significant differences across treatments for severity of leaf spot or white mold. There were differences in yield and value for yield from different treatments. Reduced input programs that include a soilborn fungicide provided value to the grower at least comparable to full season programs, savings associated with fewer fungicide applications and labor cost makes reduced input program an important alternative for growers.

### **AIR QUALITY STUDY OF OHIO LIVESTOCK FARMS**

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Concerns have surfaced at public meetings about possible health issues related to gases and dusts from large livestock farms in Ohio. A study was undertaken to measure odor and gases from these farms. The research project included a poultry farm with 99,000 laying hens, a dairy farm with 675 cows and a swine farm with 1,000 finishing hogs. Odor, dust, ammonia, carbon dioxide and hydrogen sulfide levels were measured. Samples were collected from upwind of each facility, inside the buildings at selected locations and downwind from each facility. Samples were collected in March, June and August to get winter, spring and summer environmental conditions. The odor samples collected downwind of all three farms were similar to the upwind samples during the March tests with slightly higher downwind levels during the June and August tests. The study did not detect any dust or ammonia at 500 feet downwind of any of the three farms. Hydrogen sulfide levels at 500 feet downwind of each of the three farms were statically similar to the upwind levels during all three seasons except for the June dairy farm sample. Dust and odor from the farms appeared to dissipate quickly once they left the buildings or the outside manure storage pond. By determining where odor and gases are generated on livestock farms best management practices can be developed to mitigate them.

### **FARMERS' AND AGRIBUSINESSES' OPINIONS ABOUT PRECISION AGRICULTURE**

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Precision agriculture research has provided little insight into farmers' and agribusinesses' opinions about precision agriculture technologies. This study

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investigated the opinions of select groups of row crop farmers and agribusinesses in Alabama. Open-ended questions pertaining to precision agriculture were asked of 36 agribusinesses and 97 row crop farmers. The answers were grouped into these categories: cost, economic benefit, time, technical skills needed to use and support the technology, technology characteristics (not accurate or needs improvement), farm characteristics (farm size or terrace land), farmers not interested, farmers do not want to change, compatibility with existing practices and equipment, complexity of the technology, and convincing demonstrated evidence of usefulness and benefit of the technology. Results indicate that there may be differences in what farmers see as limiting factors in adoption and what agribusinesses view as limiting factors for farmers' adoption of precision agriculture. Additionally, the factors affecting agribusinesses' adoption seem to differ from those affecting farmers' adoption of precision agriculture. This research implies that Cooperative Extension has a role in demonstrating to farmers and agribusinesses how precision agriculture tools are used for economic and managerial benefit. Additionally, agribusinesses may need to investigate the possibilities of expanding their services where farmers seem more interested in precision agriculture than agribusinesses.

### **CORN INSECT APPLIED RESEARCH AND RESULT DEMONSTRATIONS AT THE TUCKER-BISHOP FARM IN MADISON PARISH, LA 1997-2002.**

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Corn insect demonstrations and applied research were conducted annually at the Tucker-Bishop Farm in Madison Parish between 1997 and 2002. The studies were conducted in reduced tillage fields in which stale seed beds were treated with herbicide at planting to eliminate winter and spring weeds. In 1997, 1998, 1999 and 2001, different soil insecticide treatments were compared to a non-treated check for stand loss and soil insect activity. Based on stand counts and field observations, there was little benefit from the soil insecticide treatments. There was, however, a slight yield increase (3-7 bushels per acre) over the non-treated corn in three of the four years. In 2000, 2001, 2002 and 2003, commercial Bt corn hybrids were compared to non-Bt hybrids to determine the effectiveness of this technology on corn borers and to

determine the agronomic adaptability of the Bt hybrids. Heavy corn borer pressure occurred only in 2002, and the Bt variety provided excellent borer control and a yield response of 13 bushels per acre, compared to the non-Bt parent variety. In the other test years, the yield of Bt hybrids was generally comparable to non-Bt corn in the absence of significant corn borer pressure. In all years except 2001, the Bt technology was tested on corn following corn ground and corn following cotton ground. Corn yield averaged 9 bushels per acre higher on corn following corn compared to corn following cotton.

### **EVALUATION OF REDUCED PESTICIDE USE IN TABLE GRAPE PRODUCTION**

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A field trial was established in 2000 to determine the impact of a reduced pesticide spray program on table grape production. The vineyard was planted on a well drained, Pewamo silty, clay loam soil located on the Ohio State University Unger Farm at Bucyrus in North Central Ohio. Twelve varieties were planted in completely randomized single-plant plot design, with four replications. No insecticides or fungicides were applied. A systemic herbicide was applied as needed to control weeds, along with tillage. There were 42.6 grams of fertilizer (19-19-19) applied to each vine annually and horse manure was applied prior to establishment. Each variety was evaluated for disease and insect resistance, plant vigor, yield and fruit quality. Significant differences ( $p=0.05$ ) were found, using Duncan's multiple range, among the varieties grown for vigor, crop load, and insect and disease resistance. Overall, the red/blue varieties performed better than the white table grapes. Further testing will be conducted on the red/blue table grape varieties including Concord seedless, Canadice, Vanessa, Einset Seedless and Jupiter.

### **THE EFFECT OF PRODUCTIVITY INDICES ON FARMLAND RENTAL RATES**

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Determining farmland rental rates is an ambiguous process at best. Typically, farmland cash rent information has been available on a regional or state average. This information is of minimal value because of productivity differences across the state, as well as within any given region of Ohio. Recent shifts away from crop share arrangements to cash rent arrangements coupled with a decreasing familiarity with production agriculture by the landowners, created the need for a more accurate method of determining farmland cash rental rates.

A survey instrument was developed to measure productivity indices such as crop yields, drainage improvements, and tract size as well as 2002/2003 cash rental rates. The pre-tested survey questionnaire was mailed to producers with the assistance of the United State Department of Agriculture, Farm Services Agency. The data set collected contained 580 useable observations.

The results of the linear regression analysis indicated the model was statistically significant at the 95% confidence interval with an adjusted R<sup>2</sup> of .42. The production indices included in the model were corn yield (p = .001), soybean yield (p = .001), type of tile installed (p = .003), tract size (p = .003) and the inclusion of wheat in the cropping rotation (p = .01). Other indices included in the model were the relationship of the landowner with the tenant (p = .24) and average farm size of tenant (p = .001). Farm size of tenant was not measured so average farm size by county was used as a proxy for this efficiency measure.

## **PREVENTING INSECT INFESTATIONS IN STORED WHEAT IN TENNESSEE**

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Grain producers in Tennessee often find the market value of their wheat is reduced during storage because of insect infestations. Instead of eradicating all pests entirely, Integrated Pest Management (IPM) programs strive to prevent their development or suppress their population numbers below levels which

would be economically damaging.

The purpose of this applied research project was to collect insect ecology data for use in an educational program on the effectiveness of using IPM strategies for preventing grain quality losses in wheat. Two grain bins, a control and a test, were selected at each on-farm demonstration site. Wheat stored in the control bin was managed using the IPM strategy SLAM (Sanitation, Loading, Aeration and Monitoring). Wheat in the test bin was managed using the SLAM strategy combined with an application of a labeled grain protectant at binning. Insect traps and grain temperatures were monitored weekly at temperatures above 50 F and bi-weekly at temperatures below 50 F. Results from these demonstrations indicate about three months of protection using the SLAM management strategy combined with a grain protectant. Although insect numbers increased throughout the first three months of the storage period, insect trap captures in the control bins averaged three to five times higher than in the test bins. Aeration in the late fall did prove to be an effective management tool for controlling future growth and reproduction of insects in stored wheat.

## **NEW WARM-SEASON COVER CROPS FOR ORGANIC VEGETABLE FARMS IN MARYLAND**

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As part of a project to address Maryland organic vegetable farmers' interest in alternative cover crops, 12 warm-season cover crop species or cultivars were planted in June, 2002, and 14 were planted in June, 2003. All experiments were conducted on certified organic or transitional land at the Central Maryland Research and Education Center—Clarksville Facility. Each year, treatments were arranged in a randomized complete block design, with four replications. Percent ground cover of the cover crops and of weeds was visually estimated every 1-3 weeks. When the cover crops flowered, subsamples were collected, dried, and analyzed for carbon and nitrogen. Observations of unplanted alleyways showed high weed pressure in



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2003, with nearly 75% ground cover in weeds approximately a month after planting. Cover crops were considered successful if they achieved at least 70% ground cover.

The standard cover crops buckwheat and sudangrass (cv Piper) achieved over 90% ground cover in both years. Sudangrass (cv Sweetleaf) and sorghum (cv Black African) surpassed 70% ground cover, but sorghum (cv NC+6B50) did not meet that benchmark. A higher seeding rate could make these 3 crops more successful as cover crops. Amaranth (cv Green Giant) achieved over 90% ground cover. Crotonaria was the only legume tested that exceeded 70% ground cover in the weedy 2003 season. Forage soybean (cv Donegal), cowpeas (cv Papago), sesbania, and lablab exceeded 70% ground cover in 2002, but not in 2003. Black-eye pea, chicory, phacelia, nitro alfalfa, and edamame soybean (cv Envy) were also tested for one season each. None of them met the 70% ground cover criterion.

## **AN EVALUATION OF FUNGICIDE PROGRAMS TO MANAGE RUST ON CORN IN GEORGIA**

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Foliar diseases of corn are an important concern for growers in Georgia. Field corn is grown widely across Georgia and is affected by foliar diseases such as common rust, southern rust, and southern corn leaf blight. Growers historically have not attempted to manage diseases with fungicides. However, developments with fungicides and hybrids in the past several years have resulted in an increasing number of growers who are interested in the possibilities of managing corn diseases. The objective of this study was to assess fungicide effectiveness and economic benefit of managing corn diseases. The demonstration was conducted in an irrigated field in Terrell County, Georgia. Varieties DK 687, Pioneer 31G98, and Pioneer 32W86 were planted in a splitplot design with subplots in 4 replications. Treatment 1 consisted of Stratego at 10 oz/acre, treatment 2 was stratego at 10 oz/acre then Quadris at 9.2 oz/acre applied 2 weeks after the initial application, plus an untreated. Disease pressure was predominately southern rust. Disease severity ratings were assessed. No yield increase was observed

with DK 687. Pioneer 31G98 increased 6.7 bushels with one fungicide and 23 bushels with two fungicides over the untreated. Pioneer 32W86 increased 12.6 bushels with one fungicide and 24.1 bushels with two fungicides over the untreated.

## **COMPARISON OF SPOTTED WILT INCIDENCE IN TOBACCO GROWN FROM GREENHOUSE AND BARE ROOT TRANSPLANTS**

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Spotted wilt is the number one tobacco disease in Georgia. Growers have become convinced that there is more spotted wilt associated with the use of bare root plants as compared to greenhouse plants. There is no clear data to support this belief. Research was conducted compare the final incidence of spotted wilt in tobacco grown from greenhouse versus bare root transplants. A comparison of 5 lots of greenhouse plants and 4 lots bare root plants was made in two locations 20 miles apart. Results were similar in both locations. As expected, spotted wilt incidence was varied among the different lots of plants in each location. At both locations Admire gave a better reduction in spotted wilt with green house than bare root plants. Unexpectedly spotted wilt was significantly lower ( $p=0.05$ ) in tobacco grown from bare root plants at both locations. Lab results showed 1 percent infected plants in two lots of green house plants. There was no infection in the other seven lots.

## **EVALUATION OF TOMATO SPOTTED WILT VIRUS RESISTANT TOMATO VARIETIES FOR THE FRESH MARKET IN SOUTHEASTERN ARKANSAS**

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Tomato Spotted WiltVirus (TSWV) resistant tomato varieties were evaluated for TSWV tolerance, yields and quality attributes. The study was comprised

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of 11 TSWV resistant breeding lines from North Carolina, 2 commercially available TSWV resistant varieties and Mt. Spring. In 2003, TSWV was not a factor in the study site, therefore only yield and quality attributes were evaluated. Results of the study found several lines that show promise relative to yield in comparison with varieties traditionally grown in the area. Using the Mt. Spring variety as the area standard, of the 13 resistant varieties evaluated, 10 breeding lines yielded as well or better than Mt. Spring for XL #1 fruit. Seven of these lines out-yielded Amelia and BHN 444 for XL #1 fruit. Although Amelia and BHN 444 out-yielded all other treatments of XL combinations, the overall percent #1 were lower.

### **MANURE APPLICATION METHODS AND TIMING FOR OPTIMUM NUTRIENT UTILIZATION IN NO-TILL CORN**

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On-farm research was conducted in cooperation with two farm operations in Columbiana County, Ohio to measure the effects of four application methods and two application timings on liquid dairy manure nutrient utilization in a no-till corn production system. Two different implements were used to apply manure in the fall of 2002 and the spring of 2003, through incorporation and surface applications. The replicated, randomized plots compared these application methods and timings to the host farm's liquid nitrogen program applied at planting. To evaluate the effects of these treatments, pre and post soil samples, pre-side-dress nitrate nitrogen (N) and ammonia N soil samples, plant tissue composition, plant population, and yield data were collected. To evaluate the effects on the no-till system, soil compaction, and crop residue data were also collected. No significant difference was found between fall and spring incorporated methods (169.9 vs. 170.3 bushel per acre (B/A), respectively). However incorporated manure plots yielded significantly better than surface-applied (170.1 versus 149.2 B/A, respectively), while the cooperator's normal nitrogen program yielded 166.6 B/A. Crop residue cover remained above the minimum required for the no-till system (lowest value was 49.1 percent for one spring incorporated method). No significant effect on soil

compaction was observed. Corn yield was correlated with plant tissue percent N, soil ammonia and inorganic soil N. 2003 was the second year of a multi-year study. Results of this research are important to dairy producers and no-till grain producers.

What level of statistics was tested? (p=.05) What type of statistical test was used?

Means comparisons using unpaired t test with a (p=.05) level of significance.

Analysis of Variance with (p=.05) level of significance. Correlation and Regression calculations using coefficients of correlation >.60.

### **NON-AERATED STATIC COMPOSTING RAISES FOOD SAFETY CONCERNS**

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Growers with limited acreage often can not afford expensive composting equipment such as window turners. Some growers believe that composting can be achieved by simply making a large pile of organic materials and allowing mother nature to do the composting. Compost of inconsistent and questionable quality may be obtained from this so-called natural system. However, in the interest of food safety, this study was conducted to determine if this composting technique would generate sufficient heat (sustained temperature above 130° F. for 15 consecutive days) to render human pathogens avirulent. On July 8, 2002, ground yard waste, broiler litter, cull vegetables, and cotton gin trash were thoroughly mixed into a conical pile 8 feet high with a circumference of 56 feet. Temperatures at three locations within the pile were recorded hourly from July 13 through December 1. Two locations reached sustained temperatures above 130° F. for more than 15 days, but the maximum sustained temperature at the third location was only 119° F. These results indicate that temperatures throughout a compost pile such as the one used in this study do not reach recommended sustained temperatures and could potentially contaminate fresh

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produce with virulent human pathogens.

## **AN EVALUATION OF POTENTIAL OPPORTUNITIES FOR TENNESSEE'S GRAPE AND WINE INDUSTRY**

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Through the 1970s and 1980s Tennessee's winery industry has experienced steady growth in the form of additional farm wineries and increased sales, yet a significant amount of product used for the state's commercial wine production is from out of the state. There may, then, be a good opportunity to grow more fruit product and see less of it being imported. The *Center for Profitable Agriculture* conducted a study to assess the volume, species and variety of raw product typically acquired from out-of-state sources. As part of the study, the University of Tennessee Extension fruit and nut specialist evaluated the growing potential of each fruit variety that was requested for out-of-state purchase in 2001 and 2002. His findings showed that 66 percent of the varieties growing potential was high. The study results indicate that Tennessee wineries represent a market for additional acreage of annual fruit production with an estimated market value of \$316,000 annually.

## **WIDE SWATH HAYLAGE FOR FASTER HARVEST AND HIGHER FORAGE QUALITY**

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Forages that are mowed and wilted for silage can lose a significant portion of their digestive nutrients to respiration. The longer the time is between mowing and fermentation, the greater the loss. Additionally, the protein fractions are increasingly broken down to simple compounds measured as soluble protein. Both of these transformations reduce the utilization of the homegrown forage in high producing dairy cow diets and increase the importation of grain, a major contributor of the phosphorus imbalance on dairy farms. Traditional haylage is mowed directly to a narrow windrow. Wide Swath haylage is mowed so the forage is laid in a swath nearly as wide as the cutter bar as is

traditionally done for dry hay. The nearly threefold increase in surface area increases all the factors responsible for rapid drying. Wide swath showed significantly less humidity and greater swath temperature than the narrow swath. The time necessary for drying to <70% moisture for silage, decreased in all the studies compared to that mowed directly to a windrow. Three of the four tests showed a significant increase in the highly digestible feed components. The average predicted milk/ton of dry matter (Milk 2000 v.7.54) increased 232.2 lbs. for all the tests. At \$13/cwt, this is equal to \$30.19 increase/ton of dry matter. NY average alfalfa yields for 2001-2 seasons were 2.55 tons DM/A. This translates into \$76.98 more potential milk/acre from haylage fields that are wide swathed.

## **CULTURAL AND MECHANICAL WEED CONTROL METHODS FOR ORGANIC SOYBEAN PRODUCTION**

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Weed control is often the biggest challenge facing farmers transitioning to or practicing organic production. A two-year study (2001-2002) evaluated row width (narrow 8 inch, wide 30 inch), tillage equipment (rotary hoe, Buffalo cultivator), tillage frequency and type (1 to 3 cultivation with one or both tillage equipment), tillage timing (early, late or sequential), and cover crop residue (rye) on weed control in soybean under organic production methods. Annual weed control was higher in wide row plantings (rated fair to excellent) than narrow rows (rated poor to fair). Yields averaged 44 bu/A in wide row plantings both years versus 42 and 32 bu/A, respectively, in narrow row. Yields were significantly lowest in narrow row soybean with two passes of a rotary hoe due reduced soybean populations; wet weather reduced the implement effectiveness and weed control. Highest yields due to excellent weed control without soybean population reductions occurred in wide row soybean in 2001 with a single pass of a cultivator (49.4 bu/A) and in 2002 with one pass of a rotary hoe and two passes of a cultivator (53.9 bu/A). Rye residue provided only 4% control of broadleaf weeds and 0% control of grass weeds in 2001 but 88% control of broadleaf and 82%

of grass weeds in 2002. The residue significantly reduced soybean populations both years but yields (45.9 and 38.9 bu/A) were comparable to other tillage-based treatments. Weed control in organic soybean production requires successful integration of cultural and mechanical practices, and diligent planning, observation and management.

## DAIRY GRAZING ECONOMICS

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This project provides a solid procedure and mechanism that extension professionals can use to help their less common enterprises meet financial challenges. This can broaden the diversity of clientele in a county, state, and region.

The up-to-date conclusions of this USDA IFADS grant sponsored project #00-52501-9708 can be accessed at <http://cdp.wisc.edu>. This summary also includes some data collected from organic dairy farms and from custom heifer-raisers.

## EFFICACY OF FUNGICIDES AND SOIL AMENDMENTS FOR *GAEUMANNOMYCES GRAMINIS* (TAKE ALL ROOT ROT) CONTROL ON ST. AUGUSTINEGRASS IN COSTAL GEORGIA

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*Gaeumannomyces graminis* (Ggg) is the causal agent of take all root rot, which has emerged as a destructive disease of St. Augustinegrass. The disease is widespread and damaging in the South Coastal area of Georgia. Chemical options to control the disease have proven to be either ineffective or cost prohibitive. Several fungicides and soil amendments to control take all root rot in St. Augustinegrass were evaluated in the Brunswick GA area. Fenarimol (Rubigan), Thiophanate methyl (Cleary's 3336), Propiconazole (Banner Maxx), Azoxystrobin (Heritage) and Tridiamefon (Bayleton) were applied at varying rates. Additionally topdressing with a quarter inch of sphagnum peat moss and MnSO<sub>4</sub> at 2 pounds per 1000 sq ft were included on the trials. Every 3 weeks each plot was rated for the presence of the disease using the percent of disease incidence (1%=healthy, 100%=dead). Additional information included turf quality using a 1-10 scale (1=brown color, 10=green color), and visual evaluation of presence of the pathogen on stolons using a compound microscope by counting the number of hyphopodia. Heritage and Bayleton treatments resulted in significantly lower take all incidences, better turf quality and less hyphopodia production. Rubigan, Cleary's and Banner Maxx had similar disease ratings to the control or diminished the incidence of the disease slightly. Surprisingly, MnSO<sub>4</sub> and topdressing with sphagnum peat moss resulted in significantly lower disease incidence and outstanding turf quality and had comparable results to those obtained on the Heritage application. Future studies will be performed using Heritage, Bayleton, Sphagnum Peat moss and MnSO<sub>4</sub>.

## IMPACT OF INSECTICIDAL OVERSPRAY OF BOLLGARD, BOLLGARD II, AND NON - BT COTTON

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COTTON IPM SPECIALISTS, TENNESSEE

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In 2003, Bollgard (SG 215 BG/RR), Bollgard II (SG 424 BGII/RR), and Non-Bt (SG521 RR) cotton varieties were planted in Fayette County, Tennessee. Several different insecticide treatment regimes were made to each of the three varieties, with the number of applications ranging from one to three. Dates of application were June 25 (squaring), July 15 (early bloom), August 4 (peak flowering). Depending upon the treatment, neonicotinoid insecticides (Trimax or Centric) or Mustang Max were used in June. Pyrethroids (Baythroid, Karate, Mustang Max or Capture) were used for July and August applications. Bollworm and tobacco budworm infestations were relatively low throughout the season, and June pest infestations were minimal. However, late July and August populations of plant bugs (tarnished and clouded plant bug) and stink bugs were near or above recommended treatment thresholds in plots that were not previously treated with insecticide. No other pests were present in significant numbers. June applications of insecticide did not significantly improve yield. Treatments with an insecticide application in July, but not August, significantly improved yields by an average of about 80 lbs/lint per acre above untreated plots. However, treatment regimes with an August application, whether or not it included a July application, increased yields by 166-206 lbs/lint per acre. These increases were consistent for all varieties planted. Oversprays with a broad-spectrum insecticide (applied 1-3 three times as single or multiple sprays during June, July, and August) have increased yields an average of 66 to 273 pounds over four years. These overspray trials have demonstrated that yields in both Bollgard and non-Bt cotton can be consistently increased when common pests such as bollworm, tobacco budworm, plant bugs and stink bugs are controlled. Because multiple pest species may be present, economic benefits may be obtained even when a single pest species does not exceed threshold.

### **BOVATEC MINERAL SUPPLEMENT ENHANCES HEIFER DEVELOPMENT**

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Research has shown that using an ionophore as a feed supplement enhances rumen efficiency and rate of gain in beef cattle. A survey of beef cattle producers in Decatur County revealed that a large number of cattlemen were unfamiliar with the benefits of using an ionophore (Bovatec) to increase rate of gain and improve profit margins.

To demonstrate the benefits of using an ionophore (Bovatec) mineral supplement this agent and a local cattle producer conducted a feeding study using thirty four (34) commercial heifers selected from his herd. The beef cattle heifers were divided into two equal groups of 17. One group was provided a Bovatec mineral supplement (200 mg lasalocid per head per day) free choice and averaged 636.6 pounds per animal. The non-bovatec group was provided mineral free choice and averaged 635.7 pounds per animal. The heifers were allowed to graze oats and hay free choice for 100 days. The study began on December 26, 2002 when initial weights were taken for the two groups. Weights were taken again February, 26, 2003 with final weight taken on April, 4, 2003. Results of the weight gain study showed that the heifers provided with the Bovatec mineral supplement free choice gained on average 1.4 pounds per day. The non-Bovatec group gained on average 1.10 pounds per day.

### **SEED SIZING FOR DETERMINING SEEDING RATE**

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Cereal producers can select an economically and ecologically efficient seed rate at planting if they know the size of seed, in terms of number of seeds per pound. This helps to insure a plant stand best suited for the given production area, season, and variety. Seed size is influenced by growing conditions of a given year, agronomic zone and variety. Without the use of seed sizing to determine seeding rate, plant populations may be 30% over or under the desired carrying capacity. My poster shows how seed sizes vary by year, location and variety and presents a seed chart for the producer. Information was collected on seed

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sizes from variety trials administered by myself or from statewide trials. Data has been reported in my Extension newsletter before planting season and posted at the local seed plant.

### **INFLUENCE OF PACLOBUTRAZOL DRENCHES ON GROWTH OF CONTAINER-GROWN ORNAMENTAL ELEPHANT GRASS**

Mickler,\* K.D.<sup>1</sup>, and Ruter, J.M.<sup>2</sup>

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A study was conducted to evaluate the response of a new ornamental selection of Elephant grass (*Pennisetum purpureum* 241-8) to substrate drenches of the growth regulator Bonzi (paclobutrazol). Liners were shifted into #5 containers and trimmed to a height of 29 cm at a nursery in Grady County, Georgia on 15, April, 2003. Bonzi was applied as a substrate drench using a volume of 450 ml/container at the rates of 0, 1.0, 2.0, 4.0, 8.0, and 16.0 mg a.i./container on 15, May, 2003. Plants were measured and cut back to their original height at 40 days after treatment (DAT). Dry mass of the trimmed foliage and stems was determined and the number of primary stems counted. Only the highest rate of Bonzi (16.0 mg a.i.) reduced plant height (16%), growth index (8%), and clipping dry mass (15%) at 40 DAT. Treatment had no influence on the number of stems. Final height 97 DAT was greatest for the 2.0 thru 16.0 mg a.i. treatments. The control and the 1.0 mg a.i. treatments were the shortest plants at the end of the study because the pruning conducted at 40 DAT removed the terminal on a majority of the shoots in these two treatments, thus causing them to branch with lateral buds, whereas the treatments receiving the higher rates of Bonzi continued normal shoot elongation. Since a drench of 16 mg a.i./container had a marginal influence on plant growth, hard pruning may be the most economical way to control growth.

### **EVALUATION OF CALABAZA (TROPICAL PUMPKIN) AS AN ETHNIC CROP FOR NEW JERSEY FARMERS**

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Calabaza (*Cucurbita moshata*) is a tropical vegetable commonly used in many Latin American and Caribbean dishes. Since NJ has a large and growing population of people from Latin America and the Caribbean there may be a market for locally grown calabaza. Calabaza is typically a very long season crop grown on bare soil. Trials in New Jersey have shown that two new calabaza hybrids 'El Dorado' and 'La Estrella' have a semi-bush growth habit and mature much earlier than open pollinated long vine types. When transplanted as four week old seedlings into black plastic mulch with trickle irrigation 'La Estrella' plants produced higher early yields and had trends towards larger fruit than 'El Dorado'. Total weight of marketable fruit was similar for both cultivars. 'La Estrella' produced fewer fruit than 'El Dorado'; however, this was offset by its larger fruit size. Both hybrids showed a high tolerance to powdery mildew disease compared to a winter squash variety. The hybrids were found to susceptible to downy mildew. Fungicide applications reduced foliar symptoms of downy mildew however did not significantly impact yield. The results of this study indicate that short vine type hybrid calabaza can be grown to maturity in Northern, NJ and may be a viable specialty crop for growers throughout the Northeastern region.

### **ESTABLISHING CONTROL RECOMMENDATIONS FOR COMMON GROUNDSEL IN THE LOW DESERTS OF ARIZONA**

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Common Groundsel (*Seneca vulgaris*) is a difficult to control and potentially poisonous weed that has become established in the lower Colorado River valleys, particularly in the Parker Valley area. Historically, groundsel has been found in higher elevations. However, within the past decade the weed has become more prevalent in the intensive alfalfa production areas of the low deserts of Arizona. Common groundsel is a winter annual weed that germinates in the late fall and continues growth over the winter months. Liability for damage caused to livestock that ingest the weed via hay containing groundsel has raised growers concerns. Accordingly, a research project was begun in the late

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fall of 2003 to evaluate multiple herbicide products in an effort to determine the most effective control regimes. Six pre-emergence treatments of various products were applied on October 29. This was followed by five post-emergence treatments on November 25. Treatments were arranged in a randomized, complete block design. Results were varied. However, several products in both the pre and post-emergence treatments were very effective and show promise in alleviating the common groundsel problem in the area.

## **WOOL FILTERS FOR ODOR REDUCTION IN A SWINE BUILDING**

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The objective of this study was to evaluate the effectiveness of wool materials in reducing odor from a swine facility. Wool filters made from wool matting were used as odor absorbers. Both honeycomb and tray filter types were investigated. The testing chamber consisted of two sections: the filter assembly and sealed duct connected to the exhaust fan. Odor and ammonia were measured from three sampling locations. Static pressure, temperature and relative humidity of the exhaust air were measured. Contaminated air samples were collected from the three sampling locations in the testing chamber. Fresh air sample was collected within 1 mile of the barn.

The filter combination reduced odor intensity 8% and ammonia concentration approximately 8% for the honeycomb filter. The tray filter showed an odor reduction of 21% and ammonia reduction of 9%. While both odor and ammonia concentrations were reduced by wool filter applications. After the initial field evaluation, investigators concluded that the reduction of odor and ammonia was not sufficient to substantiate commercial applications.

## **FREEZE FREE WATER TANK DESIGN AND EFFECTIVENESS**

Parsons,\* C.T.

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Quite often ranchers want to install off stream, alternative water sites in pasture or range locations that can't always be monitored. Given the extreme winter temperatures that we in the West are faced with, and the difficulty and inconvenience it is to have too chip ice on water troughs on a daily basis, we initiated the design, installation and testing of a low cost freeze free water tank.

There are several freeze proof water troughs on the market, most are of heavy plastic construction with a thick layer of insulation sandwiched between the outer and inner plastic layers. Some of these tanks are also completely enclosed with only a few plastic flotation devises that animals must push down and away in order to access the water. Some of these tanks also have electric elements in them that will heat/warm the water. All of these tanks are usually available at most of our local feed or farm stores for a given price. (Examples are Ritchie, Nelson.....)

Disadvantages of some of these constructed freeze proof water troughs are; they are small, limited access by multiple cattle, difficult for baby calves to access, require electricity to keep water thawed, limited water storage, and costly upkeep and maintenance.

One cost effective highly dependable option is constructing water troughs using large rubber tires with geothermal heat tubes. Advantages of using large rubber tires are numerous. They are; very durable, readily available, easily patched if needed, and they conduct solar heat on cold clear days. Construction of these systems is fairly simple and requires limited materials. Ranchers in the high desert plains of Central Oregon report that these tanks remain thawed and unfrozen down to around 5 to 10 degrees above zero.

This poster will give background information (design and installation) and first years trial results conducted on numerous tire tanks with geothermal heat tubes in central Oregon.

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## **ASSESSING THE PHOSPHOROUS AND POTASSIUM BALANCES ON COOS COUNTY, OREGON DAIRIES**

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A field study involving dairy farms in Coos County, Oregon was conducted to assess phosphorus (P) and potassium (K) concentrations in cow rations. Phosphorous can affect water quality. Potassium is an animal health concern, especially with dry cows, where high K diets increase occurrence of milk fever, ketosis, and other calving-related problems. This research was part of a broader study conducted statewide. Data from farms was collected three times. Diets were recorded and feed, fecal, and urine samples were collected. Data was analyzed as repeated measures using the mixed procedure of SAS. Results indicate that phosphorous levels were in an acceptable range, on average, for both lactating and dry cow diets. Average P concentration of lactating cow rations was 0.38% (DM basis). The amount of manure P generated demonstrated no over application of P. Potassium levels were found to be too high in dry cow diets, 1.79% where the recommendation is 0.56% (DM basis) as well as in lactating cow diets, 1.87% with 1.04% recommended. Suggestions were given to reduce problems in the cow herd from data collected. To lower K levels in dry cow diets, corn silage was suggested as an alternative to alfalfa and grass hay. If corn silage was not available, a field could be designated to receive minimal manure application or commercially fertilized with only nitrogen and phosphorous to reduce K levels.

## **EVOLUTION OF BUFFALO GNAT MONITORING IN SOUTHWEST ARKANSAS**

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The Sulfur River in Southwest Arkansas and Northwest Texas is a cold running river – a requirement for the larval stage of this insect pest. The insecticide

*Bacillus thuringiensis* is quite effective in managing buffalo gnat larvae. However, it must be applied within 14 days of hatching. The window in which to detect, evaluate the larval population, lower the river, and treat is very narrow. Beginning in 1979 and continuing through today, the Arkansas Cooperative Extension Service and the Texas Cooperative Extension Service have collaborated to control the buffalo gnat. Buffalo gnat adults cause damage to livestock due to loss of weight because of cattle agitation and loss of blood. In some cases livestock death through suffocation has been documented. Buffalo gnats also affect industry through contamination of products, and increased cost of production. This presentation depicts the major advances in the monitoring and treating of the Buffalo Gnats during the past 25 years. Some of the greatest improvements we have developed are a new sampling system using artificial substrates and more effective application techniques.

## **AN ASSESSMENT OF YOUTH LIVESTOCK QUALITY ASSURANCE IN THE WASHINGTON STATE 4-H PROGRAM**

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4-H Youth and Leadership Development Educator  
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The modern day consumer is very concerned about the safety and quality of the food supply. Consumers expect high quality meat and animal food products to be free of illegal residues and contaminants. Youth producers of livestock market animals have the responsibility to ensure that their animal always meets or exceeds consumer expectations. Across the state of Washington, many junior market sales and shows are requiring that 4-H and FFA youth complete a livestock quality assurance educational program prior to selling their animal through the junior market stock sale. The purpose of this Quality Assurance Assessment was threefold: 1) To find out how many counties have a youth livestock quality assurance program in place; 2) To identify the process, procedures and curriculum in place to implement the educational program; and 3) To determine if there is a need for additional quality assurance training for faculty, staff or volunteers in implementing a quality assurance program. A ten question *Youth Quality Assurance Questionnaire*



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was developed, peer reviewed and piloted. Changes were made to the questionnaire based upon feedback from peer reviewers and pilot sites. The questionnaire was distributed to the 4h talk email list and the state 4-H weekly electronic newsletter, *Tuesday News*. Questionnaires were received from 20 of the 39 counties in Washington State for a 51% response rate. The questionnaire revealed that 20% of the respondents have a formal Quality Assurance Program in place while an additional 10% conduct informal quality assurance education. Several respondents indicated that lack of training and access to Quality Assurance materials prevented the implementation of the program. Future state plans will focus on training and acquiring resources for counties in need of quality assurance materials.

### **THE STORM DRAIN BASIN BAG – LINKING PRODUCT INNOVATION WITH WATER QUALITY EDUCATION**

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A majority of the wool produced in the Willamette Valley of Oregon consists primarily of course lower value fleeces, and have been subject to low market value due to lack of demand. In an effort to discover and develop new markets for wool produced in the Pacific Northwest, the Oregon Sheep Growers Association, in conjunction with the OSU Extension Service formed a research consortium comprised of leading producers, academia, product/market consultants, manufacturers, and other experts in various fields of relevance. The consortium explored and identified potential alternative use for raw and/or low-value wool. Potential markets identified include the use of wool as an integral component of a pollution control device within storm water catch basins. The development of these storm basin filters has led to the patenting of a new product called the Storm Drain Basin Bag. Many municipalities in the Pacific Northwest are requiring storm water run off be filtered to remove sediment and hydrocarbons. Testing of the Storm Drain Basin Bag has proven a substantial reduction of such contaminants following the filtering by natural wool fiber in the Storm Drain Basin Bag. The Storm Drain Basin Bag had provided me with an outstanding opportunity to educate individuals about storm water run off and the effect it can have on stream water quality. By utilizing volunteer groups to install the Storm Drain Basin Bag the link between storm water, hydrocarbons and sediment

transport can be discussed and the link between our everyday actions on water quality can be addressed.

### **TILLAGE AND TOFU TYPE SOYBEAN VARIETIES**

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In transitioning from animal feed production to human food grade markets, the grower has little information as to the adaptability of new varieties to tillage practices. This study compares no-till seeding into a rye stubble vs. a conventionally tilled field among three tofu type and one conventional type soybean varieties. Three food grade varieties were compared; all early, group II maturity beans - Iowa 1007, HP-204 from Minnesota and Vinton 81.

Eight replicates of each variety were systematically planted in five rows each spaced 15 inches apart and 450 feet in length, in side-by-side strips. Four replicates were no-tilled and the four other replicates were tilled conventionally. No comparable difference was noticed in percent or rate of emergence. Weed control was comparable in both the no-till and tilled portions. Lodging percentage was minimal throughout the season.

The maturity of the group II "tofu" beans was over one month ahead of the group IV conventional soybean variety. There was a trend for the three food grade soybeans to yield as well or better than the standard and provide 2-3 bushels per acre more in the tillage treatment. The highest yielder Iowa – 1007 at an average of 57 Bu/A compared to the 40 – 46 Bu/A range of the other three varieties. All varieties had over 95% whole beans and less than 5% splits. The three food grade soybean sizes ranged from 1,336 to 1566 beans per pound, while the standard Asgrow was 2,162 beans per pound.

### **PHOSPHORUS MOBILIZATION BY BUCKWHEAT**

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Buckwheat *Polygonaceae Fagopyrum* is often claimed to “sequester” soil phosphorus (P) for availability to a subsequent crop and is often used as a green manure crop in organic crop production. The objectives were to determine buckwheat’s ability to sequester soil P, suppress weeds, and provide habitat to beneficial insects. Buckwheat was established in two locations in Clay County in northwest Minnesota in 2001 as a green manure crop and incorporated at full bloom. Soil samples were taken prior to buckwheat establishment in 2001 and from the same geo-referenced sites in 2002 and 2003 following crops of soybean and wheat, respectively. The Tachinid fly *Diptera: Tachinidae* was the predominant beneficial insect across locations. Buckwheat did not significantly increase the measurable soil P concentration at either location in 2001. In 2002, the P concentration in soybean biomass increased following buckwheat despite no measurable differences in soil P concentration. In 2003, the soil P concentration at the Thomas location was significantly greater ( $p < .01$ ) where buckwheat was planted two years previously. The trend was similar at the Olsgaard location, but the increase was not statistically significant ( $p < .14$ ). This difference may be explained by the significantly greater biomass at the Thomas location. Buckwheat is very competitive and effectively eliminates weed competition if an adequate stand is established.

### **FUNGICIDE TREATMENT EFFECTS ON THE INCIDENCE OF SOILBORNE DISEASES IN PEANUT.**

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Field experiments were conducted to evaluate four fungicide programs for control of soilborne diseases in peanut (*Arachis hypogea*). Azoxystrobin (Abound 2.08 F), Tebucanazole (Folicur 3.6 F), Flutolanil (Moncut 50 WP), and Flutolanil plus Propiconazole (Montero) were applied according to manufacturer’s recommendations and compared to chlorothalonil alone (Bravo 6 EC) during the 2000, 2001 and 2002 growing season in Southwest Georgia. No difference in *Cercosporidium personatum* and *Cercospora arachidicola* leafspots was observed among treatments. White mold (*Sclerotium rolfsii*) pressure was light during

all years resulting in less than one hit per 50 foot of row in any replication. All treatments numerically reduced the incidence of soilborne disease when compared to the chlorothalonil only plots. Among treatments, Azoxystrobin (Abound) provided significantly better control of *Rhizoctonia solani* and *Lasiodiplodia theobromae* during the 2000 and 2001 seasons. No differences were observed in disease control during the 2002 season. Differences in yield were observed and varied by year and treatment.

### **NITROGEN RATE ON-FARM STUDIES IN THREE MINNESOTA WATERSHEDS**

Wyatt,\* G. J.<sup>1</sup>, Nowlin, B.<sup>2</sup>, Mulla D. J.<sup>3</sup>, and Hernandez, J.<sup>4</sup>

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The economically optimum nitrogen (N) rate in a corn and soybean rotation has been studied using small plots for many years. Water quality studies continue to show that nitrogen sources need to be managed to minimize the risk of contamination to the environment. Recently, on-farm nitrogen rate studies were conducted in southern Minnesota over a three-year period to address producer concerns about the validity of small plot research. The field strips were approximately 10 acres in size, mapped by GPS and harvested with a yield monitor. There were a total of 8 strips in 2001, 27 strips in 2002, and 9 strips in 2003. The nitrogen rates evaluated were 0, 60, 90, 120, 150 and 180 lb/acre. Results of the on-farm studies affirm University fertilizer recommendations developed using small plots, and show that economically optimum nitrogen rates vary between 104 and 132 lb/acre for yields ranging from 140 to 199 bu/acre. Less than 10% of farms studied required N rates higher than University recommendations. Using optimal rates of nitrogen in a corn/soybean rotation can achieve profitable corn yields while protecting ground and surface water resources.

**Poster Session**

**Extension Education**

**2004 NACAA**

**89th  
Annual Meeting  
and  
Professional Improvement Conference  
Orlando, Florida**

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# Poster Session Abstracts

## *Extension Education Category*

### **PEANUTS – NEW CROP TO LANIER COUNTY FARMERS**

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Lanier County is considered a “non-traditional” peanut growing area as peanuts have historically not been grown here. With the recent changes to the peanut farm program, new peanut producers will be growing a crop they have not planted before. Lanier County peanut acreage has increased from less than 200 acres per year to 1,750 acres in 2003. These new growers will not have any “base” peanut planting history, so their production target price will be \$355 per ton rather than \$495 per ton that former peanut growers may receive. New growers must find acceptable means to optimize yields while minimizing costs associated with peanut production. Lanier County Extension Coordinator worked with 100% of growers on peanut production practices of fertility, varieties, leaf diseases, soil-borne disease, weed control, insects, and harvesting maturity. A Peanut Field Day was held to observe disease and production problems being encountered by local peanut producers. A field research trial was established on a Lanier County Farm. With the reduced threat for disease on new ground, Lanier growers may be able to maintain yields with a reduced fungicide program. Harvested peanut yield for Lanier County averaged 4,027 pounds per acre. The gross farm gate income from peanuts in Lanier County increased from less than \$250,000 to \$1.4 million.

### **P.u.S.H.ing NATURAL RESOURCE EDUCATION *A collaborative focus on trees, wildlife, & people In Polk, Sevier, & Howard counties in Western Arkansas***

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University of Arkansas Cooperative Extension Service  
County Extension Agents-Agriculture

Private timberland owners and pro-loggers of the Ouachita Mountain region of Polk, Sevier, and Howard counties have been a missed audience for many years. This audience is receptive to any educational opportunity that they can see will help them to be better managers of their natural resources. As our youth are becoming more aware that our natural resources are precious, they are also willing to learn how to care for their environment.

Through funds provided by the Arkansas Forest Resource Center, we were able to conduct educational programs with adults and youth. A joint effort was made to conduct a Forestry Clinic for the tri-county area. The clinic targeted private timberland owners and pro-loggers. Approximately 90 adults participated in the clinic, which covered the topics of: Forest Health-Insect and Disease Identification and Control; Forestry Management-Enhancing Wildlife, Potential for Wildlife Leases, Management Practices for Maximizing Profit, Laws and Legislation Affecting Timber, and Resources Available to Assist Tree Farmers; and Forest Tour- an organized tour of management practices including Planting Site Preparation, Herbicide Use, Plant Spacing, Planting Loblolly and Shortleaf Pine, Pruning, and Thinning. A short demonstration on using handheld global positioning systems was also included.

The youth component included training wildlife habitat teams, forestry judging, Shooting Sports, conducting a Hunter’s Education course, and conducting an Environmental Day camp where youth from the ages of 5-16 learned how to use a Biltmore stick, make recycled paper, and identify trees using the Arkansas tree identification guide.

### **THE ILLINOIS MANAGEMENT INTENSIVE GRAZING PROGRAM**

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Most of the 2.5 million pasture and forage acres in Illinois are under managed, with only 20 – 25 percent of the forages produced in the state actually being utilized. To address this issue, an interdisciplinary team of Extension personnel developed a series of conferences, field days, workshops, print publications, mass media, and web-based delivery methods to disseminate research-based information on management intensive grazing.

The *Illinois Management Intensive Grazing Program* is a systems-based approach to forage management. It includes improved paddock design, rotational grazing, forage species selection, timely fertilizer application, modern fence and water system installation, and improved environmental management. Crop residue utilization, coupled with summer and winter annual forage plantings, enables producers to incorporate grazing programs into row crop acres and extend the grazing season throughout the winter months.

Client surveys indicate that more than 22 percent of the pastureland in Illinois is now under some type of intensively managed system. Producers using these production systems have increased their pasture acreage by 18 percent. Surveys also show that more than 46 percent of grazing workshop attendees made changes in their rotational grazing practices because of the information they acquired. Specifically: 47 percent changed the rate at which they rotate their livestock; 41 percent introduced new, more productive plant species; 36 percent increased the livestock numbers on their farm; 33 percent installed new fence technologies and equipment; and more than 50 percent indicated that attending the grazing program had increased their net income.

## **AGRICULTURAL AND SEAFOOD INDUSTRY EDUCATIONAL PROGRAM FOR DECISION MAKERS**

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Cape May County, New Jersey is the southern most county in the state. The perception among producers is that physical distance from others has disconnected the decision-makers from the needs of clientele. This program was designed to educate elected officials and other decision-makers about the needs of the local agricultural and seafood industries. Extension simultaneously educated the participants of the role that Extension plays or can play in meeting clientele needs. All programmatic costs were paid through grants from producer associations. Twenty-two local and statewide decision-makers and 10 farmers/fishermen participated. Formal teaching was performed through four 45-minute educational seminars conducted at four commercial farming and fishing operations. Extension personnel gave the educational seminars in conjunction with producers. Post testing of selected participants was conducted through telephone interview after the educational program. Those surveyed indicated that they increased knowledge about Cape May County agriculture and seafood production. Participating farmers and fisherman were surveyed and 90% indicated that the program met their expectations, and they perceived the program was beneficial to their operations. As a result of the program, a new faculty member hired at Rutgers University in February 2004 was assigned to work with producers in Cape May County.

## **THE ULTIMATE COLLABORATION - A CASE OF UNIFYING FEDERAL, STATE, COUNTY AND COMMUNITY RESOURCES TO ADDRESS URBAN WATER QUALITY ISSUES**

Brannen,\* Robert L.

County Extension Coordinator, Gwinnett County Extension Service, 750 South Perry Street, Suite 400, Lawrenceville, Ga. 30045

The signs on the many local water towers tout, "Gwinnett is Great". In 20 years, this rural community exploded to become Atlanta's most populous suburb with 675,000 people. Attracted by great schools, visionary political leaders, diverse economic prosperity, and upscale neighborhoods, people flocked to Gwinnett County to enjoy the many benefits of suburban life.

As expected, this tremendous growth brought significant changes to our ecosystems, particularly the quality of water in our rivers and streams. State, federal, and local government resources had to be combined to address the growing problem. Creative educational programming developed by the Cooperative Extension Service helped provide the synergy needed

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to expand the effectiveness of this collaborative effort to improve and maintain the environment and quality of life in Gwinnett County.

## **THE OHIO INCOME TAX SCHOOLS FOR PRACTITIONERS**

Breece, D.J.<sup>1\*</sup> and Miller, D.P.<sup>2</sup>

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A total of 1,403 tax practitioners attended the 2003 Ohio Income Tax Schools at eight locations across Ohio. Ohio ranks 6<sup>th</sup> of 37 states, that cooperate with the Land Grant University Tax Education Foundation, Inc. and the Internal Revenue Service, in the number of students receiving this in-depth, continuing education credit program. Enrollees are CPA's, PA's, attorneys or enrolled agents and each earn 16 hours of continuing education credit. They average over 20 years of tax preparation service and per preparer, will file an average of 265 Federal Income Tax returns. The registration charge of \$235 includes: instructor fees, workbook, Federal Tax Handbook, lunch for two days and refreshment breaks. A team of four instructors teach at each location, including two IRS employees, an attorney or CPA and a Farm Management Extension Specialist. On a five-point scale, instructor ratings ranged from 3.9 to 4.8, indicating very high quality instruction. Over 90 percent of the enrollees rate the amount of material presented, the usefulness of information and the level of instruction as "about right." Dates and locations for 2004 schools may be found at <http://aede.ag.ohio-state.edu/programs/taxschool/>.

## **MARKETING PEANUTS: NEW PEANUT PROGRAM, NEW INDUSTRY DYNAMICS**

Bullen\* S. G. <sup>1</sup>, Smith N. B.<sup>2</sup>, and Pease J. W.<sup>3</sup>

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<sup>2</sup>Rural Development Center, University of Georgia, Tifton Georgia 31793

<sup>3</sup>Department of Agricultural and Applied Economics, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061

The 2002 Farm Bill (FSRI) significantly altered the peanut commodity support program that has been in place since the 1930's. Prior to the 2002 Farm Bill, peanut farmers had produced peanuts under a two-tiered price system in which production was controlled by quota allotmentssystem with a government support price. FSRI changed marketing procedures by replacing the quota system current peanut program, and replaces it with a marketing loan program similar to that of other supported commodity crops. The new farm program changes will have a significant impact on marketing and production decisions for U.S. peanut farms. To assist peanut leaders in addressing these changes, two regional train-the-trainer meetings were organized to address peanut marketing in a new market environment. The train-the-trainer programs featured topics such as structure of thepeanut program provisions, new-structure of the peanut industry, lender assessment of a peanut producer's loans, and evaluation of new peanut contracts. Over 100 peanut industry leaders attended the two regional meetings. Six fact-sheets were developedwritten and posted to the University of Georgia peanut web site; (<http://commodities.caes.uga/fieldcrop/peanuts/homepage>) and were provided to county agents working with peanuts in the southeastern states. six given Follow up peanut producers meetings are still being organized as a result of the train-the-trainer meetings.

## **EQUIPPING THE HISPANIC GREEN INDUSTRY WORKFORCE FOR SUCCESS**

Chance, W.\*<sup>1</sup> Martinez, A. <sup>2</sup>, Fonseca, M. <sup>3</sup>

<sup>1</sup> Houston County Extension Service, 200 Carl Vinson Parkway, Warner Robins GA 31088

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<sup>3</sup>Dept. of Horticulture, University of Georgia – Griffin Campus, 1109 Experiment Street, Griffin, GA 30223

From 1990 to 2000 Georgia's Hispanic population grew almost 300% to about 436,000. The fast-growing Georgia green industry (turf grass, ornamental plants and landscaping) employs a large and increasing number of Hispanic workers.

Language, cultural barriers and lack of training hamper Hispanic worker's safety and efficiency in the green industry. The Extension office receives requests

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from landscape businesses for training in Spanish. A multi-disciplinary group from UGA planned and conducted green industry trainings in Spanish. Topics included pesticide safety, turf and landscape maintenance, integrated pest management, understanding American culture and other subjects. At a separate training conducted in English, we also conducted a talk on Hispanic culture for managers and co-workers.

The programs were well received with a total of 437 attendees. Workers were willing to travel and managers were willing to grant time off to attend the trainings.

Following one training, all attendees returning evaluations indicated they would use something they had learned. A pesticide safety training attendee wrote, 'I know I will work more safe now.' Solicited comments from the Hispanic worker's managers were very encouraging. Managers ask for more training.

In this poster, we also discuss some methods we have learned to reach and teach these Hispanic clients.

### **UNIVERSITY OF FLORIDA, IFAS CITRUS CANKER EXTENSION EDUCATION PROGRAM**

Chamberlain\*, H.L.<sup>1</sup>, Zekri, M.<sup>2</sup>, Timmer, L.W.<sup>3</sup>, and Roberts, P.D.<sup>1</sup>

<sup>1</sup> University of Florida, IFAS, Southwest Florida Research and Education Center, 2686 State Road 29 N, Immokalee, FL 34142

<sup>2</sup> University of Florida, IFAS Hendry County Cooperative Extension Service, P.O. Box 68, LaBelle, FL 33975

<sup>3</sup> University of Florida, IFAS, Citrus Research and Education Center, 700 Experiment Station Road, Lake Alfred 33850

Citrus canker, caused by *Xanthomonas axonopodis* pv *citri*, has been introduced to Florida three times since the early 1900s. The disease was detected in Florida for the third time in 1995 on a residential citrus tree. Despite extensive eradication efforts, citrus canker has spread to 16 different counties of Florida in the last 9 years. Over 2 million commercial citrus trees and nearly 800 thousand residential trees have been removed. Florida's citrus industry has a \$9.1 billion economic impact on the state economy. Over 12,000 commercial acres have been destroyed due to citrus canker; citrus canker has become the largest plant disease eradication program in U.S. history. An extension education program was developed to coordinate efforts among agencies throughout the state. The program provides citrus canker education

to the general public, commercial citrus industry and non-citrus commercial businesses, to educate everyone about the threat of the disease and how to reduce its spread. More than 5,300 individuals have received information from the program in 2003-2004. The program has been promoted at commercial citrus trade shows, county fairs, Master Gardener trainings, fruit club programs, university in-service trainings, legislative day, and middle school educational programs. The program is positive in it's educational message to teach commercial citrus interests and residents about citrus canker biology, the disease cycle, preventing the further spread of citrus canker, and promoting best management practices such as grove/nursery sanitation and decontamination.

### **AREAWIDE IMPORTED FIRE ANT SUPPRESSION PROGRAM IN SOUTH CAROLINA**

Davis, T. S.\*

County Extension Agent

Areawide Imported Fire Ant Specialist

Clemson Extension

The Red Imported Fire Ant (RIFA) is a major invasive species pest throughout the Southeast. The Areawide program is based upon research conducted at Fort Jackson Army Base and McEntire Air National Guard Base. This research was conducted in cooperation with USDA-ARS, EPA-PESP, Clemson University and Extension, USACHPPM, US Army Environmental Center. This research found RIFA could be controlled for longer periods by combining traditional chemical treatment with the biological controls *Thelohania* and *Pseudacteon tricuspis*.

The Areawide program is a five-year program to demonstrate these methods on larger scales in 300 acre pasture plots. It is currently being administered and funded in five states by USDA-ARS.

In South Carolina biological controls have been established at five sites. The ultimate hope is that they will spread from these and new release sites to the rest of South Carolina and the entire area infested with RIFA.

The funding of this project has allowed a RIFA specialist to be hired. As a result of the training provided by this specialist there is an average of one RIFA program conducted by Clemson Extension Agents each week.

The Areawide RIFA program is reaching county extension agents and the South Carolina public through numerous programs including: public meetings, mass media, pesticide re-certification and in-service training.

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## **ASSISTING SMALL FARMERS IN DIVERSIFYING INTO VEGETABLE PRODUCTION AND MARKETING**

Ethredge, \*W.J. Jr.<sup>1</sup> , Payton, F. V. <sup>2</sup> , and Nunnery, J.<sup>3</sup>

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<sup>3</sup> Former Seminole County Extension Agent, 207 E. Crawford Street, Donalsonville, GA 39845

The objective of this project is to increase the profitability of agricultural cooperatives by delivering participatory training programs that integrate production and postharvest handling systems, for small and medium farm operators, cooperative managers, and field and packing shed workers. Spring Creek Growers Association, Inc. (SCGA), is an agricultural marketing cooperative whose members are small-scale family farm vegetable growers. The association has attracted an ethnically diverse farmer membership. The University of Georgia has formed a collaborative with the local economic development authority and agribusiness to develop and implement an innovative, integrated program to help SCGA and other groups of small-scale vegetable growers. Results include gross sales increasing from \$12,000 in 2002 to over \$100,000 in 2003. Percent of buyer rejected produce dropped and management of harvest and post harvest handling operations has improved. SCGA projects an increase of sales to \$300,000 for 2004. Production training programs have helped quality and uniformity of product.

## **THE RUTGERS COOPERATIVE EXTENSION GARDEN CENTER AND INTERIOR PLANTSCAPING TRAINING PROGRAM**

Flahive DiNardo\*, M. <sup>1</sup> , Polanin, N. <sup>2</sup> , Capp, A. <sup>3</sup> , Gyurian, J.2, and Perdomo, P. <sup>4</sup>

<sup>1</sup> Rutgers Cooperative Extension of Union County, 300 North Ave East, Westfield, NJ 07090

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<sup>3</sup> Rutgers Cooperative Extension of Mercer County, 930 Spruce Street, Trenton, NJ, 08648-4584

<sup>4</sup> Rutgers Cooperative Extension of Morris County, PO Box 900 – Courthouse, Morristown, NJ 07963-0900

Consumers often look to garden center employees for advice on fertilizer and pesticide applications. Well-trained salespeople can help protect the environment from misuse of these products by educating their customers. In response to this need, Rutgers Cooperative Extension developed an instructional program for Home Depot and Ivy Acres Greenhouse employees in 2002. Program evaluations and requests from interior plantscaping companies showed an additional need for interior plantscape management programming. In 2003 and 2004, the program was opened to private garden centers and interior plantscape companies. Topics included in the curriculum are: pesticide safety and selection, soils, insect and disease identification and management for ornamentals and interior plants, plant selection, turf management, and sales and marketing techniques. Hands-on activities such as greenhouse tours, diagnostic labs, plant identification, and sales techniques are integrated with the curriculum. Program participants complete pre- and post-tests for each session. Average session test scores have improved by 8 to 20 percent. Program evaluations have revealed that participants would improve pesticide safety practices, merchandising and customer service. In 2004, 94% of the 48 program participants indicated they would make more informed pest management decisions as a result of the program. Nineteen Interior Plantscape technicians indicated they would use integrated pest management techniques. Evaluations also showed that participants would be better able to identify customers' plant problems and explain the use of horticultural products.

## **TRICKS OF TRADE FOR RUNNING A SUCCESSFUL MASTER GARDENER PROGRAM**

Gao, G.Y.

County Chair, Horticulture Extension Agent and Associate Professor, Ohio State University Extension-Clermont County, P.O. Box 670, 1000 Locust Street, Owensville, OH 45160

Are you running a Master Gardener Program or is it running you? Master Gardener Program sounds like a great concept on paper and could be one of your most successful programs if you know how to recruit the right volunteers and how to manage them. If not, you could easily spend 60 to 70 percent of your time chasing Master Gardener interns for volunteer hours. In order to run a more effective Master Gardener Program, agents/educators need to learn a few tricks



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of the trade. First, It is very critical to interview applicants and make sure that they are willing and have time to volunteer during your office business hours. Second, agents should also ask applicants to sign a Volunteer Responsibilities Form to clear any possible misunderstandings. Third, charge \$50 extra on top of your normal program fee and return it as a rebate when Master Gardener interns complete their 50 hours of volunteer service. Fourth, when selecting community projects, agents should focus on several high-profile projects for publicity purposes. Fourth, agents can also work with local garden centers where Master Gardener interns can volunteer for momentary donations back to your program. Last but not least, it is also beneficial to form a Master Gardener Association and put Master Gardeners to work for your office. An effective Master Gardener Program will be a win-win situation for everyone.

### **VERMONT EQUINE INDUSTRY SUMMITS ADDRESS STATEWIDE EQUINE ISSUES AND EDUCATE HORSE OWNERS**

Greene\* E.A.

Department of Animal Science, University of Vermont, Burlington, VT 05405

The "Vermont Equine Industry Summits" were designed to identify and address issues that have commonalities across the fragmented Vermont equine industry. The original summit (1999) incorporated several facilitated work groups to identify and prioritize key issues affecting horse industry members. Issues that emerged include equine liability, insurance cost and availability, equestrian trail use, equine safety, and the need for a statewide equine economic survey. Subsequent Summits have incorporated informational workshops seminars and reported on efforts and achievements on priority issues identified from the 1999 Summit.

The impacts have been measured through positive feedback on evaluations, attendance, participation, and by projects initiated as a direct result of the summits. These include Equine Liability workshops, Agricultural Development Grant monies for creation of the Self-Guided Barn Facility Analysis Booklet; Risk Management grant monies obtained to underwrite "Books to Barn" business workshops for equine owners, as well as funds to conduct the statewide "Vermont Horses Count" equine economic impact survey.

For 2004, the Summit has been incorporated into a Regional 2-day educational event and tradeshow.

Participant numbers have ranged from 70-120 people each year when the summits stood alone. This year, with over 100 vendors already committed, conservative attendance projections are 1000 or more. The author attended Summit I, co-organized Summit II, and was 100% responsible for identifying speakers, determining topics, making presentations, and organization of Summits III-V.

### **OHIO COW-CALF MANAGEMENT AND TECHNOLOGY SCHOOL**

Gahler, A.M.<sup>1</sup>, Grimes\*, J.F.<sup>2</sup>, and Smith, S.E.<sup>3</sup>

<sup>1</sup>Ohio State University Extension, Fairfield County, County Extension Agent, Agriculture and Natural Resources, 831 College Avenue, Suite D, Lancaster, Ohio 43130-1081

<sup>2</sup>Ohio State University Extension, Highland County, County Extension Agent, Agriculture and Natural Resources, 119 Governor Foraker Place, Hillsboro, Ohio 45133-1092

<sup>3</sup>Ohio State University Extension, Fairfield County, Program Assistant, Agriculture and Natural Resources, 831 College Avenue, Suite D, Lancaster, Ohio 43130-1081

The Ohio Cow-Calf Management and Technology School was an eight-week comprehensive program consisting of 24 classroom hours focusing on many aspects relating to cow/calf production. Similar programs were conducted in Highland and Fairfield Counties on consecutive evenings. A total of 229 individuals from 27 Ohio counties representing 135 operations and over 7,500 beef cows registered for the school.

Primary topics covered in the school included economic outlook, nutrition, herd health, facilities, calf management, reproduction, genetics, forage management, herd records, and future challenges for the industry. Extension Specialists and Agents, veterinarians, government officials representing the Ohio Department of Agriculture, Natural Resources Conservation Service and local Soil and Water Conservation Districts, and industry representatives from Ohio, Colorado, Illinois, and Washington served as resource persons. Each class participant received a notebook of all presentations and handouts. Participants also received certification for Ohio's Beef Quality Assurance Program and the Livestock Environmental Assurance Program. Classes were videotaped and made available to interested parties.

An initial demographics survey was conducted to

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obtain valuable data on production practices utilized by participants. Results from the initial survey were provided to the speakers to help customize their presentations. A comprehensive closing evaluation was conducted to obtain opinions about the school as well as preferences for future schools and delivery systems for Extension educational materials. Evaluations received to date indicate that the respondents gave the school an overall rating of 9.1 on a 10-point scale. 100 percent of the respondents indicated they would recommend this school to another individual.

## **SUCCESSFUL TIPS FOR MULTIPLE INLET RICE IRRIGATION**

Hamilton\*, M.K.<sup>1</sup>, Tacker, P.L.<sup>2</sup>,

<sup>1</sup>Poinsett County Extension Office, University of Arkansas, Cooperative Extension Service, 302 N. Main St., Harrisburg, Arkansas 72432

<sup>2</sup>University of Arkansas, Cooperative Extension Service, PO Box 391, Little Rock, Arkansas 72203

Arkansas ranks 1<sup>st</sup> in rice production and 4<sup>th</sup> in irrigated acres. Poinsett County is the largest rice producing county in Arkansas and is being considered for designation as a "critical" groundwater area due to significant declines in groundwater. Multiple Inlet Rice Irrigation (MIRI) has become a valuable tool for obtaining significant water and labor savings in rice production.

On-farm demonstrations conducted on 15 farms in Arkansas indicate that Multiple Inlet Rice Irrigation (MIRI) provides an average of 25% water savings and 30% labor savings over Conventional Irrigation (CONV). These average savings on 1 million acres would save 271 billion gallons of water and \$17 million.

The benefits associated with MIRI have been well documented over the years but there are several techniques that make the difference between a success and a failure. This poster will highlight those procedures that are crucial to the success of the MIRI system.

## **PREVENTING MANURE IN TILE LINES**

Hoorman\*, J.J.

Water Quality Extension Agent, The Ohio State University Extension One Courthouse Square Suite 40, Kenton, Ohio 43326

Preferential flow of manure through tile lines to surface water is an issue in the midwest. Through

gravity, water and liquid manure moves downward through the soil following a path of least resistance. Deep cracks, root channels, earthworm burrows, and loamy soils promote preferential flow of manure. In the past three decades in Ohio, the number of agriculture related fish kills has increased by 72 percent (from 180 to 311 per decade). Manure in surface water is the number one cause of fish kills in Ohio. Water quality tests from streams where manure spills occurred showed ammonia levels 47 times higher downstream (44.73 mg/L) compared to upstream (0.94 mg/L) tests. Data was collected and analyzed from 98 Ohio manure violations since 2000. The typical operation was a mid-size or large livestock operation with liquid manure. Over 76 percent of the violations occurred with surface manure applications (irrigation, tanker, dragline) and 24 percent with injected liquid manure (dragline/toolbar or tanker/toolbar). Excess rain or saturated soils, lack of manure storage management, over-application, operator error, equipment failures, dry cracked soils, broken tile lines and earthworm burrows were major reasons identified. Better manure management and education, lower manure rates, regular tile line inspections, equipment calibration and maintenance, and equipment that spreads the manure more evenly in the soil could prevent manure in tile lines and surface water contamination. Over 400 farmers, manure haulers, manure brokers, consultants, and agency personnel learned how to apply liquid manure using best management practices at five meetings this year.

## **NATIVE TREES AND SHRUBS FOR MANAGED LANDSCAPES: A COMMUNITY OUTREACH PROJECT**

Peronto, M.L.<sup>1</sup>, Hopkins\*, K.M.<sup>2</sup>,

<sup>1</sup>University of Maine Cooperative Extension, Hancock County, 63 Boggy Brook Road Ellsworth, ME 04605

<sup>2</sup>University of Maine Cooperative Extension, Somerset County, 7 County Drive Skowhegan, ME 04976

Public interest in environmentally friendly landscapes has created a demand for using native plants in managed landscapes. This has resulted in a need to educate the public about the ornamental character, wildlife value and cultural requirements of native plants. Landscape designers, growers and home gardeners require information about the adaptability of native plants to stresses of managed sites, including soil compaction, drought, deicing salts, freezing and root restriction. In 2002, seven demonstration and

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evaluation sites were planted at Extension offices and residential or urban locations in Maine. In 2003, funding was obtained for an eighth site, a native woody plant arboretum in Bangor, Maine. In all, 42 different native tree and shrub species are being evaluated and cared for by trained Master Gardeners and county Extension faculty. The number of species at each site varies from four to 24, with three to five replicate plants of each species per site. To date, field days have been held at two sites, with site tours and workshops on selecting trees for managed landscapes, designing landscapes with native woody plants, proper tree planting techniques, and caring for woody plants during the establishment period. Individual fact sheets with color photos have been published and distributed for 24 species. Four fact sheets on landscaping with native plant communities (wetland, woodland, coast and grassland) have also been published. Future project activities include ongoing monitoring of plant performance, additional field days, expansion of fact sheets to include all 42 species, and development of a project website.

#### **NATURAL RESOURCE EDUCATION PROGRAM: COVERING THE BASES**

Hudgins,\* J. E. and May,\*L.M.

Decatur County Extension Service,  
University of Georgia  
Bainbridge, GA 39817 U.S.A.

Decatur County is one of the largest and most diverse agricultural areas in Georgia. The 2002 grower farmgate value report shows Decatur County as the number one income producing county in the state. Historically, Extension programs have concentrated on agricultural production. However, 52% of the land area in Decatur County is forested.

Efforts were initiated in 1999 to provide programs for the forestry clientele in the county. In 2002, educational efforts were expanded to cover wildlife management, pond management, and aquaculture to provide a more comprehensive natural resource program. The poster will highlight the programs offered during the 2003 program year to meet the needs of youth, forest and pond owners, and professional foresters, timber harvesters, and aquaculturist.

#### **BUILDING A PLACE FOR RURAL COMMUNITIES IN INTERNATIONAL TOURISM**

Jackson\*, L., Goodchild, M., Laws, C., and Ward, B.

Forestry, Natural Resource, Community Development/  
Family and Consumer Science, and County Agriculture

University of Florida – IFAS – Walton County Extension  
Service, DeFuniak Springs, FL 32433, U.S.A.

Creating educational experiences through local agriculture development is an economic development initiative opportunity for underutilized rural areas, particularly those in close proximity to regional centers or attractions. Walton County, Florida attracts approximately 677, 000 visitors, mainly to coastal points of interest. The Extension Service and collaborating partners from local government, tourist development council, agri-business and community leaders are interested in the fostering of tourism beyond the limits of coastal attractions. For three consecutive years (2002-2004), Romanian community and agri-business leaders have participated in formal and informal presentations; various field trips highlighting the methodologies, techniques and adaptability of agriculture products present. Seven venues have been used for these events. Visitors learned through hands-on experiences agriculture practices or production of strawberries, wine, cattle, row crops and timber. Additional experiences included meeting city and county government officials and an introduction to local seafood products. Through participating in these activities, fifty-eight foreign visitors have gained insight into our county resources. These events have peaked interest among participating local farming and agribusinesses. Agri-tourism has the potential to provide additional income during times of declining market opportunities. Cross-cultural exchanges encouraged the expansion of knowledge base and skill development within this sector, promoting the preservation and conservation of the agriculture industry worldwide.

#### **BERRIEN COUNTY TOBACCO TOUR**

Connelly\*, F.J.<sup>1</sup>, Jacobs\*, J.L.<sup>1</sup>, Moore, J.M.<sup>2</sup>,  
Bertrand, P.F.<sup>2</sup>,

<sup>1</sup> University of Georgia Cooperative Extension Service,  
516-A County Farm Road, Nashville, GA 31639,

<sup>2</sup> University of Georgia Cooperative Extension Service,  
P.O. Box 1209, Tifton, GA 31793

Berrien County Extension Service hosts the annual Georgia-Florida Tobacco Tour. Berrien County has become a major source for tobacco research in Georgia. Extension Agents working with University of Georgia Extension Specialists have implemented and conducted over 40 on-farm research trials since 1998. On-farm research tour stops include released and non-

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released varieties, alternative plant spacing trials and tomato spotted wilt virus (TSWV) suppression trials (chemical and non-chemical). From 2003-1998 Berrien County Extension Agents have hosted over 400 attendees from over 15 countries. Attendees included farmers, industry representatives, national & local news media, researchers, county Extension agents and U.S. & State legislative representatives. Information gathered by attendees have altered production practices have altered cultural practices throughout the tobacco belt.

## **ECONOMIC ANALYSIS OF FARM BILL OPTIONS**

Jones, James E.<sup>1</sup>

<sup>1</sup> Area Specialist - Farm Management, University of Tennessee Agriculture Extension Service, Livingston, TN 38570

In 2002 Congress created and passed a new farm bill. This farm bill allowed producers to either keep existing crop bases as established by prior farm bills or update to the previous four year's averages of his/her production. In all there were five help them determine which option was best for their operation.

Each producer was met one-on-one using information given to them by FSA. A computer financial analysis was generated. Each analysis examined the direct payment and counter cyclical payment for each crop and total for the farm. Although most of the emphasis was put on the direct payment portion, the counter cyclical payments were analyzed for different marketing price scenarios. After each option was analyzed and explained the producer could then make an informed choice on which option was better for their operation.

A total of 82 farms with an average of 53 acres was worked within my ten county area. The average difference between what producers might have received in direct payments alone and what they will receive was \$274 per acre. This represents an impact of \$1,168,336 per year for all farmers for the life of the current farm bill, which represents a total impact of \$7,010,016.

## **HISPANIC OUTREACH**

Jones, W.B., and Findlay\*, R.

County Crop and Horticulture Extension Educators, District IV, University of Idaho Extension, 2925 Rollandet, Idaho Falls, ID 83402

The Idaho Hispanic population has grown tremendously in recent years. This has been a difficult group to reach due to language and cultural barriers. Many field workers are being asked to make important decisions concerning pesticide usage and IPM practices based on minimal information and understanding of principles involved. Urban Hispanics also must deal with local problems with minimal information or programming to help them. Commodity and on-farm programs were prepared and put into place to assist this underserved audience. The Extension Master Gardener educational program has assisted thousands of small farmers and gardeners in producing healthier and more productive gardens. A modified Master Gardener program was put together to reach the local Spanish speaking gardening audience. Those attending the courses showed a dramatic increase in knowledge of the subjects taught.

## **BAXTER COUNTY ARKANSAS MASTER GARDENER'S MAKE A DIFFERENCE**

Keaton\*, M.D.<sup>1</sup> University of Arkansas Cooperative Extension Service, Baxter County, Mountain Home, AR

The Master Gardener program is offered by the University of Arkansas Cooperative Extension Service. The program is designed to increase the availability of horticultural information and to provide community education opportunities through horticultural projects. The title "Master Gardener" is used by individuals who have attended 40 hours of Master Gardener training and passed an examination. After completing the training, individuals must "payback" 40 hours of volunteer work within one year, plus 20 learning hours over and above the hours spent in training. Master Gardeners who wish to continue as a Master Gardener after the first year must recertify. The requirements for recertification are accumulation of 20 learning hours and an additional 20 volunteer work hours each consecutive year. The program in Baxter County began in 1994. Since then, 250 individuals have completed the training program with 101 currently as active members. During the first nine years of operation, Baxter County Master Gardener members have reported 31,874 volunteer work hours and 19,755 educational recertification hours. During their monthly meetings, the group reviews current project activities and plans new projects. Educational programs are also conducted during these meetings. If you have questions or need more information on the Baxter County Master Gardener program, contact Mark

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Keaton, U of A Cooperative Extension agent at 870-425-2335.

## **GRUNDY COUNTY OUTDOOR CLASSROOM**

Kimbro, Craig, TN

Venture Club networked with several agriculture agencies and organizations to plant wildflower plots, construct bird sanctuaries, and perform maintenance on trails. The project has the potential to serve all Grundy County Schools, all citizens of Grundy County, as well as the faculty and students of Sewanee University. Through their service, Grundy County 4-H members and volunteers were able to take pride in the Grundy County Outdoor Classroom by improving the facilities and the aesthetics of the area. Teachers, students, citizens and 4-H / FFA members gained knowledge and skills from the improvement of the outdoor classroom through increased educational opportunities and community events/activities. Teachers, students, citizens and 4-H / FFA members also became more aware of what the outdoor classroom has to offer. As a result, through visual observations, the Grundy County Outdoor Classroom is being utilized more for educational/recreational purposes this year. Wildflower plots were conventionally prepared, fertilized, and planted by all youth and adults participating. Adult volunteers (12) also assisted youth in building and hanging bird houses and butterfly houses, thus gaining knowledge and skills in carpentry, decision making, teamwork, gardening, and wildlife management. Most importantly, the group gained working skills in citizenship.

## **USING A THIRD GENERATION MINNESOTA REGISTERED, WYOMING COOPERATIVE MODEL STRUCTURE TO SECURE CAPITAL FOR AN OHIO VALUE-ADDED INITIATIVE**

Layman,\* J. D.<sup>1</sup>, Sporleder, T.L.<sup>2</sup>

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Your grandpa's cooperative may have left a bad taste in grandpa's mouth and wallet. In certain sections of the country producers today have disdain for the cooperative business structure. This is due in large part to a traditional cooperatives propensity to "retain patronage". In effect, this created income for farmers without giving them funds to pay that portion of income

derived from their patronage of the cooperative. This became a financial burden on many producers.

Today, there are numerous value-added initiatives throughout the country that are looking to farmers as major investors, but many times the farmer investor does not invest enough money to fully capitalize the initiative. So, these initiatives look to outside investors to provide the needed equity capital to fulfill the equity capital requirements of the lenders. Until the passage of the Wyoming Processing Cooperative legislation in 2001, it was difficult to involve outside investment in the cooperative model businesses. Following the passage of that legislation it became much easier for such participation. According to Mark J. Hanson of the firm Lindquist & Vennum, the Wyoming Cooperative Model combines the business structure of a cooperative and the flexibility of a Limited Liability Company (LLC) with the cooperative to be taxed on partnership principles. This type of business structure allows for easier participation in a value-added cooperative by various categories of investors. This poster will explain how an Ohio group registered a Wyoming styled cooperative in Minnesota to raise funds for an Ohio LLC that wants to build an ethanol plant.

## **RESPONSIBLE HOME GARDENING**

Lorenz, T. and Day D.

Horticulture/Agronomy Specialist and Agriculture Natural Resources Engineer, University of Missouri Extension

Master Gardeners are educated through the core course training and are required to provide volunteer hours in the form of extending education. Resources were needed to support their educational speaking engagements. The Responsible Home Gardening program was developed with major input from Heart of Missouri Master Gardeners to support their educational outreach opportunities. Through their input we developed the program from an Integrated Pest Management (IPM) approach. The educational opportunities represent several levels of access by the public to our horticulture programming. For exhibits at fairs and retail shows, we have developed a display and supporting handouts and provide additional input based upon University recommendations. For guest speaker meetings and short courses, we developed modules of teaching outlines and slide sets by topic to be used by the Master Gardeners. A Grab-N-Go module was developed for vegetables, flowers, trees and shrubs, lawns, composting, fruits, and wildlife. Modules included a set of slides, a teaching outline and

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handouts for each of these topics. Our Master Gardeners have had several opportunities to use these modules and each has given excellent reports on the impact of their program. Additionally, the authors have noticed a new confidence portrayed by the presenters. A note from an attendant at one of our workshops verified the value of this program, "The pruning workshop was such an inspiration that I've spent a few hours everyday working on turning my overgrown trees into a "real" orchard...it looks just like a well-tended commercial orchard now..."

### **ROTATIONAL GRAZING FOR HORSES- INCREASE PASTURE PRODUCTIVITY WHILE CUTTING PURCHASED FEED COSTS**

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In Montgomery County, Maryland, there are many equine owners who are establishing their farms on 5-10 acres and stocking 2-4 horses on their property. These owners allow their horses to continually graze on one large pasture. The result is a pasture that is severely overgrazed by early to mid-summer. As a result, this educator set forth to incorporate rotational grazing as a program to help these equine owners manage their horses on small acreage. To help educate equine owners about rotational grazing for horses, a working rotational grazing system was set up with a cooperating equine owner. This educator fenced off a total of 3.7 acres, dividing it into 5 grazing paddocks ranging in size from .58 acres to 1.13 acres and stocked with 4 adult horses. The goal of the demonstration was to place horses in a paddock when the available forages were 6-8 inches in height and allow the horses to graze the forage down to 2-3 inches and then move the horses to the next paddock. The goal was to have enough forage in the paddocks and have the forage in the first grazed paddock grow back to 6-8 inches by the time the last paddock was grazed. As a result, average grazing times were 5-7 days per paddock and the complete grazing cycle was approximately 30 days. Overall, pasture productivity was increased and the grazing animals required no purchased feed. To demonstrate the results, this educator held two field days for equine owners in the county.

### **BAY-WISE LANDSCAPE MANAGEMENT – AN ENVIRONMENTAL EDUCATION PROGRAM FOR MARYLAND HOMEOWNERS**

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Bay-Wise Landscape Management is an environmental education program for homeowners in Maryland. It uses the time and talents of 354 trained Master Gardener volunteers to teach environmentally sound home and landscape practices to homeowners and youth in 19 of 23 Maryland counties. The long-term goal is to reduce the amount of nutrients, sediment and toxins entering the Chesapeake Bay. Once a Master Gardener has received 12 hours of advanced training in such topics as the state of the Chesapeake Bay, hydrology, well & septic system care, hazardous household products and environmentally sound landscape maintenance, they are eligible to have their home landscape certified as Bay-Wise. They teach their fellow county residents (clients) how to reduce their negative impact on the environment through one-on-one site visits, staffing booths at community fairs and events, garden tours, web pages and classroom teaching. As of 2003, 99 Master Gardeners have had their home landscapes certified; 4,752 Maryland residents have been educated; Master Gardener have certified 59 home, 1 monastery garden and 3 condominium landscapes; and volunteered 12,345 hours. Educational resources include three versions of the Bay-Wise MD Yardstick, HomeWork notebook (adapted from Home\*A\*Syst), CWDP, Hazardous Household Products Youth Curriculum Teacher's Guide, and several Bay-Wise fact sheets available in print and on the WWW.

### **OHIO DIRECT AGRICULTURAL MARKETING CONFERENCE (ODAMC)**

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Initially created by the late Dr. Gene Cravens of The Ohio State University in the early 1960's, the Ohio Roadside Marketing Conference was one of the first programs that recognized the importance of marketing agricultural products directly to the consumer. A recent name change to the ODAMC better reflected the type of educational programming that was being conducted for marketers. OSU Extension and the Direct Agricultural Marketing Association (DAMA), an organization of farmers who market agricultural products, services and experiences to the consumer jointly sponsor the ODAMC.

The ODAMC is conducted in conjunction with the Ohio Fruit and Vegetables Growers Congress and the Ohio Christmas Tree Growers Winter Meeting. This partnership allows for lower overhead costs and more educational choices.

A variety of methods have been utilized to teach direct marketing topics at this three-day event including traditional classroom sessions, demonstrations, roundtable discussions, tours, workshops, trade show and marketer panels. Topics in recent years have include farm marketing plans, e-commerce, "show and tell" examples of successful farm markets, school tours, tourism, farmers market management, liability issues, human resources management and other innovative marketing techniques.

The ODAMC is funded through registration fees, company sponsorships, exhibitor fees from the trade show and USDA Risk Management Agency grants.

The ODAMC is evaluated on several levels. The DAMA Board and OSU Extension personnel utilize ODAMC participant's evaluative comments on individual sessions in planning future conferences and sessions. Trade show exhibitors and the other sponsoring organizations also evaluate the conference.

## **BUILDING LEADERSHIP CAPACITY OF AN EMERGING INDUSTRY**

Nye\*, L.A.<sup>1</sup>, Fisher, J.C.<sup>2</sup>, and Mangione, D.A.<sup>3</sup>,

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Leadership development has been a primary objective of Extension agents directing Ohio Meat Goat Task Force efforts. Producer members have been instrumental in the formation of the *Buckeye Meat*

*Goat Association*. This group has developed by-laws and articles of incorporation for the purpose of promoting and marketing commercial meat goat producers in Ohio. Three producer-driven marketing networks have been established. Leadership development among emerging ethnic and faith-based consumers has established the infrastructure for marketing fresh chevon to value added markets. Producers have enhanced the effectiveness of their efforts by partnering with agencies such as the Ohio Cooperative Development Center, Ohio Tobacco Foundation, Heifer International, Somalia and East African Organization, Jewish Family Services and Institute for Social And Economic Development. This task force is taking a unique approach to building industry infrastructure by utilizing a social approach to market development within emerging consumer niches. This foundation infrastructure will create value-added opportunities for refugees in our urban centers and small farms in Ohio. Additionally, economic development in the creation of agricultural jobs will do much for community development in the rural/urban interface. Behavioral changes include an increase in farmers producing for emerging markets, an increase in communication abilities between producers and markets, and coordination for consumers, retailers, and producers through functional marketing partnerships that fit the social and ecological paradigm.

## **EDUCATIONAL SOFTWARE TO HELP NEW OHIO AGENTS**

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Getting off to a good start is critical for a successful career as County Agent. The first impressions are lasting and the first year will set the tone for the career. As a new agent or an experienced agent that has contact with a new agent, there are several things that can be done to improve the odds of success. This software, "New Agent Orientation" is designed to get a new agent off to an effective start. Several steps are provided: Learn the purpose and values of the organization; what are your career options; tips for success; get involved in organizations at the local level, with your university, and at the national level National Association of County Agricultural Agents (NACAA); what types of awards and scholarships are available; and what are important websites that can help with professional and educational development. The first

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year as an agent will set the tone for a career. Listen, learn, ask questions, have a mentor, evaluate, copy important documents to key leaders and administration, get involved in organizations, including NACAA, and you will have a framework for a successful career.

### **PASTOS Y PAISAJES: DEVELOPING A NEWSLETTER FOR THE HISPANIC LANDSCAPE WORKFORCE.**

Perdomo\*, P.<sup>1</sup>

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Hispanics comprise approximately 60% of the laborers on landscaping crews in New Jersey. For many of these laborers, English is their second language and may not be spoken proficiently. There are few Spanish references currently available for the landscaping industry. Educating this portion of the population in their own language may help improve job safety, quality of work, and efficiency on the job site. Informal surveys of New Jersey Landscaping firms indicated that a newsletter would be a valuable tool for their employees.

Pastos y Paisajes' was developed as a Spanish language quarterly newsletter in the fall of 2002 to service Hispanics in the landscaping industry. The format has since evolved into a bilingual, Spanish/English, newsletter. The newsletter is published in Word with English versions of each article appearing in the left hand column and the Spanish version on the right hand column. The newsletter is now read by both English speaking and Spanish speaking individuals. The bilingual format also allows the newsletter to be used as a language learning tool. The reader can read a passage and compare to the adjacent column to find the translated text. This has found to be a good way for people to connect individual Spanish words with their English equivalents. Hardcopies of the newsletter are produced in black and white to reduce duplication costs. The completed newsletter is converted into portable document format (PDF) for distribution. The newsletter has included landscape topics of both seasonal and general interest. Articles are generally written in Spanish and then translated into English, giving the articles a more natural flow when read in Spanish than if they were translated from English to Spanish. A Spanish-English glossary of common landscape terms and phrases is usually included. To increase the availability of the newsletter it is now offered on the web at <http://www.rce.rutgers.edu/pubs/pastosypaisajes>.

The newsletter was originally mailed out to 60 individuals, but is now mailed out to 250 individuals. Approximately 20 of these copies are mailed to landscape contractor businesses to be distributed to their employees (average of 25 employees each). A recent survey estimates that 750 to 1000 people currently read the newsletter. Preliminary data indicates that the newsletter was downloaded over 3500 times in 2003 showing that the internet is a valuable tool to further disseminate the newsletter.

### **HOW TO GRID SAMPLING WITHOUT GPS (THE SHADE TREE METHOD TO GRID SAMPLES)**

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Grid sampling is management techniques used to sample a field in multiple locations typically involving a Global Positioning System (GPS) unit. The cost of these units can limit producers from taking advantage of the information that can be gained from grid sampling. I have devised a simple technique involving use of a measuring wheel and an orienteering type compass. This process can be easily adapted to many different types of fields and sampling procedures. The most common application for grid sampling in my county is soil sampling. The lime cost per acre can be unjustified for the entire field.

With ground water that is high in calcium and rice in rotation, some fields in our county have an alkaline soil at the water outlet but an acidic soil on the other side. Addition of lime can lead to nutrient problems at the water outlet but can increase production at the other side. Grid sampling can lead to increased production of all crops by adding lime only where it is needed. I can teach my easy grid sampling to producers in about 30 minutes. The time it takes to grid sample a field using GPS or my method is comparable.

### **HORSE OWNERSHIP COURSE**

Petty,\* A.T.<sup>1</sup>, Harper, O.F.<sup>2</sup>, Porter, M. D.<sup>3</sup>

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<sup>2</sup>Extension Horse Specialist, Department of Animal Science, University of Tennessee, Knoxville, TN 37996, U.S.A.

<sup>3</sup>Agriculture Extension Agent, University of Tennessee



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Agricultural Extension Service, Jonesborough, TN 37659, U.S.A.

Increasing interest in horse ownership and horse numbers combined with a quickly changing agricultural landscape in northeast Tennessee and southwest Virginia led to the initiation of a Horse Ownership Course. The Appalachian Area Extension Horse Team, consisting of seven Extension agents, a district program leader and a horse specialist, identified the need for this type of program and cooperatively marketed the course in seven counties and two states. The Horse Ownership Course is a multi-state, fee-based educational program designed to teach the basic principles of horse ownership by focusing on five key areas: facilities, feeding, management, health care and horse selection. The Horse Ownership Course was conducted by two Extension agents and a horse specialist in the fall of 2003. Although the course included a diverse group of horse owners, the target audience was new or prospective horse owners and horse owners who had not previously attended an Extension horse program. Tack shops, veterinarians, farm supply stores, county horse mailing lists, newspapers and radio were all utilized for marketing and promotion of the course. The course was conducted one evening per week for five weeks with each session lasting two hours. Participants received a notebook with extensive materials for each of the five topics. Participants evaluated the course at a 4.7 on a 5-point scale and 100% of the participants said they would recommend the course to other horse owners.

### **MAKING WATERMELONS MAKE MONEY**

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Crisp, Wilcox and surrounding counties produce approximately 50% of the state's watermelon production, which is valued at over 94 million dollars. Growers face problems with weed control issues and

the need for new herbicides, disease control and resistance to chemicals, variety selection and strategies to increase seedless (triploid) production for higher profits. To address these issues, research tests are being conducted in one location by the county agents and specialists in the area. Specific tests include herbicide systems utilizing Sandea a newly labeled herbicide, fungicide efficacy trials, and variety trials using short vine pollinizers for totally seedless production. These tests are designed to answer local questions and facilitate field days during the growing season. The information from these tests has also been widely disbursed in newsletters, county production meetings, extension publications and vegetable growers' association conferences and publications. The impact of this educational effort in Crisp and Wilcox counties has provided information to over 100 farmers through extension meetings and field days. The economic impact of disease control education is documented at \$2 million dollars.

### **THE MELDA C. SNYDER TEACHING GARDEN – “TEACHABLE MOMENTS” IN HORTICULTURE**

Polanin,\* N.<sup>1</sup>, Nitzsche, P.<sup>2</sup>, Tietjen, W.<sup>3</sup>, Maletta, M.<sup>4</sup>, Gyurian, J.<sup>5</sup>, Grande, J.<sup>6</sup>, Dager, E.<sup>7</sup> and McWold, M.<sup>8</sup>

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<sup>6</sup>Director and <sup>7</sup>Manager, Snyder Research and Extension Farm, Pittstown, NJ

In emphasizing Rutgers Cooperative Extension's (RCE) mission of "learn by doing," Snyder Research and Extension Farm's (SRF) 2003 consumer horticulture twilight events focused on seasonal commodities by providing tasting sessions. The June event featured locally grown salad greens, in production, variety and tasting. Other teaching events were home garden production techniques for peas, mid-year lawn care, and trellising tomatoes. Approximately 130 were in attendance, with a scripted wagon tour presented by SRF staff on research and new efforts ranking highest on program evaluations. RCE Master Gardeners were an integral part of the program's educational and logistical issues. The second event, held during August,

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featured the 13<sup>th</sup> Annual Tomato Tasting. Agricultural “baskets of cheer”, honey, and other SRF produce were given as door prizes. Approximately 1,200 were in attendance over a 4-hour period, the most of any consumer horticulture program ever hosted at SRF and twice that of the previous year’s event. Ornamental peppers and a demonstration plot of different cover crops were of great interest to the visiting public. The garden itself covers 11,000 sq. ft., and is comprised of individual beds displaying different agricultural or horticultural commodities. These beds are designed, planted and maintained in order to achieve individual educational goals and objectives. Additional acreage provides for the crop production needs of each event. Three-quarters of the 2003 budget of \$8,000 covered an hourly employee, while the remainder covered general expenses, posters, garden signs, maintenance, weed control, and mulches for the garden and production acreage.

### **DEMONSTRATION OF ESTROUS SYNCHRONIZATION AND CONCEPTION RATES FOR TWO PROSTAGLANDIN BASED ESTROUS SYNCHRONIZATION PROTOCOLS ON BEEF HEIFERS**

Pope\* J.H.<sup>1</sup>, Wilson T.W.<sup>2</sup>, Baker J.F.<sup>3</sup>, Pence M.E.<sup>4</sup>, Ham P.<sup>5</sup>

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<sup>3</sup>Department of Animal and Dairy Science, University of Georgia, Tifton, GA 31793

<sup>4</sup>College of Veterinary Medicine, University of Georgia, Tifton, GA 31793

<sup>5</sup>Sleepy Creek Farms, Monroe County, GA 31029

Advancements in technology related to estrous synchronization have improved the success rate of many breeding programs. The objective of this project was to demonstrate and compare estrous synchronization and conception rates for two commonly used estrous synchronization protocols. Beef heifers were randomly assigned within BW to one of two groups, two-shot prostaglandin (2P) or controlled internal drug release (CIDR)/prostaglandin (CPGF). More CPGF heifers responded to estrous synchronization ( $P < 0.01$ ) than 2P heifers. Response to estrous synchronization was affected by disposition ( $P = 0.02$ ). Heifers that had quieter disposition responded better to estrous

synchronization regardless of treatment. CPGF heifers had increased conception rates ( $P < 0.001$ ) by AI compared to 2P heifers. BCS at the beginning of this demonstration had a tendency to affect ( $P < 0.08$ ) AI conception rates. This demonstration was successful in revealing reproductive management options to beef cattle producers in Georgia.

### **A COMPUTER ASSISTED DECISION TOOL TO MAKE INFORMED MARKETING DECISIONS**

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Beef producers typically make marketing decisions based on tradition and in many cases convenience. Furthermore, most producers have little understanding of the impact of shrinkage in weight during the marketing process, and its impact on net prices received for cattle sold. The Beef Cattle Marketing and Management Systems software is a computerized tool which can assist Extension Agents and producers in making more informed marketing decisions. The tool allows one to compare markets which might have different commission structures, different costs of transportation and different degrees of shrinkage due to time in transit. In addition, it allows the user to compare different methods of marketing such as private treaty, weekly auction, graded sale and video sale to arrive at the method which would achieve the highest net price. A total of forty Extension Agents and Area Specialists from Tennessee and Georgia, the two states involved in developing the program, were trained during a three-day hands-on training. In addition each state then trained a total of 130 Agents to use the software to assist producers in making marketing decisions. Those trained have then been able to use the software in individual and group settings to teach beef cattle marketing and management concepts and answer specific marketing questions.

### **BUILDING BETTER BEEF YOUTH PROGRAM**

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The Building Better Beef Youth Program was developed as a 4-H event by 16 county agents in the Lower Middle Tennessee Extension Counties. The purpose of the program was to provide educational opportunities to youth on the importance of the feeder calf business to the Tennessee Beef Industry. In addition educational activities associated with the show were to focus on the development of life skills. As a result this program made new youth and adult clientele more aware of Extension Programs. It also gave a new opportunity to those already involved in Extension Programs. Over the past three years 195 youth have participated in this program exhibiting 131 pens of cattle (393 head). The pens of cattle during this time have sold for over \$25,000. Over \$4000 in sponsorship has been collected to support the event. Evaluations indicated that the youth participating have increased their decision making, problem solving, critical thinking and listening skills.

### **CALIBRATE APPLICATION EQUIPMENT- IT MAKES CENTS!**

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Calibration of nutrient and pesticide application equipment used in the horticultural industry is of great importance both environmentally and economically. Nutrient and pesticide materials need to be applied at sufficient rates to achieve the desired results without their over application and the resultant problems that entails. Small inaccuracies can be costly: under or over application of material can lead to poor growth or death of plants, poor control of weeds and quicker resistance development in pests and diseases. This warrants the correct and frequent calibration of application equipment prior to use. Through the use of clear, detailed photos and clear, concise text, calibration methods will be outlined for fertilizer injectors, backpack sprayers and boom type sprayers typically used in the horticultural industry. Easy-to-use formulas coupled with easy-to-use methods will simplify calibration methods for users and therefore increase the likelihood that they will be used prior to application.

### **YOU MEET ME ON IPV: DELIVERY OF EXTENSION PROGRAMS AND STAFF DEVELOPMENT THROUGH TWO-WAY VIDEO CONFERENCING**

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Indiana's investment in connectivity is making a difference. Starting in 2001, Extension programs started being delivered through the IP Video (IPV) system utilizing Polycom Via Video units and Viewstations. Great strides were achieved in quality, delivery and facilitation of meetings in three years. Educators use the system for committee meetings, issue team updates, staff development, specialist training, and county program delivery.

Examples include Pesticide Applicator training; Epsilon Sigma Phi (ESP) meetings; Confined Feeding Regulation Update; Statewide Grant Workshop; Planning and Zoning Board training; Purdue Council for Agriculture, Research and Teaching outreach; Task Force and Issue Team meetings; Lunch and Learn with the Agriculture Economics Specialist Staff, and a Leadership series. During one ESP meeting (February 2004), over \$1000 was saved in educator travel time and mileage involving thirteen educators.

How is distance delivery accepted? A recent Grant Writing Workshop united over 300 participants at eleven sites via IPV. During the Community Planner Program, participants rated the educational content as 38.9% excellent and 57.63% good. In March 2004, forty-one staff members connected from thirty-three sites for five hours of training. Training included modules on Listening, Nurturing Volunteers, Damming the E-mail flood, Marketing Programs, Top Teaching Tips and Writing with Impact. Over \$9,500 was saved in time and travel. Seventy-two percent of the respondents indicated that the use of IP Video over driving to campus for staff development was easy and worth the time saved. Only twenty-two percent would have participated if it had been offered as a campus based program.

### **HEALTHY FARMS—HEALTHY AGRICULTURE: A BIOSECURITY BLITZ**

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Healthy Farms—Healthy Agriculture is the title of a binder, a compact disk, and a website ([www.uvm.edu/~ascibios/](http://www.uvm.edu/~ascibios/)) which contain a collection of basic resources on livestock farm biosecurity. The materials are most applicable to dairy and other ruminant livestock operations in the northeast. With a

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grant of \$87,000 from the United States Department of Agriculture's Animal and Plant Health Inspection Service, the author and three summer interns researched pre-existing biosecurity materials and compiled them in an easy-to-use format. The professionally-printed, 3-ring binder contains about 100 pages of information separated by labeled tabbed dividers into sections which include an introduction; assessment test and planning tools; outlines of biosecurity measures focusing on new animals, visitors, and wildlife; general biosecure practices; disease fact sheets; and an appendix. The binder, with a compact disk adhered inside its back cover, was distributed to approximately 2000 ruminant and dairy farms listed with the Vermont Agency of Agriculture, Food, and Markets in October 2003. Dairy owners and employees can use the materials to develop biosecurity plans on their own or with the assistance of their veterinarian or other consultant. The materials were promoted by press releases, presentations to producer meetings, and university newsletters (The VIEW and IMPACT). Biosecurity awareness for the general public was raised through an August 2003 episode of "Across the Fence," a televised program viewed by 45,000 people in the Vermont region.

#### **FOUR-SEASONS GARDENING TELENET SERIES**

Smith\*, M.A<sup>1</sup>

<sup>1</sup>University of Illinois Extension, Horticulture Educator, Macomb Extension Center  
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Faced with reduced professional staff and tightening budgets, Four-Seasons Gardening Telenet Series was a 12-program series offered through distance learning technologies to all 102 counties in Illinois. Using TeleNet–Latitude Bridge Teleconferencing and CD-Rom projection technology, three different current and relevant horticulture programs were offered seasonally in Fall 2002, Winter 2003, Spring 2003 and Summer 2003. Materials were collected, reviewed, formatted, organized and copied onto CD-Roms that were then distributed to all unit offices. Each program was offered twice for the convenience of the audience. The live audio portion was delivered using the TeleNet-Latitude Bridge Teleconferencing system while each location projected the Powerpoint presentation concurrently. Total attendance was 4,279 people with 3,825 returning an evaluation supporting the programs and the delivery method.

#### **BORER WAR BUS TOUR**

Stone\*, A. K.

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Ohio, 43615

In September 2003, the Ohio State University (OSU) Extension office in Lucas County sponsored a bus tour to southeastern Michigan showing twenty-six participants first hand, the devastation that this state was facing due to the emerald ash borer (EAB). The trip's audience included County Commissioners, Township Trustees, Extension Agents and Specialists, City Foresters, Nursery Growers, Landscapers, Master Gardener Volunteers, and the media. Tour highlights included presentations from experts from the Michigan Department of Agriculture (MDA), OSU, and United States Department of Agriculture (USDA) about the insect's history, life-cycle, and potential of the catastrophic impact this insect may have on ash trees in Ohio and across the United States; stops in the core infested zone including a marshalling yard where infested trees were being taken to be destroyed, a golf course, and public park; and unique opportunity to see thousands of dead and dying ash trees. The purpose of the tour was to increase the awareness about this insect, and prepare key leaders in northwest Ohio of what to expect if this insect can not be contained and eradicated. EAB has already killed 6 million ash trees in Michigan, and is a threat to Ohio's 3.8 billion ash trees. The trip also created a vehicle that various people with different perspectives begin communicating and sharing concerns about this exotic invader.

#### **OKLAHOMA CITY AGRICULTURE TOUR – A 4-H AND FFA EXPERIENTIAL LEARNING OPPORTUNITY**

Thurber, L.D.

County Extension Agent-Agriculture, University of Arkansas Cooperative Extension Service, P.O. Box 430, Mount Ida, AR 71957

The Oklahoma City Agriculture Tour was developed to assist 4-H and FFA members in learning more about agriculture in Montgomery County and how it is influenced by agriculture in surrounding cities and states. The Oklahoma City tour was devised to introduce students to the animal agriculture industry

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and the various aspects of marketing beef cattle. The tour itinerary included stops at an Oklahoma feed lot to learn about backgrounding and feeding cattle out, a wheat variety demonstration put out by Oklahoma State University Cooperative Extension Service to discuss feeding cattle out on wheat, and Oklahoma National Stockyards to see how cattle are marketed through a livestock auction. There were even a couple of stops designed to ignite curiosity in students: the National Cowboy Hall of Fame and Western Heritage Museum and the Oklahoma City Memorial (for the bombing of the Alfred P. Murrah Federal Building). Fifty-two students and fourteen adults participated in the tour and more tours are currently being prepared.

### **GRAIN MARKETING EDUCATIONAL PROGRAMS TO IMPROVE NET INCOME**

Tregoning, D.W.,  
County Agricultural Agent and County Director,  
Maryland Cooperative Extension, Montgomery County  
Office, 18410 Muncaster Road, Derwood, MD 20855

Grain producers have typically been very efficient producers of grain but have not been very good marketers often content of accept prices at or near harvest which are typically the lowest of season. A grain marketing club was established in 1991 in an attempt to improve farmer's grain marketing skills. The group meets at a local restaurant every 2 to 3 weeks for breakfast and a 1.0 to 1.5 hour educational workshop. As a group, a grain marketing plan is developed using a model farm. Mock cash and futures transactions are conducted based on the written marketing plan. Farmers are educated about the mechanics of using futures and options, understanding all the marketing options available and track local grain basis on a weekly basis. This Agent leads all marketing discussions, provides education on various marketing tools, keeps and maintains a record of all transactions, prepares handouts and compiles all year-end marketing data. As a result of these efforts, 39 Montgomery and 12 farmers from neighboring Counties have improved their grain marketing skills. Eighteen farmers attend 80 per cent of the meetings. Fourteen farmers attended less than one third of the workshops and seven farmers attended three or less meetings. Farmers marketed in the upper one third of the price marketing range in 2003. When we began the program in 1991, Farmers typically marketed in the bottom one third of the yearly price range.

### **USE OF IPM METHODS FOR PEST CONTROL IN SMALL RUMINANTS**

Wall\*, C. W.<sup>1</sup> and Loftin, K.<sup>2</sup>

<sup>1</sup> University of Arkansas Cooperative Extension Service, Crawford County, Van Buren, Arkansas 72956

<sup>2</sup> University of Arkansas Cooperative Extension Service, Little Rock, Arkansas 72203

Small ruminant production is a growing field with very little information to assist our producers with the best management decisions. IPM use in Alternative Agriculture is generally well received by producers if we can supply pertinent information.

Research and products labeled for Alternative Agriculture are many times extrapolated from other animal uses. Small ruminants like sheep and goats are growing in agriculture importance in our community and management systems for pest control are of great interest. Sheep and goats are economically affected by external parasites like flies to a great extent, causing disruption of grazing patterns and reduced gains. Multiple lambing /kidding seasons put increased pressure on adequate fly control because reproductive cycles can occur during summer with heavy fly populations.

Conventional methods in use in our area are direct animal sprays, premise sprays, traps, and hand dusting. Interest in non-chemical control is high, as some clientele prefer to purchase products produced as naturally as possible. Also the extended contact between producer and livestock, particularly with youth, can limit the use of some pesticides. A demonstration was conducted to identify pest species, monitor population levels, and evaluate 2 conventional controls and 2 levels of biologic controls with seven cooperators. Monitored populations were dominated by the House Fly (*Musci Domestica*) and the IPM thresholds for small ruminants varied greatly by operation and were very environmentally linked.

### **NITROGEN BEST MANAGEMENT PRACTICES GUARANTY**

Brandt, B.<sup>1</sup>, Green, T.A.<sup>2</sup>, Ward\*, B.W.<sup>3</sup>

<sup>1</sup>AgFlex Inc., 1914 Rowley Ave., Madison, WI 53726

<sup>2</sup>Agricultural Conservation Innovation Center, 50 W. Broad St., Suite 3250, Columbus, OH 43215

<sup>3</sup>Ohio State University Extension Champaign County, 1512 S. U.S. Hwy 68 Suite B100, Urbana, Ohio 43078

Surveys and case studies over the past 30 years

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have demonstrated that economic risk is a major barrier to farmer adoption of Best Management Practices (BMPs). For example, farmers are often reluctant to lower nitrogen applications to university recommendations. If the farmer or advisor miscalculates the rate, or unusual weather causes the BMP to fail, yields and profits may decline. Since fertilizer costs are inexpensive relative to the potential loss, farmers "self-insure" by applying higher than recommended rates. The project partners have tested a BMP "net returns" fertilizer rate recommendation guaranty, which provides a cash payment to participating corn farmers if the recommendation results in lower yields. The Upper Mad River Protection Project, which is funded by a Federal EPA 319 Grant, purchases a specially designed service agreement for the farmer cooperator. The cooperating farmer then applies university-recommended BMP rates, and applies additional fertilizer to a check strip. If a yield loss occurs on the BMP-fertilized acres versus the check strip, and the value of the yield loss outstrips the fertilizer cost savings, the guaranty provides a payment to compensate for the loss. Seven farmers representing 376 acres have participated, with average nitrogen rate reductions of 20%. Returns to nitrogen averaged \$2.25/acre higher for the Nitrogen BMP acres versus the higher nitrogen rate check strips.

## **PECAN MANAGEMENT**

Wesson, \* S.L.

County Extension Agent – Agriculture, University of Arkansas Cooperative Extension Service, White County Extension Service, 411 North Spruce, Searcy, AR 72143

Pecans are native to Arkansas and are generally well adapted to the area in which they grow. However, improved or introduced varieties may not be as well adapted. Arkansas pecan orchard management practices for improved varieties may favor those of northern, eastern or western pecan production regions depending on the location in the state. This presentation will help Arkansas pecan growers and others access information pertinent to Arkansas pecans. It will also enable the grower to apply pecan management recommendations in accordance with University of Arkansas Cooperative Extension Service research. This is an in-depth presentation that teaches pollination, disease and insect recommendations. It has been taught to Master Gardener members at the annual training classes on the county level.

## **HANCOCK LEADERSHIP AG DAY PROGRAMS**

Wilson,\* G.W.<sup>1</sup>

<sup>1</sup>Ohio State University Extension Agent, Hancock County, 7868 CR 140, Suite B, Findlay, Ohio 45840

Two Ag Day programs have been conducted annually for the Hancock County Leadership Program since 1999. This leadership program has both an adult program and a youth program designed for high school juniors with both enrollments totally dominated by non-agricultural backgrounds. For each program, all participants needed to apply and were selected. Both programs combined involved 90 people attending nine sessions each year. The two-day Ag Day programs both began with a 7:00 a.m. cook-your-own-omelet breakfast at a local dairy farm to observe milking. Other events planned through the day included two more farm visits, lunch with local farm wives, visiting a commercial grain handling facility and a USDA agency panel discussion. Evaluations from the Youth Leadership program showed a rating of 3.64 and the Adult Leadership program indicated a 4.50 rating on a 5-point Likert scale (5=best) averaged out over the five-year period. Many positive comments also showed a new appreciation for agriculture by attending these programs.

## **WOMEN IN AGRICULTURE: CHALLENGES AND OPPORTUNITIES**

Wolinski\*, L.G.,<sup>1</sup> Lee, D. L.<sup>2</sup>

<sup>1</sup>Extension Associate, University of Delaware Cooperative Extension, 69 Transportation Circle, Dover, DE 19901

<sup>2</sup>South Jersey Dairy Extension Agent, Rutgers, the State University of New Jersey, 51 Cheney Road, Suite 1, Woodstown, NJ 08098

The Women in Agriculture: Challenges and Opportunities conference in Delaware is designed to recognize women for their very important, and often multi-faceted, contributions to agriculture. Women's contributions to agriculture have often been understated and unrecognized. The goal of this annual conference is to empower "ag women" by bringing them together to learn and to network in a relaxed atmosphere. The conference program includes workshops, geared toward women, with topics focused on the dynamics of agriculture today. Educational workshops have included topics related to risk management such as grain marketing, crop insurance, family communication, legal

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issues, and women's health issues. There are opportunities through panel workshops, for women to share and learn about new alternative agriculture ventures while hearing first-hand the challenges that go with those ventures. In regard to 2004 conference evaluations, conference participants rated educational value as 1.49 on a scale of 1 (excellent) –5 (poor). Workshop evaluations have been excellent, indicating that the conference participants have learned new information as a result of attending workshops, and that they intend to use the information. At the conclusion of the annual conferences the participants leave feeling energized and confident that they play an important role in agriculture every day, and looking forward to next year's conference. The annual Women in Agriculture: Challenges and Opportunities conference began in 2002 in Delaware. Each year, conference participation has increased. In 2004 the conference was organized on a regional level: Delaware, New Jersey and Maryland, with outside funding from the USDA Risk Management Agency.

#### **MASTER GARDENER SPEAKERS BUREAU**

Woodson, D. M.  
County Extension Agent-Horticulture, Texas Cooperative Extension - Tarrant County, 401 East Eighth Street, Fort Worth, Texas 76102

Tarrant County has a population of 1.5 million. Request for speakers come to the Extension office many times a day from garden clubs, plant societies, civic organizations, youth groups, community centers, libraries, senior groups, and homeowners associations. Dotty Woodson, CEA-HORT, cannot possibly make all the presentations. Several years ago, Woodson started to develop a speakers bureau by identifying and training Master Gardeners who enjoy public speaking and have some knowledge they enjoy sharing with others. Woodson has developed 50 programs and demonstrations Master Gardeners can present to groups. Slides, power points, and activity and demonstration boxes are in the office with all the material for Master Gardeners to use. Each presentation or demonstration has a script, list of slides or materials, and examples of fact sheets to distribute at the presentation. She has since trained 41 Master Gardeners to speak in public, use audio visual equipment, make power points, and take photographs. These dedicated Extension Educators made 124 presentations to 6,278 people in Tarrant County in 2003.

#### **PASTURES FOR HORSES WORLD WIDE WEB EDUCATIONAL PROGRAM**

Vander Velde\*, K.G.<sup>1</sup>, Undersander, D<sup>2</sup>

<sup>1</sup>University of Wisconsin Extension, Agriculture Agent, Marquette County UW Extension, Montello, WI. 53949

<sup>2</sup>Department of Agronomy, University of Wisconsin, Madison, WI 53706

This program is a Web based Educational Program (WWW) for horse owners interested in pasturing horses. The course contains twenty on line lessons designed to get the participant involved in looking at the pasture needs based on horse weight and age. Each lesson has a follow-up on line quiz that is graded immediately so the student can measure retention and go back and look up correct answers. Topics covered in the course cover nutrition, body condition scoring, feed ration balancing, pasture restoration, pasture seeding, weed control, fencing, rotational grazing, manure management and multi-species grazing. Live chats and discussion board threads allow for discussion and interaction between students and instructors. In 2003, the site was visited 4,567 times and had a course enrollment of sixty-seven students. The students also receive a resource CD that contains fourteen reference publications related to pasture management and horse feeding. The WWW was in Interactive Blackboard maintained by instructors. At the end of the session, a one-day equine pasture walk is held where course participants review the course and have a chance to visit face to face.

#### **PARTNERSHIP LEADS TO IMPROVEMENTS IN WATER QUALITY**

Zoller,\* C.T.<sup>1</sup> and Rummell, R.<sup>2</sup>

<sup>1</sup>County Extension Agent, Agriculture, Natural Resources and Community Development, OSU Extension, Tuscarawas County

419 16<sup>th</sup> St. SW, New Philadelphia, OH 44663

<sup>2</sup>District Conservationist, NRCS, 277 Canal Ave. SE, New Philadelphia, OH 44663

The East Branch of the Sugar Creek Watershed is located in Tuscarawas and Holmes Counties in East Central Ohio. This watershed is 29 square miles in size with agriculture, and livestock in particular, being the predominant land use. A survey of livestock by type was conducted and found a total of 15,300 animal units with the majority being dairy cattle and calves.

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The Ohio Environmental Protection Agency (OEPA) has conducted water sampling along the Sugar Creek and determined the quality of the water to be exceptionally poor as a result of sedimentation and nutrient loading. A multi-stakeholder approach was used to identify problems and potential solutions, and from these efforts the Ragersville Water Quality Protection Group was created. Stakeholders in this project include agricultural producers, local and county government, Ohio State University Extension, Natural Resource Conservation Service, Soil and Water Conservation District, Muskingum Watershed Conservancy District and local businesses. These stakeholders have been exceptionally helpful in providing guidance, in-kind support and serving as cooperators.

With financial assistance from a variety of sources a number of projects have been completed. These include the installation of seven miles of vegetated buffer strips, water sampling, and on-farm testing of new technology to reduce nutrient concentration. In addition to these projects a number of advisory and community meetings have been held to build community support, educate stakeholders and gain input.



# **Award Winners**

## **2004 NACAA**

**89th  
Annual Meeting  
and  
Professional Improvement Conference  
Orlando, Florida**

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# EXTENSION PROGRAMS COMMITTEE

## NATIONAL JUDGING RESULTS

### 2004 NACAA Search for Excellence Award Winners

#### Search for Excellence – Crop Production

Tuesday 8:30 a.m. – 9:45 a.m. – Bob King,  
Presiding

National Winner - \$100 cash award:

Kevin L Rose (TN)

National Finalists – Certificates only

Robert C. Hochmuth (FL)

Gary Zoubek (NE)

E. Lanier Jordan (GA)

Gary Michel (IN)

Gary Gao (OH)

David Fischer (WI)

John Fulton (IL)

Brian Creager (KS)

State Winners- Northeast – Certificates Only

Laura Romaneo (MD)

William Sciarappa (NJ)

State Winners – Southern – Certificates Only

Kenneth Bateman (NC)

Timothy D. Reed (AL)

Jeffrey R. Stapper (TX)

Tom Mills (KY)

State Winners – West – Certificates Only

Cindy Kinder (ID)

Mark Nelson (UT)

Merlin A. Dillon (CO)

Loretta Singletary (NV)

Rachel Long (CA)

#### Search for Excellence – Farm & Ranch Financial Management

Monday 11:45 a.m. – 1:15 p.m. – Hugh Soape,  
Presiding

National Winner - \$500 Cash Award

Paul Dietmann (WI)

National Finalists - \$250 Cash Awards

Paul Mariman (IL)

Rick Jahn (TX)

Tinsley Gregg (AL)

#### Search for Excellence – Young, Beginning, or Small Farms/ Ranchers

Tuesday 10:00 a.m. – 11:30 p.m. – Mike Hogan,  
Presiding

National Winner - \$1,600 Cash Award

Terry E. Poole (MD)

National Finalists - \$600 Cash Awards

Martha L. Mobley (NC)

Robert Mickel (NJ)

Additional team members (certificates only):

Dwane Miller

Leslie C. Hulcoop

Larry Tranel (IA)

State Winners – North Central - \$100 Cash Awards

Gary Wilson (OH)

Paul A. Mariman (IL)

Phil Durst (MI)

State Winners – West - \$100 Cash Award

Joseph Julian (CO)

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State Winners – Northeast - \$100 Cash Awards

Shannon Potter (MD)  
Brian Sparks (WV)

State Winners – Southern - \$100 Cash Awards

Joanna Coles (KY)  
Phillip Mark Crosby (GA)  
Nola Wilson (FL)  
Mike McCarter (AR)

**Search for Excellence –  
Livestock Production**

Tuesday 10:00 a.m. – 11:30 a.m. – Hugh Soape,  
Presiding

National Winner - \$100 Cash Award

Brian Newman (KY)

National Finalists – Certificates Only

Dave Mangione (OH)  
Keith Vandervelde(WI)  
Cindy Sanders (FL)

State Winners – North Central - Certificates Only

Larry Howard (NE)  
Randall D. Saner (MO)  
Ken Salkeld (IN)  
Richard Fechter (KS)

State Winners – Southern – Certificates Only

Charles Mitchell (AL)  
Cliff Covington (MS)  
Brian Haller (AR)

State Winners – West – Certificates Only

Robert Ohlensehlen (ID)  
Kimberly Fabrizius (CO)

State Winners – Northeast – Certificates Only

Betsy Greene (VT)  
Melanie Barkley (PA)

**Search for Excellence –  
Landscape Horticulture**

Monday 11:45 a.m. – 1:15 p.m. – Mike Hogan,  
Presiding

National Winner - \$500 Cash Award

Martha A. Smith (IL)

National Finalists - \$250 Cash Awards

Celeste White (FL)  
Gary Y. Gao (OH)  
Bob Neier (KS)

State Winners – North Central - \$50 Cash Awards

Larry Caplan (IN)

State Winners – West - \$50 Cash Awards

Jack Kelly (AZ)

State Winners – Southern - \$50 Cash Awards

Carol LaFaver (KY)  
William D. Skaggs (GA)  
Dotty Woodson (TX)  
Kevin Rose (TN)  
James Orband(VA)  
Toby Bost (NC)

**Search for Excellence –Remote  
Sensing & Precision Agriculture**

Monday 11:45 a.m. – 1:15 p.m. – Bob King,  
Presiding

National Winner - \$500 Cash Award

James Thomas

National Finalists - \$250 Cash Awards

Tom Miller  
Robert Ohlensehlen  
Everett Chamberlain

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## Search for Excellence - Crop Production

### GILES COUNTY FORAGE CROP PROGRAM

Rose, Kevin L.

University of Tennessee Agricultural Extension Service  
Giles County Extension Office  
P.O. Box 907  
Pulaski, TN 38478

Giles County ranks 2<sup>nd</sup> in the state in beef cow/calf numbers. Over 47,000 acres of hay is harvested each year in the county. That ranks 9<sup>th</sup> in the state. Having this number of cattle requires sufficient forages. The Giles County Extension program saw a need to conduct programming on forage production. Several demonstrations were conducted with local beef producers. The information obtained through this work was distributed to the county farmers using a wide variety of teaching methods. Some forage programming was completed on an area wide basis with seven counties in the Lower Middle Tennessee Area. Several workshops, short courses and field days were used to promote forage production information. Impact gathered on the program indicated that producers gained more information on forage production and increased their use of soil testing, forage testing, stockpiling fescue, renovating pasture, and rotational grazing.

### EXTENSION PROGRAM HELPS STRAWBERRY GROWERS IMPROVE WATER AND NUTRIENT MANAGEMENT

Hochmuth, \* Robert C.<sup>1</sup>, Dinkins, David A.<sup>2</sup>, and Sweat, Michael S.<sup>3</sup>

<sup>1</sup>Multi County Extension Agent, North Florida Research and Education Center – Suwannee Valley, 7580 County Road 136, Live Oak FL 32060, Suwannee County, Florida

<sup>2</sup>County Extension Director, Bradford County Cooperative Extension Service, 2266 N Temple Ave., Starke FL 32091-1028

<sup>3</sup>County Extension Director, Baker County Cooperative Extension Service, 1025 West Macclenny Ave, Macclenny FL 32063-9640

An educational program was developed by Extension agents in northeastern Florida to help teach strawberry growers how to improve fruit production and quality by improving water and nutrient management.

Strawberry growers in this area traditionally used plastic mulch and overhead irrigation and as a result depended on inefficient pre-plant fertilization practices for season-long crop nutrition. Growers were taught how to adopt cultural practices including: drip irrigation, monitoring crop nutrient status by petiole-sap testing, and using drip fertigation nutrient programs. The adoption of drip irrigation increased from 50% to 92% of the growers in this program. The overall educational effort resulted in water savings of 50% on 30 acres of strawberry due to adoption of drip irrigation. In addition, improved fertilizer management programs reduced fertilizer losses by at least 20%. Improved crop nutrient status, especially late in the season, increased crop yield and improved berry quality. This program report was summarized in a new University of Florida/IFAS Extension publication available on the web at <http://edis.ifas.ufl.edu/HS190>.

### “COLLABORATIVE ON-FARM RESEARCH . . . . RETURN TO THE EXTENSION MODEL”

Submitted by:

Charles Burr  
Extension Educator  
1308 2<sup>nd</sup> St.  
Holdrege, NE 68949

Andrew Christiansen  
Extension Educator  
P.O. Box 308  
Aurora, NE 68818

Terry Hejny  
Extension Educator  
972 G Street  
Geneva, NE 68361

Gary L. Zoubek  
Extension Educator  
2345 Nebraska Av.  
York, NE 68467  
General Statement

### Educational Objectives

The educational objectives of the Quad-Counties On-Farm Research effort were to utilize the new technologies available on farms, such as yield monitors that producers have to conduct quality on-farm research

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on field length replicated plots. Projects include novel research as well as demonstration of practices known to be effective. These plots provide "field truth" of current UNL recommendations and can be replicated on diverse farm settings and conditions. Farmers involved in the project will learn scientific methods and will be trained to be critical thinkers. Information gathered can be used by producers to save money and/or increase profitability. Test results obtained will be shared with all producers in the area. The group will publish quality research that supplements other applied research conducted by the University of Nebraska-Lincoln.

### **CROPPRODUCTION PROGRAM.**

E. L. Jordan\*, Baker County Extension Service, The University of Georgia, Newton, GA 39870.

Peanuts provide an annual income of over 11 million dollars a year in Baker County. Turning more of this income into net profit is our most pertinent problem. We must maintain our yield and quality while reducing input to increase our net income.

My main educational objective has been to increase our yield and quality on our peanuts while at the same time decreasing our input in the crop. I have also concentrated on decreasing seedling rates, eliminating all unnecessary fertilizer applications, using the new peanut fungicides to reduce incidence of disease, being more timely with irrigation and harvesting, forming a grower cooperative to get all the money possible from the new farm bill along with adding the buying point profits to net farm income, and planting twin row peanuts.

### **CROP PRODUCTION INFORMATION IN SW INDIANA**

Michel\*, G.A.<sup>1</sup>, Schmidt, O.P.<sup>2</sup>, and Neufelder, J.R.<sup>3</sup>

<sup>1,2,3</sup>Extension Educator, Agriculture and Natural Resources,  
Purdue University Cooperative Extension Service,

<sup>1</sup>Warrick County Office,  
Courthouse, 107 W. Locust St., Suite 111, Boonville  
IN 47601

<sup>2</sup>Spencer County Office,  
Courthouse, 200 Main Street, P.O. Box 309,

Rockport, IN 47635

<sup>3</sup>Posey County Office,

126 E. Third Street, P.O. Box 546, Mt. Vernon, IN  
47620

Crop Production is important to Southwestern Indiana. Corn and soybeans account for 70,000 acres in Warrick County, 118,000 acres in Spencer County, 170,000 acres in Posey County, and 192,000 acres in Gibson County. There is also an additional 500,000 acres in surrounding counties.

Farmers are always concerned about which varieties to select in order to maximize yields and income. Farmers and agribusinesses look to the Extension Service to provide unbiased crop variety data and current cropping information.

The CES Agricultural Educator team in Southwestern Indiana work hard to provide a variety of crop data and educational programs to meet the needs of area farmers and agribusiness. Field scouting and scouting surveys are conducted and diagnostic tools are utilized to assist farmers.

Additional information is also available on the web at:  
[www.ces.purdue.edu/warrick/ag/plots](http://www.ces.purdue.edu/warrick/ag/plots) .

### **SOUTHWEST OHIO FRUIT AND VEGETABLE SCHOOL-A HIGHLY SUCCESSFUL MULTI-COUNTY PROGRAM**

Gao, G.Y

County Chair and Horticulture Extension Agent, Ohio State University Extension in Clermont County, P.O. Box 670, 1000 Locust Street, Owensville, Ohio 45160

The Southwest Ohio Fruit and Vegetable School is a one-day program co-sponsored by Ohio State University Extension in Butler, Clermont, Hamilton, and Butler Counties. All four counties are in the Greater Cincinnati area. The School offers two concurrent sessions, one for commercial fruit and vegetable growers and one for backyard fruit and vegetable growers. The commercial session focused on the integrated pest management and cultural techniques of fruit and vegetable production. The non-commercial session focused on production of individual fruit and vegetable. During last three years, the School has attracted a

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combined attendance of 340. The program attendees indicated on their post-program survey that their newly acquired knowledge was worth nearly \$45,000. In addition, they will share their newly gained knowledge with approximately 4,000 people. In 2003, more than 90% of commercial session attendees indicated they will improve their management strategies of tree fruit pests, vegetable diseases and pumpkin pests. Nearly 100% of the commercial program attendees will improve their pesticide storage to reduce the risk of terrorist attack. In 2003, 100% of the non-commercial program attendees indicated that they will be able to grow better tomatoes while 97% will improve their home pepper production techniques. More than 90% of the attendees will incorporate blackberries and raspberries, and culinary herbs into their garden. Approximately 80% of them will try to grow seedlings indoors. The Southwest Ohio Fruit and Vegetable School has been a very successful program for us and could serve as an excellent model for other County Agents.

## **REDUCING LARGE ROUND-BALE HAY STORAGE LOSSES**

Mills,\* T.<sup>1</sup>

<sup>1</sup>Rockcastle County Extension Agent for Agriculture and Natural Resources, University of Kentucky Cooperative Extension Service, 1050 West Main St., Mt. Vernon, KY 40456

Large round bales stored outdoors unprotected from weather damage suffer 25 to 35% hay losses. Utilizing hay tarps or permanent storage can reduce large round bale weather damage. Extension demonstrations utilizing special hay tarps have over 90 farms protecting hay by this method. Utilizing a Phase I Cost-Share Program has allowed 41 permanent hay storage structures investing over \$400,000. Current estimates are that large round bale storage through tarps and barns has reduced by nearly 50% the loss of large round bales stored outdoors.

## **SEARCH FOR EXCELLENCE IN CROP PRODUCTION**

Kinder\*, C.A.

Camas County Extension, University of Idaho, P.O. Box 429, Fairfield, ID 83327.

The crop production educational objectives were applied toward two projects: Hay production and small cereal grain production. The educational objectives

are: 1) identify crop varieties that will produce better under Camas County's diverse growing conditions and will achieve production goals, 2) provide knowledge on a variety of management practices and understanding of new technologies and 3) involve expertise from a variety of associations and agencies from within the state. The Hay Production and Cereal Grain Production projects include five types of educational activities: 1) variety trials, 2) field tours, 3) winter schools, 4) alfalfa quality watch survey, and 5) soil moisture demonstration trial. Teaching methods have included a variety of venues including: presentations and handouts at commodity schools, printed material in the popular press and poster displays at county fairs and legislative sessions. Tours have also given opportunities to producers to see the effects of soil moisture or see differences in crop varieties.

## **ABSTRACT**

Miller,\* M.S.

Wilkes County Cooperative Extension Service, Wilkesboro, NC 28659

About 80% of Wilkes County's corn acreage is utilized as corn silage and is in continuous corn. The primary problem growers face is a lack of information on hybrids that are superior for yield and nutritive value.

On-farm tests have been successful in providing growers with a local source of information on hybrid selection, especially for silage. Parameters measured are silage and grain yield and forage nutritive value.

Field days, meetings, fact sheets, and mass media coverage was used to disseminate information to county and area growers and agribusiness dealers.

Silage yield could typically be increased by 6 tons per acre by proper hybrid selection.

Growers are using this localized information as a factor in corn hybrid selection which has resulted in higher yields of better quality silage and has increased profits.

Growers are kept aware of new and developing technology i.e. Bt hybrids, Roundup Ready corn and kernel processors on silage harvestors and assisted in interpreting if and how this technology can benefit them.

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## **IMPROVING TOBACCO QUALITY**

Coles, Joanna

University of Kentucky  
Warren County Extension Agent for Agriculture and  
Natural Resources  
3132 Nashville Road, Bowling Green, KY 42101

The objective of this project was to identify tobacco producers' needs and try to develop programs that would meet those needs. Utilizing shade cloth to improve the quality of tobacco and utilizing irrigation during dry periods were the projects selected to improve profitability for tobacco growers.

An educational meeting to introduce the experimental stages of the projects was held with 51 tobacco producers in attendance. Two field days were conducted demonstrating the utilization of the shade cloth and irrigation systems. One hundred twenty five tobacco producers and industry representatives attended the field days. These educational programs allowed farmers to learn the value of the project, see the project in use and hear from their peers about the benefits of the project.

With industry support and Mammoth Cave RC&D, cost share funds from the Kentucky Agriculture Development funds were obtained to assist producers with these projects.

Twenty six producers participated in the project. Producers participating in the shade cloth project realized \$62,905.92 increase in farm income. Producers participating in the irrigation project realized a \$25, 872 increase in farm income.

## **Search for Excellence - Farm Management**

### **MACON COUNTY FARM BILL 2002 PROGRAM**

Mariman\*, Paul A.  
Unit Educator, Farm Business Management and Marketing  
University of Illinois Extension  
Macon Unit  
2535 Millikin Parkway  
Decatur, Illinois 62522

The 2002 Farm Bill had a dramatic impact on production agriculture in the United States. At the time of the inception of the Bill, little information was readily available to farmer and landowner relative to the impact the legislation would have on their individual farming operations. This program was designed to: inform local individuals about the progress of the Bill, help farmers and landowners assess the financial impact of the Bill on their operations, and to aid them in choosing the most appropriate options. Multiple informational meetings were held informing 576 individual about the 2002 Farm Bill. Seven computer labs were held to assist farmers and landowners with the calculations required to make an informed decision on the most financially beneficial option for their operation. Approximately 75 one-on-one consultation sessions were held to assist individuals that were unable to use the computer. It is estimated that the program will return to Macon County farmers and landowners between \$4.5 and \$4.9 million over the six years of the 2002 Farm Bill.

### **FARM FINANCIAL MANAGEMENT IN SAUK COUNTY – A MULTI-FACETED APPROACH FOR HELPING FARMERS MAKE BETTER-INFORMED FINANCIAL DECISIONS**

Dietmann, P.J.  
Sauk County Agricultural Agent, University of Wisconsin-Extension, 505 Broadway, Baraboo, WI 53913

Farm financial management education in Sauk County is delivered through several different avenues. The primary and most effective manner is through individual, on-farm consultation. Group instruction has also been used to reach a broader audience of farmers and to help them learn how to assemble and analyze financial statements. More than one hundred farm families took advantage of individual farm financial counseling from 2001-2003, and approximately 150 people were reached in group settings. Farmers learned how to create and understand farm financial statements, and used that knowledge to make decisions affecting the long-term financial health of their farm operations. Several examples of those decisions are provided. Using a comparison to fees charged by private-sector consultants, the value of farm financial management programming provided from 2001-2003 by Sauk County UW-Extension is estimated to be in excess of \$200,000.

### **WHARTON COUNTY RICE FARM MANAGEMENT PROGRAM**

Jahn\*, R.

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County Extension Agent – Agriculture, 210 South Rusk,  
Wharton, TX 77488

This comprehensive educational program was developed for rice producers and includes the topic areas of agricultural policy, land tenure, rice inventory marketing, strategic planning, and alternative crops. Several computerized decision support aids were developed including rice production budgets and a rice land tenure evaluation program.

Alabama Cooperative Extension System  
Auburn University  
3200 A West Meighan Blvd  
Gadsden, AL 35904

#### MARKET INFORMATION FOR FARM PROFITABILITY

Gregg, T.H\*  
County Agent  
Alabama Cooperative Extension System  
3200 A West Meighan Blvd  
Gadsden, AL 35904

This material is sent in an easy to read consistent manner. In this way, each person can quickly find the type of data that is most helpful to them. Included are some samples of the newsletter that were mailed over the last three years. Also, individual farm visits and office consultations were used to provide more personalized recommendations as needed.

In addition, programs for groups were used to encourage each farmer to determine their own per unit cost of production, and use that figure to help them know when to sell.

A survey was sent out to see just how effective this program has been. Ninety-seven per cent (97%) of the respondents indicated that the newsletter was useful and they wanted to continue receiving it. Eighty six per cent (86%) responded that it was of great value, or had helped them “better market” their crops and livestock. A copy of the survey is enclosed. Some comments were: “I market my cattle by relying on this report”. “Very much like the newsletters”. “Keep it coming...the newsletter updates are useful and one of the few updates available’.

As you can see, this program has been very well received. The survey analysis’s indicate that it has already increased profitability for Etowah County farmers by over \$41,000.00 in the last three years alone.

## Search for Excellence - Livestock

### GREEN RIVER CATTLE COMPANY

Newman, Brian S.  
County Agriculture and Natural Resource Agent  
Green County Cooperative Extension Service  
University of Kentucky College of Agriculture  
Greensburg, Kentucky 42743

Green River Cattle Company is dedicated to improving the sustainability and profitability of beef production in Central Kentucky. This program has been able to create a strong leadership base, provide programming towards least cost production, define new marketing outlets, utilize funding opportunities, and create employment within Green County. A total of 1760 individuals participated in a total of 40 different producer meetings, field days, trade shows, food shows, and marketing conferences over the last three years of programming. Direct funding in the amount of \$202,700 has been given to Green River Cattle Company to aid in the direct marketing of central Kentucky produced beef through different grant funding opportunities. 88% of the involved participants acknowledged that they made major financial decisions based on these programming efforts.

### SOUTHERN OHIO MEAT GOAT TASK FORCE: A COLLABORATIVE MODEL FOR A SUSTAINABLE MEAT GOAT INDUSTRY

Mangione,\* D.A., Fisher, J., Nye, T.  
Ohio State University Extension-South Centers  
1864 Shyville Road  
Piketon, OH 45661

Interest in meat goats has grown rapidly over the past 10 years. Goat is the most frequently consumed meat in the world. In the United States, meat goat production is increasing because of goats economic value as efficient converters of low-quality forages into quality meat, milk, and hide products for many specialty markets. Preference for goats is growing in populations of health conscious, ethnic, and faith based consumers. National estimates indicate current demand for meat goats in nearly 500,000 head deficient. Goats are growing popularity as a youth project, and many are raising meat goats for breeding or show. These interests are leading to viable commercial value-added enterprises. Where resources are limited, meat goats may be an enterprise that a small farmer can



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raise efficiently, profitably, and become self-sufficient. The Southern Ohio Meat Goat Task Force is a model for engaging resources and building leadership capacity to generate income and enhance sustainability of Ohio's meat goat enterprises. The collaboration of multi-disciplinary faculty, producers, allied industry, ethnic cultures, and other agencies combines expertise and leadership with applied experience to foster entrepreneurship. Grant monies have been secured to research ethnic and faith based market consumer preference, processing infrastructure, capacity, and economically viable meat goat production systems, Education provides farm businesses capacity to build leadership, share knowledge, and network resources to capture value-added marketing opportunities in the meat goat industry.

### **PASTURES FOR HORSES WORLD WIDE WEB EDUCATIONAL PROGRAM**

Vander Velde, K.G., Undersander, D\*  
University of Wisconsin Extension, Agriculture Agent  
Marquette County UW Extension  
Montello, Wi. 53949 U.S.A.  
Department of Agronomy  
University of Wisconsin, Madison, Wi.

This program is a Web based Educational Program for horse owners interested in pasturing horses. The course contains twenty on line lessons designed to get the participant involved in looking at the pasture needs based on horse weight and age. Each lesson has a follow-up on line quiz that is graded immediately so the student can measure retention and go back and look up correct answers. Topics covered in the course cover nutrition, body condition scoring, feed ration balancing, pasture restoration, pasture seeding, weed control, fencing, rotational grazing, manure management and multi-species grazing. Live chats and discussion board threads allow for discussion and interaction between students and instructors. In 2003 the site was visited 4567 times and had a course enrollment of sixty-seven students. The students also receive a resource CD that contains 14 reference publications related to pasture management and horse feeding. The WWW was in Interactive Blackboard maintained by instructors. At the end of the session a one-day equine pasture walk is held where course participants review the course and have a chance to visit face to face.

### **THE ALACHUA COUNTY MASTER CATTLEMEN PROGRAM, A GRASSROOTS STYLE OF EXTENSION PROGRAMMING**

Sanders, Cynthia  
Alachua County Extension Office, 2800 NE 39<sup>th</sup> Ave.,  
Gainesville, FL 32609

The Alachua County Master Cattlemen program is a program developed for small beef producers to help increase profitability. Since small beef producers are at a disadvantage in marketing truck loads of cattle and retaining ownership, educational programs relating to beef cattle management are used to give producers tools to manage their cattle in order to become more profitable. As a result of these programs, a small beef cooperative has been formed to take advantage of marketing alternatives. This cooperative has shown a significant increase in price per pound received, and this has resulted in a cumulative economic impact of \$42,500.

### **BEEF 101**

Ken Salkeld, Pike County, Indiana

**Educational Objectives:** The objectives of the Beef 101 Class were to elevate the student's basic understanding of producing cattle and take them beyond the point of rudimentary understanding to the point of comprehending and implementing progressive and current modern beef cattle production practices.

**Program Activities:** Beef 101 was a class for small and large beef cattle operators in southwest Indiana. The class finished with 25 participants, mostly men, a single mother, and a few married couples. Beef Cattle breeds represented were Angus, Hereford, Maine-Anjou, Charolais, Simmental and black-baldies (Angus, Hereford cross). Eighty percent of the producers participating were running cow-calf herds. The class was held on each Monday evenings from March 31 to May 12, 2003. The class met from 7 o'clock to 9 o'clock PM EST at various locations in southwest Indiana, so no one would have a long drive each week. State specialists from Purdue University who were familiar with southwest Indiana climate and topography were topic speakers. One goal of the class was to cut the producer's calving seasons, (some producer's seasons ran from February to August) from 7 months to 2 months.

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## SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

Barkley, M.E.<sup>1</sup>, Strait, G.L.<sup>2</sup>, Spahr, L.I.<sup>3</sup>

<sup>1</sup>Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

<sup>2</sup>Penn State Cooperative Extension in Fulton County, 214 N. 2<sup>nd</sup> Street, Suite 1, McConnellsburg, PA 17233

<sup>3</sup>Penn State Cooperative Extension in York County, 112 Pleasant Acres Road, York, PA 17402

Home Study Courses were developed for sheep and meat goat producers to gain a better understanding of the basics of livestock production, learn how to feed to meet the nutritional needs of livestock, learn about the reproductive process in livestock, learn how to keep livestock healthy and how to correct health problems, learn effective ways to market livestock, and learn how to properly handle financial issues related to livestock production. Each Home Study Course had six lessons designed to cover topics in basic production, reproduction, nutrition, health, marketing, and financial information. The courses were available either through the postal service or via the internet and email. Participants received either a notebook of lesson materials at the beginning of the course or the address to the course website. Each week participants read the materials for that week's lesson and then completed a worksheet that asked questions related to a participant's operation. Participants also could submit additional questions with their worksheet answers. Participants returned the worksheet for the instructor to look make suggestions for improving management techniques. As a result of participating in the home study courses, 95% of sheep producers and 96% of meat goat producers, adopted one or more new practices to improve their livestock operation. Through a website monitoring system, hits on the website have increased from an average of 2807 per month in 2002 to an average of 21,376 in the first five months of fiscal year 2004. Course materials were developed using Dreamweaver, Microsoft Word, and Fireworks.

## SMITH COUNTY ANIMAL AGRICULTURE - LIVESTOCK PRODUCTION PROGRAM

Wick, \*Sandra L.<sup>0</sup>

<sup>0</sup>Smith County Agricultural Agent, K-State Research and Extension, 218 South Grant, Courthouse, Smith Center, KS 66967

of the total farm income for Smith County and contributes \$33 million to the economy. With this information alone, the importance and significance is extremely vital to the county. Producers in the livestock industry need access to educational programs, research-based information on marketing their products, information on purchasing their inputs, and the proper management techniques to operate an efficient and profitable operation. My main emphasis is on the cow/calf enterprise of the beef industry. In the last three years, numerous workshops and seminars have been held to provide the producer with information so they can make educational decisions for their operation. If producers are unable to attend, the workshops are videotaped and are available for checkout along with being shown on the local cable channel. The programming on the local access channel has allowed us to have regular scheduled programs every Thursday evening at 7:00 p.m. The last three years, I have had 6,834 contacts with producers providing them with researched based information that is needed for them to make the vital production management decisions in the livestock industry.

## Search for Excellence - Young, Beginning, or Small Farm/ Ranch

### TEACHING SMALL FARMERS TO BE FARMERS

Poole, T.E.<sup>1</sup>

<sup>1</sup>Extension Agent Agricultural Science, Maryland Cooperative Extension, 330 Montevue Lane, Frederick, MD 21702

Educating small farm operators to be profitable farmers is in the best interest of Extension Educators. The 1997 U.S. Census of Agriculture shows a continued loss of traditional family farms and an increase in small farms in the United States. Along with increasing competition for the traditional farming audience, Extension's position as Ag education leaders is in jeopardy. The Frederick County Office of Maryland Cooperative Extension has been a national leader in developing educational programs to teach small farmers the basics of farming, business management, enterprise selection, and marketing. From 2000 to 2003 a series of short courses consisting of 28 classes were developed and taught by Agent Poole to 496 small farm operators in the central Maryland region. PowerPoint presentations and fact sheets were developed by Agent Poole to support the educational program and were shared by

Animal agriculture makes up approximately 36%

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request with Extension Educators in 38 other states. Post-program evaluations and follow-up surveys results show that the program is effectively helping small farm operators to become innovative, successful, and profitable farmers. Program participants have successfully developed traditional and non-traditional enterprises that are generating thousands of dollars of new farm income that is helping the local economy and is also providing the new, diverse products sought by today's consumers. This small farm program has received national publicity in feature stories by *The Washington Post* (September 2000), National Public Radio (November 2000), *The Frederick News-Post* (front page October 2003), *Business Gazette* (front page October 2003), and three Associated Press stories.

Mobley, Martha L.

N.C. Cooperative Extension Service  
Franklin County Center  
103 South Bickett Blvd.  
Louisburg, N.C. 27549

AN ALTERNATIVE LIVESTOCK ENTERPRISE FOR SMALL FARMERS IN NORTH CAROLINA: NORTH CAROLINA MEAT GOAT PRODUCERS COOPERATIVE has been an cumulative educational effort of the Agricultural Agent, Martha L. Mobley, since 2001. The Franklin County Goat Producers Cooperative was legally established in the summer of 2001 with forty (40) area goat producers. A "Quality Assurance" certified producer educational program was developed and taught by the agent to guarantee a wholesome, safe product. Much media coverage has been given this program, creating a positive awareness of sustainable animal agriculture for the small, part-time livestock producer.

As a result of this project, four hundred twenty-six (426) goat producers from North Carolina are presently active members of the Cooperative (as of 3/10/04). The livestock producers are receiving approximately one and a half the amount for their quality choice and prime kids compared to the local auction barn prices. Teamwork between the farmers, Extension Service, and other agencies has been one of the greatest impacts, in addition to increased revenues, of the project. Two Golden Leaf grants totaling \$350,000 are currently being used, in addition to other grants awarded, to strengthen and expand the program throughout the region of tobacco dependent communities. This project is being used as a "model" for other state Extension programs such as in Tennessee

and Oklahoma.

#### NORTHEAST REGIONAL SMALL FARM AND RURAL LIVING EXPOSITION AND TRADE SHOW

Mickel, R.C.<sup>1\*</sup>, Chamberlain, E.A.<sup>2</sup>, Foulk, D.<sup>3</sup>, Hulcoop, L.C.<sup>4</sup>, Miller, D.<sup>5</sup>

- 1 Rutgers Cooperative Extension PO Box 2900, Flemington, New Jersey 08822
- 2 Rutgers Cooperative Extension 165 Route 519, Belvidere, New Jersey 07823
- 3 Rutgers Cooperative Extension 165 Route 519, Belvidere, New Jersey 07823
- 4 Cornell Cooperative Extension, Millbrook, New York 12545
- 5 Penn State Cooperative Extension Pottsville, Pennsylvania 17901

Agriculture across the northeast is changing at a rapid rate! The influx of new landowners acquiring small farm acreages combined with new animal species and crops are creating a growing and evolving need for Cooperative Extension expertise. The developing enterprises have generated a new under-served audience for Cooperative Extension and multiple educational needs to address "small farm" development. Many of the "new" small farm clients have limited knowledge of the programming, technology transfer, assistance and the mission that Cooperative Extension historically provides.

To address this issue, County Agricultural Agents from Rutgers, Penn State, and Cornell Universities collaborated in a regional program effort that designed, developed, organized and delivered a two-day science based program that featured an integrated educational and hands-on event. Extension partnered with related sister and service agencies in the planning, funding and execution of the "Small Farm Expo". Both new and existing "small farm" clients found Cooperative Extension to be a viable and integral resource as they developed their small farm and the potentials for viability and sustainability.

Over the last three years more than 9,000 people have attended the "Small Farm Expo" from a total of eleven states. (2001—2,600; 2002—2,100; 2003—4,400 respectively)

- 1 Rutgers Cooperative Extension PO Box 2900, Flemington, New Jersey 08822
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## ABSTRACT

### BEGINNING DAIRY FARMER MODELS

Tranel\*, Larry F.

Dairy/Beef and Forage Field Specialist, Iowa State University Extension, 14858 West Ridge Lane, Dubuque, IA 52003-8466

The Beginning Dairy Farmer Models is an educational program for young dairy producers who are beginning and/or transitioning into dairying. The program seeks to instill knowledge, skills, resources and aspirations for beginning dairy producers through extension education and farmer peer mentoring.

As a result of the Model Dairy Farm, over 360 producers and advisors have increased their knowledge of the practices and profits dairying. Thirty small dairy operations have transitioned to grazing and/or low cost parlors as a direct or indirect result of this field specialist beginning dairy producer programs. Twelve young dairy producers continue to use the Dairy TRANS software program to evaluate annual profits on their operation.

A subset of 47 participants of 98 attending the Upper Midwest Grazing Conference returned a post-pre survey that their knowledge of "*Developing a Profitable Dairy Grazing Model*" as presented by this field specialist *was increased by (28.2%)* on a scale from 1 to 10.

Seven out of eight (87.5%) prospective dairy producers evaluating the ISU Extension School for Beginning and Transitioning Dairy Producers, when asked "have the sessions encouraged and inspired you to pursue or continue to pursue a dairy farming career?" answered yes.

A beginning dairy producer stated "I probably would not have had the inspiration to get started dairying without the assistance I received from ISU Extension." Thus, the Beginning Dairy Producer Model has been measured by success.

### WORKING TOGETHER FOR PROFIT

Durst, P. T.

Michigan State University Extension  
PO Box 69, Mio, Michigan 48647

Producers in a small agricultural plain (Amish and Mennonite) community were challenged to develop alternative enterprises in which they worked cooperatively. Producers discussed alternatives and graded those that best matched their goals and abilities. The Agent worked through the exploration process with various groups and provided education on practical aspects to help them succeed. Several new enterprises are going and another is being negotiated. These new enterprises are cooperative efforts of small groups of producers. They have proved to be profitable and may serve to interest the youth of the community in agriculture. Though this occurred in a plain community, the principles and methods are applicable for any group of producers.

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## DEVELOPING ALTERNATIVE ENTERPRISES FOR SMALL FARMERS IN CENTRAL GEORGIA- COMMERCIAL NURSERY PRODUCTION

Crosby\*, P. M.

County Extension Coordinator, Johnson County Extension Service, Wrightsville, Ga. 31096  
University of Georgia College of Agriculture and Environmental Sciences, Athens, Ga. 30602

Following a program planning effort to identify alternative agricultural enterprises for a five county region of Central Georgia, Agent coordinated educational efforts to establish a commercial nursery industry in the region. Agent provided leadership for the fledgling industry and established the Central Georgia Five Star Nursery Growers Cooperative, Inc. This was Georgia's first agricultural marketing cooperative. Efforts included an additional 16 educational programs and 3 nursery tours. Agent also wrote 3 grant applications totaling \$116,000. to hire a full time production consultant and a part time marketing consultant to provide supplemental day to day management support during startup. This programming effort has led to a new agricultural enterprise that has over \$1.5 million in inventory, had sales of over \$450,000 in 2003, and is currently employing 13 full time workers. The 14 Active members of the cooperative are all small farmers with less than 4 years of experience in nursery production. Eleven of the nurseries are less than 2 acres in size.

## EDUCATING AMISH FARMERS ON BEST MANAGEMENT PRACTICES

Hoorman, J. J.\*

Water Quality Extension Agent, The Ohio State University Extension, One Courthouse Square, Suite 40, Kenton, Ohio 43326-2399

The Amish are a religious subculture who live on diversified livestock farms. Water quality problems include misapplication of manure and fertilizer, over-grazed pastures, livestock in streams, stream bank erosion, and contaminated wells. With a USDA grant, the Ohio State University (OSU) Extension began educating the Amish on Best Management Practices (BMPs). Major objectives were: 1) to educate 200 Amish families on BMPs, 2) develop 100 nutrient management plans, 3)

conduct 30 manure demonstration plots, 4) test 100 Amish wells, and 5) conduct stream monitoring. A monthly newsletter (Focus on Farming) was developed to educate the entire Amish family on BMPs and is sent to 222 Amish families and 76 Extension personell in 13 states. Over 1700 farm visits have been made since 2000. The results were that 108 Amish nutrient management plans (1000+ soil samples, 7,200 acres) were completed. Thirty replicated manure test plots were used to teach efficient manure management. Management Intensive Grazing (MIG) concepts were taught with seventeen (94%) of eighteen dairy farmers using MIG (saving \$7500 in feed cost per farm) in one community. Well water testing on 204 Amish wells was conducted with 72 (35.3%) testing positive for total coliform bacteria and 19 (9.3%) positive for E.Coli. Stream monitoring discovered high phosphorous levels and low biological activity in streams without livestock exclusion. Ten thousand feet of fencing was constructed to exclude livestock from streams. Outcomes included gain in knowledge, change in attitudes, and 75% to 90% adoption rates for selected BMP's.

## COUNTRY LIVING FIELD DAYTHE LARGEST SMALL FARM EDUCATIONAL PROGRAM IN THE USA

Simeral,\* K.D., Hogan, M.P.

Ohio State University Extension, 135 Main St., Suite A, Wintersville, OH 43953-3733

The Country Living Field Day is the largest educational program in the USA focusing on small scale farm topics. The field day attracts over 5,000 participants each year from throughout Ohio, 12 other states, and Canada.

The Country Living Field Day consists of short seminars, in-depth workshops, educational displays, farm and field tours, commercial exhibits, and demonstrations on hundreds of different topics related to small scale agriculture.

An in-depth workshop titled AGetting Started in Farming@ has been conducted at the field day to help beginner farmers develop the skills necessary to start a farm enterprise.

The Country Living Field Day has helped to increase the number of small scale farms, and the number of small scale farms adopting alternative enterprises, al-

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ternative production systems, and alternative marketing systems.

The Country Living Field Day is guided by a Small Scale Agriculture Committee of 22 small scale farmers, and assisted by nearly 500 volunteers who help to plan and execute this educational program each year.

## **Search for Excellence - Landscape Horticulture**

### **FOUR-SEASONS GARDENING TELENET SERIES ABSTRACT**

Smith\*, M.A.<sup>1</sup>

<sup>1</sup>University of Illinois Extension, Horticulture Educator,  
Macomb Extension Center  
480 Sth. Deer Road, Macomb, IL 61455

Faced with reduced professional staff and tightening budgets, Four-Seasons Gardening Telenet Series was a 12-program series offered through distance learning technologies to all 102 counties in Illinois. Using TeleNet-Latitude Bridge Teleconferencing and CD-Rom projection technology, three different current and relevant horticulture programs were offered seasonally in Fall 2002, Winter 2003, Spring 2003 and Summer 2003. Materials were collected, reviewed, formatted, organized and copied onto CD-Roms that were then distributed to all unit offices. Each program was offered twice for the convenience of the audience. The live audio portion was delivered using the TeleNet-Latitude Bridge Teleconferencing system while each location projected the Powerpoint presentation concurrently. Total attendance was 4,279 people with 3,825 returning an evaluation supporting the programs and the delivery method.

### **ENVIRONMENTAL LANDSCAPE MANAGEMENT IN ORANGE COUNTY**

White\*, C.T.<sup>1</sup>

<sup>1</sup>County Environmental Horticulture Agent, University of Florida IFAS Extension, 2350 East Michigan Street, Orlando FL 32806, U.S.A.

Rapid urban growth has increased opportunities in

landscape occupations but many in business lack the training in landscape management practices specific to Central Florida. Landscape professionals have many misperceptions about the interrelationship between the recommended practices and environmental quality which can lead to misuse of water, fertilizer, energy and pesticides. The purpose of this program is to promote environmentally sound landscape management practices. Improved landscape maintenance practices conserve resources and contribute to environmental protection. The target audience is the 1,715 landscape, lawn care and pest control businesses with occupational licenses in Orange County, Florida.

The environmental landscape management program was presented by seminars, workshops, demonstrations, television programs, consultations, newsletters and a web page. In 2001-2003, 110 Environmental Landscape Management programs were held reaching 5,195 participants. Topics included best management practices, irrigation, tree care, plant identification and culture and a landscape maintenance program conducted in Spanish. In total, 10,525 persons received information about Environmental Landscape Management in Orange County. The goal for 50% of survey respondents to use at least 10 of 18 recommended fertilization, irrigation and integrated pest management practices was exceeded.

### **HORTICULTURAL SEMINARS AND TIMELY TIPS HAVE MADE A STRONG IMPACT**

Gao, G.Y.

County Chair, Horticulture Extension Agent and Associate Professor  
Ohio State University Extension-Clermont County  
P.O. Box 670, 1000 Locust Street,  
Owensville, OH 45160

My key educational programs are "Southwest Ohio Perennial Flower School" and "Residential Landscaping Seminar." Teaching methods included educational seminars, gardening columns, weekly electronic newsletter, and phone consultations. Educational programs resulted in 1,200 direct contacts while my newspaper articles reached 80,000 homes. As a result of attending my "Southwest Perennial Flower School" in 2003, 60% of the surveyed will be able to "correctly identify common insects and mites in perennials and select appropriate management strategies. The estimated cash value of their newly gained knowledge is \$30,250.

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Seminar attendees will share their new knowledge with 1,087 additional people. After attending my "Residential Landscaping Seminar" in 2003, survey respondents indicated that the value of their newly acquired knowledge from attending the program is worth a total of \$38,883. As a result of subscribing to "Buckeye Yard and Garden Line," about 50% of the survey respondents indicated that they changed their pesticide use practices. Seventy six percent of them said BYGL saved them money or increased their net profit since they reduced pesticide usage (40%) and selected proper chemicals or plants (58%). When asked to rate the usefulness of information presented in the newsletter, 91% respondents found pesticide and disease identification useful, 79% found specific pesticide recommendations useful, and 82% found disease and pest resistant useful. The economic impact from BYGL is estimated to be more than \$800,000 for last three years due to proper landscape and garden design, improved plant selection, correct pest diagnosis, accurate timing of pesticide application, and reduced pesticide usage.

### **PROPER PRUNING OF LANDSCAPE TREES**

Caplan, L. A.\*  
Purdue Extension Service, Vanderburgh County; 13301 Darmstadt Rd., Evansville, IN 47725

Trees are a valuable part of the residential landscape, adding thousands of dollars to a home's property and resale value. Improper care can reduce a tree's lifespan and beauty, and may increase the potential danger of the tree to people and property. One of the maintenance practices with the greatest potential for harm to a tree is pruning. For various reasons, southern Indiana is rife with improper pruning, including "topping," a very destructive and incorrect form of pruning.

To combat improper tree care in Evansville, a tree care ordinance was enacted, a City Arborist hired, and a tree advisory board formed. Commercial tree workers within the city limits are required to obtain a city tree license, which entails attending a class on proper tree care and showing proof of insurance. Arborists received continuing education at the Professional Landscape Management School, an annual Extension-sponsored program.

To educate the public, articles on tree care and the city ordinance were published in a weekly Extension column with the local newspaper. Brief e-mail "Hort

Alerts" were issued periodically as reminders of proper tree care, or for upcoming tree-related events. Hands-on demonstrations were offered annually. A publication outlining good tree care, including pruning, was created jointly by Extension and the City Arborist's office and mailed to all residents of Evansville.

Due to combined efforts, tree topping has become illegal in Evansville, and residents are learning not to ask for topping. Since the inception of the ordinance in 2001, 77 companies and individuals have participated in the training class. Of these, 40 have met the insurance requirements and become fully licensed.

### **Asian Cycad Scale Program**

Palmer, D., Hillsborough County, Florida.

Asian cycad scale (*Aulacaspis yasumatsui*) was discovered in South Florida in 1996 and in West Central Florida in the spring of 2001. Because this pest is invasive and had no natural enemies, it became an epidemic in Central Florida by the fall of 2002. A website (<http://acs.ifas.ufl.edu>) was created to ensure 24 hour access to the latest publications, photos and further links to information. An online survey was developed to determine areas of intense activity by this pest. Within 3 weeks nearly 200 responses had been received and recorded. The survey information was plotted on a county map and "hot spots" quickly became apparent. Over 5 months, this agent worked with state inspectors to release a combined 17 batches of parasitic wasps in these hot spots. Other program activities included classes for both industry and homeowners, interviews by local newspapers and TV, and creation of a 21 minute video to inform the industry and public about the problem. This video aired on county access television several times a week for 2 months. A telephone hotline was set up with a pre-recorded message describing the problem and potential control measures and referring callers to the website. The Solid Waste Department was also contacted to ensure that any infected landscape debris would not be sent to a recycling facility.

### **LANDSCAPING FOR THE HOMEOWNER**

Ken Salkeld, Pike County, Indiana

**Educational Objectives:** The objectives of the Landscaping Class were to educate the students beyond the Master Gardener level in the area of landscaping. Many of the Master Gardeners in the Land-

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scaping Class felt the Master Gardener class had adequately prepared them for the advanced topics/subjects the Landscaping Class covered.

**Program Activities:** The Landscaping Class was a class for private homeowners and business people who wished to improve the landscaping around their homes or businesses. This class was not for any person who wished to do landscape work for a living. At the beginning, we hoped for 25 people to take the class. We finally finished with 60 participants, mostly married couples. 74% of the class had successfully completed the Pike, Daviess, and Knox County Master Gardener Class during the past 6 years. The class was held on each Thursday evening from April 3 to May 15, 2003. The class met from 7 o'clock to 9:30 PM EST at the Pike County 4-H Fairgrounds. Local experts who were familiar with southwest Indiana climate and soils were asked to participate and speak on certain topics.

**Teaching Methods:** The classes were mostly lecture by experts and followed by question and answer sessions. The teachers brought in samples of flowers, perennial and annual plants, as well as types of turf that is desirable. Students were allowed to inspect the plants in order to become better acquainted with the varieties of plants. This hands-on approach was appreciated by the students.

**Results:** The results of the Landscape Class were better than we expected. We had better than a 99% attendance each evening, as well as completion of any class assignments.

**Impact Statement:** The public desired a basic landscaping class that the homeowner could afford and could participate in at a convenient time. The Pike County Extension Educator offered an affordable, basic landscaping class in the evenings to 60 participants. He used experts from the area, as well as Purdue specialists. Topics covered were: Landscape Planning, Soils, Construction, Woody Ornamentals, Turfs & Lawns, Flowers, Specialty Gardens, and Pests. The cost of the class was \$75, which covered the production cost of the 4 inch, 3-ring notebook, a 50 page 18"x24" sketch pad, a landscaping template, and colored pencils. The basic landscaping class was something greatly desired in the area. The need was identified by surveying Master Gardeners, and publicizing for potential students.

The 60 participants saved an average of \$500 each by learning the techniques of proper landscaping, and by doing their own labor. Participants also spent

an average of \$1,000 each on trees, annual plants, perennial plants, and lawn materials for the renovation or re-establishment of landscaping around their homes. These dollar figures were determined by the participants' homework assignments. They were to visit a "turn-key" landscaper to determine a price for landscaping, and then also calculated their own landscaping with themselves doing all of the labor.

**Evaluation:** Written evaluations on the class procedure were collected after the class concluded in order to improve next year's class. Evaluation of the class participant's gain of practical knowledge consisted of a "before" and "after" evaluation of the participant's home or business they were to renovate or landscape. In the class beginning, the class participants sketched out on their sketch pad what they wanted in their "landscape project". Upon conclusion of the class, the class participants again were asked what or how they would renovate or landscape their home or business. Surprisingly, to the class participants, each found that their "before" and "after" plans were greatly different. This was mostly due to their new found knowledge of what plants were and were not suitable for certain places around their homes or businesses.

## **ABSTRACT**

**Neier, B.**

K-State Research & Extension, Sedgwick County  
7001 W 21<sup>st</sup> N  
Wichita, KS 67205

Sedgwick County Extension Master Tree Gardener Program

The objective of this program was to train and utilize advanced level Extension Master Gardeners in teaching landscape and windbreak tree selection, planting, pest management and maintenance. Thirty Master Gardeners were given advanced training in urban trees through a sixteen hours of classroom and lab study and a leaf collection field trip. Tests were given on plant identification and pressed sample notebooks were developed by each. They are required to give 15 hours of volunteer time on tree education and participate in two half-day advanced training sessions each year to maintain the title of "Master Tree Gardener"

The class provides outreach through development and



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maintenance of the Sedgwick County Extension Arboretum, tree tours, speakers bureau, labeling trees. In 2003 our phone hotline logged 3845 hours with 7900 calls, many of which were tree related. They planted twenty-six new trees in the County Extension Arboretum and developed an arboretum flyer in 2003. In the last two years this group has had a direct impact through their sale of 700 adapted trees in the county. This group has grown to be a respected source for information on trees in our community.

## **Search for Excellence - Remote Sensing & Precision Agriculture**

### **UTILIZATION OF REMOTE SENSED DATA FOR FIELD VERIFICATION IN THE SMART PROGRAM**

Thomas,\* J.G.<sup>1</sup>, Blaine, M.A.<sup>2</sup>

<sup>1</sup>Extension Leader/Professor, Agricultural Engineering Department, Mississippi State University/Extension Service, Mississippi State Mississippi, 39762

<sup>2</sup>Extension Professor, Plant and Soil Science Department, Mississippi State University/Extension Service, Mississippi State Mississippi, 39762

Randomly scouting fields is the accepted standard used today. Utilizing remotely sensed data is thought to be a method that will improve scouting techniques by giving geo-referenced coordinates and aerial extent of stressed areas in a field. This information can then be ground truthed by use of GPS technology. The main objective is to determine the cause of variations in the reflectivity patterns from geo-referenced multi-spectral data in the selected SMART (Soybean Management by Application or Research and Technology) fields. Areas that are indicated as stressed areas from the data are field scouted using GPS receivers to navigate to these areas. Use of this system is compared to random scouting techniques that are more commonly used today in row-crop agriculture. This methodology will be used to locate and identify causes of stress more accurately and in a timelier manner. Scouting and field treatment decisions can be made quicker and more accurately when collection of remotely sensed data can be obtained and processed in a judicious manner. Post harvest data is collected in the fall on as many of the fields as possible. Grid soil samples for nutrient analysis, and yield maps are used to help determine if there is a correlation between growing sea-

son information, earlier data collected, and the remote sensed data that is available during the growing season.

### **AG AND NATURAL RESOURCES NEWSLETTER**

Miller, T.L.

Ballard County Extension Agent for Agriculture and Natural Resources  
University of Kentucky Cooperative Extension Service  
110 Broadway, La Center, KY 42056

The objective of this newsletter is to provide timely production and marketing updates throughout the growing season. Topics include grain crop production, tobacco, forages, livestock production, meetings and community events. Newsletters are published monthly and mailed to 247 individuals on the Agriculture mailing list. All pertinent topics may be included with a focus on using land grant research to validate conclusions. The newsletter is produced with Microsoft Word, formatted and copied in house by extension staff. The current copy of the newsletter is also available in a downloadable format from the county extension web page.

### **NUTRIENT MANAGEMENT SOFTWARE INCORPORATES GIS TECHNOLOGY**

Ohlensehlen\*, R.M.<sup>1</sup>

<sup>1</sup>Extension Educator, University of Idaho, Twin Falls County, 246 3<sup>rd</sup> Avenue East, Twin Falls, ID 83301

The University of Idaho partners with the Idaho Department of Agriculture, Idaho Division of Environmental Quality, US EPA, and USDA NRCS in the development of the Idaho OnePlan Software Nutrient Management module. The OnePlan Nutrient Management Software module was created to assist in the development of the nutrient management plans, which are required for Idaho beef and dairy producers. The software utilizes GIS maps to provide soils information for the development of the plan. The soil information provided includes the following information on a field-by-field basis: dominant surface texture, slope, pH, permeability, runoff class, erodibility (K factor), soil erosion loss tolerance, soil water holding capacity, estimated irrigation induced soil erosion rate, and sheet and rill erosion rates. The GIS data includes limitations including depth to hard pan or limiting layer and depth

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to water table that are provided for each field. Using field-specific soil data, irrigation data, crop production data the amount of manure and nutrients from commercial fertilizer are calculated by the software, resulting in a field-specific plan that will insure both optimum crop production and nutrient utilization to insure sustainability and environmental protection. The software will also calculate the size of structures necessary to confine manure, runoff and process water for the required time periods. The output provides producers with a plan that meets the requirements of state regulations, participation in USDA Environmental Quality Improvement Programs and US EPA CAFO reporting.

#### PRECISION AGRICULTURE AND REMOTE IMAGING: DEMONSTRATION AND EDUCATION PROGRAM

Chamberlain\*, E.A.<sup>1</sup>, Mickel\*, R.C.<sup>2</sup>, Foulk\*, D.L.<sup>3</sup>

<sup>1</sup>County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

<sup>2</sup>County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900

<sup>3</sup>Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

Precision agriculture technology was implemented on fifteen cooperating farms in New Jersey and Pennsylvania as the result of a two year demonstration and education project. The precision technology and equipment demonstrated on the cooperating farms included guidance systems, variable rate fertility management, remote imaging with aircraft, precision application of crop protectants, and field sprayer maximization. These precision systems and technologies were evaluated for ease of implementation, cost effectiveness, reliability, ease of understanding, and field results. The impact of adopting these precision technologies on the cooperating farms resulted in a 5% to 85% reduction in pesticide application, 18% reduction in fertilizer application, increased yields, and greatly improved target application of crop protectants.

The precision agriculture and remote imaging *Guidelines for Producers* publication describes, in detail, the program objectives, activities, methods, and results. The guidelines provide producers with an explanation of precision agriculture and an evaluation of the precision agriculture technologies and equipment used in

the demonstration project.

The program included fifteen cooperating farms, six regional meetings, and two presentations at state professional conferences. The guidelines are being distributed to farmers, state and federal agencies, and Extension offices in three states.

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## 2004 Search for Excellence in 4-H & Youth Programming Winners List

Nicholas Polanin National Winner New Jersey  
Julia Snipes Nationalist Finalist Georgia  
Alexa Lamm Nationalist Finalist Colorado  
Jerry Chizek Nationalist Finalist Iowa  
Stewart Runsick State Winner Arkansas  
Carol Schurman State Winner Pennsylvania  
Kevin Rose State Winner Tennessee  
Dotty Woodson State Winner Texas  
Nancy Keith State Winner North Carolina  
Cindy Kinder State Winner Idaho  
Loretta Singletary State Winner New York  
Eleanor Foerste State Winner Florida  
Trey DeLoach State Winner Mississippi

### **SUMMER ADVENTURE WEEKS (SAW): FOSTERING LEADERSHIP AND OUTREACH SKILLS FOR YOUTH, TEENS AND EXTENSION PERSONNEL**

Minch, D.<sup>1</sup>, Polanin, \* N.<sup>2</sup>, Rothenburger, L.<sup>3</sup>, and Ward, C.<sup>3</sup>

<sup>1</sup>Family and Consumer Sciences Educator, <sup>2</sup>Agriculture and Resource Management Agent, and <sup>3</sup> 4-H Youth Development Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ

Sharing the excitement for learning with younger audiences while creating an interdisciplinary program that benefits Extension personnel can be challenging. For the past ten years, Rutgers Cooperative Extension faculty and staff in Somerset County, New Jersey have created and conducted Summer Adventure Weeks (SAW), two week-long day camps held in July. Each year, daily activities are planned around one central theme – leadership and team building, science, environmental and natural resource issues, food safety and production, etc. All county RCE personnel – faculty, program assistants, administrative assistants, and trained volunteers – actively participate by planning, teaching, or training teen counselors. SAW has enhanced the abilities of staff and volunteers to develop, utilize, and / or expand teaching, outreach and evaluative skills. Personnel partner with those in other program areas within Extension to familiarize themselves with the strengths and challenges of each program area. SAW has also been a marketing tool, as youth, teens, and parents learn about resources and opportunities offered through Extension. Interdisciplinary teams of faculty, staff and volunteers plan daily learn-

ing activities for the campers in grades 2-4. These youth are actively engaged in peer groups and participate in programming central to a daily theme while teens volunteer as interns (counselors) to assist the professional staff to oversee and mentor participating youth.

### **PLAINS FARM DAY**

Snipes\*, J.E.<sup>1</sup>, Wise, A.L.<sup>2</sup>

<sup>1</sup>Fort Valley State University, 128 East Forsyth Street, Americus, Georgia 31709

<sup>2</sup>Jimmy Carter National Historic Site, 300 Bond Street, Plains, Georgia 31780

Plains Farm Day is an educational field day designed to provide third graders and their teachers with a basic knowledge of agriculture using hands-on experiences. Through hands-on learning, the students and their teachers will develop an appreciation and understanding of agriculture as it relates to their daily lives. Teachers selected from 32 classes the ones most beneficial to their students. In addition, several post lesson plans were developed so that teachers could continue to build on the knowledge and concepts learned during the field day. By basing classes on the objectives of the Georgia Quality Core Curriculum, teachers, principals and the State Board of Education continue to be enthusiastic about the program. Participation in 2003 was 975, the maximum we could teach and a 44 percent increase over 2002. There were more than 550 additional students who wanted to attend but had to be placed on a waiting list. In a follow up survey, all of the teachers reported they would attend Plains Farm Day in 2004 and most requested more time for their students to visit additional classes. Teachers also said that 87 percent of their students could respond accurately to questions about what they had learned. Nearly all of the teachers used at least one of the post activities and referred back to the event as they studied specific units in the curriculum. As teachers refer back to "Plains Farm Day", the knowledge and skills students learned will continue to be reinforced and remembered.

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## **BUG BREAKTHROUGH – A NEW 4-H SCHOOL ENRICHMENT CURRICULUM**

Lamm,\* A.J. <sup>1</sup> , Morsch, S.W. <sup>2</sup>

<sup>1</sup> County 4-H Coordinator, Colorado State University Cooperative Extension, 410 Fairgrounds Rd., Castle Rock, CO 80104

<sup>2</sup> County 4-H Agent, Colorado State University Cooperative Extension, 5804 S. Datura St., Littleton, CO 80126

Bug Breakthrough is a fun, rewarding and educational research based curriculum created to reach urban and suburban audiences with 4-H research based information. Through ready-made activities and informational sections, adults and youth are able to work together to learn how diverse and exciting the insect world can be through observation and hands-on activities. The lessons can be adapted for use in after school programs, school classrooms and 4-H project meetings. The integrated curriculum links educational, recreational, social and interpersonal disciplines. It also builds children's skills in the areas of math, science and language arts. Children measure, compute and record their findings. They read and write about what they are observing and apply what they are learning through art and drama. Through Bug Breakthrough children are responsible for caring for and managing the molting process of a butterfly. Participation in Bug Breakthrough included 148 youth across three Colorado counties last year. The youth participating in this program were not currently enrolled in the traditional 4-H program, therefore the goal of reaching broad audiences not usually touched by 4-H is achieved.

### **YOUTH FIRE AND EMERGENCY SERVICES DAY ABSTRACT**

Chizek, Jerry W.  
Calhoun County Extension Education Director, Iowa State University,  
521 4<sup>th</sup> Street, Rockwell City, Iowa 50579-0233

#### **Problem Identification:**

There is a shortage of volunteers among many of the 839 volunteer fire departments in Iowa. The Youth Fire and Emergency Services Day programs address this concern.

#### **Specific Target Audience Identified:**

High school youth in grades 10-12 are the primary

audience. A second audience is local fire departments seeking ways to connect with this age group.

#### **Goals Established:**

- Introduce 10<sup>th</sup> through 12<sup>th</sup> grade youth to the volunteer fire service.
- Expose older youth to volunteerism opportunities.
- Acquaint youth with fire prevention techniques.
- Acquaint youth with the school-to-work concept.
- Evaluate the program for behavioral change.

#### **Teaching Methods and Activities:**

Chizek provided leadership in developing this curriculum that has been endorsed by the Iowa Firemen's Association and the Iowa Fire Service Training Bureau. The six-hour program utilizes the role of "volunteer firefighter" as the vehicle to encourage young people to volunteer. Activities are conducted under the close supervision of local fire fighters.

#### **Measurable Results, Target Audience Reached, Changes Noted:**

The six-month follow-up evaluation results:

- 88% learned to take a leadership role in their home, school and community.
- 96% learned the value of contributing as a member of a team.
- 85% learned the value of volunteering time for community services.

The twelve programs conducted had cooperation from 16 school districts and 17 fire departments. In addition to the 311 youth participants, evaluations show they told over 700 people about the program.

The program has been revised three times to fine tune the information presented.

### **LAWRENCE COUNTY YOUTH LEADERSHIP PROGRAM**

Runsick, S. K. <sup>1</sup>

<sup>1</sup>County Extension Agent - Staff Chair, Lawrence County Cooperative Extension Service, 1100 West Main Street, Walnut Ridge, Arkansas 72476

The Lawrence County Youth Leadership Program is designed to prepare Lawrence County youth to become future leaders. The program consists of 10 sessions that teach communications, decision-making, diversity, trust, relationships, confidence and team building to prepare youth to be productive citizens of

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Lawrence County. Eighteen high school juniors are selected, three from each of the six school districts, by an application process. Once selected, the participants meet every other Wednesday from 11:30 to 2:00 beginning in August and ending with Graduation in November. The participants spend two days at the State 4-H Center participating in the EXCEL Program, Ropes Course and True Colors Personality Assessment. One day is spent at the Arkansas State Capitol touring and watching legislative sessions and meeting the governor.

As part of the experience, youth are required to complete a community project. The youth work in teams of three utilizing the skills they have gained from the community assessment activity to identify projects that will improve their schools or communities. Examples of past projects are: the development of a reading center at Walnut Ridge School, Career Planning and Interview Process Workshops, Drug Awareness and Prevention Programs, city beautification projects and new signs. A scholarship is given to the member of the class who best exemplifies the leadership qualities promoted by the program.

As a result of the program, 156 youth have developed new leadership skills and 54 new community projects have been implemented.

## **SEARCH FOR EXCELLENCE IN 4-H and YOUTH - TEACHING AGRICULTURE AND ANIMAL SCIENCE PRINCIPLES TO YOUTH IN SOUTHWEST PENNSYLVANIA**

Schurman, C. J. \*

Extension Agent - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

Indiana County Program - During 2003, 4-H staff from Indiana County Extension conducted food science programming with 88 youth in four settings, including three three-day day camps, and eight hours of programming over four days with Camp Sunrise (local camp for mentally handicapped children). 95% of these youth do not live on farms. Campers were 6 to 13 years of age, with counselors 14 and older. 28 new 4-H youth were involved. The camp theme was "Be A Food Detective".

Regional 4-H - "Can You Dig It?" was the theme of the 2003 Southwest Regional 4-H Camp. A camp population of 97 campers ages 8 -12 and 29 teen

counselors were involved with a program to teach youth about plants and soils and their importance in our daily lives. This camp population included very urban audiences from three counties, including 36 minority youth.

## **Results/Changes Achieved**

Indiana County Program - Two kinds of evaluation methods were used. The camps utilized a 21 point pre/post test to evaluate areas including how yeast works, what fat does in bread, cookie production, servings of fruits and vegetables, how butter is made, creative cooking, and management principals at two tour sites. Average increase in knowledge gained ranged from 6.83 to 7.41 points, with 100% showing an increase. Overall average was 7.12 points or 34%. Results indicate that youth learned how yeast works, what fat does in bread, the food pyramid, how butter is made, and how the tour locations managed their food.

The second evaluation method simply involved asking the youth what they had learned each day at the camp.

Over 90% of youth could list something learned on the topics. 100% of the youth indicated that they had learned more about food science. 99% of the campers indicated they would attend camp again.

Regional 4-H Camp - The camp evaluation was done by a random phone interview of eleven campers after the camp program. Results of the evaluation indicate that campers increased from a score of 2.45 to 4.8 in ranking the importance of plants in soils in their lives before and after camp. Campers were also able to identify specific things learned in the workshops. 100% of the campers interviewed said that they had learned more about the importance of plants and soils in their daily lives from the camp program.

## **4-H JUNIOR BEEF COLLEGE**

### **Rose, Kevin L.**

University of Tennessee Agricultural Extension Service  
Giles County Extension Office  
P.O. Box 907  
Pulaski, TN 38478

The 4-H Junior Beef College was created to help youth develop life skills while learning more about the beef industry. The college was a joint program developed and conducted by 4-H agents in Giles, Lincoln, and

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Marshall Counties. The program was promoted to all 4-H Members in grades 7-12. The college was planned as a four-part learning session that would include information on beef management practices. A mock farm operation learning module was developed to be used by the participants throughout the college. To make the mock farm operations realistic, participants were given situations during the sessions that could affect their operation depending on decisions they made. A fifth session included a tour of the Tennessee Farmers Co-operative and a wrap-up of the mock farm operations. Evaluations indicated that the participants learned more about the beef industry, more about potential careers, and learned more life skills as a result of the program.

### **SEARCH FOR EXCELLENCE IN 4-H AND YOUTH**

Woodson, D.M.

County Extension Agent – Horticulture, Texas Cooperative Extension, Tarrant County, 401 East Eighth Street, Fort Worth, TX 76102

An Extension public forum identified Quality Youth Education and the Environment as the two biggest issues in Tarrant County. To address these two issues, Texas Cooperative Extension in Tarrant County introduced the Junior Master Gardener curriculum to at-risk youth at inter-city schools by training teachers, parents, after school providers, Master Gardeners, and youth leaders. Teachers and other adults were contacted through the schools and by exhibits at schools, Enviro Fair, In-Service, CAST, Extension office, and Garden Shows. The Junior Master Gardener program is an innovated method to teach science, math, language arts, environment, self esteem, leadership and service learning using the garden as an outdoor learning area. There are 80 registered JMG groups in Tarrant County which include 4086 youth, 102 volunteers, 25% White, 14% Hispanic, 12% Black, 1% Asian, 1% American Indian, and 1% Asian. I held 5 teacher trainings for 325 teachers and made 16,500 youth contacts at Water Rama, Pizza Ranch, Apple Orchard field trips, Little Hands on the Farm, and Home and Garden Shows.

### **TRI-STATE DAIRY YOUTH RETREAT**

Keith, N.W.

Extension Area Specialized Agent, Agriculture – Dairy North Carolina Cooperative Extension  
PO Box 97 Yadkinville, NC 27055

The Tri- State Dairy Youth Retreat was held for the first time in March 2003 in Jonesville, North Carolina.

Youth from North Carolina, South Carolina and Virginia participated. There were 105 participants for the weekend retreat, which began on Friday night and concluded at noon on Sunday. The objectives of the retreat were to involve youth in short-term educational programs to increase life skills, improve collaboration between youth and adults in the three states, and to increase the knowledge and train volunteers in some of the dairy youth activities. The retreat was held early in the spring before dairy youth activities such as quiz bowl contests, dairy judging contests and district and state dairy shows to give youth an opportunity to focus and improve their knowledge and skills to better compete at state and national contests. Educational workshops (exploring careers, dairy foods, reproductive physiology, ultrasound techniques, dairy judging, fitting and showmanship) were held along with a Junior Dairymen contest, skill-a-thon and other fun activities. Workshops were hands-on activities where the youth were able to increase their learning potential through active involvement. Upon completion of the event and year in review, 100% of North Carolina participants that attended this retreat participated in another dairy youth 4-H event during the year.

### **SEARCH FOR EXCELLENCE IN 4-H AND YOUTH DISTRICT III 4-H TEAMWORK**

Kinder\*, C.A.,

University of Idaho, Camas County Extension, P.O. Box 429, Fairfield, ID 83327

A "District III 4-H Team" has been formed to implement the changes incurred by the UI Extension reorganization. The "4-H Team" is made up of two Area Educators and eight county 4-H program coordinators from District III Extension. Goals include; transitioning of the 4-H/youth responsibilities from county UI extension educators to 4-H Program Coordinators and Area Extension Educators, establish a District III "4-H Team" and, provide idea exchange opportunities and subject matter trainings. With the reorganization clientele are more aware of whom to ask 4-H questions. The strong network within the "4-H Team" is extremely valuable for the growth of potential events and continuity of the county programs across the district. The professional development trainings have increased the knowledge of participants and they are better able to handle situations when they arise.

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## **OSCEOLA COUNTY 4-H FISHING LINE RECYCLING PROJECT**

Foerste, E.C.\*

UF/IFAS Osceola County Extension, 1921 Kissimmee Valley Lane, Kissimmee, FL 34744

The Osceola County 4-H Fishing Line Recycling Project provides an opportunity for youth to be involved in an activity that benefits the community while offering experiences that build character. While the program recycles fishing line and benefits the environment and boaters, it is also a tool designed to develop youth life skills and follows the "Give water a hand" community issues-service learning model. The adults serve as guides, but the youth are the ones involved in the project from identification of the problem to identifying a strategy to solve the problem. Under the guidance of this agent, the youth made a presentation to the Board of County Commissioners announcing their project, built 30 bins, recruited community clubs to monitor 23 bins at boat ramps and fishing piers on a monthly basis and bring fishing line to the County Extension office for recycling. Osceola County youth organized a Fishing Line Recycling Bin Project Training for the District VIII Teen Retreat to provide a community service experience and expand the program to other counties. One of the County Commissioners attended the workshop and complimented the youth on their service. Local businesses are showing their support by donating \$50 for signage at each location. The youth also completed a sponsorship application and won \$600 from Florida 4-H Foundation and the opportunity to present their project at 4-H Congress this summer.

tool to demonstrate wood products that we use daily, how wood products are made, and some of the properties of wood to third and fourth grade students in Amite, Adams, Hinds, Lincoln, Scott, and Wilkinson Counties. During the past year roughly 3,000 students have learned first hand the importance of wood and wood products in their lives.

## **Wood Magic Science Fair's Mobile Classroom**

### **Trey DeLoach**

Extension Forestry Associate, Mississippi State University/ Extension Service, 1320 Seven Springs Road, Raymond, MS 39154

**ABSTRACT:** Many students are not taught the importance of natural resources in their everyday lives. In a state like Mississippi that is predominately forested and the economy is dependent on forestry and forest products, students should be aware of how much wood and wood products they use in a day. The Wood Magic Science Fair Mobile Unit was used as a

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## 2004 American/World Agriculture Award Recipient *Dr. E. T. York*

Dr. E.T. York's professional experience has included serving as Administrator of Federal Extension at USDA, Provost for Agriculture and Vice President for Agricultural Affairs at the University of Florida, and Chancellor of the State University System of Florida. One of his most significant contributions at the University of Florida was to establish the Institute of Food and Agriculture Sciences, which united the agricultural research, extension, and teaching programs in a single organization. He also established the Center for Tropical Agriculture at the University of Florida. Dr. York was appointed by President Kennedy to the President's Commission on Vocational Education and he has served on the National Extension Committee on Organization and Policy. He was appointed by President Nixon to the Board of Directors and Planning Committee of the National Center for Voluntary Action. Since his retirement, Dr. York has remained very active in agricultural affairs. He has served on the Board of Directors for the Florida Council of International Development and has been on the Advisory Board for the Reuben D. Askew Institute on Politics and Society.

While serving as Provost, and later as Vice President for Agricultural Affairs at the University of Florida, Dr. York led the organization to participate in developmental programs and agricultural research and extension in a number of developing countries in Latin America and Asia. Dr. York was appointed by President Carter and re-appointed by President Reagan to the Board for International Food and Agricultural Development. At the request of President Carter, Dr. York participated in the Presidential Mission on Agricultural Development in Central America. Dr. York was a charter member for the Board of Direc-

tors for the Action for World Development.

In addition to his professional activities, Dr. York is very active in community affairs. Dr. York was named by the Florida Museum of History as a "Great Floridian" stating that this honor has been bestowed to 11 other individuals who have made notable contributions to shaping the state of Florida as we know it today. He was awarded the Florida Distinguished Service Medal by the Governor and Florida Cabinet in 1997. Dr. York was named by the Gainesville Sun Newspaper as one of the 50 area resident's who helped shape a century in 2000. In 2001, a dedication was made for the E.T. York Hospice Care Center in Gainesville in honor of Dr. York. He is truly a giant in American and World Agriculture.





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## **NACAA PINNACLE AWARD WINNER**

### **For Outstanding Humanitarian Service**

#### **David G. Rice**

David G. Rice, NDSU Extension Service - Ag Webmaster and Information Technology Trainer.

Dave served on the Board of Directors of the Cass/Clay Chapter of the American Red Cross from 1987 to 1993 and was Chairman of the Board from 1990 to 1992. He served on the Red Cross Disaster Action Team (DAT) and Service to Military Families (SMF) Committee from 1998 to 1993. Rice responded to home fires and arranged for housing, clothing, medicine and food for fire victims. He also provided emergency communication between family members and military service members when there was a death in the family. He took vacation time to serve on the Red Cross DAT during the flood in 19889.

Rice was awarded the Department of Defense Humanitarian Service Medal in 1997 for his efforts during the Red River Valley flood. He worked in the U.S. Coast Guard Communication Center coordinating equipment and personnel to ensure safety and rescue operations. He received the USDA Group Honor Award for Excellence as part of NDSU's flood response team in 1998.

A major portion of Dave's volunteer service is dedicated to military veterans. He has been a Regional Director for the U.S. Navy Cruiser Sailors Association since 2000 and Newsletter Editor and Webmaster for the Fleet Reserve Association Branch 273 since 1996. Rice has been President of Fargo area US Navy Chief Petty Officer's Mess since 1994. He has coordinated an Annual Navy Ball for the last 13 years. His efforts have resulted in thousands of veterans being reunited at these events. In 1998 he re-

ceived a Letter of Commendation from Charles L. Cragin, Assistant Secretary of Defense, to recognize his efforts and was awarded the "Navy Pride Award" in 1999 from the Naval Reserve Center Fargo. Dave coordinates rides for veterans to attend funerals of fellow veterans and has performed military honors at several funerals. Dave developed the [www.tristateveterans.com](http://www.tristateveterans.com) Web page in an effort to give veterans organizations more visibility by publishing a calendar of events. He develops Web pages for veterans organizations that can not afford or do not have the technical expertise to develop their own sites.

Rice's church service includes serving meals and planting flowers. Dave completed the NDSU Extension Service Master Gardeners program in 2001 and volunteers his time cleaning landscape and planting flowers at nursing homes. He also mans a Master Gardener booth at Home and Garden shows. He is a regular volunteer at the Fargo American Legion Post conducting fund raisers to support their American Legion Baseball and other charitable programs. Dave coordinates and serves on a judging team for the Fargo High School Junior Reserve Officers Training Corps regional drill team competition. He received the NACAA DSA award in 2002, the ESP Meritorious Service Award in 1998, the ACE Award of Excellence in Teaching/Training in 1993 and the ACE Award of Excellence in Computers in 1990.

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## 2004 NAACAA Distinguished Service Award Winners

### **2004 DSA Recipients — 76**

#### **Southern Region — 42**

##### **Alabama**

Olin F. Farrior, Sr  
Richard Hambley  
Daniel W. Porch

##### **Arkansas**

Berni Kurz  
Howell 'Tommy' Thompson

##### **Florida**

George J. Hochmuth  
Oliver Patrick Miller  
Mike Sweat

##### **Georgia**

Edward L. Ayers  
Phillip Edwards  
William M. Hodge  
David Linvill  
J. Michael Moore

##### **Kentucky**

Lyndall Harned  
Kim Strohmeier

##### **Louisiana**

Miles J. Brashier  
Eddie D. White

##### **Mississippi**

Mark J. Mowdy  
Don Respass  
James G. Thomas

##### **North Carolina**

James E. Cochran  
Jeff Copeland  
William C. Ellers  
Terry Allen Garwood  
Ross Young

##### **Oklahoma**

Keith Boevers  
Ron Vick

##### **South Carolina**

Carroll Preston Culbertson  
David Parker

##### **Tennessee**

Ron Blair  
Craig B. Massey  
Emmit L. Rawls  
David A. Yates

##### **Texas**

Gary D. Clayton  
Alan J. Fires  
Keith C. Hansen  
Kenneth Johnson  
Vincent J. Mannino  
John Robert Senter  
Warren Thigpen

##### **Virginia**

Leon B. Jarvis  
Kelly J. Liddington

#### **Northeast Region — 10**

##### **Delaware**

Laurie G. Wolinski

##### **Maryland**

Dale M. Johnson

##### **New Hamp.**

Steven J. Turaj

##### **New Jersey**

Daniel Kluchinski

##### **New York**

Michael J. Baker  
Larry Robert Hulle

##### **Pennsylvania**

Melanie E. Barkley  
Laura L. Watts

##### **Vermont**

Dr. Betsy Greene

##### **W. VA.**

Ed B. Smolder

#### **Western Region — 9**

##### **Alaska**

Michele Hebert

##### **Arizona**

John P. Begeman

##### **Colorado**

William A. Ekstrom

##### **Idaho**

Jo Ann Robbins

##### **Nevada**

Susan Donaldson

##### **New Mexico**

Woods Edward Houghton

##### **Oregon**

Art Poole

##### **Utah**

Jerry L. Goodspeed

##### **Washington**

Jay Jenkins

#### **North Central Region — 15**

##### **Illinois**

David Robson

##### **Indiana**

Dan R. Baugh  
Valynnda K. Slack

##### **Iowa**

Larry F. Tranel

##### **Kansas**

Rick Miller  
Dean A. Whitehill

##### **Michigan**

Phillip T. Durst  
Jerry Lindquist

##### **Minnesota**

Ray Bisek

##### **Missouri**

Gerald G. Bryan  
Parman R. Green

##### **Nebraska**

Monte A. Stauffer

##### **N. Dakota**

Jackie Buckley

##### **Ohio**

Steve Bartels

##### **S. Dakota**

Dale C. Curtis

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## 2004 NA CAA Achievement Award Winners

### **2004 — AA Recipients — 57**

#### **Southern Region — 28**

##### **Alabama**

David J. Cline  
Shannon Huber Norwood

##### **Arkansas**

Shaun Rhoades  
Sherri Wesson

##### **Florida**

Michael J. Goodchild  
Mark E. Shelby

##### **Georgia**

Tammy Cheely  
Laura Perry Johnson

##### **Kentucky**

Greg Drake II  
Anthony R. Tackett

##### **Louisiana**

Barry Crain  
Shane Anthony Theall

##### **Mississippi**

Stacy Brown  
Jonathan D. Kilgore

##### **North Carolina**

R. Craig Ellison  
Charles F. Mitchell  
Clifford D. Ruth

##### **Oklahoma**

Bart Cardwell

##### **South Carolina**

Alfred B. Crouch, Jr.  
Timothy S. Davis

##### **Tennessee**

Melody Teague Rose  
Jeffery D. Via

##### **Texas**

Chris R. Edens  
Douglas McKinney  
Dotty Woodson  
Brian D. Yanta

##### **Virginia**

Scott P. Greiner  
Mike Roberts

#### **Northeast Region — 7**

##### **Maine**

Colin D. Stewart

##### **Maryland**

Caragh B. Fitzgerald

##### **New Jersey**

Pedro Perdomo

##### **New York**

Jan Jacob Van der Heide

##### **Pennsylvania**

Kenneth L. Balliet  
Susan M. Boser

##### **West Virginia**

David R. Richmond

#### **Western Region — 9**

##### **Arizona**

Patrick Clay

##### **Colorado**

Scott E. Cotton

##### **Idaho**

Reed Findlay

##### **Nevada**

J. Kent McAdoo

##### **New Mexico**

Phil Wright

##### **Oregon**

Mary K. Corp

##### **Utah**

Scott Williams

##### **Washington**

Michael R. Bush

#### **North Central Region — 13**

##### **Illinois**

Rhonda J. Ferree

##### **Indiana**

John C. Orick

##### **Iowa**

William Drey

##### **Kansas**

Matthew L. Pfeifer  
John D. Schrock

##### **Michigan**

Coleen K. Boyer  
Larry J. Sheridan

##### **Minnesota**

James Stordahl

##### **Nebraska**

Duane A. Lienemann

##### **North Dakota**

Harvey L. Peterson

##### **Ohio**

David L. Marrison

##### **South Dakota**

Stacy Bickett

##### **Wisconsin**

Matt Jorgensen

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## **2004 P.R.I.D.E. Awards Abstracts**

### **A 'KALE BALLOT' TWILIGHT MEETING - ONE RURAL COUNTY'S EFFORT TO PROMOTE LOCAL AGRICULTURE IN THE SUMMER OF 2003**

Turaj, S.J.

Extension Educator, Agricultural Resources  
University of New Hampshire  
Coös County  
629A Main Street  
Lancaster, NH 03584

'Kale - Cutting Edge Medicine' was the title of the monthly newspaper column used to first draw attention to a UNH Cooperative Extension on-farm vegetable research project and Twilight Meeting. The overall purpose of this effort was to focus community attention on the ability of small local farms to grow a unique, healthy vegetable. This skill would enhance their opportunities for direct-marketing. The entry records the public relations activities of the Coös County Agricultural Educator to attract both media and consumer attention to this project. It takes place at a time when the region's traditional dairy farming economy is beginning to transition to a more diversified blend of horticultural and other agricultural enterprises. The ensuing Twilight Meeting which was open to both farmers and the general public featured an imaginative "First In The Nation Kale Tasting Ballot" to create an interactive educational experience for those attending. It also captured the media's interest resulting in much favorable press throughout the region. The importance of local agriculture and its link with Cooperative Extension was recognized.

### **PRIDE PROGRAM - TEACHING AGRICULTURE AND ANIMAL SCIENCE PRINCIPLES TO YOUTH IN SOUTHWEST PENNSYLVANIA**

Schurman, Carol J. \*

Extension Agent - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

During the summer of 2003, 4-H staff from the Indiana County Extension Office conducted food science programming with 88 youth in four different settings. These included three three-day day camps sponsored by the 4-H program, and eight hours of programming over four days with Camp Sunrise (a local camp for mentally handicapped children).

"Can You Dig It?" was the theme of the 2003 Southwest Regional 4-H Camp. A camp population of 97 campers ages 8 -12 and 29 teen counselors were involved with an educational program to teach youth about plants and soils and their importance in our daily lives.

Two kinds of evaluation methods were used in the county. The 4-H day camps utilized a 21 point pre/post test to evaluate several areas including how yeast works, what fat does in bread, the food pyramid, cookie production, servings of fruits and vegetables to eat, how butter is made, creative cooking, and management principals at two tour sites. The average increase in knowledge gained ranged from 6.83 to 7.41 points, with 100% of the campers showing an increase. The overall average was 7.12 points or 34%.

The second evaluation method simply involved asking the youth what they had learned each day at the camp.

Over 90% of youth:

- listed something learned about making bread
- learned something about creative sandwiching
- listed something learned about being a chef
- learned something about food safety
- learned something about fat and how it is processed in foods
  - could list something learned on the tour
- learned something about cookie and milk production

100% of the youth indicated that they had learned more about food science during the camp program. 99% of the campers indicated that they would attend camp again.

The formal regional camp evaluation was done by a random phone interview of eleven campers after the camp program. Results of the evaluation indicate that campers increased from a score of 2.45 to 4.8 in ranking the importance of plants in soils in their lives before and after camp. Campers were also able to identify specific things learned in the workshops. 100% of the campers interviewed said that they had learned more about the importance of plants and soils in their daily lives from the camp program. One parent commented that his child "learned that we can eat plants, but others may be poisonous. She also learned that the human-plant relationship is important to life". Other parents said that campers learned about mushrooms, sediment, maple products, and apple types.

### **KOSSUTH COUNTY (IOWA) ENVIRONMENTAL AWARENESS TOURS**

Behnkendorf\*, R.J.<sup>1</sup>

1Iowa State University Extension Education Director, Kossuth County 1121 B Highway 18 E, Algona, Iowa 50511

For county residents, quality of life issues are largely determined by the condition of their local environment. Voiced concerns regarding the quality of water, soil,

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and air in Kossuth County prompted "Environmental Awareness" bus tours to inform residents of practices being used to protect air, soil and water quality. Iowa State University Extension-Kossuth County partnered with the Natural Resource Conservation Service, the Conservation Board, waste water treatment plant managers and Environmental Specialists with Prestage-Stoecker Farms. The tours were marketed to policy makers and county residents with 262 participants in attendance. Proper management and applications of waste from livestock production and community waste facilities were discussed with stops at confinement hog facilities and city sewage treatment plants. Stops were made to view farming conservation practices such as buffer strips and shelter belts. The tours also addressed the need for both rural and urban residents to understand the importance of proper application of pesticides and fertilizer to crops and lawns to protect water resources. Information was presented regarding Extension programs currently offered in the county, including safe and effective pesticide application and manure management. Participants impacted by these tours became aware that protecting and conserving the environment involves everyone — farmers and non-farmers. This program was expanded through a Farm Bureau grant, and plans are being considered to include the tours for county seventh grade students. The program has been adopted by other counties in Iowa. Kossuth County Extension is seen as providing researched-based, unbiased information to help citizens make informed decisions.

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### **PRIDE PROGRAM: GROUP USES PUBLIC RELATIONS EFFORTS IN ANCHORAGE TO AFFECT CHANGE IN CITY GOVERNMENT**

Riley, Julie A.\*

Horticulture Agent, Cooperative Extension Service, University of Alaska Fairbanks, 2221 E. Northern Lights, #118, Anchorage AK 99508

In response to the threat of reduced funding for the Municipality of Anchorage's horticulture budget, a group of concerned citizens came together with the Cooperative Extension Service to discuss what could be done to keep funding levels for the city's flower beds and landscape maintenance from being reduced. Having little knowledge on how to work with city government, the group, which came to be known as the Anchorage Horticulture Coalition, soon learned how to affect change with their public relations efforts. To garner municipal support they met with the editorial board of the newspaper, wrote letters to the editor, held a press conference at the municipal greenhouse, and set up meetings with the mayor's office. They testified numerous times before the Municipal Assembly wearing gardening hats, passing out flowers and carrying a flat of unmowed grass. They made the news and they were successful. Not only did the Anchorage Horticulture Coalition meet its original goal of restoring funding to the city's horticulture budget, they took up other issues and provided voter information during elections. A motto placed on the bottom of one of their flyers reads, "Never underestimate the power of a group of dedicated gardeners to make Anchorage more beautiful".

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# COMMUNICATIONS AWARD PROGRAM - 2004

## Abstracts of the National Winners and Finalist Communications Awards Contest

### RADIO PROGRAM

#### National Winner

#### TIMBER THEIR PREVENTION

Soape,\* C.H.

1305 E. Horton, Suite 104, Brenham, Texas 77833-2426

The objective of my 1/2-hour live-broadcast of "The County Agent's Report" radio programs on KWUD 1490 AM Station in Woodville, Texas, is to inform and educate local Tyler County residents, small landowners, limited resource and other agricultural producers about current and coming activities, events and educational programs that affect them. Topics vary widely from week to week, and are based on the most often raised questions I have received during the week prior to each program. Just a few examples include: "Soil Fertility," "Producing Quality Hay," "Timely Gardening Tips" (each month), "Assisting Difficult Calving Situations," "Why My Fish are Dying," "Controlling Texas Leaf Cutting Ants" and "Armyworm Scouting and Control." My philosophy is that if there are several questions about a specific topic from different areas of the county, then the issue needs to be addressed for as many individuals as possible. The personnel and management of KWUD often suggest topics to talk about as the result of calls during the week. The listening audience includes 2,415 Woodville residents and 24,000-plus county residents on any particular Wednesday morning. The station's target audience is 35-65 year-old male and females, which is the largest growing segment of the county's population, but with local programming, it has appeal to all ages. KWUD is the only AM station that penetrates the pine forests of this part of Southeast Texas.

#### National Finalist

### LAWN AND GARDEN UPDATE - A WEEKLY RADIO PROGRAM ON KRG I RADIO, GRAND ISLAND, NEBRASKA

Hruskoci\*, J.D.

Cooperative Extension, University of Nebraska, Col-

lege Park, Hall County, Grand Island, NE 68803, U.S.A.

This entry is one selected from one of my weekly radio programs that I do each week, year round, that is aired at 8:12 AM every Friday morning on KRG I radio station, Grand Island, Nebraska. The weekly show is 10 minutes in length, including a 1 minute commercial break in the middle. I am the host of the show and I am free to do a monolog or bring in guests to interview. I am free to promote Cooperative Extension Workshops, 4-H programs, and to simply provide Extension information. Some weeks, I will feature a >Questions from the Mailbag= segment and answer questions that listeners have emailed me through the Website that I mention on the show. The show is taped during the week at the KRG I studio, then aired each Friday morning. This particular program (aired Sept. 12, 2003) highlights the efforts of Master Gardeners in the success of our Cooperative Extension sponsored Onion Variety Trials. I interview Master Gardener Jimmie Townsley, who provided me with tremendous help and support of our project, and I wanted to give him thanks. I also discuss the purpose of the Onion project and provide details to the Public of our onion sales event. As a result of this publicity, we sold all of our harvested 150 bags of onions in only 2 weekends, and received over \$1500 in income to be used to further our research efforts.

### RADIO PROGRAM

Rector\*, T.D.

County Director, Mississippi State University Extension Service, Warren County, 1100-C Grove St., Vicksburg, MS 39180

Terry Rector has a weekly live radio program on WQBC in Vicksburg, MS. The program is broadcast at 7:30 AM every Tuesday morning. The format of the program features Terry Rector on air with the station's two owners, Mike Corely and Jerry Rushing. Prior to going on air, Rector provides brief details regarding the topic of the day's program. Corely then asks Rector on air questions that lead Rector to discuss the identified topics. The format is very informal with comments by all three participants. WQBC is an AM station.

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## **EXTENSION UPDATE ON CENTRAL ILLINOIS AGRICULTURE**

Ellis\*, S. H.

Macon County Unit, University of Illinois Extension, Decatur, Illinois 62526

This radio program "Extension Update on Central Illinois Agriculture" is a weekly offering to radio stations by Stu Ellis, Macon County Unit Leader, University of Illinois Extension. Stu researches and writes the program weekly. It was recorded in a radio studio to enhance quality for the benefit of listeners. The program features seven to ten short items designed to inform farmers of factors that impact the grain market, offer Extension information of economic and agronomic use, and to alert listeners about regional Extension events they may consider attending. For the past 4 years the program has been heard on WLDS at Jacksonville in west central Illinois every Saturday morning and Tuesday noon. WLDS has a dominant 1,000-watt signal in a rural part of Illinois, whose farm programming is heard daily by 10,000 to 15,000 farm families. Beginning March 1<sup>st</sup> of 2004 WHOW at Clinton in central Illinois began broadcasting it on Saturday and Wednesday. WHOW has a 5,000-watt signal that covers 70% of Illinois, however detailed listenership information has not been developed because of recent ownership and format changes at the station. In central Illinois many radio stations have discontinued their farm programming and traditional farm broadcasters have lost their positions. In the wake of this trend, farm families are having more difficulty in obtaining reliable information of a non-commercial nature; particularly as it pertains to marketing, risk management, and other economic issues. As a result, "Extension Update on Central Illinois Agriculture" has become an important tool in communicating Extension news to the farm community.

## **PUBLISHED PHOTO & CAPTION**

**National Winner**

### **BEE KEEPING**

Butzler\*, T.M.

Extension Agent, Horticulture/Integrated Pest Management, Pennsylvania, Clinton County

Numerous requests had been received at our

county office on creating a beekeeping course for beginners. With these requests in mind, Jim Ladlee (my county director), and I designed a short course to fit the needs of a beginning beekeeper. A Beekeeping Short Course brochure was mailed out to interested individuals generated from phone calls. In addition, we wanted to get the Beekeeping Short Course information to the rest of the public. The objective was to develop a news article to generate excitement and interest for the Beekeeping Short Course. I created a press release with several digital photographs and sent the material, on November 25th, to *The Express*, a daily newspaper in Loch Haven, Pennsylvania. The article along with a photo was published on December 6, 2003. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the picture and article and we had approximately 35 individuals participate in the 5 day Beekeeping Short Course.

### **National Finalist**

### **BLACK ROT ON GRAPES**

Whitis\*, Greg

County Extension Agent for Agriculture and Natural Resources, University of Kentucky College of Agriculture, McCreary County, P.O. Box 278, Whitley City, KY 42653-0278

This picture was taken and published to educate readers about Black Rot on grapes. I receive numerous calls every year pertaining to grapes. I fact it is my number one call concerning grape diseases. Black Rot is a disease that once visual signs appear success of treatment is not very good. Cultural and chemical controls must be applied before the disease shows up visually. The photo was taken with a Nikon Coolpix 4300 digital camera in JPEG format, using natural light. The article and picture was then sent via e-mail to both local weekly newspapers. They have a circulation of 10,500. The picture was printed with a HP Deskjet 932C on photo grade paper. When the wife of grower seen the picture in the paper she said to her husband, "our grapes look like that." He replied, "Honey, those are our grapes." The agent found the diseased grapes, took the picture, prepared the article and picture, and e-mailed them to the newspapers.

### **FISH HATCHERY AND PONDS**

May\*, L. M.

Decatur County Extension Service,

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University of Georgia  
Bainbridge, GA 39817 U.S.A.

The photographs of Decatur Fish Farm's hatchery and ponds were taken by Mitchell May at the request of Hatchery International magazine. Hatchery International magazine provides timely information that enhance profit potential for aquaculturist around the world. Quinten Dodd, feature writer for the magazine learned of the positive financial impact of Al Cromer's hatchery through an impact statement submitted by Mitchell May, Decatur County Cooperative Extension agent, posted on the University of Georgia's website. The photographs and article were included in the March/April 2003 edition of the magazine.

Published six times a year, Hatchery International Magazine has a circulation of approximately 3,000 subscribers. It is a colorful specialty publication for the owners and operators of private and public fish in North America and around the world. The magazine covers all culture methods and technologies used in the breeding and early rearing of marine and freshwater finfish species such as salmon, catfish, eels, trout, charr, tilapia, carp, halibut, flounder, ornamentals etc. The photographs were e-mailed by my secretary to Hatchery International magazine.

#### **KIDS WITH A PROJECT**

##### **Macnab\*, S.**

Sherman County Extension Agent. Department of Crop and Soils Science, Oregon State University, PO Box 385, Moro, Oregon. 97039.

This published photo of Zach Justesen was taken during the Sherman County Fair while Zach was competing in the market steer class. Photos are used to recognize 4-H members for their achievements and to draw positive attention to the youth programs. We try to take photos that a human interest side and are more than the "kid with a project" static pose. This photo was submitted with 20 others that ran in the *Agri-Times Northwest* (circulation 3,500), *The Dalles Chronicle* (circulation 6,000) and the *Central Oregon Livestock* (circulation 1,200).

## **SLIDE SET, TRANSPARENCIES, GRAPHIC PRESENTATION**

### **National Winner**

#### **HYDROPONIC CROPS AND SYSTEMS FOR SMALL FARMERS AND GARDENERS**

Hochmuth, \* Robert C.

Multi County Extension Agent, North Florida Research and Education Center – Suwannee Valley, 7580 County Road 136, Live Oak FL 32060, Suwannee County, Florida

The University of Florida Cooperative Extension Service has a highly regarded educational program in the area of greenhouse hydroponic crops. The industry is strong in Florida and tends to be highly visible. The research and extension support for the program is significant. This presentation was developed to meet the frequent requests statewide for information to be delivered at conferences and other meetings. The educational message is directed at small farmers, home gardeners, Master Gardeners, school teachers, and other Extension agents. This audience usually wants to know how they can become a hydroponic farmer or gardener. The objective is to teach the audience how simple it can be to become a hydroponic grower and to show them the wide variety of crops they can easily grow. The program is also supported by fact sheets and a video for additional information and is available to all Florida County Extension agents on a password protected website as part of the Extension State Major Program for Vegetable Crops. The presentation idea, topic choices, content, and script were developed by this member. The pictures and images were also selected by this member. The final presentation was published as a PowerPoint presentation by the computer support staff person, Laurie Osborne, at the Center. All of the educational content was contributed by this member agent.

### **National Finalist**

#### **PESTICIDE RESIDUE**

Lewis, J. W.

County Agent, Maryland Cooperative Extension,



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Caroline County  
207 S. Third Street, Denton, MD 21629

The Pesticide Residue PowerPoint presentation uses Glo Germ™ Powder to demonstrate personal protective equipment (PPE) effectiveness. Glo Germ™ was mixed with seed to simulate seed treatments or in-the-row pesticide usage. It was also used to simulate pesticide residue on sprayer nozzles. In conjunction with a live demonstration, this adds some excitement to a normally dull topic. Pictures were taken by the member and field staff utilizing field office equipment. A black light was used to detect residue movement when no PPE was used. The presentation has been used by many county agents and educators in Maryland for the past 2 years. The Pesticide Residue presentation was put on the Pesticide Educators home page 1 year ago. The presentation is currently being used by not only Cooperative Extension staff, but also Commercial Pesticide Applicator companies and equipment manufacturers. Two examples of comments from users are: "very effective teaching tool" and "family member and household exposure makes pesticide users re-evaluate PPE usage."

## **MANAGING HOUSING FACILITIES FOR HEIFERS**

Krupp,\* I.J. Jr.<sup>1</sup>

<sup>1</sup>Extension Dairy Agent, Michigan State University Extension, 333 Clinton Street, Grand Haven, MI 49417

On many dairy farms in the U.S. heifers are often the "forgotten herd." Much of the dairy producers' effort and their best housing facilities are dedicated to the milking herd. Dairy heifers get the poorest feed, the least attention and the long abandoned old barn that the dairy herd once occupied. Considering that heifers are the future of the dairy operation providing optimal heifer facilities for replacements should be a top priority. To make this point to the Michigan dairy industry, a recent heifer production short course was conducted in Ottawa County during the summer of 2003. 60 dairy producers attended this 2-day meeting. One topic included in the course was facilities for dairy heifers. This agent using an office computer prepared a PowerPoint presentation that covered housing facilities for heifers. 60 copies of the presentation were distributed to the audience at the meeting. The presentation stressed that your housing system for heifers should allow the adoption of current recommended production practices. Different housing systems were discussed. Pictures of recommended facili-

ties, as well as their designs, were used throughout the presentation illustrating different housing systems. Principles of ventilation in heifer barns were also discussed. Based on this presentation and follow up farm visits with those in attendance, 50% have begun construction of new heifer housing facilities or have refurbished existing housing that will improve heifer growth and performance.

## **BSE...@MAD COW DISEASE@ THE MYTHS, THE FACTS, THE FUTURE**

Samples\*, D.H.

Ohio State University Extension, Jackson County P.O. Box 110, Jackson, OH 45640

As Extension professionals, our role is to transfer unbiased and scientifically based information that can help our clientele improve their lives. To accomplish this mission, several methods of delivery are used with the content dependent on the audience. Following the announcement of the first case of BSE within the borders of the United States, there were many rumors and false statements circulating about the circumstances surrounding the case itself and the facts about this disease. This presentation was developed to provide factual information to our beef producing clientele as quickly as possible following the December 23 event. The program incorporates scientific explanations about the disease, details about the recently identified case and the potential outcome of this situation. This PowerPoint presentation has been presented at two producer meetings involving more than 65 participants. Both presentations were made in late January / early February and were very favorably received. The program has been reviewed for accuracy by our OSUE Veterinarian and has since been shared with more than 20 southern Ohio Extension Agents for use with their local clientele. Indications of their use and evaluations from their producers are not available at this time.

## **DIRECT MAIL PIECE**

**National Winner**

PASTURE MANAGEMENT SHORT COURSE

Chamberlain\*, E.A.<sup>1</sup>, Mickel\*, R.C.<sup>2</sup>, Foulk\*, D.L.<sup>3</sup>

<sup>1</sup>County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

<sup>2</sup>County Agriculture and Resource Management Agents,

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Rutgers Cooperative Extension, PO Box 2900,  
Flemington, NJ 08822-2900

<sup>3</sup>Agriculture Program Associate, Rutgers Cooperative  
Extension of Warren County, Administration Building,  
Suite 102, 165 County Route 519 South, Belvidere, NJ  
07823-1949

This direct mail piece was designed to attract first generation farmers and transitional farmers. The flyer was sent to over 1,000 individuals. Sixty-five producers from a six-county region attended the five-session program, which represented the maximum number that could be accommodated. The number of these small livestock and equine farms are rapidly increasing in northwestern New Jersey. The topography and soil types are very suitable for livestock production that utilizes a grazing system. These small farms are being managed by farmers with limited knowledge of grazing systems in regard to soils, fertility, forage species, and general pasture management.

This program provided information through lectures, demonstrations, and hands on activities. Producers mapped their farm, soil tested, developed fertility programs, designed grazing systems, and became knowledgeable about water quality issues. Evaluations were very positive, with producers indicating they adopted many of the management practices learned as a result of attending the program.

### **National Finalist**

### **PASTURE MANAGEMENT SHORT COURSE**

Chamberlain, E.A.<sup>1</sup>, Mickel, R.C.<sup>2</sup>, Foulk\*, D.L.<sup>3</sup>

<sup>1</sup>County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

<sup>2</sup>County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900

<sup>3</sup>Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

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### **PICKENS & OCONEE 4H2O PONTOON CLASSROOM DIRECT MAILOUT**

Callahan\*, B.J.

Pickens County Extension Agent

Clemson Extension Service, P.O. Box 995, Pickens, SC 29671

The Pickens & Oconee 4-H2O Pontoon Classroom is a weeklong day camp that aims to instill in participants a respect and understanding for water resources and the overall aquatic ecosystem. An activity-packed agenda allows youth to learn in a fun and open environment. While some of these activities are conducted on land at High Falls County Park, the majority of them are performed on pontoon boats on Lake Keowee. By collaborating with the Friends of Lake Keowee Society (FOLKS), the Extension service is allowed the opportunity to offer this quality program while keeping the cost to a minimum. Any youth between the ages of 8 and 12 are invited to attend, but the program is limited to the first 25. I wanted to design a nice-looking brochure offering a nice overall description of the program that could be mailed directly the interested party. Again, dates and prices of the program can potentially change from year to year, and therefore, these details were intentionally not included. This is an informative brochure only. The brochure is well marked with contact information for interested participants. Because this is a youth program that involves young children congregating around water, the more complex than normal registration form can not possibly be included on the brochure. I designed this tri-fold with Microsoft Publisher and digital photos taken on my Sony Digital Camera. Initially, 100 of these were printed by our office laser printer on glossy photo paper. Brochures were distributed to all interested participants and displayed

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throughout the county in various brochure racks and stands.

## **MICHIGAN GRAZING CONFERENCE**

Dierberger\*, B and Metzger, M.  
MSUE Forages Area of Expertise team  
Michigan, Ingham and Jackson Counties

The objectives of the direct mail piece, Michigan Grazing Conference, were to elicit early interest and response to the conference through awareness created by the bookmark; and to provide conference details and promote registration for the conference. The purpose of the bookmark was to create early awareness within the audience of Michigan graziers with dairy, beef, horses and poultry. Bookmarks were sent to all MSU Extension county and regional offices to be used in mailings and as handouts. The purpose of the promotional pamphlet was to clearly outline the details of the conference including the event theme, event time, agenda of speakers, and registration costs and procedures. The audience receiving the pamphlet included the members of the Michigan Hay and Grazing Council and their mailing list, past participants of the Great Lakes International Grazing Conference by past mailing lists, and Michigan graziers known to the county Extension offices. Multiple pamphlets were delivered to each county and regional office for direct mailing. In addition, the pamphlets were direct mailed to the mailing lists indicated. Ingham County MSU Extension included the pamphlet in the quarterly mailing of AgNotes to over 350 agricultural producers. The pamphlet was designed by Betsy Dierberger and Mike Metzger. The Jackson County MSU Extension office uses PageMaker for such publications. The pamphlet was printed professionally through Jackson County. A total of 3000 pamphlets were printed and distributed. The pamphlet was also converted to an Adobe file and placed on the MSU Extension Jackson County website and the MSU Forage Information System website.

## **PERSONAL COLUMN**

**National Winner**

### **EVANSVILLE COURIER AND PRESS: PERSONAL COLUMN**

Caplan, L. A.\*  
Extension Horticulture Educator, Vanderburgh County;  
13301 Darmstadt Rd, Evansville, IN 47725

One of the most reliable ways to get information to the general public is through the local newspaper. In Vanderburgh County, Indiana (major city/county seat is Evansville), the most widely read newspaper is the Evansville *Courier and Press*, which has a daily circulation of 97,000 and an estimated readership of 240,000. The Evansville *Courier and Press* is distributed to readers in four southwestern Indiana counties, as well as communities in western Kentucky and southern Illinois. The *Courier and Press* has provided space for a weekly column called "Extension Notes," which appears in the Sunday edition. This column is used by the extension horticulture educator to educate readers about current pest problems and their control; proper practices for the yard and garden; and other topics of horticultural and agricultural interest. This column shows up in the "Features" section. Articles are written and submitted one week before the issue comes out. The articles are written in Microsoft Word, and electronically transmitted to the Features editor in plain text format. By long-standing agreement, the only editing done by the newspaper staff is some "pruning" of the article for space reasons. This has prevented rewrites that change the meaning, or provide factually incorrect information. I have no reliable data to provide regarding the numbers of people who actually read my column and have been impacted by its information. However, at every adult education program I present, at least 2 or 3 audience members will comment favorable on my column. Every week, at least 3 to 5 callers or visitors will comment on having received useful information from my column.

### **National Finalist PERSONAL COLUMN**

Rector\*, T.D.  
County Director, Mississippi State University  
Extension Service, Warren County, 1100-C  
Grove St., Vicksburg, MS 39180

The column is written weekly to 1) provide educational information to the general public on home gardening and landscape maintenance and 2) to keep the public informed of local and state agriculture conditions and issues. The column is prepared by Terry Rector in Microsoft Word and electronically mailed to the Vicksburg Post. The column appears in the Sunday issue of the Post on the front page of the Business Section. The Vicksburg Post is a daily newspaper that has a circulation of 33,000 in six Mississippi counties and three Louisiana parishes. The weekly column of Terry Rector

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has now been written for over 1000 weeks with only two absences.

## **PERSONAL COLUMN**

Gibson, R. <sup>1</sup>

<sup>1</sup> University of Arizona Cooperative Extension Agent, Pinal County, 820 E. Cottonwood Lane, Building C, Casa Grande, Arizona 85222.

The personal column of the applicant is written to specifically to bring up-to-date, research-based garden and landscape information to Pinal County, Arizona clientele. Because Pinal County is essentially a low desert environment, a part of the Sonoran Desert, much of the gardening and landscaping information that is available through the World Wide Web, national publications and other information sources is not appropriate for our area. The column strives to fill that void. The column is written weekly and is published in the Tri-Valley Dispatch, a weekly supplement that is included in The Casa Grande Dispatch, Coolidge Examiner, Florence Reminder and Blade-Tribune and Eloy Enterprise newspapers. These newspapers cover the central and western portions of the county. Their combined circulation is about 12,000. The column is typewritten in WordPerfect format and submitted electronically via email to the newspaper. The column is the sole responsibility of the applicant who is the author of the material. The column has heightened the awareness of the readers about Cooperative Extension programs. In addition, many individuals have come forward to express their appreciation for the information.

## **PERSONAL COLUMN**

Macnab, S.

Sherman County Extension Agent. Department of Crop and Soils Science, Oregon State University, PO Box 385, Moro, Oregon. 97039.

Extension Faculty in Wasco and Sherman Counties write the weekly *Extension Cords* column with agents contributing on a rotating schedule. My objectives are to inform the general public about issues and subject matter pertinent to agriculture in a manner that is light but holds the reader's interest to the end. Subject material often includes explanations of timely matters in agriculture that the non-farm citizen might hear reference to on the street. I use the column to explain in non-technical terms the agricultural producers viewpoint such as with these two samples, rain on cherries and wheat before harvest or the agricultural concerns

on our heavier than usual snow pack. The column is carried in *The Dalles Chronicle* with a daily circulation of about 6,000.

## **FEATURE STORY**

**National Winner**

### **TEMPLE SQUARE GARDENER RETIRES – BUT LEGACY LIVES**

Sagers\*, Larry A.

Extension Regional Horticulture Agent, Utah State University Extension Service, Thanksgiving Point Office, 3900 North Garden Drive, Lehi, Utah, 84043-3506

This story was published as a spotlight on the director the Gardens at Temple Square, Peter Lassig, who retired after forty-six years of service. It explains a few techniques that Lassig developed in creating and maintaining Utah's most famous gardens. These gardens are part of LDS Church Headquarters B the top tourist attraction in the state of Utah with several million visitors each year. The feature was printed in Salt Lake City's *Deseret News*. This large daily newspaper publishes 70,000 copies daily and distributes them to subscribers throughout the state of Utah. Larry Sagers submitted the text one week prior to publication.

**National Finalist**

### **ANNUAL PROGRAM PLANTS NEW IDEAS FOR GARDENERS**

Miller\*, L. M.,

University of Florida/IFAS Hillsborough County Extension Service, 5339 County Rd. 579, Seffner, Florida, 33584-3334

This feature article describes the purpose of Florida Nurserymen and Grower's Association Plants of the Year program and encourages home gardeners to diversify their landscapes.. In addition to its primary objective, the article's promotion of new and/or underutilized plant materials benefits the large ornamental plant production industry in Florida by expanding the market for their products. The article is part of a series of feature articles written by Tampa Bay area Extension Agents for the Tampa Tribune. The Trib's weekend circulation is over 500,000 copies. The agent received 15 phone calls in response to the article. Two callers subsequently registered for the Florida Yards and Neighborhoods Landscape Design workshop.

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## **BERRY GOOD; IT'S NOT DIFFICULT TO GROW GREAT-TASTING FRUIT**

Riley, Julie A.\*

Horticulture Agent, Cooperative Extension Service, University of Alaska Fairbanks, 2221 E. Northern Lights, #118, Anchorage AK 99508

The opportunity for Extension Horticulture Agent Julie Riley to write a feature story for Anchorage Daily News, comes once a year when the paper publishes a special gardening supplement. This article on fruit production was published on May 11, 2003, at a time when gardeners are busy planning and getting ready to purchase plants for their gardens. The article is organized according to crop—strawberries, raspberries and then currents. The first paragraph tries to draw in readers who may not have previously considered growing fruit. Strawberries are discussed first because of their interesting Alaskan history. Raspberries are placed mid-article with mention of having to pay a high price for berries if you don't grow your own. Currents are the last crop covered in the article because they're a lesser-known commodity. The author references university research, a well-known gardening author and uses personal fruit growing experience in the text. The article ends with a suggestion on how to contact the Cooperative Extension Service for more information. Approximately 10 gardeners called in response to the article asking for more information and suggestions on where they could purchase the varieties mentioned. Publications mailed as a result of the inquiries included a list of retailers offering berry plants for sale. Sunday circulation of the Anchorage Daily News is 85,000.

## **NEWSLETTER INDIVIDUAL**

**National Winner**

### **OHIO MAPLE NEWS**

Graham\*, G. W.

Assistant Professor, District Specialist, Natural Resources

Ohio State University Extension, North District Office  
1680 Madison Avenue, Wooster, Ohio 44691

The Ohio Maple News Newsletter is a quarterly released publication (January, April, July, October) edited

and published by Ohio State University Extension, North District Office, and distributed to the 200+ members of the *Ohio Maple Producers Association*. Another 50+ complimentary newsletters are sent to nonmembers consisting of several state-wide newspapers, other State maple association newsletter editors and to State Extension Specialists and Agents in Maple Syrup, Forestry, and Agricultural and Natural Resources positions as well as our Extension equivalents in the Ministry of Agricultural in three Canadian provinces. Annually a complimentary newsletter is mailed to a master maple mail list of 1,500+ names, which consist of past attendees to one of the many Ohio State University Extension maple workshops hosted throughout the state. Total annual newsletter distribution is 2,700+ of which all costs are paid for by the *Ohio Maple Producers Association*. Each newsletter release is timed to coincide with critical timings in the production of maple syrup. The newsletters cover the latest topics in production, processing, marketing, and all issues in between. His articles in the *Ohio Maple News* have been picked up and published by other state maple association newsletter editors. After a September 2003 newsletter article entitled "*Where's the Maple*" was published on McDonalds'® promotional wording of "the taste of maple syrup baked right in" in their McGriddle® breakfast sandwich, where Graham reported that the sandwich contained "no real maple syrup" according information concealed on McDonalds'® web page.

### **National Finalist**

### **BUGS AND SHRUBS BUZZ**

Caldwell\*, D.

University of Florida, Collier County Commercial Horticulture Educator  
14700 Immokalee Rd., Naples, FL 34120

The '*Bugs and Shrubs Buzz*' newsletter provides current information on pesticide certification and landscape management issues such as fertilizing, pruning and pest biology and management strategies in southwest Florida to local green industry landscape personnel. The newsletter is viewed as a vehicle to promote professionalism in several aspects: 1/ encouragement to obtain their pesticide training and 2/ to participate in professional organizations and 3/ to use landscape industry standards in their everyday work. Collier County (population 220,000) has approximately 700 land-

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scape maintenance companies and over 95 homeowners associations. The newsletter is mailed twice a year to 1100 addresses. It is prepared in Microsoft Word by the author and then converted to Microsoft Publisher by a staff member and then forwarded to a professional printer, Direct Impressions, in Cape Coral, Fl. The newsletter is well received by professionals in the landscape industry because of the color pictures and the 3-hole punched pages. The newsletter contributes to the awareness of the pesticide certification progress. Since I started, three years ago, the number of people taking pesticide tests has increased from 120 to 280 per year and the number of certified individuals has increased from 19 to 120. The author wrote the articles in the newsletters and took all of the pictures.

### **THE EDEN KEEPER**

Battle\*, W. M.  
The University of Tennessee  
Agriculture Extension Service, Haywood County

The name of the newsletter is the "Eden Keeper". Its objective is to keep Haywood Master Gardener graduates and participants informed of various home gardening and landscape trends, techniques, products, and seminars. It serves as the meeting announcement as well. The newsletter currently is distributed by mail (and e-mail to those which desire so) to thirty-six graduates of the Haywood County Master Gardener program. Master Gardeners and the Extension Agent contribute to the newsletter with various articles and tidbits of information. It is formatted in Adobe InDesign and printed by Sonia Clark a graduate of the program as part of her volunteer hours.

## **NEWSLETTER TEAM**

### **National Winner**

#### **EXTENSION IN THE CITY – REAL LEARNING FOR REAL LIFE A QUARTERLY NEWSLETTER FOR TARRANT COUNTY, TEXAS RESIDENTS**

Johnson\*, K. D.<sup>1</sup>, Byrom, E. L.<sup>2</sup>, and Woodson, D.A.<sup>3</sup>  
<sup>1</sup>County Extension Agent-Agriculture and Natural Resources, Texas Cooperative Extension, Tarrant County, Fort Worth, Texas 76102

<sup>2</sup>County Extension Agent-Urban Development, Texas Cooperative Extension, Tarrant County, Fort Worth,

Texas 76102

<sup>3</sup>County Extension Agent-Horticulture, Texas Cooperative Extension, Tarrant County, Fort Worth, Texas 76102

The Extension In The City quarterly newsletter is developed by the Extension staff in Tarrant County, Texas to provide timely information on a wide array of subjects and is mailed to 3,289 key stakeholders. The above authors provide technical subject matter in their field of expertise; agriculture, environment and horticulture respectively to coincide with the publication schedule of the newsletter. The columns are prepared and submitted electronically in WordPerfect format to the office manager who then compiles the submitted documents into the final newsletter form. Final printing is accomplished at the Tarrant County Graphics department.

### **National Finalist**

#### **TIMELY TIPS FOR THE LANDSCAPE AND GARDEN**

Westerfield, Robert R.  
Department of Horticulture, University of Georgia  
1109 Experiment Street, Griffin, GA 30223

The primary purpose of this newsletter is to provide Georgia County Agents with up-to-date landscape articles and tips that they can use directly in their local news columns, radio shows and other media efforts. The newsletter is sent via email to every county extension office bi-monthly. In addition to being sent to 159 counties, it is also sent to administration and departments within The College of Agriculture. The newsletter is then posted on the horticultural website and is available via the internet to the public. My role in the newsletter is to edit the information and contribute articles, as well as supervise the arrangement of the layout. County agents have been extremely complimentary on the final quality and usefulness of the newsletter.

#### **LAKE TAHOE ENVIRONMENTAL EDUCATION COALITION QUARTERLY NEWSLETTER**

Cobourn, J.Q.<sup>1</sup> and Segale, H.S.<sup>1</sup>

<sup>1</sup>Washoe County, University of Nevada Cooperative Extension, Post Office Box 8208, Incline Village, NV 89452

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The Lake Tahoe Environmental Education Coalition (LTEEC) quarterly newsletter is distributed to approximately 650 agency staff members, local politicians, decision-makers, active volunteers, researchers, teachers, Board members, and non-profit organizations in the Lake Tahoe Basin. Newsletters contain local environmental news, results from regional needs assessments, events calendar, environmental projects, successful programs, new research results, and suggestions for outreach and education methods. Newsletter articles focus on various topics related to Lake Tahoe's environment, including water quality, forest health, fire prevention, invasive weeds, best management practices, and watershed education. In order to promote a collaborative working environment in a region so geographically separate and diverse, members are given an opportunity to stay informed and included. LTEEC benefits people by connecting the independent agencies and organizations at Lake Tahoe. Cobourn and Segale conducted a web-based survey at the end of 2003 to measure the effectiveness of various functions and programs of the Coalition. When asked to rate the effectiveness and value of the various functions of the Coalition, 210 respondents ranked "inter-member communication" (which includes the newsletter and associated website and calendar) an average of 4.03 on a scale of 1 (not effective) to 5 (very effective). Sixty-five percent of these respondents ranked the newsletter "very effective." Seventy percent of respondents stated that the newsletter content is "almost always" or "always" relevant and useful. John Cobourn and Heather Segale work as a team to publish the LTEEC Quarterly Newsletter.

## **NORTH CENTRAL REGION AGRICULTURE AND NATURAL RESOURCES NEWSLETTER**

Alexander, S. K.<sup>1</sup>, Clark, J.<sup>2</sup>, Crossley, S.<sup>3</sup>, Douglass, M.<sup>4</sup>, Ladlee, J.<sup>5</sup>, Maddox, T.<sup>6</sup>, Altemose, C.<sup>7</sup>, Butzler, T.<sup>8</sup>, Jackson, D.<sup>9</sup>

<sup>1</sup>County Agricultural and Natural Resource Educator, Cooperative Extension, Penn State University, 180 Main Street, Brookville, PA 15825, U.S.A.

<sup>2</sup>County Agricultural Educator, Cooperative Extension, Penn State University, RR 1, Smethport, PA 16749 U.S.A.

<sup>3</sup>County Agricultural Educator, Cooperative Extension, Penn State University, 24 Buffalo St., Coudersport, PA 16915 U.S.A.

<sup>4</sup>County Business Financial Management Educator, Cooperative Extension, Penn State University, 180 Main Street, Brookville, PA 15825, U.S.A.

<sup>5</sup>County Agricultural Educator, Cooperative Extension,

Penn State University, 7996 Nittany Valley Drive, Mill Hall, PA 17751 U.S.A.

<sup>6</sup>County Agricultural and Dairy Educator, Cooperative Extension, Penn State University, 420 Holmes Avenue, Bellefonte, PA 16823 U.S.A.

<sup>7</sup>County Agronomy Educator, Cooperative Extension, Penn State University, 420 Holmes Avenue, Bellefonte, PA 16823 U.S.A.

<sup>8</sup>County Horticulture/IPM Educator, Cooperative Extension, Penn State University, 7996 Nittany Valley Drive, Mill Hall, PA 17751 U.S.A.

<sup>9</sup>County Forestry Educator, Cooperative Extension, Penn State University, 420 Holmes Avenue, Bellefonte, PA 16823 U.S.A.

The newsletter is used to provide timely and useful information to farmers of the region. The team newsletter is done to increase efficiency among the agricultural staff of the region. In the eight counties of the North Central Extension Region of Pennsylvania each extension educator was producing a newsletter – often with the same information. Several years ago six of the counties merged their mailing lists and began producing one newsletter. In 2000, the two other counties of the region merged their mailing lists with the six county list. The newsletter is produced every other month. A detailed list of which educator is to write an article and topic area for each of the newsletters is done a year in advance. During 2003 a change was made in that all of the articles are submitted to the administrative assistant to the regional director. She compiles the articles, dates and publications list to prepare the camera ready newsletter for the printer. The current mailing list is approximately 700. The newsletter is well received by producers. They now have the expertise of multiple educators available to them through the regionalization of the educators' efforts. The calendar of events in all eight counties is a positive for them. Camera ready material is taken to printer for printing. Alexander serves as editor once per year and submits articles three times per year.

## **VIDEO TAPE/ TELEVISION**

**National Winner**

### **THE HISPANIC CONNECTION IN WISCONSIN**

Duley, C. and, Zander\*, J. M.

UW-Extension Buffalo County, 407 S. Second Street, Alma, WI 54610-0276

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UW-Extension Trempealeau County, 36245 Main Street, Whitehall, WI 54773-0067

"The Hispanic Connection in Wisconsin," tells the story of dairy farmers in Western Wisconsin who have looked to Hispanic employees to fill their labor needs. The farmers themselves tell us why they looked at this alternative source of labor. The video interviews dairy farmers who describe the joys and struggles of hiring labor from Mexico. Also, they tell us what they have done to help their employees adapt to their new environment. They also talk about their goals, what their life was like in Mexico, and some of the struggles they have had since coming here. The objective of the video is to inform people why dairy farmers have begun employing Hispanic workers. The tape has been distributed to numerous County Extension Ag Agents; University of Wisconsin Rural Sociology Department; National Farm Medicine Center; United Migrant Opportunity Services; UW Center for Cooperatives; Milwaukee Area Tech College (MATC); Cemanahuac Educational Community, Buenavista, Mexico; Director of Community Health at the National Institute of Public Health, Morelos, Mexico; high school agriculture instructors; and dairy farmers. Evaluations indicated a definite increase in understanding the reasons Hispanic's enter the United States for work, and some of the struggles they face once they are here. As a result of the video and some follow up visits, a local church has begun offering a Spanish church service, as well as other needed services to the local Hispanic population. My role in this effort was to assist in writing the script, working with the church to begin offering services, and bring other agencies to the table.

### **National Finalist**

### **THE LAKE TAHOE REPORT TELEVISION CAMPAIGN**

Cobourn, J.Q.<sup>1</sup> and Segale, H.S.<sup>1</sup>

<sup>1</sup>Washoe County, University of Nevada Cooperative Extension, Post Office Box 8208, Incline Village, NV 89452

Every week "The Lake Tahoe Report" airs on KOLO-TV News Channel 8, the local ABC-affiliate, during the Tuesday evening and Wednesday morning newcasts. These 90-second segments reach approximately 40,000 viewers. The viewing audience includes Reno, Carson City, North Lake Tahoe, South Lake Tahoe, and the surrounding areas in both Nevada and Califor-

nia. Each television news segment along with a complementary newspaper article focuses on a particular piece of Tahoe's complex environmental puzzle. Basic explanations of watershed hydrology, water quality parameters, ecosystem management, and ways to reduce pollution are featured through interviews with Tahoe experts, graphic illustrations and other visual aids. The goal is not only to increase the public's understanding about how to protect Lake Tahoe, but also to share information about how these issues are relevant to western Nevada. By presenting this science-based information, we hope to improve local understanding of these complex issues, increase "grass roots" environmental literacy, and gain support for the Environmental Improvement Program (EIP) projects that are underway. In 2002, Heather Segale conceived the idea of putting science-based environmental news segments on local TV newscasts. She recruited a local environmental reporter, and they 'sold' the idea to Reno's ABC affiliate TV station. Segale secured funding through multiple grants and donations. The television station is providing free filming, editing, and airtime for the weekly 90-second news segment. This series began in early February of 2003 and has run every week since. Ms. Segale also arranged for all Lake Tahoe newspapers to print a 750-word article on the same topic of the televised segment every week.

### **THE NEW JERSEY SHORE EPISODE FOR THE "IF PLANTS COULD TALK" - GARDENING TELEVISION SERIES FOR NJN PBS AND NEW JERSEY LOCAL ACCESS CABLE STATIONS.**

Hlubik, \*W.T.<sup>1</sup>, Blair, R.<sup>2</sup>, Polanin, N.<sup>3</sup>, Flimlin, G.<sup>4</sup>, Flahive-DiNardo, M.<sup>5</sup>, Weidman, R.<sup>6</sup>, Marko, J.<sup>7</sup>, Smela, D.<sup>7</sup>

<sup>1</sup>Agricultural Agent Middlesex County, <sup>2</sup>Agricultural Agent Cape May County, <sup>3</sup>Agricultural Agent Somerset County, <sup>4</sup>Marine Agent Ocean County, <sup>5</sup>Agricultural Agent Union County, <sup>6</sup>Program Associate Middlesex County, <sup>7</sup>Program Assistants Middlesex County, Rutgers Cooperative Extension of New Jersey. Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Drive, New Brunswick, NJ 08901.

This thirty-minute television episode captures the unique ecology and significance of the New Jersey shoreline. The episode is part of the "If Plants Could Talk" educational gardening series for New Jersey Network (Njn) and local access cable stations. The series provides research-based information on plant selection and care, integrated pest management,



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conservation of natural resources, and the importance of local agriculture. This program addressed the use of native and tolerant plant species, the importance of USDA research and shoreline restoration programs, and highlighted the NJ Claming Industry. Mr. Hlubik is the project director and executive producer. Mr. Hlubik and Mr. Polanin serve as co-hosts, producers, and co-script writers. Mr. Blair and Mr. Flimlin co-hosted and co-produced primary segments for this episode. Ms. Flahive-DiNardo was an associate producer. As line and segment producers, Mr. Weidman and Mr. Smela provided technical script reviews. Mr. Marko was the creative and technical producer. The attached program aired on local access at 4:00 PM on weekends throughout the 2003 season. When broadcast on NJN, Nielson ratings indicated that this episode received over 30,000 viewers in the South Jersey area alone, 30% higher than a national gardening program normally aired during the same time slot. The potential viewing audience of NJN, including New Jersey's local access stations, is over 8 million people and reaches all of NJ and parts of PA, DE, NY and CT. The program was taped on a Sony Digital movie camera and edited on an AVID digital editing system.

## **ARBOR DAY**

Neill\*, K.C.

Agricultural Extension Agent, North Carolina Cooperative Extension Service  
3309 Burlington Road, Greensboro, North Carolina 27405

Arbor Day is a nationally celebrated observance that encourages tree planting. In Guilford County, the North Carolina Cooperative Extension Service in partnership with Greensboro Beautiful's Urban Forestry Committee developed an Arbor Day curriculum for all elementary grades. This curriculum teaches youth about the value of trees. The final event of this week-long program is when all 5,000 5<sup>th</sup> grade students receive a tree. As communities continue to urbanize, tree's become more valuable. Trees can address community issues such as water quality, air quality, and noise pollution. They can even create cooler communities. Almanac Gardener is a UNC television production that runs from April until June. The program is which this particular segment aired provides the perfect opportunity to reach a large viewing audience with information on the value of trees and their importance to our communities. By reaching a viewing audience of approximately 80,000, we have captured the viewers' atten-

tion and given them an incentive to plant trees.

## **FACT SHEET**

### **National Winner**

#### REPRODUCTIVE SOYBEAN DEVELOPMENT STAGES AND SOYBEAN APHID THRESHOLDS

Fischer,\* D.W.

Dane County UW-Extension Crops and Soils Agent, 1 Fen Oak Ct, Madison, WI 53718

Southern Wisconsin has been one of the areas most heavily infested with soybean aphids. UW-Extension staff, along with industry personnel and company agronomists have worked hard to answer management questions. This work led to the realization that producers have a limited knowledge of soybean reproductive stages. This handout was created to provide producers, crop consultants and company agronomists with a quick reference for soybean staging. In addition to helping with soybean staging, this handout provides current information related to soybean aphid treatment thresholds. The handout has been distributed by direct mail, meeting handouts, internet access, and at the county office. Within Wisconsin, 1500 copies were distributed via direct mail to the Wisconsin Soybean Association members. Another 2000 copies were distributed at the Wisconsin Fertilizer, Aglime and Pest Management Conference and the Corn/Soy Conference. In addition, 200 copies were distributed at pesticide application trainings in Dane and Dodge County and 200 copies were distributed at the Dane County Extension Office. Beyond the Wisconsin distribution, the Michigan Soybean Promotion Committee printed 4000 copies to be distributed within Michigan. I prepared the document using Microsoft Word. Copies were printed using a local professional printer. I conducted all formatting and compilation of information included in the flyer. The Wisconsin Soybean Marketing Board covered printing and distribution costs. This handout is also available on the Dane County UW-Extension web site, UW-Extension Team Grains web site and the University of Kentucky IPM web site. The visits to these sites have not been tracked.

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## National Finalist

### CROP ALERT: A CITRUS CANKER FACT SHEET FOR HOMEOWNERS

Chamberlain\*, H.L.<sup>1</sup>, Zekri, M.<sup>2</sup>

<sup>1</sup> University of Florida, IFAS, Southwest Florida Research and Education Center, 2686 State Road 29 N, Immokalee, FL 34142

<sup>2</sup>University of Florida, IFAS Hendry County Cooperative Extension Service, P.O. Box 68, LaBelle, FL 33975

Citrus canker, caused by *Xanthomonas axonopodis* pv. *citri*, has spread to 16 different counties in Florida despite eradication efforts begun in 1995. Over 2 million commercial citrus trees and nearly 800 thousand residential trees have been removed. Various legal battles in the residential sector have halted eradication efforts in some areas of Florida. Educating homeowners on how to prevent the spread of canker bacteria is one mission of the University of Florida, IFAS citrus canker extension program. A citrus canker (CC) fact sheet was developed to educate homeowners and Master Gardeners with accurate information on the history of CC in Florida, identification of CC symptoms, and preventing the spread of CC bacteria by human movement. It has been distributed in hard copy format and is also available in electronic format at <http://edis.ifas.ufl.edu/PP116>. IFAS Communication Services (ICS) department in Gainesville, Florida duplicated the fact sheet. Between March 2003 and March 2004 over 2,500 hard copies of the CC fact sheet were distributed. These were distributed through county extension offices, research and education centers, Master Gardener programs, homeowner CC training, and at county fair displays. Federal (USDA, APHIS) and state (FDACS, DPI) agencies also requested copies, which are delivered while making routine dooryard inspections. The electronic format of the canker fact sheet was visited 748 times between June 2003 and December 2003 and 104 times in January 2004. The fact sheet was prepared using Microsoft Word XP and digital images were captured using an Olympus Camedia C-730 digital camera.

## CYPRESS BARK BEETLES

Schalau\*, J.W.

University of Arizona Cooperative Extension, Yavapai County, 840 Rodeo Dr. #C, Prescott, AZ 86305

The cypress bark beetle (*Phloeosinus cristatus*) is

a small insect (3mm) native to Arizona and the intermountain west. In natural timber stands, it primarily colonizes drought stressed Arizona cypress (*Cupressus arizonica*) and juniper (*Juniperus* spp.) trees. However, it also colonizes drought stressed Leyland cypress (*Cupressocyparis leylandii*). Arizona cypress and Leyland cypress have been widely planted in residential landscapes and as windbreaks in north central Arizona. Severe tree mortality has occurred in drought stricken areas where endemic beetle populations are present. Irrigation and other cultural practices can greatly reduce mortality. Pesticides are generally not recommended for control of cypress bark beetles.

## THE CARSON RIVER WATERSHED MAP— OUR LIFELINE IN THE DESERT

Cobourn, J.Q.<sup>1</sup>, Lewis\*, S.R.<sup>2</sup>, and Skelly, J. A.<sup>3</sup>

<sup>1</sup>Water Resource Specialist, University of Nevada Cooperative Extension, PO Box 8208 Incline Village, NV 89452 (775) 832-4144, [cobournj@unce.unr.edu](mailto:cobournj@unce.unr.edu); <sup>2</sup>Douglas County Cooperative Extension PO Box 338 Minden, NV 89423; <sup>3</sup>Carson City Cooperative Extension, 2621 Northgate, Lane Ste 16, Carson City, NV 89706

The objective of the Carson River Watershed Map is to build public awareness of "Our Lifeline in the Desert". Many residents are not aware of the source for our limited water supply, because of low flows during much of the year. They are unaware of how human activities can affect its habitat, water quality, and flood potential. Cooperative Extension was instrumental in starting The Carson River Coalition after a major flood struck in 1997. This map represents a group effort by Extension faculty and other agency staff. Since being printed in 2003, several thousand maps have been distributed. We have given them out at public watershed events, scouting events, presentations at schools and to home-school groups, and to local civic and industry groups. The Watershed Map recently won the award for "Best Educational Program of the Year" from the Nevada Water Resource Association. The Education Committee of the Carson River Coalition began outlining the content of the map in 2001. Steve Lewis and Jo Anne Skelly chaired this committee. Extension faculty took the lead on researching and writing the text for the fact sheet. We also attended numerous meetings with a professional artist to explain the concepts of the watershed and

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drainage and to suggest how those concepts could be shown visually. Our Education Committee procured a grant from the Carson Water Subconservancy District to pay for the design and printing of 10,000 copies of the map.

## **PUBLICATION**

### **National Winner**

#### **WEEDS OF UTAH 2004 CALENDAR**

Winger,\* M.B.<sup>1</sup> and Eastman K.<sup>2</sup>

<sup>1</sup>County Agricultural Agent, Carbon County, Utah State University Extension

120 E. Main, Price, Utah 84501

<sup>2</sup>Recourse Conservation and Development Council Inc. Huntington, Utah 84528

When attending County Weed Board meetings or with our recently formed Cooperative Weed Management Area, (CWMA) education of noxious weeds is always a subject of interest. The responsibility of weed education often falls to Extension Agents. During a CWMA meeting, Extension and the Recourse Conservation and Development Council (RC&D) took on the task of developing an educational activity for the year. A noxious weed calendar from Colorado was brought to a meeting, and this was our inspiration. We selected ten noxious weeds that are troublesome throughout the State of Utah. More than 300 pictures were solicited from Dr. Steven Dewey, Weed Specialist at USU and Tim Higgs, Weed Supervisor in Grand County. I solicited and selected photos, gathered financial support, and wrote portions of the text. Pictures were either taken with a digital camera or slides which were digitized by Wal-Mart. I made a presentation to the RC&D Council to ask for their financial backing to get the program started. A local printing business produced the calendars for \$1.68 per copy. Each month has a short write-up describing the biology, ecological threat and control options. The calendar lists a weed tip for each month and the 18 State noxious weeds. Contact information is available for each County Weed Supervisor in the state. We solicited \$13,000 from government agencies and private business to print the 6,500 copies. Each financial supporting group was provided 400 calendars for dissemination to their organization. Calendars were provided at meetings and educational booths throughout the state.

### **National Finalist**

#### **DISEASES AND CONDITIONS OF VEGETABLES IN COLQUITT COUNTY - A PICTORIAL DIRECTORY**

Beard,\*G.H.<sup>1</sup>

<sup>1</sup>County Extension Agent, 350 Building 1, Room 132, Veterans Parkway N., Moultrie, Ga. 31788.

The objective of this publication was to provide the agricultural clientele of Colquitt County and surrounding area with an identification guide to the typical diseases and conditions of vegetables in south Georgia. The agent has been taking images of diseases and conditions for the last 10 years, and compiled these images into a publication that would be easy to use by commercial vegetable producers in the Colquitt County area. The agent has printed approximately 80 copies of this publication and distributed it to commercial vegetable producers, ag supply dealers, consultants, insurance adjusters, chemical company representatives, county agents, specialists, commissioners and legislators. This publication was completely produced by the agent and printed in the Colquitt County Extension office utilizing Microsoft Word, Adobe Acrobat Reader, and an inkjet printer. This publication is also available on CD in PDF format and can be accessed using Acrobat Reader. Currently approximately 20 copies of the CD have been distributed around the state. Approximately 50 copies of the publication have been printed from the CD source. The CD is available upon request. The agent would like to thank Dr. David Langston, Dr. Terry Kelley, Dr. Stanley Culpepper, and Tim Flanders for editing and providing additional images for this publication.

#### **HARVESTING CHANGE: NEW YORK APPLE GROWERS SHARE THEIR DECISION-MAKING STRATEGIES**

Sheils\* C.M.

NY FarmNet Program @ Cornell

415 Warren Hall, Cornell University, Ithaca, NY 14853

This publication was created as part of a larger project called *Working with Apple Growers Responding to a Changing Industry*. A multi year project led by the NY FarmNet Program at Cornell University, with Cornell Cooperative Extension Educators. The project focuses on helping apple growers respond and adjust to the changes occurring in their industry and was a result of information gathered through focus groups held with

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apple growers in 2002. The project's objective is to help growers plan for and implement business strategies to improve profitability and family life. The objectives are being met by providing education to growers with an emphasis on improving their understanding of the industry and marketplace changes occurring and the impact at the farm level. Education is being provided through a variety of mechanisms including workshops, publications, peer sharing and individualized business planning assistance. New educational resources have been developed specifically for New York's apple growers. Harvesting Change: New York Apple Growers Share Their Decision-Making Strategies is a 40 page publication that profiles 19 growers. The publication depicts the diversity of strategies, difficulties and rewards of making changes expressed through the personal stories of growers. The booklet was written, published and sent directly to 750 New York State apple growers in November, 2003.

## **WEB PAGE**

### **National Winner**

#### **WWW.USUEXTENSION.SLCO.ORG - - A WEB SITE FOR UTAH STATE UNIVERSITY EXTENSION SALT LAKE COUNTY AND THE WASATCH FRONT**

Wolf, M.E.<sup>1</sup>

<sup>1</sup>County Horticulture and Technology Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

The USU Extension Salt Lake County web site, <http://www.usuextension.slco.org>, presents regularly updated information about Salt Lake County Extension Agents' educational and service activities. From the home page, visitors may access the majority of the pages contained within the site using a navigation bar with 12 main headings. On mouse-over, most of these headings initiate a pop-out secondary navigation bar with sub-headings. This home page features javascript 'slide show' highlighting a specific class, event, or new publication so that return visitors are greeted with fresh graphics and information biweekly. Home page content reinforces and augments recent mass media messages, such as upcoming gardening classes or nutrition tips. A search function is included on this home page, as well as a webmaster contact link. Visitors may easily navigate to the Utah State University home or to the Salt Lake County home by clicking on the appropriate logo in the page header. This home page represents our entire site that contains 113 html

files, 397 image files and 57 PDF files. Dreamweaver is used to generate the html files. Page views average about 100 per day. Although this website is created to serve the nearly 1 million residents of Salt Lake County, the information may be accessed and is valuable for residents of the entire Wasatch Front region.

### **National Finalist**

#### **GROWING SMALL FARMS – A WORLD WIDE WEB SITE PROMOTING SUSTAINABLE AGRICULTURE IN NORTH CAROLINA**

Roos\*, D.L.

Agricultural Extension Agent for Sustainable and Organic Agriculture, North Carolina Cooperative Extension, Chatham County Center, P.O. Box 279, Pittsboro, NC 27312

Growing Small Farms ([www.ces.ncsu.edu/chatham/ag/SustAg/index.html](http://www.ces.ncsu.edu/chatham/ag/SustAg/index.html)) is a World Wide Web site promoting sustainable agriculture for small-scale farmers in and around Chatham County, North Carolina. The majority of the area's small farmers practice sustainable agriculture and market through local farmers' markets, restaurants, and upscale retailers. Many farms are certified organic. The purpose of the web site is to provide information to meet the unique needs of these farmers and to promote local farms and farmers' markets to consumers. The web site has over 180 pages and features an on-line newsletter, grower resource list, "buy local" guide, farmer listserv, local farm profiles, a calendar of events, and much more. The web site also provides information on cover crops, marketing, sustainable pest management, local crop problems, educational workshops, local farmers' markets, and more. The Web Resources section includes links to over 500 agriculture sites and publications. The web site received 26,600 visits and approximately 66,000 hits in 2003. Growing Small Farms was designed, created, and maintained by the agent using Dreamweaver and hand-written html code. Web graphics were created by the agent using Fireworks. All photos were taken by the agent.

#### **IT'S ALL RIGHT HERE! - A WORLD WIDE WEB SITE FOR MEETING PLANNING**

Terasa\*, F.N.

The University of Georgia Tifton Campus Conference Center, College of Agricultural and Environmental Sciences, The University of Georgia, PO BOX 1209, Tifton, GA 31793

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The University of Georgia Tifton Campus Conference Center (UGA TCCC) web site ([www.ugatiftonconference.org](http://www.ugatiftonconference.org)) is the center piece of the marketing effort to "brand" the Center as a "High Quality/Low Cost drive-in meeting destination. The site, launched in the Fall 2003, provides the visitor with a visual design that emphasizes the "quality" of the experience one can expect at UGA TCCC. Its user-friendly navigation system provides complete disclosure of the Center's prices which reinforces the "high quality/ low cost" brand. The launch, as part of a comprehensive marketing plan, resulted in several important indications of the success of the marketing strategy. First, the multi-media marketing approach and high quality of the UGA TCCC web site resulted in the allocation, by the Tifton-Tift County Tourism Board, of over \$201,000 in hard marketing dollars for the UGA TCCC. Second, analysis using Web Statistics software Weekly Log Analysis Reports, illustrated that between Weeks 7 and 8 of 2004 there was a 204 percent increase in visits (714/354) to the site. Unique visitors increased by 245 percent (615/251) and the average visit length increased to an incredible 4:11 minutes per visit! These statistics demonstrate several important points. Marketing efforts are driving significant new Internet traffic to the web site. Also, the web site's design, "brand" message, and the ease with which a visitor navigates the site are causing them to spend more time getting to know the UGA TCCC and thus better understand its message. An integrated team approach was used to develop the website.

## **LEARNING MODULE/ NOTEBOOK**

**National Winner**

### **CAUTION, WARNING, DANGER, POISON: BAY-WISE HAZARDOUS HOUSEHOLD PRODUCTS YOUTH CURRICULUM TEACHER'S GUIDE**

MacLachlan\*, W.Y.

Residential Landscape Management Area Educator, Maryland Cooperative Extension, 11975 Homewood Road, Ellicott City, MD 21042

CWDP – Hazards With Household Products is a 45-page teaching packet designed to be used by Bay-Wise Master Gardener volunteers to teach youth about hazardous household products (HHP) as part of an environmental education curriculum. The target audience is mid to upper elementary school aged children.

The duration of the course is three to four hours spread over 4 days (45 to 60 minutes per session). The teaching packet, written by the Educator, includes the teacher's guide, student worksheets, several handouts from the MD Poison Control Center, a 25-gallon plastic storage container full of examples of alternatives to HHP and an evaluation tool. Specifically, students learn the potential dangers of common household products; the four signal words associated with HHP; how to handle an accidental poisoning incident; the impact of improperly disposed of HHP on the environment; and alternatives to HHP. The curriculum was developed and piloted in summer 2003, and the teacher's guide printed and distributed in October 2003. Forty-five notebooks were printed in-house using a color printer and additional materials purchased and assembled through a \$2,500 grant from the Chesapeake Bay Trust. As of November 2003, 23 binders have been distributed to county Master Gardener Programs and county 4-H Educators and one Baltimore County Department of Environmental Protection Natural Resource specialist. Use of the curriculum by volunteers should commence in 2004.

### **National Finalist**

### **LIVING WITH FIRE ...IN THE PINYON-JUNIPER WOODLANDS – WILDFIRE THREAT REDUCTION RECOMMENDATIONS FOR NEVADANS**

Smith, E.G.<sup>1</sup>, Skelly, J.A.<sup>\*1</sup>

<sup>1</sup>College of Cooperative Extension, University of Nevada, Reno, NV 89557, U.S.A.

An increasing number of people are building homes in Nevada's highest fire hazard areas. Most property owners are not prepared to survive a wildfire. An important objective of the Living with Fire program has been to standardize wildfire threat reduction recommendations among federal, state, and local fire-fighting agencies and to teach those recommendations to Nevada homeowners. Before development of these materials, teaching tools available to the fire service for working with homeowners on defensible space were not relevant to Great Basin vegetation types. Pilot testing indicated these materials would address the shortcomings of current defensible space teaching methods. Notebooks for the five highest fire hazard vegetation types were developed. These versions include a five to seven minute video of the particular vegetation type burning; a Powerpoint presentation on CD; a presentation script; a handout master; and an evaluation form

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master. "Train-the Trainer" workshops were held at six locations throughout Nevada in June 2003 to familiarize fire service personnel, including local, state, and federal organizations, with the materials. Two hundred sets of the materials were distributed to Nevada's federal, state, and local fire-fighting agencies, contributing to a cohesive, structured approach to teaching defensible space concepts throughout Nevada. Smith created the entire Powerpoint presentation, script, handouts, and secured funding. Skelly co-authored written materials and managed production. The art work and script are original. The materials were duplicated professionally.

### **INSTRUCTOR'S GUIDE BILINGUAL WORKSHOP FOR IRRIGATORS**

Martin, E.C.<sup>1</sup>, Watson, J.<sup>2</sup>, and Roth, R.L.<sup>3</sup>.

<sup>1</sup>State Irrigation Specialist Arizona

<sup>2</sup>Resident Director Maricopa Ag. Center Arizona

<sup>3</sup>Assoc. Extension Director Pennsylvania

Traditional Extension programming in agriculture normally targets the decision maker, which is in most cases, the grower or farm manager. Although these people make the ultimate decisions, the day-to-day operations are often left to the actual farm workers. Irrigation in Arizona is often performed by the irrigator himself, with the farm manager relying on the irrigator's skill to start and stop irrigations. In developing an educational program for these irrigators, we realized that the majority of the irrigators spoke Spanish as their primary language. In many cases, the irrigators spoke and understood English, but were much more comfortable in their native Spanish language. A set of workshops were developed for the irrigators, providing translation equipment and materials written in Spanish. This notebook is a guide book for others who want to conduct such a workshop. Samples of bilingual material are given and the technical contents are written in both English and Spanish. Although published in 2002, the notebook is still used today. Edward C. Martin, the lead author, developed the idea for the workshops and design of the notebook. The other team members helped in the original development of the workshops and wrote material for their section that was used to develop the notebook. The Spanish translation was done by several people fluent in Spanish.

### **HARVESTING CHANGE: A PLANNING WORKBOOK FOR APPLE GROWERS**

Sheils\* C.M.<sup>1</sup>, and DeMarree, A.<sup>2</sup>.

<sup>1</sup>NY FarmNet Program

Cornell University

415 Warren Hall, Ithaca, NY 14853

<sup>2</sup>Cornell Cooperative Extension Specialist

Lake Ontario Fruit Team

This publication was created as part of a larger project called *Working with Apple Growers Responding to a Changing Industry*. The project focuses on helping apple growers respond and adjust to the changes occurring in their industry and was a result of information gathered through focus groups held with apple growers in 2002. The project's objective is to help growers plan for and implement business strategies to improve profitability and family life. The objectives are being met by providing education to growers with an emphasis on improving their understanding of the industry and marketplace changes occurring and the impact at the farm level. New educational resources have been developed specifically for New York's apple growers. Harvesting Change: A Planning Workbook for Apple Growers a 180 page color notebook was developed as a new educational resource for growers to assist them with business analysis, decision-making and planning, designed to help growers create a plan for their own business. The applicant who served as Co-Project Leader with Alison DeMarree initiated the creation of the publication based on conducting focus groups with apple growers and listening to their needs. A need was expressed for a decision making/business planning resource. The applicant assembled and led the project team that worked together for approximately 18 months. Draft workbooks were sent to 65 growers in November 2002 asking them to review and test pilot the workbook. Growers edits and comments were used in creating the final version. The applicant worked with Cornell's Ag Experiment Station in Geneva who provided graphic design, final editing, photography and printing.

**NACAA**  
**Member Presentation**  
**Abstracts**

**2004 NACAA**

**89th**  
**Annual Meeting**  
**and**  
**Professional Improvement Conference**  
**Orlando, Florida**

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# AGRONOMY AND PEST MANAGEMENT PRESENTATIONS

## USE OF IPM METHODS FOR PEST CONTROL IN SMALL RUMINANTS

Wall\*, C. W.<sup>1</sup> and Loftin, K.<sup>2</sup>

<sup>1</sup> University of Arkansas Cooperative Extension Service, Crawford County, Van Buren, Arkansas 72956

<sup>2</sup> University of Arkansas Cooperative Extension Service, Little Rock, Arkansas 72203

Small ruminant production is a growing field with very little information to assist our producers with the best management decisions. IPM use in Alternative Agriculture is generally well received by producers if we can supply pertinent information.

Research and products labeled for Alternative Agriculture are many times extrapolated from other animal uses. Small ruminants like sheep and goats are growing in agriculture importance in our community and management systems for pest control are of great interest. Sheep and goats are economically affected by external parasites like flies to a great extent, causing disruption of grazing patterns and reduced gains. Multiple lambing /kidding seasons put increased pressure on adequate fly control because reproductive cycles can occur during summer with heavy fly populations.

Conventional methods in use in our area are direct animal sprays, premise sprays, traps, and hand dusting. Interest in non-chemical control is high, as some clientele prefer to purchase products produced as naturally as possible. Also the extended contact between producer and livestock, particularly with youth, can limit the use of some pesticides. A demonstration was conducted to identify pest species, monitor population levels, and evaluate 2 conventional controls and 2 levels of biologic controls with seven cooperators. Monitored populations were dominated by the House Fly (*Musca Domestica*) and the IPM thresholds for small ruminants varied greatly by operation and were very environmentally linked.

## UTILIZING GPS/GIS IN EXTENSION AND 4-H YOUTH WORK

Varnadoe, C.F.<sup>1</sup>

<sup>1</sup>County Extension Agent/Coordinator, Madison County, Agriculture and Natural Resources, University of Geor-

gia, College of Agriculture and Environmental Sciences, Cooperative Extension Service, P.O. Box 68, Danielsville, GA 30633

Global Positioning Systems (GPS) and Geographic Information Systems (GIS) are useless if they are not used. The aim of this presentation is to outline the uses of GPS and GIS in agriculture and 4-H youth programming. A brief overview of what GPS and GIS are will be given. GPS/GIS utilization in agriculture will be explored as well as reasons farmers, industry and extension workers do not readily adopt these technologies. Various handheld GPS units will be available for hands on experience. Additionally, connecting small handheld GPS unit to a Personal Digital Assistants (PDA) for field data collection will be covered. Options for acquiring satellite images that may be used in agricultural applications will also be discussed.

## GPS EQUIPMENT FOR THE FIELD

Fandel, Peter, Crop Systems Educator, University of Illinois

Solomon, Stanley (Jay), Ag Engineer, University of Illinois

Handheld Global Positioning System (GPS) receivers have become very common tools for recreational use over the past several years. Due to increased availability and reduced cost, many agricultural producers are interested in learning if these devices have the accuracy to be utilized for agricultural applications. Several GPS receiver models are available on the market with varying accuracy and repeatability of location. These devices have been evaluate with respect to agricultural applications in several studies

This session will demonstrate some of the commercially available hardware and summarize available data as to the accuracy, repeatability, and applicability for specific applications. The results of recent stationary tests, dynamic tests, and infield data collection evaluations of various GPS systems will be summarized. Some additional side-by-side demonstration test results will be presented. The demonstration will focus on agricultural type applications of some handheld GPS receivers and CF card GPS receivers used with IPAQ handheld computers. A discussion of two data collection software packages will be included.



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## HOW TO GRID SAMPLING WITHOUT GPS (THE SHADE TREE METHOD TO GRID SAMPLES)

Perkins\* J.K.

County Extension Agent, University of Arkansas  
Lonoke, AR 72086, U.S.A.

Grid sampling is management techniques used to sample a field in multiply locations typically involving a Global positioning system unit. The cost of these units can limit producers from taking advantage of the information that can be gained from grid sampling. I have devised a simple technique involving use of a measuring wheel and an orienteering type compass. This process can be easily adapted to many different types of fields and sampling procedures. The most common application for grid sampling in my county is soil sampling. The lime cost per acre can be unjustified for the entire field. With ground water that is high in calcium and rice in rotation, some fields in our county have an alkaline soil at the water outlet but an acidic soil at the other side. Addition of lime can lead to nutrient problems at the water outlet but can increase production at the other side. Grid sampling can lead to increased production of all crops by adding lime only where it is needed. I can teach my easy grid sampling to producers in about 30 minutes. The time it takes to grid sample a field using GPS or my method is comparable.

## GROWER ATTITUDES, EXPECTATIONS AND ADOPTION OF INTEGRATED PEST AND CROP MANAGEMENT PRACTICES IN NEW JERSEY

Kluchinski, D.\*<sup>1</sup>, Brennan, M.<sup>2</sup>, Drewes, D.<sup>3</sup> and Morgart, T.<sup>4</sup>

<sup>1</sup>Department Chair/County Agricultural Agent, Rutgers Cooperative Extension, 88 Lipman Drive, New Brunswick, NJ 08901-8525

<sup>2</sup>Associate for Program Development, Office of Research, NJAES and Cook College, Rutgers University, New Brunswick, NJ

<sup>3</sup>Principal Planner, North Jersey Resource Conservation and Development Council, Clinton, NJ

<sup>4</sup>Soil Conservationist, USDA-Natural Resources Conservation Service, Frenchtown, NJ

A survey of northern New Jersey grain and forage producers enrolled in an Integrated Crop/Pest Management (ICM/IPM) scouting program during the past 15 years was conducted in 2001-2002. The objec-

tives were to determine the perceived motivations, benefits and impact of these programs. The greatest motivation to enroll was available cost sharing, improved pesticide management, increased profits, and improved yields. After enrolling, 80% stated they better managed pesticides, 77% indicated increased profits, and 60% indicated increased crop yields. Ninety-two percent indicated they received economic benefits from various adopted practices, and 81% of those said this was sufficient to motivate them to continue using ICM/IPM practices. A second survey of non-program participants was conducted to determine why they had not enrolled and what outcomes or impacts would motivate them to do so. The top reasons for not enrolling were the program was too expensive, not enough benefit to crop yields, or no interest in the programs offered. Eighty percent indicated they would participate if cost sharing was available, and the primary reasons to potentially enroll were increased profits (89%), improved crop yields (78%) and cost sharing (67%). Expected impacts of ICM/IPM implementation would be increased profits (100%), crop yields (90%), and fertilizer management (89%). The most desired services would include soil sampling, nutrient management, wildlife damage estimates, weed information and fertilizer recommendations, while the least desired were tissue sampling, manure sampling, and manure spreader calibration. The preferred service provider would be a farmer co-op or crop improvement association (44%), or Cooperative Extension (33%).

## DEVELOPMENT OF A CITRUS CANKER EXTENSION EDUCATION PROGRAM

Chamberlain\*, H.L.<sup>1</sup>

<sup>1</sup> University of Florida, IFAS, Southwest Florida Research and Education Center, 2686 State Road 29 N, Immokalee, FL 34142

Citrus canker, caused by *Xanthomonas axonopodis* pv *citri*, was detected in Florida for the third time in 1995 near the Miami International Airport on a residential citrus tree. Since detection, citrus canker has spread to sixteen different counties in central and south Florida. Various legal battles in the residential sector have halted eradication efforts in some areas of Florida. However, recent decisions from the Florida State Supreme court have upheld the eradication process and procedures. Over two million commercial citrus trees and nearly 800 thousand residential trees have been removed. Eradication continues in residential areas

and there has been one recent large infestation in a commercial grove, but quarantines have been lifted from some areas following successful eradication. A citrus canker extension program was developed to lead and coordinate education for the commercial citrus industry, homeowners, and non-citrus commercial businesses. The mission of the program is to reduce spread by eliminating transport of infected citrus plant material and encouraging decontamination of vehicles and personnel. The Division of Plant Industry continues to address legal issues where necessary and conduct extensive survey and control efforts. Public and private agencies have partnered to continue statewide education activities meeting the needs of various audiences.

### **A FARMER WORKSHOP ON GIS DATA COLLECTION, MANAGEMENT AND ANALYSIS**

Barker, F.J.<sup>1</sup>, Ehsani, M.<sup>2</sup>, Ward, B.W.<sup>3\*</sup>, Watermeier, N.<sup>4</sup>

Increased use of combine yield monitors and Global Positioning Systems by farmers in Ohio have led many to accumulate large amounts of yield data. A lack of technical assistance and training opportunities has contributed to the lack of data analysis by farmers. In many cases, farmers have several years of data that is not stored, managed or analyzed properly. This latent demand has led to the idea of a farmer level hands-on computer workshop for collecting, managing and analyzing this yield monitor data.

Three day hands-on computer workshops utilizing Spatial Management Software (SMS) are planned and will be taught in various locations throughout Ohio. Day 1 curriculum includes yield monitor basics, calibration and organizing data at the combine. Day 1 also will include instruction on SMS software basics, downloading data and an introduction to generating yield maps. Curriculum on Day 2 will focus primarily on organizing and "cleaning" data within SMS and also on generating yield maps that can be useful decision making tools. Participants will be introduced to analytical techniques on Day 3 that can be used to make their yield data valuable to their farm operation. Instructors will also introduce ways to incorporate other data, such as soils maps, into SMS for farmer decision making.

Presenter:  
Barry Ward, Extension Agent Agriculture and Natural Resource, Ohio State University Extension- Champaign County

### **EMPOWERMENT THROUGH, DISTANCE EDUCATION**

Alleyne\* J.C.<sup>1</sup>, Kendrick, J.<sup>2</sup>, Jensen P.K.<sup>3</sup>

<sup>1</sup>County Extension Agent, University of Florida

<sup>2</sup>Jennifer Kendrick: Information Technologist, University of Florida

<sup>3</sup>Paula Jensen: Senior Office Specialist, Pinellas County Government

The 'One on One' delivery of educational information at the central county extension office is a major route for educating professional clientele. Although highly effective, this approach is limited and may be inconvenient to many extension clients. Distance education (computer/internet, satellite technology) offers a new way to provide vital information and resources to the widely dispersed audience of horticultural clientele in Pinellas County and throughout the State of Florida. With assistance from extension office staff, we developed an online pesticide use education program for edification and certification of pesticide applicators in crops production and in the Limited Pesticide Use Commercial category. The tutorial consists of nine learning modules and a 50-question practice test. The topics covered are as follows:

- Module 1      Laws and Regulations
- Module 2      Pest Control
- Module 3      Labels and Labeling
- Module 4      Formulations
- Module 5      Pesticide Safety
- Module 6      Applying Pesticides
- Module 7      Weed Identification
- Module 8      Insect Identification
- Module 9      Plant Diseases

The tutorial is widely utilized by extension agents and pesticide applicators in Florida and can be viewed at [http://coop.co.pinellas.fl.us-commercial\\_horticulture](http://coop.co.pinellas.fl.us-commercial_horticulture)

### **SOYBEAN POPULATION WITH NEW STYLE GREAT PLAINS DRILL**

Lewis, J.W.  
County Agent, AGNR  
Maryland Cooperative Extension  
207 S. Third Street  
Denton, MD 21629

Utilizing accurate and individual seed placement, Roundup Ready Soybean populations can be reduced on coastal plain soils. Experiments were conducted for

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2 years with 3 different populations on field size plots. Optimum yields were obtained with 110,000 seeds/acre (~35-40# seed/acre). This is approximately 1/2 normal seeding rates which will save producers \$10 - \$12 per acre.

### **HUMAN FOOD-GRADE SOYBEAN VARIETY TRIALS**

Sciarappa,\* W. J.

County Agricultural and Resource Management Agent  
Rutgers Cooperative Extension of Monmouth County,  
20 Court St., Freehold, NJ 07728

The purpose of this 2003 program was to commercially evaluate human food-grade soybean systems for New Jersey. Regional opportunities include soymilk and tofu processing, soup and snacking markets, seed production and high-protein bonuses. Three tofu varieties were precision planted at 180,000 seeds/acre in replicated trials on seven sites and compared to the farmers' standard soybean in terms of yield, bean size and bean composition.

There were no comparable differences recorded in percent germination which was over 95% for all varieties or the rate of emergence which was over 90% within seven days for all varieties. Growth vigor of food-grade soybeans was also comparable to the standard. Bean sizes were significantly different as seen in one detailed study where food-grade varieties Vinton 81, HP-204 and Iowa 1007 had considerably larger sizes ranging from 1,400 – 1,600 seeds per pound compared to conventional at 2,200 seeds per pound. Plant populations of 50,000, 105,000, 155,000, 211,000, and 260,000 showed a linear increase in bushels per acre. Lower plant populations had significantly more weeds due to reduced crop competition and the highest plant population also had more weeds due to lodging from intra-specific competition.

At 13.5% moisture, the combined yields of Vinton 81, HP-204, Iowa 1007 and the conventional standards were 36.6, 36.0, 40.2 and 34.7 Bu/A, respectively. As a group, these differences were not statistically significant but several individual sites showed differences with variety HP-204 often being the lowest yielder and Iowa-1007 the highest. Overall site yields ranged from 21.1 to 58.1 Bu/A.

### **RECENT AND EMERGING PLANT GROWTH ENHANCEMENT CHEMISTRIES FOR AGRICULTURE**

Rethwisch, M. D.

University of California Cooperative Extension, Riverside County, 290 N. Broadway, Blythe, CA 92225-1649

A number of compounds have recently become available that enhance certain aspects of plant growth. Several of these products that are already labeled were originally developed as fungicides (AuxiGro<sup>®</sup>, active ingredients are gamma aminobutyric acid and glutamic acid; Messenger<sup>®</sup>, active ingredient = harpin protein Ea; Pristine<sup>®</sup>/Headline<sup>®</sup>, active ingredient = pyraclostrobin) but are/or in the the process of being evaluated and registered as plant growth enhancement products. AuxiGro has been documented to increase cotton fiber strength by up to 10%, as well as increasing retention of developing cotton fruiting structures. Values/acre of cotton have increased by up to \$195. This product has also increased almond production, and tonnage increases of almost 30% have been documented for onions. Messenger has increased foliar growth of melons and other crops. Pristine/Headline has been reported by growers to increase grass hay yields in the absence of diseases and this claim is currently being evaluated by University experimentation.

Several other types of plant growth enhancement products are currently being evaluated across the U.S. Chaperone (also known as Atonik and Arysta NP-321) has been reported to significantly increase cotton yields. Several products containing saponins are also becoming available and evaluated.

## **NATURAL RESOURCES PRESENTATIONS**

### **RAINSTORMING – ASSISTING COASTAL COMMUNITIES IN REDUCING RUNOFF, IMPROVING WATER QUALITY, AND MEETING WATER QUALITY STANDARDS**

Godwin,\* D.C.

Oregon State University Extension Service, Marion County, 3180 Center Street NE Room 1361, Salem, Oregon 97301

Oregon's predominantly rural coastal watersheds are known for their high quality salmon habitat and water quality. However, these coastal communities are facing increased demand for housing and urban development and must balance population growth with the ability to meet water quality standards. Rainstorming is a new collaborative education program that delivers presentations, advanced workshops, and on-the-ground assistance to communities aiming to reduce stormwater

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runoff and improve water quality. This pilot project has blended OSU Extension with Oregon Department of Environmental Quality, Oregon Department of Land Conservation and Development, and private consultants to build an education program for local planning commissions, city and county planning departments, and local builders and developers which are new Extension audiences in Oregon. Rainstorming has resulted in the implementation of projects demonstrating Low Impact Development techniques such as bioswales, rain gardens, and neighborhood designs with reduced impervious surfaces; local jurisdictions reviewing and updating ordinances to address stormwater and water quality; and planning commissions updating their Comprehensive Land Use Plans to address stormwater and water quality.

### **THE ULTIMATE COLLABORATION - A CASE OF UNIFYING FEDERAL, STATE, COUNTY AND COMMUNITY RESOURCES TO ADDRESS URBAN WATER QUALITY ISSUES**

Brannen,\* Robert L.

County Extension Coordinator, Gwinnett County Extension Service, 750 South Perry Street, Suite 400, Lawrenceville, Ga. 30045

The signs on the many local water towers tout, "Gwinnett is Great". In 20 years, this rural community exploded to become Atlanta's most populous suburb with 675,000 people. Attracted by great schools, visionary political leaders, diverse economic prosperity, and upscale neighborhoods, people flocked to Gwinnett County to enjoy the many benefits of suburban life.

As expected, this tremendous growth brought significant changes to our ecosystems, particularly the quality of water in our rivers and streams. State, federal, and local government resources had to be combined to address the growing problem. Creative educational programming developed by the Cooperative Extension Service helped provide the synergy needed to expand the effectiveness of this collaborative effort to improve and maintain the environment and quality of life in Gwinnett County.

### **NITROGEN RATE ON-FARM STUDIES IN 3 MINNESOTA WATERSHEDS**

Wyatt,\* G. J.<sup>1</sup>, Nowlin, B.<sup>2</sup>, Mulla D. J.<sup>3</sup>, and Hernandez, J.<sup>4</sup>

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The economically optimum nitrogen rate in a corn and soybean rotation has been studied using small plots for many years. Water quality studies continue to show that nitrogen sources need to be managed to minimize the risk of contamination to the environment. Recently, on-farm nitrogen rate studies were conducted in southern Minnesota over a 3 year period to address producer concerns about the validity of small plot research. The field strips were approximately 10 acres in size, mapped by GPS and harvested with a yield monitor. There were a total of 8 strips in 2001, 27 strips in 2002, and 9 strips in 2003. The nitrogen rates evaluated were 0, 60, 90, 120, 150 and 180 lb/acre. Results of the on-farm studies affirm University fertilizer recommendations developed using small plots, and show that economically optimum nitrogen rates vary between 104 and 132 lb/acre for yields ranging from 140 to 199 bu/acre. Less than 10% of farms studied required N rates higher than University recommendations. Using optimal rates of nitrogen in a corn/soybean rotation can achieve profitable corn yields while protecting ground and surface water resources.

### **PREVENTING MANURE IN TILE LINES**

Hoorman\*, J.J.

Water Quality Extension Agent, The Ohio State University Extension One Courthouse Square Suite 40, Kenton, Ohio 43326

Preferential flow of manure through tile lines to surface water is a problem in the midwest. Through gravity, water and liquid manure moves downward through the soil following a path of least resistance. Deep cracks, root channels, earthworm burrows, and loamy soils promote preferential flow of manure. In the past three decades in Ohio, the number of agriculture related fish kills has increased by 72 percent (from 180 to 311 per decade). Manure in surface water is the number one cause of fish kills in Ohio. Water quality tests from streams where manure spills occurred showed ammonia levels 47 times higher downstream (44.73 mg/L) compared to upstream (0.94 mg/L) tests. An investigation of 98 manure violations in Ohio show that the typical operation was a mid-size or large livestock operation with liquid manure. Farm operators accounted for 71 manure violations and cus-

tom applicators 26 violations (one unknown). Over 76 percent of the violations occurred with surface manure applications (irrigation, tanker, dragline) and 24 percent with injected liquid manure (dragline/toolbar or tanker/toolbar). Excess rain or saturated soils, lack of manure storage management, over-application, operator error, equipment failures, dry cracked soils, broken tile lines and earthworm burrows were major reasons identified. Tile plugs failed 50 percent of the time due to improper use or installation. Better manure management and education, lower manure rates, regular tile line inspections, equipment calibration and maintenance, and equipment that spreads the manure more evenly in the soil could prevent manure in tile lines and surface water contamination.

### **ON-SITE SEWAGE SYSTEMS TRAINING FOR REAL ESTATE PROFESSIONALS**

Schultheis,\* R.A.<sup>1</sup>, Browning, C.E.<sup>2</sup>, Broz, R.R.<sup>3</sup>

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<sup>3</sup>State Extension Water Quality Specialist, 205 Agricultural Engineering Building, Columbia, MO 65211

Southwest Missouri is experiencing explosive growth in population and housing developments. Until this On-Site Sewage Systems For Professionals In Real Estate training course was offered, real estate professionals often found themselves ill-equipped to understand and share information to property buyers and sellers on environmental regulations and on-site sewage system management.

This day-long course was a collaborative effort between University of Missouri Outreach and Extension, the Missouri Department of Health and Senior Services, the Missouri Department of Natural Resources, the Natural Resource Conservation Service, the Greater Springfield Board of Realtors, and the Watershed Committee of the Ozarks. An overflow audience of 65 people participated in the January 21, 2004 course, so a second session was hastily scheduled at a site with more seating. The February 6, 2004 session drew 74 new participants. The attendees received six hours of continuing education credit for their participation, and written evaluations were resoundingly positive.

Over 93% of 111 respondents were "very satisfied" or "above average" with new knowledge gained on

regulations and practices, over 92% said it increased their ability to understand and communicate the information to others, and over 87% said it will help them carry out their job duties. Verbatim participant comments included "The best certification education program I have attended in seven years of continuing education programs due to quality of speakers", "I was surprised you could make this topic interesting", and "Excellent mix of information, resources, lists, people/ places to call, plus workbook was so complete, few notes were necessary."

### **SILVOPASTURE, A SUCCESSFUL ALTERNATIVE: A PRODUCER'S PERSPECTIVE**

Owens, G.C.

Private Forest Landowner, Washington County, Florida, 1712 Beedie Road, Chipley, Florida 32428

George Owens is a man of commitment to agriculture, to his church, to his family, to area youth, and to his community. In 1971 George began what is now the George C. Owens Farms with an inheritance of 90 acres of timber and row cropland. He purchased 300 acres in past 20 years and leases an additional 250 acres for hay and forage production. George developed a specialty market for Team Roping Cattle in the Florida Panhandle. He also used these roping cattle to utilize land he began developing into a Silvopasture Operation back in 1984. Starting with 50 acres, his silvopasture operation has expanded to over 100 acres planted in pine, utilizing a 4'x 8'x 40' spacing planted in Bahia grass sod. He currently runs a herd of Brahman crossbred cattle and over seeds with clover and ryegrass in the fall to supplement his warm season grasses.

Mr. Owens is known throughout the United States for his efforts in Silvopasture and Stewardship of the land. He has hosted numerous tours involving Universities, NRCS, AFLA, and livestock producer groups from across the southeastern United States. He also hosted a tour for the 2003 IFAS Center for Subtropical Agroforestry Production meeting. His silvopasture operation has been featured in the following magazines: Florida Farmer, The Furrow Magazine, Stockman Grass Farmer, and the Longhorn Journal.

Down through the years, George has remained loyal to Agriculture and Extension. In addition to being an innovator in land use management, Mr. Owens is a very personable and capable speaker, which has put him in demand.

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## ANIMAL SCIENCE PRESENTATIONS

### **COW-CALF MANAGEMENT GUIDE – A RESOURCE FOR TODAY AND TOMORROW**

Glaze,\* J.B., Jr.

Animal and Veterinary Science Department, University of Idaho, Twin Falls, Idaho 83301

For nearly a quarter century, cow-calf producers have been kept up-to-date on current matters in their industry thanks to reading fact sheets from the annually revised *Cow-Calf Management Guide & Cattle Producer's Library*. Today's topics of concern and all the background information producers need to know are included in this valuable information resource. More than 10,000 copies have been purchased in at least 42 states and eight countries since the loose-leaf binders were first introduced in late 1980. The 955-page resource with 250 fact sheets includes a Digital Edition CD-ROM and has a preview web site (<http://wbrc.ag.uidaho.edu/>). The Cow-Calf Handbook remains current because of the commitment of its authors who meet annually to review contents and either add, revise, or delete papers after science-based, peer review scrutiny. Fact sheets are sorted into the following sections: Quality Assurance, Nutrition, Reproduction, Range and Pasture, Animal Health, Management, Marketing, Finance, Genetics and Drought and Other Natural Disasters. The information includes dozens of photos, movie segments, financial analysis software, and a searchable index so readers can find answers to their questions. So comprehensive is the information that many universities use the *Cow-Calf Management Guide & Cattle Producer's Library* as a textbook.

### **MOVING FROM A 365-DAY BREEDING/CALVING SEASON TO A CONTROLLED BREEDING/CALVING SEASON BY ENROLLING IN THE ARKANSAS BEEF IMPROVEMENT PROGRAM**

Hall\*, J.R.<sup>1</sup>, Troxel, T.R.<sup>2</sup>, and Gadberry, S.<sup>3</sup>

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<sup>2</sup> Animal Science Section Leader, University of Arkansas, P.O. Box 391, Little Rock, AR 72203

<sup>3</sup> Beef Cattle Assistant Specialist, University of Arkansas, P.O. Box 391, Little Rock, AR 72203

The objective of the Arkansas Beef Improvement breeding and calving season project was to reduce the

cow herd breeding/calving season from 365 to 90 days. Benchmark data were collected on current calving patterns, herd health, forage program, soil fertility and budget information. Blood samples were collected from a random number of mature cows for selenium and copper analysis. Each year, all hay was sampled and a winter supplemental feeding program was developed. Based on the benchmark data, a four-year program was developed to move the herd from a 365-day breeding/calving season to a 90-day breeding/calving season. Throughout the program the producer completed an annual cow-calf enterprise budget. Along with the producer, the Extension staff did an annual review of the program. Initially (year 1), 54% of the herd calved in the desired calving period. For years 2, 3, and 4 the percentage of cows that calved in the desired calving season was 50%, 62%, and 100%, respectively. The herd breakeven (\$/lb) decreased from \$0.56 in year 1 to \$0.30 in Year 3, but increased to \$0.87 in year 4. In year 4, a high death loss was experience unrelated to the project. In conclusion, the Arkansas Beef Improvement Breeding and Calving project achieved the producer's desired calving season and improved efficiency.

### **HORSE OWNERS LEARN THERE'S MORE TO OWNING A HORSE THAN JUST THE SADDLE**

Haller, B. W.

University of Arkansas Cooperative Extension Service White County Extension Service, 411 North Spruce, Searcy, AR 72143

There has been a trend in the last five years of increased horse ownership. As urban people move to rural areas one of the first things they do is fence their property and buy a horse. White County has approximately 6,000 head of horses. In 2001 there were 3,494 horses tested for Equine Infectious Anemia (EIA) in White County. Horse owners are yearning for non-biased university research information. In 2001 a local horse owner/businessman asked about the possibility for a horse production meeting just like the traditional commodity and livestock meetings conducted by Extension.

In March 2001, a horse clinic was developed and conducted. The clinic was a one-day event attended by 92 horse enthusiasts. It involved topics on horsemanship, nutrition, and forage management. A children's horse safety program, "Kids Corral" was conducted simultaneously with the clinic.

During the second and third years, a "horse short course" was conducted which developed into a three-

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night series. The short course was conducted one night a week for two hours of intense classroom instruction over a three-week period. A horse production notebook was developed with Extension fact sheets and other research-based information. The short course had an average attendance of 53. The programs resulted in a new group of clientele that was not using Extension or even aware of the Extension Service. Seventy-five percent of the participants said they received at least one recommendation that they learned and would incorporate into their horse operation.

### **THE NATIONAL 4-H COOPERATIVE CURRICULUM SYSTEM: VALUABLE EDUCATIONAL RESOURCES, VALUABLE PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

Kerr, S.R.

Washington State University-Klickitat County Extension, Goldendale, WA 98620

The National 4-H Cooperative Curriculum System (N4HCCS) is a non-profit collaboration between 43 state 4-H programs. Member states share resources to develop experiential learning activities for youth in a myriad of project areas. Curriculum design team members include 4-H leaders, youth, content specialists, youth development specialists and other volunteers from throughout the country. Each of the 14 different curricula in the *Animal Science Skills for Life* series includes three youth guides and an adult helper's guide. Every activity emphasizes a project skill, a life skill and a national educational standard. Supplementary project information is available on the corresponding "projects online" section of [www.n4hccs.org](http://www.n4hccs.org). All curricula are piloted and evaluated nationally and must pass a national jury process to be accepted into the N4HCCS collection. Each curriculum is revised every five years. The curricula can be used with a variety of audiences including 4-H clubs, families, classrooms, after school programs, camps, home schools and other youth groups. These educational materials are excellent resources for Extension professionals who are looking for high-quality, learning-by-doing activities to use with youth. Involvement with N4HCCS is also a respected and rewarding professional development opportunity. This presentation will introduce the audience to N4HCCS educational materials and encourage Extension professionals to become involved in curriculum development with this national organization.

### **TEACHING DAIRY MANAGEMENT SKILLS TO FARMERS IN THE UKRAINE**

Nelson,\* R.M.

County Director/Agriculture/Youth Agent, Utah State University Extension, Beaver County, P.O. Box 466, Beaver, Utah 84713-0466

Recently, I spent three weeks in Ukraine as a dairy farm advisor. I was part of a group of four volunteer advisors to help the farmers form the Dovira Milk Cooperative. My assignment was to help the farmers balance rations for their cows so they could produce more milk. The other part of my assignment was to help the farmers increase the quality of their cows by teaching them how to use artificial insemination. When I got to Ukraine I found that the average size of the dairy is two cows. The villagers keep their cows in their barns at night and then turn them out with all the other cows to graze and be herded during the day and returned to the barns at night. I found that they feed their cows anything that they can raise on the four hectares that they own. While I was there they were feeding the cows sugar beats that they cooked on the stove and then fed to their cows. As I met with them I found that most of them knew they should be feeding their cows better but they couldn't because they couldn't afford to buy any supplemental feed. I taught them how to improve their production by making some changes that wouldn't cost them more money.

### **ONEPLAN NUTRIENT MANAGEMENT SOFTWARE**

Ohlensehlen\*, R.M.<sup>1</sup>

<sup>1</sup>Extension Educator, University of Idaho, Twin Falls County, 246 3<sup>rd</sup> Avenue East, Twin Falls, ID 83301

The University of Idaho partnered with the Idaho Department of Agriculture, Idaho Division of Environmental Quality, US EPA, and USDA NRCS in the development of the Idaho OnePlan. OnePlan was developed as a "one-stop-shop" website for agriculture producers. The website provides the regulatory information, assistance tools and information for today's producer to insure compliance with regulations affecting agriculture. All Idaho dairy producers are required by state law to have nutrient management plans to insure environmental protection on fields where manure is applied to cropland. The OnePlan Nutrient Management module was developed to assist in the development of the nutrient management plans. The software utilizes GIS maps to provide soils information for the development

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of the plan. The software provides users with the capability to input information about the livestock system which determines the amount of manure and nutrients that must be applied to cropland. The software also has a tool to calculate sizes of structures necessary to confine manure, runoff and process water for the required time periods. The output provides producers with a plan that meets the requirements of state regulations as well as for participation in USDA Environmental Quality Improvement Programs. All 757 Idaho dairies now have approved plans that have been prepared using the OnePlan software.

### **INCORPORATING ARTIFICIAL INSEMINATION INTO YOUR BEEF OPERATION THROUGH THE USE OF CIDR'S, A RECENTLY F.D.A. APPROVED HEAT SYNCHRONIZATION PRODUCT.**

Torell, \* R.C.<sup>1</sup>

<sup>1</sup>University of Nevada Cooperative Extension Area Livestock Specialist  
701 Walnut Street, Elko, Nevada 89801

Controlled Intravaginal Drug-Releasing Device (CIDR) is a heat synchronization product manufactured by Pfizer Animal health. For years the product has been used successfully in foreign countries for the synchronization of estrous in beef and non-lactating dairy cattle. In 2003 CIDRs received FDA approval for legal use in the United States. Field trials conducted in Nevada in 2003, show that CIDRs used in conjunction with heat detection and breeding, or with a timed artificial insemination (A.I.) program, yield a higher success rate and lower cost per live A.I. calf when compared to other heat synchronization protocols. Additionally, the Nevada study showed that CIDR use would aid in the treatment of anestrus and non-cyclic cows and induce cyclicity in pre-puberal heifers. This educational program teaches producers how the bovine estrous cycle works, the hormones and events that occur throughout the twenty-one day estrous cycle. It also teaches participants how the CIDR product works to manipulate this natural cycle and proper procedures for successful use. Producers also receive information about other heat synchronization programs and products that are available, and tips on how to make a heat synchronization and artificial insemination program successful. Field trial results were taught to 450 Nevada producers at the annual Cattlemen's Update program held in eight locations throughout the state of Nevada. Post-program surveys showed a knowledge level gain on heat synchronization and the bovine estrous cycle and a desire to utilize this technology.

### **USE OF IPM METHODS FOR PEST CONTROL IN SMALL RUMINANTS**

Wall\*, C. W.<sup>1</sup> and Loftin, K.<sup>2</sup>

<sup>1</sup> University of Arkansas Cooperative Extension Service, Crawford County, Van Buren, Arkansas 72956

<sup>2</sup> University of Arkansas Cooperative Extension Service, Little Rock, Arkansas 72203

Small ruminant production is a growing field with very little information to assist our producers with the best management decisions. IPM use in Alternative Agriculture is generally well received by producers if we can supply pertinent information.

Research and products labeled for Alternative Agriculture are many times extrapolated from other animal uses. Small ruminants like sheep and goats are growing in agricultural importance in our community and management systems for pest control are of great interest. Sheep and goats are economically affected by external parasites like flies to a great extent, causing disruption of grazing patterns and reduced gains. Multiple lambing /kidding seasons put increased pressure on adequate fly control because reproductive cycles can occur during summer with heavy fly populations.

Conventional methods in use in our area are direct animal sprays, premise sprays, traps, and hand dusting. Interest in non-chemical control is high, as some clientele prefer to purchase products produced as naturally as possible. Also the extended contact between producer and livestock, particularly with youth, can limit the use of some pesticides. A demonstration was conducted to identify pest species, monitor population levels, and evaluate two conventional controls and two levels of biologic controls with seven cooperators. Monitored populations were dominated by the House Fly (*Musca Domestica*) and the IPM thresholds for small ruminants varied greatly by operation and were very environmentally linked.

### **FORAGES FOR HORSES PROGRAMS AND RESEARCH ENHANCED WITH PARTNERSHIP WITH THE UNIVERSITY OF FINDLAY EQUESTRIAN CENTER**

Wilson,\* G.W.<sup>1</sup>

<sup>1</sup>Ohio State University Extension Agent, Hancock County, Findlay, Ohio 45840

A unique forages for horses program has been established at the University of Findlay Equestrian Center in collaboration with Ohio State University Extension.



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This equestrian program has two farms, one having an English riding emphasis and one emphasizing western riding. All the forages for horses programs and research plots are conducted at the western center which is located on a 73 acre site that houses 350 horses.

Projects initiated at this location include: (1.) thirty-two grass variety plots replicated 3x to collect yield, quality, and persistence forage data; (2.) a horse grazing study to evaluate 4 different grasses replicated 3 times by letting the horses do the choosing; (3.) Evaluating a new native cool season grass (Virginia Wild Rye) done in cooperation with the Natural Resources Conservation Service. Twenty different cultivars, replicated three times, have been established.

Nearly 200 people have attended two annual "Forages For Horses" Field Days which featured field presentations on such topics as: Grass Hay and Pasture Variety Selection and Management; Hay Evaluation and Selection; Managing Pastures; Horse Nutrition Concepts; Manure Management and Composting; and Fences and Fencing.

A "Forages For Horses" course has also been developed and delivered to horse owners and producers throughout the state of Ohio. Approximately 2000 participants have already taken this course in 40 separate workshops throughout the state in the last four years.

## **MEASURING GASES AND ODOR ON LIVESTOCK FARMS**

Arnold,\* G.J.

County Extension Agent, Ohio State University Extension, Columbus, OH 43210

In recent years, concerns have surfaced at public meetings about possible health issues related to gases and dusts from large livestock farms in Ohio. A study was undertaken to measure odor and gases from these farms and determine where the gases and odors were generated on each farm.

The research project included a poultry farm with 99,000 laying hens, a dairy farm with 675 cows and a swine farm with 1000 finishing hogs. Odor, dust, ammonia, carbon dioxide and hydrogen sulfide levels were measured. Samples were collected from upwind of each facility, inside the buildings at selected locations and downwind from each facility. Samples were collected in March, June and August to get winter, spring and summer environmental conditions.

The downwind odor samples collected at all three farms were similar to the upwind samples during the March tests, with slightly higher downwind levels during

the June and August tests. The study did not detect any dust or ammonia at 500 feet downwind of any of the three farms although both were detected inside each of the buildings. Hydrogen sulfide levels at 500 feet downwind of each of the three farms were statistically similar to the upwind levels during all three seasons except for the June dairy farm sample.

Dust and odor from the farms appeared to dissipate quickly once they left the buildings or the outside manure storage pond. By determining where odor and gases are generated on livestock farms we can develop best management practices to mitigate them. This session will enable Extension Agents to learn about the equipment used, methods employed and results of this research project.

## **WIDE SWATH HAYLAGE FOR FASTER HARVEST AND HIGHER FORAGE QUALITY**

Kilcer, T.<sup>1</sup> , and Hadcock\*, S.<sup>2</sup>

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Once mowed, forages wilted for silage may lose a significant portion of their digestive nutrients due to respiration. The longer the time is between mowing and fermentation, the greater the loss. Protein and carbohydrate fractions are increasingly broken down to simple compounds or lost completely. Both transformations reduce the nutritional value of forage in dairy cow diets and increase the importation of grain – a major contributor of the phosphorus imbalance on dairy farms. The traditional method for harvesting haylage is to place it in a narrow windrow. Wide Swath haylage is laid in a swath nearly as wide as the cutter bar, similar for dry hay production. The nearly three-fold increase in surface area between the two methods increases all factors responsible for rapid drying. When compared with the narrow swath, wide swath showed significantly less humidity and higher swath temperature. The time necessary for drying a wide swath to less than 70% moisture was significantly less compared with haylage mowed into a narrow windrow. Three of the four tests showed a significant preservation of nutrients in a wide swath. The average predicted milk/ton of dry matter (Milk 2000 v.7.54) increased 232.2 lbs. for all the tests. At \$13/cwt, this is equal to a \$30.19 increase/ton of dry matter. NY average alfalfa yields for 2001-2 seasons were 2.55 tons DM/A. This translates into \$76.98 more potential

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milk/acre from haylage fields that are wide swathed.

#### ADAPTING ANNUAL AND "ITALIAN" RYEGRASSES TO DAIRY FORAGE SYSTEMS IN THE MID-ATLANTIC

Schwartz, D.M.<sup>1</sup> and Fultz,\* S.W.<sup>2</sup>

<sup>1</sup>Extension Agent, AGNR, Maryland Cooperative Extension, Washington County, 7303 Sharpsburg Pike, Boonsboro, MD 21713

<sup>2</sup>Extension Agent, Dairy Science, Maryland Cooperative Extension, Frederick County, 330 Montevue Lane, Frederick, MD 21702

The introduction of annual ryegrass (ARG) and "Italian" ryegrass (IRG) cultivars to the Maryland and the mid-Atlantic provides dairy producers an alternative source of high quality forage. The ability of these grasses to be late summer or spring seeded across a variety of cropping systems and still produce three to four tons of high quality forage dry matter (DM) per acre, allows producers a number of opportunities to utilize these grasses in their forage systems. Acceptance of ARG and IRG can be measured by seed sales of less than 5,000 pounds in 1996 to over 800,000 pounds in 2002.

Both ARG and IRG are adaptable to high production dairy forage double-crop systems. Corn silage or forage sorghum can be used as the summer forage crop and a ryegrass as the winter crop. The ryegrass can produce up to four tons of forage DM per acre under a multiple harvest system. The summer crop adds another 6-7 tons of DM per acre. This double crop system produces more milk per acre than a corn silage or alfalfa crop. In addition, the intensive ryegrass harvest system removes more total pounds of nitrogen and phosphorous from the field than a single harvest of a cereal grain silage.

Seeding ryegrass into a mature alfalfa stand in early September, particularly IRG, allows producers to increase alfalfa crop DM production. The resulting alfalfa-grass mixture can extend the life of the alfalfa stand, improve ruminant nutrition and the silage fermentation process. Annual ryegrass can provide a quick cover with a massive root system to stabilize dirt lots and other livestock areas, capture excess nutrients and provide additional grazing.

Small plot variety trials and SARE funded applied research in Maryland will continue to test ARG and IRG cultivars and the adaptability of these grasses to dairy double-crop and other forage production systems in the mid-Atlantic region.

## AGRICULTURE ECONOMICS PRESENTATIONS

### **HANDS-ON TRAINING: A STATEWIDE JOURNEY OF SUSTAINABLE AND VALUE-ADDED AGRICULTURE SUCCESS**

Holland, R.W.

*Center for Profitable Agriculture, The University of Tennessee, Spring Hill, Tennessee 37174*

An Extension educational training program for farmers, Extension agents and other agricultural leaders was developed and implemented. Titled "Statewide Journey," the program provided a great launching pad for needed and useful training in value-added and sustainable agriculture. The program combined the documented success stories from actual farm and business enterprises with on-site tours, seminar-style sessions, web-based resources and mass media. The project was funded by regular state Extension efforts, a USDA, SARE-PDP grant and a state Ag Development grant.

Seventeen authors contributed to 16 articles in the training manual and 21 other publications were featured in the training. Twenty-six presenters and farm hosts provided training through on-site visits, tours and presentations. Twelve hosts provided specific orientation and local media coverage at 9 locations. Fifty-seven tour delegates and 18 guests received various levels of training through individual, one-session and one-day participation.

Specific program evaluation tools were used to identify the most preferred and effective teaching tools and a trainee "plan of work" was completed by each participant. Evaluation results indicated that the three-day training tour and the published tour-guide/training-manual were very effective in the overall success of the program. Program training materials are posted on the Internet and are currently being utilized in county and area educational programs across the state.

### **USING A THIRD GENERATION MINNESOTA REGISTERED, WYOMING COOPERATIVE MODEL STRUCTURE TO SECURE CAPITAL FOR AN OHIO VALUE-ADDED INITIATIVE**

Layman,\* J. D.<sup>1</sup>, Sporleder, T.L.<sup>2</sup>

<sup>1</sup>Extension Agent, Value Added, Ohio State University Extension, Columbus, OH 43210

<sup>2</sup>Professor, Department of Agricultural, Environmental,

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and Development Economics, The Ohio State University, Columbus, OH 43210

Your grandpa's cooperative may have left a bad taste in grandpa's mouth and wallet. In certain sections of the country producers today have disdain for the cooperative business structure. This is due in large part to a traditional cooperatives propensity to "retain patronage". In effect this created income for farmers without them giving them funds to pay that portion of income derived from their patronage of the cooperative. This became a hardship on many producers. Today, there are numerous value-added initiatives through out the country that are looking to farmers as major investors, but many times the farmer investor does not invest enough to capitalize the initiative. So, these initiatives look to outside investors to provide the needed equity capital to fulfill the equity capital requirements of the lenders. Until 2001 with the passage of the Wyoming Processing Cooperative legislation it was more difficult to involve outside investment in the cooperative model businesses. Following the passage of that legislation it became much easier for such participation. According to Mark J. Hanson of the firm Lindquist & Vennum the Wyoming Cooperative Model combines the business structure of a cooperative and the flexibility of an LLC with the cooperative to be taxed on partnership principles. This type of business structure allows participation in a value-added cooperative by various categories of investors easier. This presentation will explain how an Ohio group registered a Wyoming styled cooperative in Minnesota to raise funds for an Ohio LLC that wants to build an ethanol plant.

## **THE EVOLUTION OF HRM PROGRAMMING IN VERMONT**

LeVitre, Richard A.

Chair, Southern Region and Extension Specialist - Dairy Herd and Farm Labor Management, University of Vermont Extension, Howe Center Business Park, 1 Scale Avenue, Ste 55, Rutland, VT 05701

Many of Vermont's dairies are rapidly evolving into operations with full and/or part-time employees. Though human resource management (HRM) is needed to manage a profitable farm, few farmers receive any formal training. UVM Extension has offered a variety of educational program offerings in HRM over the past 7 years.

Programs have ranged from a series of two-day ses-

sions over viewing the hiring process, development of a farm labor service cooperative, workshops on understanding Hispanic culture, a state-wide Hispanic Workforce Conference, a series of workshops on becoming an employer of distinction and selected presentations on communicating with , training and motivating employees at the annual state-wide dairy conference. Program planning has been in conjunction with producers, agricultural agencies and organizations, and multi-state cooperative extension initiatives.

As well as bringing HRM education to farm employers other immeasurable benefits included media coverage and subsequent public image building of farm employment opportunities within the dairy industry and the identification of the continued need for human resource management training.

## **DAIRY GRAZING ECONOMICS**

Kriegl,\* T.<sup>1</sup>, Endress, J.<sup>2</sup>, Tranel, L.<sup>3</sup>, Tigner, R.<sup>4</sup>, Booker, R.<sup>5</sup>, Bivens, B.<sup>6</sup>, Nott, S.<sup>7</sup>, Rudstrom, M.<sup>8</sup>, Rickard, T.<sup>9</sup>, Grace, J.<sup>10</sup>, Noyes, T.<sup>11</sup>, Little, C.<sup>12</sup>, Kyle, J.<sup>13</sup>, Williams, J.C.<sup>14</sup>, Molenhius, J.<sup>15</sup>, Frank, G.<sup>16</sup>

This project provides a solid procedure and mechanism that extension professionals can use to help their less common enterprises meet financial challenges. This can broaden the diversity of clientele in a county, state, and region.

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 150 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project in 2000 through 2003. This is the largest and most comprehensive set of data for grazing dairy farms on the continent, showing that the grazing dairy system is economically competitive.

The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at <http://cdp.wisc.edu>. This summary also includes some data collected from organic dairy farms and from custom heifer-raisers.

The financial data in this report has been widely distributed to participating farmers, county extension

agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states. Additionally, the report has been added to all of the county NRCS technical guides and Farm Service Agency farm loan officers' handbooks in Wisconsin.

The procedures used here can be expanded beyond grazing dairies, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

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## **WOMEN IN AGRICULTURE: CHALLENGES AND OPPORTUNITIES**

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The Women in Agriculture: Challenges and Opportunities conference in Delaware is designed to recognize women for their very important, and often multi-faceted, contributions to agriculture. Women's contributions to agriculture have often been understated and unrecognized. The goal of this annual conference is

to empower "ag women" by bringing them together to learn and to network in a relaxed atmosphere. The conference program includes workshops, geared toward women, with topics focused on the dynamics of agriculture today. Educational workshops have included topics related to risk management such as grain marketing, crop insurance, family communication, legal issues, and women's health issues. There are opportunities through panel workshops, for women to share and learn about new alternative agriculture ventures while hearing first-hand the challenges that go with those ventures. Conference evaluations have been excellent, indicating that the conference participants have learned new information as a result of attending workshops, and that they intend to use the information. At the conclusion of the annual conference the participants leave feeling energized and confident that they play an important role in agriculture every day, and looking forward to next year's conference. The annual Women in Agriculture: Challenges and Opportunities conference, which began in 2002 in Delaware, is modeled after Nebraska's Women in Agriculture conference. Each year, conference participation has increased. In 2004 the conference was organized on a regional level: Delaware, New Jersey and Maryland, with outside funding from the USDA Risk Management Agency.

## **HORTICULTURE AND TURFGRASS PRESENTATIONS**

### **PASTOS Y PAISAJES: DEVELOPING A NEWSLETTER FOR THE HISPANIC LANDSCAPE WORKFORCE.**

Perdomo\*, P.<sup>1</sup>

<sup>1</sup>Agricultural and Resource Management Agents Department, Rutgers The State University of New Jersey, Rutgers Cooperative Extension of Morris County, P.O. Box 900, Morristown, New Jersey, 07963-0900.

#### **Abstract**

Hispanics comprise approximately 60% of the laborers on landscaping crews in New Jersey. For many of these laborers, English is their second language and may not be spoken proficiently. There are few Spanish references currently available for the landscaping industry. Educating this portion of the population in their own language may help improve job safety, quality of work, and efficiency on the job site. Informal

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surveys of New Jersey Landscaping firms indicated that a newsletter would be a valuable tool for their employees.

'Pastos y Paisajes' was developed as a Spanish language quarterly newsletter in the fall of 2002 to service Hispanics in the landscaping industry. The format has since evolved into a bilingual, Spanish/English, newsletter. The newsletter is published in Word with English versions of each article appearing in the left hand column and the Spanish version on the right hand column. The newsletter is now read by both English speaking and Spanish speaking individuals. The bilingual format also allows the newsletter to be used as a language learning tool. The reader can read a passage and compare to the adjacent column to find the translated text. This has found to be a good way for people to connect individual Spanish words with their English equivalents. Hardcopies of the newsletter are produced in black and white to reduce duplication costs. The completed newsletter is converted into portable document format (PDF) for distribution. The newsletter has included landscape topics of both seasonal and general interest. Articles are generally written in Spanish and then translated into English, giving the articles a more natural flow when read in Spanish than if they were translated from English to Spanish. A Spanish-English glossary of common landscape terms and phrases is usually included. To increase the availability of the newsletter it is now offered on the web at <http://www.rce.rutgers.edu/pubs/pastosypaisajes>.

The newsletter was originally mailed out to 60 individuals, but is now mailed out to 250 individuals. Approximately 20 of these copies are mailed to landscape contractor businesses to be distributed to their employees (average of 25 employees each). A recent survey estimates that 750 to 1000 people currently read the newsletter. Preliminary data indicates that the newsletter was downloaded over 3500 times in 2003 showing that the internet is a valuable tool to further disseminate the newsletter.

## **MASTER GARDENERS TAKE THEIR GREEN THUMBS TO SCHOOL**

Wesson,\* S.L.

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The White County Master Gardeners in cooperation with the Cooperative Extension Service offer horticultural

related school enrichment programs for area daycares and schools, targeting pre-K through sixth grade. Master Gardener volunteers, under the direction of the county agent, researched and developed teaching outlines, handouts and experiential learning tools for several curriculums. Following is a list of the curriculums: Backyard Bird feeding, Seed Propagation and Transplanting, Where Do Butterflies Come From?, Herbs-Not Just for Cooking, Bee Alert - All About the Honeybee, and Down the Drain - Water Conservation. The county agent houses all "subject matter boxes" in the Extension office, schedules all classroom visits, and coordinates volunteer teachers for each session. Since October 1, 2003, over 1,000 students have been reached by one or more subject matters and the program has solid bookings throughout the rest of the school year. We have enjoyed visiting daycares, preschools, elementary schools and private schools. The program has been well received by students and teachers. Evaluations were conducted at each session. Results are as follows: 92% of the youth have learned to identify backyard birds by their color and song, 88% of the children had no idea how much water their family used in one day, 72% of the children said they would not litter and would try to save water usage while brushing their teeth, 63% said they would like to raise butterflies as a hobby, and there was a 93% success rate with the children who participated in the paper towel seed propagation activity..

## **UTAH WEB BUILDERS: A SERVICE LEARNING PROJECT**

Wolf. M.E. <sup>1</sup>

Department of Extension, Utah State University, Logan, UT 84190, U.S.A.

Utah Web Builders is a service learning program, modeled after the successful Master Gardeners program. Volunteers are trained at a modest expense to build web pages for a participating non-profit organization. During the program, volunteers are taught the basics of web page building using Macromedia's Dreamweaver and Fireworks software. After a sample web site is constructed, the volunteer students build their project web sites for the participating non-profit organization. In 2003, the premiere class of Utah Web Builders included 12 participants at the start, and finished after 9 weeks with 6 "graduates". Retention was greatest among volunteers with vested interest in their non-profit organization. Sites under construction were housed at a Yahoo server, and moved to more appropriate

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servers after completion. Lesson guidelines are provided to students on the Utah Web Builders web site, and in printed form (binders).

#### LIME DEMONSTRATION ANSWERS SOD PRODUCERS QUESTIONS ON pH

Lawson\*, K.W.

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Perry County has approximately 25 sod producers covering about 1000 acres total. A big portion of Perry County's agriculture is sod producers. The two species of grass grown in Perry County are Bermuda and Zoysia grass. Two years ago I took several soil samples on sod farms in Perry County. The soil samples all came back with one common theme, pH. The pH in Perry County ran anywhere from 4.5 to 5.5. Sod prefers a pH of around 6 or higher and all of the recommendations were calling for lime to be applied. The one problem we had in Arkansas was limited research on sod fields. There is research on pastures, yards and golf courses, but when we tried to apply lime like recommended on these other production areas, we found some problems. If we were using ag lime, the lime would be cut off and sent away with the sod. We were still left with the problem. Also, in this area ag lime is tough to find and get spread. We decided to try some pelletized lime. To help the producer we did a demonstration with several different rates of ag lime and pelletized lime. We found out that the pelletized works much better and if applied in small amounts right after the sod is cut off, we actually got a good rise in pH. This application of pelletized lime also led to grass being greener and holding together better, both common complaints among farmers.

#### FOUR-SEASONS GARDENING TELENET SERIES ABSTRACT

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Faced with reduced professional staff and tightening budgets, Four-Seasons Gardening Telenet Series was a 12-program series offered through distance learning technologies to all 102 counties in Illinois. Using TeleNet-Latitude Bridge Teleconferencing and CD-Rom projec-

tion technology 3 different, current, and relevant horticulture programs were offered seasonally in Fall 2002, Winter 2003, Spring 2003 and Summer 2003. Materials were collected, reviewed, formatted, organized and copied onto CD-Roms which were then distributed to all unit offices. Each program was offered twice for the convenience of the audience. Lecture was delivered using the TeleNet phone system while each location projected the Powerpoint presentation. 4279 people attended and 3825 returned an evaluation overwhelmingly supporting the programs and the delivery method.

#### MASTER GARDENER SPEAKERS BUREAU

Woodson. D. M.

County Extension Agent-Horticulture, Texas Cooperative Extension - Tarrant County, 401 East Eighth Street, Fort Worth, Texas 76102

Tarrant County has a population of 1.5 million. Request for speakers come to the Extension office many times a day from garden clubs, plant societies, civic organizations, youth groups, community centers, libraries, senior groups, and homeowners associations. Dotty Woodson. CEA-HORT, cannot possibly make all the presentations. Several years ago, Woodson started to develop a speakers bureau by identifying and training Master Gardeners who enjoy public speaking and have some knowledge they enjoy sharing with others- Woodson has developed 50 programs and demonstrations Master Gardeners can present to groups. Slides, power points, and activity and demonstration boxes are in the office with all the material for Master Gardeners to use. Each presentation or demonstration has a script, list of slides or materials, and examples of fact sheets to distribute at the presentation- She has since trained 41 Master Gardeners to speak in public, use audio visual equipment, make power points, and take photographs. These dedicated Extension Educators made 124 presentations to 6,278 people in Tarrant County in 2003.

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## EARLY CAREER DEVELOPMENT PRESENTATIONS

### THE NEW AGE OF FUNDING AGRICULTURAL EXTENSION PROGRAMS

Baertsche\*, S<sup>1</sup>

<sup>1</sup> Assistant Director for Agriculture and Natural Resources Agent, Ohio State University Extension, Columbus, Ohio 43210.

Agricultural Extension programs across the country have been affected by financial cutbacks from local, state and federal partnerships. The primary objective of this Early Career Development presentation will be to share how agricultural agents and state associations can develop cost recovery activities in order to maintain viable agricultural extension programs. Learn about OSU Extension's cost recovery program implemented in 2004. This program is helping to recoup training fees from private pesticide applicator and Master Gardener training programs. Learn how public versus private good plays a part in cost recovery. Participants will also learn strategies that agents are using across Ohio to "think outside the box" to recover the costs associated with Extension programming. Learn how Extension Commodity Teams in Ohio are partnering with agribusiness firms in order to raise money for research and education endeavors. A new age requires new thinking.

Steve Baertsche has served as Ohio State University Extension's Assistant Director, Agriculture and Natural Resources Program for almost eleven years. He received his B.S. Degree in Agriculture from The Ohio State University in 1975 and his Masters and Doctorate degrees in Animal Nutrition from Michigan State University in 1978/80 respectively. For his graduate assistantship he served as the State Extension Sheep Specialist and returned to Ohio State University's Animal Science Department in 1980 in a similar capacity. In 1992, he received the James Utzinger Outstanding Extension Specialist Teaching Award presented annually for exemplary teaching and the development of excellent statewide programs. In his current role, Baertsche provides leadership for 24 Multi-Disciplinary Teams to identify the most efficient means to deliver timely, research-based information and programs to our diverse clientele and stakeholders.

### A to Z, RECIPE FOR DIVERSITY

Slack\*, V.K.<sup>1</sup>

<sup>1</sup>Whitley County Extension Office, Purdue University, 115 South Line Street Columbia City, IN 46725, U.S.A.

Soup's on! The recipe for diversity program delivers a powerful message in a palatable way. Diversity or lack of understanding diversity often elicits strong emotions from peers, volunteers, and clientele. The key to understanding lies in the value of learning about other cultures and individual differences. To balance various needs, people must learn how to recognize, evaluate and utilize basic ingredients.

A to Z is based on alphabet soup. Soup is a food for the body. Diversity understanding is food for the soul. Soup provides energy for the body; diversity understanding provides energy for the mind.

Participants will interact as they create an alphabet soup of characteristics. They will learn how to recognize similarities and discover differences. The A to Z, Recipe for Diversity program can be used with adults and youth. It was developed for interaction, discovery, and understanding based on accelerated learning principles by an educator with twenty-eight years of Extension experience.

People skills are critical elements for educators to be successful. Office and client relationships can make or break the professional staff member. Do you use quality ingredients? Do you read the recipe before you begin? Do you approach the task with enthusiasm? Before the soup "boils", learn about the recipe for diversity and see what's cooking.

### GETTING OFF TO A GOOD START AND HAVING A SUCCESSFUL CAREER AS AN EXTENSION AGENT

Penrose\*, C. OSU Ext. Morgan Co. Box 179  
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Getting off to a good start is critical for a successful career as an Agricultural Agent. The first impressions are lasting and the first year will set the tone for the career. As a new agent or an experienced agent that has contact with a new agent, there are several things that can be done to improve the odds of success. Have a mentor to help you learn the ropes. Develop a rapport with clientele, meet as many as possible the first year. Listen and learn how and why things are done the way they are or were before you make changes. Have a drawer to put anything good that

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you have accomplished. Send copies of work to appropriate key leaders and administration. Evaluate programs, strive to improve. Get involved in organizations at the local level, with your university, and at the national level (NACAA). NACAA AM/PIC provides opportunities to learn and present formally, but also informally. New program ideas and opportunities are learned at evening meals, hospitality, tours and family interaction. Your first year as an agent will set the tone for your career. Listen, learn, ask questions, have a mentor, evaluate, copy important documents to key leaders and administration, get involved in organizations, including NACAA, and you will have a framework for a successful career.

The presenting agent has fifteen years experience with Ohio State University Extension, been a formal mentor to three new agents, attended the past twelve annual meetings, presented at poster and other professional improvement sessions, a vice-chair on two committees, a voting delegate and chaired a committee for the 2006 Annual meeting/Professional Improvement Conference. The agent recently developed orientation material for the Ohio Extension Agents Association that will be provided to all new Ohio Agents.

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## **TEACHING AND EDUCATIONAL TECHNOLOGIES PRESENTATIONS**

### **REACHING SPANISH SPEAKING CLIENTELE WITH THE IDAHO MASTER GARDENER PROGRAM**

Findlay\*, J.R.<sup>1</sup>, Jones, W.<sup>1</sup>, and Parkinson, S.<sup>1</sup>

<sup>1</sup>University of Idaho Extension Educators, 1776 Science Center Drive, Idaho Falls, Idaho 83402

Extension Educators in Idaho became aware of the interest of Spanish Speakers to receive training in maintaining landscapes and gardens. These educators developed curricula for a Spanish Master Gardener course in 2001. That year a course was set up and publicized through local Spanish newspapers. Flyers in Spanish were placed at local establishments that served the Spanish speaking population. Those efforts failed to draw a single student to the course. The following year we duplicated the above efforts. In addition information booths outlining the program were set up at fairs during Spanish celebrations. These efforts also

failed to draw students to the course. During the 2003 program year Educators developed new methods to reach the Spanish speaking community. It was felt that traditional methods were not working for this underserved audience. Educators developed relationships and friendships with the leadership of various church groups in the area. Following many hours of contact, educators outlined the program to the leaders. Extension Educators allowed the leadership of these groups to assist in determining the time, location, and content of the course. No flyers were sent out and no publicity of any kind was developed. The course was publicized solely by word of mouth. Each course had an attendance from 25 to 36 participants. Over 90 students took at least one of the classes. Student knowledge was evaluated following the course. Students learned the most in soil and weed topics. Their increase in knowledge was less pronounced in the areas of fertility and pathology.

### **PESTICIDE RESIDUE**

Lewis, J.W.

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The Pesticide Residue PowerPoint Presentation uses Glo Germ TM Powder to demonstrate personal protective equipment (PPE) effectiveness. Glo Germ TM was mixed with seed to simulate seed treatments or in-the-row pesticide usage. It was also used to simulate pesticide residue on sprayer nozzles. In conjunction with live demonstration, this adds some excitement to a normally dull topic. Pictures were taken by the member and field staff utilizing field office equipment. A black light was used to detect residue movement when no PPE was used. The presentation has been used by many county agents and educators in Maryland for the past 2 years. The Pesticide Residue presentation was put on the Pesticide Educators homepage 1 year ago. The presentation is currently being used by not only Cooperative Extension staff, but also Commercial Pesticide Applicator companies and equipment manufacturers. Two examples of comments from users are: "Very effective teaching tool" and family member and household exposure makes pesticide users re-evaluate PPE usage."



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## YOU MEET ME ON IPV: DELIVERY OF EXTENSION PROGRAMS AND STAFF DEVELOPMENT THROUGH 2-WAY VIDEO CONFERENCING

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Indiana's investment in connectivity is making a difference for Extension professionals. Programs are developed; then delivered through the IP Video system utilizing Polycom Via Video units and Viewstations. Purdue Extension began using a video system in 2001 which paved the way for the current IP Video delivery. In three years, great strides were achieved in quality, delivery and facilitation of meetings. Educators are using the system for committee meetings, issue team updates, staff development, specialist training sessions and county program delivery. Initial benefits include savings in time and travel.

A few examples include pesticide training; Epsilon Sigma Phi board meetings; Confined Feeding Regulation Update; Statewide Grant Workshop; Planning and Zoning Board training; Purdue Council for Agriculture, Research and Teaching outreach; Task force and Issue Team meetings; Lunch and Learn with the Agriculture Economics Specialist Staff, a Leadership series and more. Staff Competency training included modules on Listening, Nurturing Volunteers, Damming the Email flood, Marketing Programs, Top Teaching Tips and Writing with Impact.

Over \$1000 in savings of educator travel time and mileage was realized during just one ESP meeting involving thirteen educators and specialists held in February.

The second part of the equation involves how the distance delivery is accepted by clientele. During the Community Planner Certification Program there were nineteen presentations. Participants rated the educational content as 38.9% excellent, 57.63% good, 3.38% fair, and 0% poor. Nineteen percent indicated they would apply what they learned to their community.

## PUBLIC RELATIONS AND AG ISSUES PRESENTATIONS

NACAA AM/PIC 2004

Marketing Extension Programs to Decision Makers and Elected Officials Session

### CAPE MAY COUNTY AGRICULTURAL AND SEAFOOD INDUSTRY TOUR FOR DECISION MAKERS

Blair\*, R.<sup>1</sup>, Tweed, S. M<sup>2</sup>

1 Agricultural and resource Management Agent, Rutgers Cooperative Extension of Cape May County, 4 Moore Road, Cape May Court House, NJ 08210

2 Fisheries and Aquaculture Agent, New Jersey SeaGrant Extension Program, New Jersey Marine Sciences Consortium, Sandy Hook Station, Fort Hancock, NJ 07732

#### *Objectives*

Cape May County, New Jersey is the southern most county in the stat. Home to thriving and well-known beachside tourism industry, the agricultural and seafood industries and often over looked by local officials and by state level decision-makers. Cape May County is located further from Trenton (home of the New Jersey General Assembly), and also further from New Brunswick (home of Rutgers University) than any other county in the state. The perception among clientele is that this physical distance has disconnected the decision-makers from their needs. This program was designed to educate decision-makers and other elected officials about the importance and needs of the commercial agricultural and seafood industries in Cape May County, New Jersey. While educating decision-makers of industry needs, Extension simultaneously educated the participants of the role that Extension plays or can play in meeting these needs. The program is simplistic in design: focus on the needs and importance of the commercial clientele and let the role that Extension plays or can play come to the fore.

#### *Teaching Methods & Program Activities*

Arrangements for the educational program were made by the Rutgers Cooperative Extension in cooperation with New Jersey SeaGrant. All programmatic costs were paid through grants from producer associations (Cape May County Board of Agriculture and Cape May

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Seafood Association). Twenty-two local and state-wide decision-makers participated, including the top two elected officials (Freeholder Director and Vice-Director), top two state elected representatives (State Assemblymen), and top federal elected representative (U.S. Congressman) representing the district. Other decision-makers included the Executive Director of Cook College and NJ Agricultural Experiment Station, the Dean of Cooperative Extension, Director of New Jersey SeaGrant Extension, the President of New Jersey Farm Bureau, Representatives from the State Board of Agriculture, and Directors of USDA Natural Resources Conservation Service and USDA Farm Services agency. Informal teaching was performed throughout the day by matching each elected official with a commercial farmer or fisherman as escort. Formal teaching was performed through 4-45 minute educational seminars conducted at on-site tours focusing on different aspects of commercial agriculture and seafood industries. Extension personnel gave the educational seminars with producers. Two production agriculture seminars (agriculture conservation practices/research, and commercial winegrape production) were alternated with two commercial seafood seminars (oyster production and fisheries management)

#### *Evaluation, Results, and Impact*

Post testing of selected participants was conducted through telephone interview after the educational tour. Those surveyed indicated that they increased knowledge about Cape May County agriculture and seafood production. Participating farmers and fisherman were also surveyed. 90% of farmers and fisherman surveyed indicated that the tour met their expectations, and they perceived the tour would help their commercial operation. As a result of the educational tour, a new faculty member hired at Cook College, Rutgers University in February 2004 was assigned to work with producers in Cape May County. The faculty member is a geneticist that will work with USDA and Extension personnel in Cape May County in order to help develop new native warm season grass cultivars used for agricultural conservation and production purposes. A "Native Plant Working Group" has been established to develop native plants for commercial production by farmers.

#### Guidebook for Marketing Cooperative Extension

Sonya Varea-Hammond  
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#### Abstract

*Marketing Cooperative Extension at the local level* is a highly pragmatic guidebook that stresses the need for creating visibility and recognition with policy makers and clientele. The guidebook offers a well-organized menu of strategies, tricks of the trade, and innovative ideas for getting programmatic recognition and developing political support. All staff, not just County Directors, will find useful ideas.

It has been made available to all the California County Directors, has been mailed to over fifty County Directors and agents nationwide, and has been posted on a U.C. leadership website.

#### Introduction

Cooperative Extension in many states is struggling to survive under budget cuts and changing legislative priorities. The guidebook *Marketing Cooperative Extension at the Local Level* was written to help Cooperative Extension staff increase, or at the very least maintain, funding and support.

The Guidebook resulted from a survey to which 49 County Directors in 13 states responded to this request: "Please e-mail five or less of the most effective practices you use to 'market' Cooperative Extension in your county." Respondents all echoed the importance of marketing to help ensure the survival of Cooperative Extension and reiterated the need to, above all, deliver solid programs.

#### Our Survival Depends on Marketing

The guide begins by presenting the rationale for developing a marketing plan. Marketing wasn't as crucial in earlier times because Cooperative Extension was the "only show in town". Those times are contrasted with today's factors that have led to Cooperative Extension's anonymity or low recognition.

#### **Obscured by Changing Forces**

Changing demographics is the first of two significant challenges to Cooperative Extension's visibility. The second major challenge is the proliferation of information and methods of receiving it. Cooperative Extension competes with numerous competitors, all vying for the attention of oftentimes the same clientele. The pressure to be more accessible, more useful, quicker, smarter grows dramatically.

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## **The Rationale for Marketing**

*The guidebook defines the following reasons for marketing Extension:*

*Political – to enhance the sources of funding and support*

*Internal benefits – creating high performing teams and attracting good staff*

*Survival – competing for clientele who have other resources at their disposal*

*A point made by survey respondents was that without good programs, you have nothing to market. The basic principle and starting point for any marketing plan has always been to have a good product. Survey respondents said, "Good programs are the best form of marketing." "The best marketing is excellent programming." "Have relevant programming."*

## **Getting Down to Business**

### **Specific Strategies**

*Every marketing plan begins with a strategic plan. County Directors first need to define their message and the best methods to communicate it.*

*Many practical tips are offered"*

*Dealing with media*

*Using awards as motivators*

*Conducting special events*

*Budgeting for marketing*

*Involving others*

*The guide concludes with a planning matrix.*

## **SOUTHWEST MISSOURI TORNADO RECOVERY**

Schultheis,\* R.A.<sup>1</sup>, Browning, C.E.<sup>2</sup>, Funk, D.<sup>3</sup>

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On May 4, 2003, devastating tornadoes carved a 75-mile path through the southwest Missouri destroying or damaging the cities of Stockton, Pierce City, Battlefield and Carl Junction, and causing incalculable amounts of damage to the rural areas. Recognizing the great need for a coordinated recovery effort across

multiple counties, local Extension specialists immediately invited themselves to Red Cross facilitated meetings of the disaster recovery agencies. These agencies were unaware of all the information resources Extension possessed. The Extension specialists volunteered to help by offering to disseminate information and facilitate COAD and VOAD meetings in the affected communities.

Within two days of the disaster, Extension's first version of a list of "Disaster Assistance Resource Numbers" was in the hands of victims in the affected counties. This list was regularly updated and posted to the Web. This mode of delivery was purposely selected to speed the delivery of the information to the relief agencies, to redirect the printing costs to those who had funding to print them, and to make it easier for them to be giving out the most up-to-date information.

Prior to FEMA workers getting there, Extension specialists split up into two-person teams to go farm to farm in the damage path to identify victim needs/concerns, recording this information on a "Care and Concern" form. This information was then shared with the appropriate relief agencies and also used to coordinate volunteers who came to help in the cleanup.

Web sites developed at <http://outreach.missouri.edu/swregion/news/tornado.shtml> and <http://outreach.missouri.edu/webster/webster/security/security.html> maintained comprehensive current listings of local contact information, news articles, and links to a library of disaster information for agencies and individuals statewide to download.

In the five most-affected counties, Extension distributed a total of 1350 copies of the Disaster Assistance Resource Numbers list, and over 5000 copies were printed and distributed by the American Red Cross, Americorps, FEMA, SEMA, and the Salvation Army combined. Over 3000 copies of Extension guidesheets on disaster recovery were distributed, after overcoming problems caused by the destruction of postal, phone and e-mail services. Television interviews relayed information on how to obtain the resource list, on building "safe rooms" and storm shelters, and on dealing with insulation and other debris scattered through fields in the rural areas.

Extension specialists became actively involved in FEMA and SEMA meetings, advising federal and state legislators and agency directors on victims' needs and suggesting appropriate agency responses.

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Evidence of results and positive impact has come in several forms. Scott Emerson of the American Red Cross praised Extension for maintaining Disaster Assistance Resource Numbers list and said he "has used the yellow sheet more than you can imagine." Extension's Southwest Region Emergency Response Team (as it became known) was recognized with a recognition plaque from the State Emergency Management Agency, with Missouri Ruralist magazine's 2003 "Beyond the Call of Duty Award," and with University of Missouri's 2003 Extension Teamwork Award. The team has also been nominated for a national USDA award.

The tornado cleanup, recovery and rebuilding process continues, and Extension specialists in the region are still involved in the communities, mobilizing available resources as needed to assist wherever possible.

## **PURDUE COUNCIL FOR AGRICULTURE RESEARCH, EXTENSION AND TEACHING**

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**<sup>1</sup>Whitley County Extension Office, Purdue University, 115 South Line Street, Columbia City, IN 46725, U.S.A.**

PCARET is an effective organization; securing state funds for Extension and helping garner support for new federal research dollars. This success is due in part to the work that the Dean of Agriculture, Director of Extension, County Extension Directors and District Directors do to build and empower PCARET members.

In 1999, The Director of Extension understood the need for PCARET members to have a guidebook to organize their efforts. Valynnda Slack, Whitley County CED and Christina Denault, former Communication Specialist for the Dean of Ag., spent a year writing fact sheets, working with PCARET members and developing the PCARET handbook. Over 500 handbooks were distributed in 2000 and put to use by PCARET members, County Extension Directors, and state staff.

County Extension Directors identify and cultivate new members at the county and area level. District Directors and State staff work with members at the area, state and national level. Staff members are catalysts for leadership potential. PCARET members learn many leadership skills which include everything from teaching members how to conduct a meaningful meeting to effectively talking with legislators. Ar-

reas elect members to serve on the state PCARET committee. The goals are to enhance the PCARET member's confidence and leadership skills.

The area meetings are developed and run by PCARET members. There are twenty area meetings held throughout the state annually. Extension's role is to work with Area officers on developing agendas and support effective leadership. District and area PCARET members often host legislative events. Examples include research farm reports, state fair programs, Community Food Harvest tours and local agricultural related attractions.

In 2002, PCARET members began a leadership adventure when state officers worked with the authors of the handbook to develop leadership programming for the national trip. Topics for sessions included "Pitching your Program to a Legislator", "Understanding COLORS Personality Types", "Listening for Communication", "Mock Congress sessions", and "Getting to know your Legislator."

State members attend three meetings per year and serve a three year term. Each state member is given the opportunity and financial support to attend the annual Lay Leaders Leadership Program in Washington, D.C. three times. The state PCARET officers follow the National Leadership Event with the state conference held in the fall. They continue the Leadership track with programs on "Building Teams," "Using and Applying Research," and "New Technologies for Education."

PCARET members are advocates. They share the story of Purdue research, Extension, and teaching with decision makers. Each spring, PCARET hosts the Legislative Luncheon. In 2004 nearly 350 people attended the program featuring Purdue President, Martin Jischke, with over 100 legislators participating.

Purdue Extension receives 60% of its funding through county contributions. PCARET members work tirelessly to keep the funding support strong. At the state level, Educator's salaries are a line item in the budget. PCARET members vocalized the importance of continued funding when it was threatened to be cut. Though Indiana is experiencing budget constraints, PCARET members have helped obtain and maintain state funding as well as increase county funding for Educator positions in 2003-04.

## **AGRICULTURAL / LEGISLATIVE FARM TOUR**

Jeff Carter, Addison County, VT

For the past 12 years we have hosted an annual Agricultural / Legislative Farm Tour in Addison County, Ver-

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mont. This has been a cooperative program with Extension, Farm Bureau and NRCS. The goal of the full day farm tour is to bring together public and private decision-makers that have a strong influence on public land use policies and activities in Vermont. Two main objectives have been to increase participant knowledge about agriculture practices by show-and-tell site visits of conservation practices, and to provide a stimulating opportunity for informal conversations between diverse people to strengthen the potential for future collaborative interactions. During the six-hour program in 2003, over 20 invited speakers addressed the group of 85 participants concerning current agricultural issues and concerns about natural resources management. Invited speakers were featured at selected farm sites, on the tour bus between stops and during the luncheon program. Participants included the Governor of Vermont, University of Vermont President, Secretaries of Agriculture, Agency of Natural Resources, Fish and Wildlife and Water Resources Board, along with contacts from local organizations, agribusinesses and farms, high school and college students, private crop consultants, University researchers and Farm Service Agency personnel. Coordinating Partners included Jeff Carter, Extension Specialist, University of Vermont; Harvey Smith, VT State Representative & Addison County Farm Bureau President; Keith Hartline, NRCS District Conservationist; Craig Miner, Farm Services Agency. Funding was secured through USDA Risk Management Agency and a multitude of private sources to pay the entire cost for all participants. Participant evaluations indicated overall program satisfaction = 4.5 on a scale of 1 (poor) to 5 (excellent). Other survey sources were as follows: tour organization = 4.9, topic relevance = 4.6, effective method to learn = 4.7. As a result of the program 87% of participants feel the program was excellent/good to increase personal understanding of soil and water resource protection, improve collaboration potential and increased knowledge about relationships between public policy and effects on agriculture. After the tour I was told that this was the best series of farm tours they had ever seen in Vermont. Policy makers, industry leaders, agency personnel and organizations in Vermont can help dairy farmers better if informed about issues related to farm finances, water quality and regulatory constraints which impact dairy farms. Participants expressed gratitude to have the opportunity to see practices on the farm sites, to interact with other people from other organizations, agencies and various branches of government and local farmers to better understand natural resource conservation issues. Written comments on a survey given

at the program conclusion indicates participant satisfaction – “Good Stuff! Good Networking!! Good setting to talk with all people. Continue doing this tour. The tours are very useful and educational! These tours always provide thought provoking exchanges, Very effective AG outreach. Happy to participate. Well worth doing! Thank you. Always an excellent tour, support. Provides a great opportunity to stay on top of AG issues.”

## **THE USE OF TELEVISION AND VIDEO TO ENHANCE SUPPORT FOR EXTENSION PROGRAMS**

Hlubik, \*W.T.<sup>1</sup>, Bovitz, L.<sup>2</sup>, Weidman R.<sup>3</sup>, and Smela, D.<sup>4</sup>

1 County Extension Department Head, Agricultural and Resource Management Agent

2 4-H Program Associate

3 Agricultural Program Associate

4 Public Information Assistant,  
Rutgers Cooperative Extension, of Middlesex County,  
390 George Street, 8<sup>th</sup> Floor, New Brunswick, NJ 08901

Many state and county Cooperative Extension administrators and project leaders are seeking effective methods to document program impact and its importance to key legislators and stakeholders. It is often very difficult to convey the full impact of local Extension programs in a manner that will capture people's attention and encourage a positive response from the target audience. Written reports are often ignored or may not be fully understood by the intended audience. In response, we have developed media tools that capture a broader range of Cooperative Extension program impact. Television, video and the internet can provide excellent multimedia tools to help cooperative extension professionals promote programs and educate a diverse and constantly expanding clientele. Project documentation in video form can also be used to secure needed funds from political leaders agribusiness, and other organizations. As an example, we have created videos that highlight the impact of 4-H programs to youth leaders and adults. The videos convey great enthusiasm and confidence from program participants that would be difficult to convey in written form. We have also created 18, 30 minute episodes for the horticulture television series “If Plants Could Talk” on NJN PBS. The television series provides tremendous exposure for Cooperative Extension programs to a very large and diverse audience throughout the state. As a result of the television series, the IPCT website has received over 8 million hits since

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2000. The success of the television series has helped us secure over \$30,000 in county support and over \$300,000 in state and sponsorship support for programs. There are many opportunities to partner with local and regional television stations, as well as other organizations to create and distribute video and internet products. We will discuss various multimedia opportunities for Extension professionals. In this presentation we will also review the creation and development of our NJN PBS series "If Plants Could Talk." The success of the television series enabled us to create our own video lab that is used to develop educational and promotional media. The IPCT PBS TV series and web site has expanded Cooperative Extension's outreach to over 8 million potential viewers and has won over 30 state, regional, and national awards.

### **MARKETING EXTENSION PROGRAMS TO DECISION MAKERS & ELECTED OFFICIALS**

Billy Skaggs, Hall County Extension Coordinator & Agricultural Agent  
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Gainesville, Georgia 30501  
[bskaggs@uga.edu](mailto:bskaggs@uga.edu)

#### **Situation:**

Hall County is a rapidly growing county of 150,000 residents located 35 miles northeast of Atlanta. Such development and population growth brings with it a broad range of responsibilities for a County Extension Agent. As an Ag & Natural Resources Agent, I work with agricultural producers, green industry professionals, homeowners, community and civic groups. However, one of the most important aspects of my position as Ag Agent and County Extension Coordinator is maintaining effective communications with our local elected officials, including Hall's five county commissioners, county administrator and nine state senators and representatives.

#### **Objective:**

In counties with a large number of government offices, departments, and agencies, County Extension offices are often lost in the shuffle in regards to funding priorities. To prevent this, the Hall County Extension Service strives to communicate effectively with our elected officials in regards to needs assessment, program accomplishments, and program funding.

#### **Program Activities:**

The Hall County Extension Service effectively communicates with our elected officials in a number of beneficial ways. One of the most effective and easiest of which is our Monthly Summary of Programming Efforts, which is 'quick-read' one page summary of all the activities and programs of the Extension office. It includes program descriptions, number of contacts (in person, telephone, email, etc.), volunteer hours, and number and type of correspondence in all program areas (Ag, 4-H, FACS). This Monthly Summary is distributed to county commissioners, county administrator, state senators and representatives, and our advisory committee.

In addition, we also host two other annual events - Hall County Commissioners' Luncheon and Extension Update for Hall County Senators & Representatives. At these events, the program consists of presentations on annual accomplishments and program planning, as well as a time for open discussion on needs assessment and future funding. Several other activities also aid us in marketing our programs to elected officials & decision makers, including: annual resolution honoring Hall County Master Gardeners, presentation of Master Gardener graduates at a commission meeting, working with local municipalities on tree and landscape ordinances, annual Farm City Breakfast (commission chair presents resolution declaring Farm City Week), annual Agribusiness Awards Program, and annual agribusiness tour (cosponsored by Chamber of Commerce).

#### **Teaching Methods:**

- Monthly Summary of Programming Efforts
- Quarterly newsletters
- One-on-one discussions and consultations
- In-field tours of farms and agribusinesses
- Classroom instruction including a variety of A/V materials such as PowerPoint, slide presentation, and video
- Utilization of a variety of speakers, including Hall County Extension staff, farmers and agribusiness owners, 4-H club officers, and Master Gardener volunteers.

#### **Impact & Results:**

As a result of the marketing efforts of the Hall County Extension Service, our annual budget has increased

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dramatically over the last three years. The Hall County Extension budget allocation was approximately \$96,000 in FY 2001, as compared to over \$140,000 in FY 2004. Included in this increase was the acquisition of a county-funded 4-H agent in FY 2003 (after the loss of state funding) and a horticulture program assistant in FY 2004 (after the loss of a state-funded Ag agent position).

### **2003 FARM CITY DAYS IN OSCEOLA COUNTY, FL**

Welshans, Jennifer L.<sup>1</sup>, Foerste, Eleanor C.<sup>1</sup>, Dateman, C. Randy<sup>1</sup>

1 University of Florida/IFAS, Osceola County Extension Agents, Kissimmee, FL 34744

#### Objectives

Located just south of Orlando, Florida, Osceola County is known worldwide for its tourism industry. But what most people don't know, including county residents, that it is lush in agriculture with its cattle industry, citrus groves, sod farms and horticulture. Farm-City Days was organized as a 2-day activity to promote agricultural awareness in Osceola County. Some of the key audiences were elected officials and business leaders. Agricultural producers, voters, youth and visitors were also reached through a variety of activities.

#### Program Activities/Teaching Methods

Activities and teaching methods included guided farm tours, educational displays, Ag Olympics, a steak dinner, and a youth day. Local agricultural producers guided the farm tours on a charter bus. Educational displays, set up for agribusinesses, agencies, trade organizations and 4-H clubs, were displayed for the two days. Ag Olympics included fun agricultural related games and relays for all ages. A steak dinner fundraiser, with the president of the Florida Cattleman's Association as the guest speaker, helped offset program costs. Youth day consisted of fourth graders participating in demonstration stations that provided hands-on experiences related to agriculture.

Marketing effort to promote Farm-City Days, agriculture and University of Florida/IFAS Osceola County Extension included press releases, a 12 page color newspaper insert in a free community newspaper, fliers to all public elementary school age youth, fliers to libraries, front page notice in the county employee elec-

tronic newsletter, electronic notice to all county and City of Kissimmee employees, 3 over the road banners and 11 paid advertisements in 4 newspapers. Notices were printed in English and Spanish.

#### Results

The University of Florida/IFAS Osceola County Extension partnered with 74 agricultural and community businesses and nearly 300 volunteers to conduct the activities for this event. Area business and organizations supported Farm-City Days by donating nearly \$16,000 and \$10,000 in in-kind contributions.

Marketing efforts proved successful, as there were approximately 2,500 youth and adults that participated in the events held for Farm-City Days. Osceola County Board of County Commissioners, the City of St. Cloud and City of Kissimmee each signed a Farm-City Days proclamation bringing awareness of agriculture to their constituents.

The Osceola County Extension team won the UF/IFAS Gold Image Award, the UF/IFAS Grand Image Award, and the University of Florida Gold Gator Award for public relations for their efforts with the Farm-City Days event.

#### Impacts

Participants completed written evaluation forms while viewing the educational displays. Respondents learned about agriculture and the different businesses that are important to our community. They found that Osceola County Extension is "the key to the farm-city connection." Comments included "a wonderful event for kids," "this needs to be a yearly event," and "loved all the animals." Exhibitors are already requesting the dates for next year's event.

Farm-City Days generated media interest in agriculture. A local newspaper (30,000 circulation) published a featured photo story of youth participating in the events and a local television station with 650,000 viewers showed a 2-minute segment on kids and animals with interviews of 4-H youth and volunteers at Farm-City Days.

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# **Speaker Profiles**

**2004 NACAA**

**89th  
Annual Meeting  
and  
Professional Improvement Conference  
Orlando, Florida**

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## 2004 AM/PIC SPEAKER PROFILES

### Dr. Story Musgrave

In keeping with our conference theme NACAA is pleased to welcome Story Musgrave, one of NASA's most experienced astronauts to serve as the Sunday evening inspirational speaker.

In Dr. Musgrave, you will hear an exceptional astronaut whose 30 year career began in the Apollo era and covered many aspects of space exploration through his retirement in 1997. He is the only astronaut to have flown on all five Space Shuttles. Story Musgrave has roots in agriculture and his experiences growing up on a 1,000 acre dairy farm in Massachusetts provided a foundation for a fascination with machinery as well as an extraordinary love of nature. With an extensive formal education, including a Doctorate in Medicine from Columbia University, Dr. Musgrave will combine his passion for life with his experiences as an astronaut to challenge County Agents to excel in their career efforts. His motivational message will be a great kick off to our conference and will inspire all in attendance Sunday night.



### Randy Blach

One of the featured speakers of this years AM/PIC on Thursday morning will be Randy Blach, Executive Vice President of Cattle-Fax. Mr. Blach will be discussing farm agriculture economics and how American agriculture fairs in the global economy.

Randy Blach, a Colorado native, was raised on a family ranching and farming operation at Yuma, Colorado. He graduated from Colorado State University with a degree in Animal Science.

Blach has been with Cattle-Fax since 1981. He worked as an analyst for many regions of the United States, was director of Market Analysis for 15 years, and was appointed to Executive Vice President in February of 2001.

Cattle-Fax is a member-owned organization whose objective is to help member cattlemen make more profitable marketing and management decisions. Cattle-Fax supplies its members, in all segments of cattle production and feeding throughout the United States, with timely market information, analyses and educational programs to assist them in making better decisions.

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### Dr. Martha Roberts

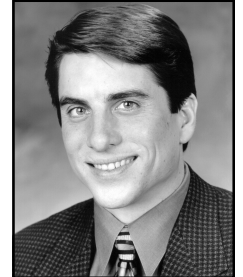
Dr. Martha Roberts, UF/IFAS Director of Industry Relations, will be addressing NACAA Delegates during Monday's General Session on the topic "Food Safety for the American Public". Roberts recently joined the University of Florida following a distinguished career with the Florida Department of Agriculture, where she provided technical input on food safety to FDA, USDA and the U.S. Chamber of Commerce, among others as well as working with EPA on eradication of the Mediterranean fruit fly. She is a past president of the Association of Food and Drug Officials and was instrumental in organizing the Conference for Food Protection, a national body to set food safety standards for all states. An engaging speaker, Dr. Roberts has a Ph.D in Microbiology from the University of Georgia.



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### Dan Thurmon

Learn to accomplish more of your important tasks in less time with greater accuracy and confidence from the presentation of our Capstone Speaker, Dan Thurmon. As a primary feature in his talk, Dan will also illustrate how you can develop enjoyment and optimism toward the pace and change surrounding you every day when you continually identify your critical priorities, associate your passion and implement the action that takes you forward. This lively program promises to be entertaining and highly visual, as well as informative.



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## Jo Ann Smith

Jo Ann Smith served as Under Secretary, United States Department of Agriculture from 1989-1993. She currently serves as a Director for Tyson Food, Inc, and Community Bank of Marion County (Ocala, FL).



In 1995 she served as President, National Cattlemen's Beef Association as well as Chair for the Cattlemen's Beef Promotion Research Board from 1993-1996. Other previous activities included Director for Federal Reserve Bank of Jacksonville, FL, Purina Mills Director and Iowa Beef Producers Director. Jo Ann was born and raised in Florida by parents who were in production agriculture. She Married Cedrick Smith, Wacahoota, FL who was also in production agriculture. Their family farm today is managed by son Marty Smith and daughter Terri Smith Kane. She enjoys her four wonderful grandchildren who are continuing in 4-H and "country life".

*Notes from Speech*

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# **NACAA**

## **Future Meeting Dates**

<b>2005</b>	<b>Buffalo, New York</b>	<b>July 17-21</b>
<b>2006</b>	<b>Cincinnati, Northern Kentucky</b>	<b>July 23-27</b>
<b>2007</b>	<b>Grand Rapids, Michigan</b>	<b>July 15-19</b>



**NACAA**  
**252 N. Park Street**  
**Decatur, IL 62523**