National Association of County Agricultural Agents

Proceedings

87th Annual Meeting and Professional Improvement Conference

July 28 - August 1, 2002 **Savannah, Georgia**

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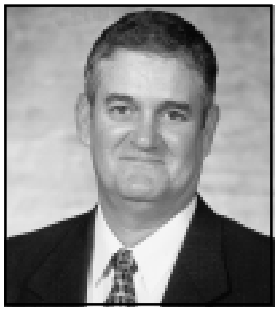
REPORT TO THE MEMBERSHIP - 2002

NACAA President



Eddie Holland
Texas

2002 will be the highlight of my extension career as County Extension Agent. It has been a distinct pleasure to serve as your President. As I reflect on the past twelve months, I cannot help but feel tremendous pride in our organization. In spite of all the challenges we faced after September 11, we pulled together to make our association even stronger.

The committee system is functioning well. We have added new programs and more professional training opportunities. The programs are conducted during the year and four are pre-AMPIC professional development training workshops and tours. A great deal of time went into the programs for the 86th AMPIC. You, the membership asked for more technical training in your area of expertise and NACAA has responded. Thanks to the efforts of the Board, Council Chairs, Committee Chairs, Vice Chairs, and others for making those commitments to our members.

The success of our organization continues to be in the committee network. The NACAA has an excellent web page under the leadership of Laura Watts, our electronic coordinator. Laura has added and edited many items to our web site. The annual meeting handbook, committee member handbook, and link sites to our sponsors are a few. It is easier than ever to find us by simply going to nacaa.com.

Fiscal responsibility has been of utmost importance to this and every NACAA board. The increase in dues this past year helped to stabilize our finances, but increase in retirements, cut back in extension funding, and reduced personnel will be a big challenge next year. The loss of several key sponsors has also cause serious problems. This will make it imperative to develop new partnerships. The new incentive program offered to our members to secure sponsors will help substantially. I have already heard of some potential new sponsors for next year because of this approach.

The 86th AMPIC was a tremendous success. Still, it troubles the board because of the low attendance in relation to the number of members. The cost of attending the meeting continues to show up on the evaluation as a major factor of members not attending. Our annual meeting registration and additional fees are the lowest of all sister organizations. We place a tremendous value on making these conferences a family oriented meeting, offering them in mid to late summer. There is no perfect time to hold an annual meeting because of workload and changes in school calendars.

Once again let me thank you for the opportunity to serve as your 2002 NACAA President.

President-Elect

Steven E. Munk
South Dakota

Why invest in NACAA? Boy, I tell you folks there is nothing that has had a greater professional return to my Extension career than the investments I have made to NACAA. It did not take long for me to realize, however, that the return that I have and continue to receive is in direct proportion to the level of my participation in NACAA opportunities.

Many of the NACAA opportunities offered are possible due to sponsoring partners. Sponsoring Partners that understand the essential role that county agents provide and the value of the professional improvement programs NACAA provides.

The support of our sponsors and donors is evident by the number of years they have partnered with NACAA. There are four sponsors that have supported NACAA between 41-47 years and eight that have been NACAA sponsors for 11 - 23 years.

Twelve of our national sponsors have been an NACAA sponsor for ten years or less. Nine of these twelve have been sponsors for five or less years.

This years, as every year, there are unique challenges that impact the level of sponsorship our partners provide.

The economical impact of September 11th certainly made this past year interesting and a challenge.

Twenty one of our current sponsors continued at the same level or increased their sponsorship in 2002.

There were also some additions to the sponsorship list this year. We welcome back Dow Agri Science and BASF as active sponsors.

BASF came on board as a $10,000 sponsor of a pre-conference tour and luncheon seminars. Additional sponsorship by NASA provide the addition of an Excellence in Remote Sensing Award category.

The National Cattleman's Beef Association, Industry Communications increased their sponsorship and now sponsors a major portion of the voting delegates breakfast.

Barenbrug, USA came on board as a $1,000 sponsor that supports programming conducted by the Agronomy Pest Management Committee.

NASA did lose some sponsors this past year. Due to economics AT&T decided not to sponsor the communications awards after 2001. A reorganization and sale of Pursell Industries ended their sponsorship of the Pursell Pinnacle Award.
There were reductions in sponsorship by Navartis Crop Protection, Inc./Syngenta.

RISE no longer sponsors their portion of the Environmental Protection Through Responsible Use of Pesticides Award, but continues as the major sponsor of the Horticulture Turf Grass Study Tour.

Year in year out, by far, by far what makes the greatest impact on a sponsors decision to continue to sponsor with NACAA is: participation in the program they sponsor and the amount of follow up expressed appreciation for their sponsorship efforts.

Economics certainly can be a factor for a sponsor to make the decision to drop sponsorship but the decision can be much easier if the program has low participation or there is little appreciative feedback to the sponsor.

As President Elect it is my duty to work closely with donors and sponsors that partner with NACAA. The President Elect is one person and NACAA is an association of just under 4,000 members.

Why not utilize the vast resource of potential sponsor contacts through the membership?

To encourage this process, the National board approved an incentive program at the Spring Board meeting. The program offers an incentive to members who bring in new sponsors. The program is as follows:

Sponsor Level	Incentive
$2,000 - $4,999	AM/PIC registration fee waived
$5,000 - $9,999	AM/PIC registration fee waived and $500 travel voucher to attend the AM/PIC
$10,000 - up	AM/PIC registration fee waived and $1,000 travel voucher to attend the AM/PIC

The Board is also in the processes of realigning the duties of the President Elect and the Executive Director.

Each year the new President Elect works with the NACAA donors and sponsors which provides a great learning experience for the President Elect but can be confusing to the sponsors as there is a new person every year they have to work with.

With the new proposal the Executive Director would be the NACAA contact with all existing sponsors and donors.

The President Elect would be responsible to work on securing new sponsors.

The proposal would provide the continuity that current sponsors and donors prefer and allows the President Elect to focus on expanding the current sponsor/donor list.

As President Elect I had the pleasure of representing NACAA this past year at the following events:
*PILD Leadership Conference - Washington DC - Leadership development and sponsor contact.
*National Association of Farm Broadcasters - Kansas City, MO - Sponsor contacts
*Two Joint Council of Extension Professionals Meetings - Communication and programming with the other National Professional Associations.
*NACAA Winter Board Meeting - Savannah, GA
*NACAA Spring Board Meeting - Tucson, AZ
*Association Natural Resource Extension Professional Annual Meeting - Naples, FL. Represented NACAA on the JCEP traveling team.

Serving as Vice President and President Elect for NACAA are great preparatory steps in understanding the workings of NACAA and serving as President Elect

this past year has truly been a joy.

I look forward with great honor and excitement to serve as your President in 2003!

Vice President

Frank L. FitzSimons, III
South Carolina

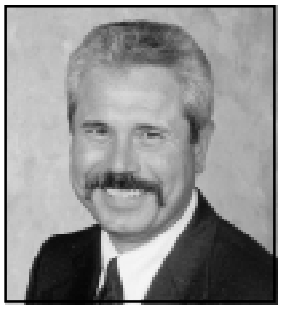
It has been said over and over that Committees are the backbone of NACAA.! This year as Vice President has given me the opportunity to fully appreciate what they do for our organization. The Council Chairs, Committee Chairs & Vice Chairs, working closely with State Chairs, are the individuals to be recognized for putting together the high quality professional improvement programs each year at the Annual Meeting and Professional Improvement Conference as well as at other times during the year.

Yes, the Board signs off on the programs but the committees do the leg work to come up with speakers and subject matter topics each year. Whether it is a Search for Excellence Luncheon, Scholarship Auction or a pre-conference tour the committees are up working for you, our membership, to deliver programs that will meet your needs. This year they have faced a hurdle that most have not had to worry much about in the past, the loss of donors and sponsors for programs. The loss of award monies may have slowed progress a little but they have worked through the road blocks and have put together another outstanding program for our meeting in Savannah. I should also give credit to our membership for their support of the committees with their continued participation in NACAA awards programs and the meeting in Savannah.

The new committee structure (when will we ever quit applying the "new" to it) is continuing to evolve even though it is now several years old. Next year will offer new challenges for our committees which will be faced and met with success I am sure. They will have to clear the funding hurdle and prepare budgets for programs early in the year and work with your Board and membership to come up with funding for these budgets in order to plan programs for the 2003 AM/PIC program in Green Bay. At our Board meeting this spring we approved an incentive program which will offer registration reimbursement and expense reimbursement to individual members who are successful in bringing in significant donors and sponsors for NACAA. Our Executive Assistant has taken on additional fund raising responsibilities with the sale of advertisements in *The County Agent* magazine
and working more closely with the President-elect in recruiting donors and sponsors. I think these actions will help enable us to strengthen our support in the years to come.

In closing, let me say again, thanks to our solid orange team in South Carolina for their support and also to the NACAA membership for giving me the opportunity to give back to a great organization. Remember, this is our organization and we as members are the ones who make it the best!

Secretary



Mickey Cummings
Georgia

This past year has been exciting as well as rewarding for me. I appreciate the opportunity to serve you in this capacity. The Secretary of NACAA has two very important jobs. These are keeping the membership informed of NACAA Board Meeting Minutes and organizing the NACAA Mailing List. The Secretary also has assignments on internal committees such as the Publications Committee

After each NACAA Board Meeting a Summary of Actions from the Board Meeting is compiled and sent out via the electronic mail list to officers, council chairs, special assignments, directors and committee chairs. After the minutes from the previous Board Meeting is approved they are posted on the NACAA Web Page thanks to the hard work of Laura Watts. If by chance the Web Page is unavailable to you I can mail these minutes to you if you will request it.

Putting together the Leadership Directory is very important and very difficult. Each fall the Secretary sends out a request to obtain a list of names and addresses of the leadership in each state. Mailing labels are developed from this list as well as electronic mailing labels. It is very important for us to keep this list as up to date as possible. It's the only way that the NACAA Board has of communicating with you. Every

time your state has an election please send me the names and addresses of the new officers.

You may ask if there are plans for next year? Yes, there are. The NACAA Board would like to develop a historical display of pictures of County Agents. The goals of the display are two fold. First, the display would provide a historical account of NACAA. Second, the display would be used to show the benefits of being a member of NACAA. In essence the display could be used to attract new members to NACAA.

Finally, Frank FitzSimons, Tom Gallagher and I have been working on updating the pamphlets that are used for public relations purposes. These are probably 10 years old and the supply is about gone. Many of you use them at your state meetings. Hopefully, these will be out soon.

Treasurer
George W. Stancil
North Carolina

As everyone knows, the past couple of years have been lean times for NACAA. Lean that is, when income has been compared to spending. With the current economy and growth of our programs, spending has to change. Fortunately, the membership recognized the trend and voted for a dues increase. The increase is already in place and income from dues is up $55,745 this year. That also includes a 5.5% drop in membership.

However, the increase in dues will probably be offset by a reduction in donor and sponsorship funds. NACAA has picked up new sponsors this year and last year. But, most of this money is tied to specific activities, such as pre-conference tours. This adds greatly to the education and experience of our members, but puts nothing in the bank account. Actually, the added programs can sometimes have an additional expense. This is something the fiscal committee is taking a close look at.

NACAA had a loss of sponsorship dollars this year in excess of $40,000. Nearly everyone is feeling the effects of the sluggish economy. States and counties are having trouble. Some agents are not attending the AM/PIC this year due to lack of support on the county and state level. At the same time, some states are not having trouble raising money on the local and state level. This is where I will call on our members for help. If you have a contact, please let President Elect, Steven Munk, know. NACAA will have to have help from the members, if our programs continue as we recognize them now.

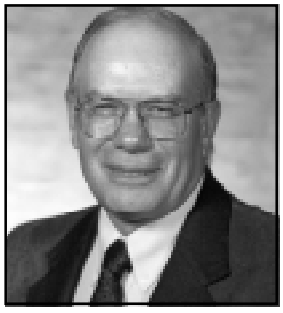
The fiscal committee, chaired by Kenneth White, is taking a very close look at NACAA spending. Some changes will have to be made. The board looks forward to meeting this challenge and being able to continue the awards and recognition programs provided to the NACAA membership.

Also, I will be running for my last term as treasurer this year. Which means if I continue as our treasurer, others will be running for office next year. If you are interested, or are thinking about nominating someone, I will be glad to discuss the position and what you can do to be getting prepared for the office. Get with me at the AM/PIC and I will find some time for us to talk.

I have enjoyed serving you this year and look forward to next year. The Board is working very hard to turn things around for NACAA. If you have ideas, suggestions, or contacts, please let us know.

Past President

C. David McManus
Colorado



I have represented NACAA on the JCEP Board during the past year. I have also served as treasurer for JCEP for the past two years. JCEP will continue to be a critical area for NACAA involvement especially with plans for a Galaxy III conference already in the planning stages.

I had the opportunity to serve on the judging committee for the Outstanding Young Farmer awards for 2002. Along with this responsibility, I represented NACAA at their National Award Congress in Grand Rapids, MI, February 14-17. This has been a very positive partnership and we should look forward to a long relationship that will benefit both organizations.

I served as our association's representative to the ECOP meeting in Las Vegas, NV, February 18-20. One of the main items of discussion was the Extension in the 21st Century Report and the homeland security issue. Schedule A appointments were discussed briefly.

As Past President I have had the privilege of working

with the 2005 AM/PIC Planning Committee. They are making satisfactory progress and we should be looking forward to an enjoyable experience in Buffalo.

The Extension in the 21st Century Report was presented at PILD in Washington, DC. I served on a field agent reactor panel after the discussion. It was a privilege to represent NACAA on the panel.

I have appreciated the opportunity to serve NACAA as an officer and board member over the past four years. It is an honor that only comes to a few. I have enjoyed and learned from the experience.

Southern Region Director

Kenneth G. White

Texas

It seems like only yesterday when I was elected Southern Region Vice Director during the 1998 AM/PIC in San Antonio, Texas. The years have really flown by quickly. I have thoroughly enjoyed serving as Vice Director and Director of NACAA representing the Southern Region. We have all been told that we should set goals for ourselves in life and one of mine that I set as an Assistant County Extension Agent was to become involved in the leadership of NACAA. I have had some wonderful mentors during my career and a number of individuals, who have assisted, encouraged, helped and supported me over the years. I could not have done it without you. I would like to thank the Texas delegation for nominating me for this position and to all the Southern Region states for electing me. It is truly an honor and privilege to work and represent you and serve NACAA.

As I look back over the past four years there have been a number of changes that have taken place in NACAA and in the United States of America. In 1998, the present Committee Structure was implemented, the hiring of an Executive Assistant, establishing a headquarters for NACAA all of which I feel have been very positive for the organization. The Purcell Pinnacle Award was established to recognize members for their Humanitarian efforts. It has been amazing and gratifying to read and learn about some of the efforts of the various nominees each year. I applaud each of you have been nominated. We have had some name changes in some of the committees to better reflect the professional improvement areas and responsibilities of committees. The NACAA website was established to provide members and the general public the opportunity to learn more about the organization and to obtain information. Thank you, Laura Watts for a job well done. We have seen a lot of changes in Agriculture such as Precision Agriculture, Bio Technology, dealing with diseases such as Mad Cow and Anthrax just to mention a few. We've seen some of the toughest economic times, mergers of companies, loss of some sponsors, reorganization in many of the land grant universities and the tragic events of September 11, 2001. I know each of us will always remember where we were and what we were doing when we saw those events unfold. Through it all I think we have all learned a lot and have been made stronger. As the old saying goes, "When the going gets tough, the tough get going." I think that still holds true today. As we see changes taking place around us, every day we must remember that we are Change Agents and our role and mission remains the same today as in the days of Dr. Seaman Knapp, to educate our clientele. We must continue to deliver research-based information that meets their needs, the way it gets delivered may change but we must still deliver.

As I've learned through my twenty-eight years as a member of this organization, it is the dedication the membership has for helping people that make NACAA strong. I encourage each member to take advantage of the numerous professional improvement opportunities afforded them and to take an active role in assuming leadership positions. Participating, learning and interacting with other members of the association is one of the greatest rewards you will ever receive not to mention the friendships you'll develop.

As I conclude my term as Director, I would like too once again say, "Thanks, to all who have made this such and enjoyable experience." I look forward to seeing you on down the road.

Southern Region Director
N. Fred Miller
North Carolina

My first year as Southern Region Director has been educational, rewarding and a whirlwind of activity. Victor Lynn, who was the prior Southern Region Director from North Carolina, told me when I was selected that it is the "best job in NACAA" and that I will benefit greatly from the experience. Based on this past year's activities, he was absolutely correct! I have really enjoyed the professional improvement and leadership development opportunities this position has afforded me and I thank the North Carolina Association of County Agricultural Agents for the confidence they have shown in my abilities and their support of me while serving in this role.

The primary duties of a Regional Director are to share the recommendations and suggestions of the membership in his region with the National Board and to keep the membership informed as to the activities and policies of NACAA. This is primarily accomplished through participation in the Annual meetings of the State Associations in his region, the Regional Officers Workshop, and by attending NACAA Board meetings.

During the past year, I have attended State meetings in Georgia, Alabama, and Arkansas with additional visits planned for Kentucky, Florida, and North Carolina. I appreciate the warm reception and hospitality that I have received while attending these meetings. I have been impressed both by their quality and the diversity of activities that each state association provided its membership. I have witnessed outstanding leadership by the respective state officers and a tremendous amount of professionalism and camaraderie by the members themselves. Despite the "doom and gloom" messages presented by many of the visiting administrators, the county agents (and specialists) remain upbeat and committed to helping their clientele in every way possible.

The 2002 JCEP Southern Regional Leadership Workshop was held in Dallas, Texas. This workshop is sponsored by the Joint Council of Extension Professionals (JCEP) and encourages interaction among the leaders from each of our professional associations. Director White and I (plus President Holland and Vice-President Fitzsimmons) provided a NACAA update and an opportunity for discussion of current issues impacting NACAA. Another major portion of the program was the state sharing of ideas and events that are being conducted in each of the individual states. This was an outstanding opportunity to learn more about NACAA and what is happening in other states.

NACAA is responsible for hosting the 2003 Regional Workshops and the Directors are responsible for planning the Workshop in their respective regions. If anyone has suggestions on how we can make this an outstanding experience for next year's participants, please share them with your Regional Director. The Southern Region Leadership Workshop will be held February 20-22, 2003 in Asheville, North Carolina. State officers from the Southern Region should be sure to put this on your calendar!

Another event sponsored by JCEP is the Public Issues and Leadership Development (PILD) Conference held each year in Washington, DC. Northeastern Region Director Tom Gallagher and I served on the 2002 PILD Conference Planning Committee. I will continue to serve for one more year and will be joined by Northeastern Region Vice Director Dan Kluchinski. The 2002 PILD Conference focused on Homeland Security and related topics and featured the opportunity to visit with our Congressional leaders on Capitol Hill. If you've never attended the PILD Conference, I encourage you to attend. It is an excellent opportunity to gain a national perspective and understand what happens inside the Capitol Beltway. It is a different world! Each year the program is tweaked to keep it fresh and current. The planning committee is already soliciting ideas for 2003 and I will be more than glad to share any suggestions or ideas you have with the committee.

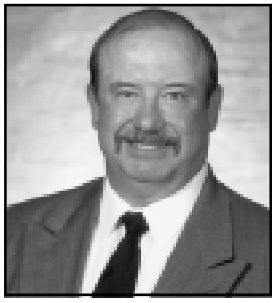
In addition to the above activities, I have participated in the Pre-2001AM/PIC Board meeting in Albuquerque as an observer and Post-2001 AM/PIC Board meeting as a voting Director. Additionally, I participated in the Winter NACAA Board meeting held in Savannah, Georgia hosted by the Georgia Association and the Spring Board meeting held in Tucson, Arizona and hosted by the Arizona Association. Former NACAA Treasurer and fellow North Carolina agent Ken Bateman told me to be prepared for an intense meeting. Despite his warning, I was amazed at the volume of information shared with the NACAA Board during these meetings. However, the information was presented in a very professional and businesslike manner and decisions were made in an open and forth-

right manner. I can emphatically assure the membership that your national leadership is committed to insuring the future viability of your organization and to meeting your individual needs.

As a young agent, I was slow to realize the value of participating in NACAA. However, I now realize it is difficult to reach your full potential as an professional without gleaning nuggets of wisdom from agents/specialists in other states and participating in the wide array of professional improvement opportunities offered by NACAA. Often we struggle to develop a new program only to discover that we are "reinventing the wheel." NACAA provides the outlet for us to share successful programs while gleaning new ideas for use in our home counties. I encourage each of you to actively participate in your National Association of County Agricultural Agents and become actively involved by serving in a leadership role.

Western Region Director

Milton Green
Wyoming



This has been a very busy year in the west. The summer of 2002 has been particularly interesting and it would appear as though good biology has proven victorious over political myth. Those natural amenities left standing after the fires should serve as a lasting testimony to the power of responsible natural resource education.

During the state visits in the west a recurring theme for this organization to become more engaged in political action was heard loud and clear. The mission of NACAA is professional development and not political action but the role of our association in political issues may be a discussion that our organization should have in the future. The elimination of federal appointments should serve as a reminder to all of the membership as to how quickly the status of a "sacred cow" can change.

At the JCEP conference in San Diego a number of agents from several states created a resolution to address the relationship between the land grant institution and other USDA agencies. The resolution was carried forward to the other regions and was supported in each region. Collaboration is an effective tool but everyone in the world wants to collaborate, why? In a recent book written by Alan Weiss, Ph.D and Private Corporate Consultant, the subject of collaboration is discussed and Dr. Weiss offers some good advice that may serve as food for thought. "Understand that people are not going to give you business. Many new consultants want to collaborate with me by getting subcontracting work or participating in one of my projects. There is nothing in those deals for me, no value added, no synergy. Similarly, you'd be crazy to offer hard-won business of your own to someone else just on the promise of some vague, future reciprocity" – Dr. Alan Weiss (2000). NACAA members need to be cautious about who wants to collaborate with our organization and question the motive behind the question.

Other collaborations are very legitimate, very straightforward and clearly demonstrate the potential to yield tremendous benefit. One of those is the potential collaboration between NACAA and ANREP. This is particularly true in the west where neither of our organizations can afford a "division of the house" when it comes to natural resource education. The strength of this collaboration in the future will most likely be a driving force in defining the role of the Cooperative Extension Service in natural resource education programs.

The pinnacle of effective collaborative efforts in the west this past year has been the successful planning and development of the Regional Professional Development Conference to be held in November of this year. This effort has been spearheaded by the Utah Association and supported by all of the state associations in the west. This conference will provide the opportunity for members who cannot always attend the AM/PIC to engage in refereed professional development opportunities on a regional basis. It will also strengthen those presentations given at the AM/PIC. The west should be very proud of this effort.

The past four years as the Vice Director and Director for Western Region cannot be expressed or summarized in words. I have met wonderful people from coast to coast and the relationships I have been allowed to build with these people will last a life-time. Life is good! I want to express appreciation to the NACAA Board for putting up with my one liners in the Board meetings, the individual state associations for the support given to me, my own state association-Wyoming for the faith you had in me to begin with and the University of Wyoming for the support that institution has given to complete and fulfill the duties of this oppor-

tunity. But, most of all I want to thank my family because without their support none of this would be important. Patrick Torres will serve this region well and I know the region will support him as he provides new ideas and leadership for the next two years.

North Central Region Director

Dan Burkhart
Iowa

Early in my Extension career, I quickly learned that I could not do everything myself. I learned to rely on competent office staff, co-workers, and volunteers. Anyone that has ever organized a County Fair knows or soon learns this. Being a Director of a professional improvement organization like NACAA is no exception. State Presidents and State, Regional and National Committee Chairs and Vice-chairs are the keys to making our organization fulfill its Professional Improvement mission. I am impressed by the outstanding and competent leaders we have in our North Central region.

My visits to state meetings have definitely been the highlight of my role as your Regional Director. I have now visited all but two states in our region. I have really enjoyed finding out what is happening around our region and sharing the news from the national board. Budget cuts and the challenge it creates in Extension programming has been a top concern in most states in the North Central Region. Just when we think it can't possibly get any worse - it gets worse! Over the last two years and with next year's projections, state funding for Extension will have been reduced as much as 25-30% in some states in our region. One thing is certain - as Extension budgets change, so will our job descriptions. Professional Improvement organizations like NACAA will become more important than ever. Thanks to the foresight of our Futuring Committee and National Board, internal structure changes have been made so we can meet the challenge of change.

It has been very interesting to see the inner workings of our Association. I am confident that our Board is on the right track. We have had very frank discussions related to our NACAA budget at both the winter board meeting in Savannah and the spring board meeting in Tucson. I have shared current information relating to the budget and the hard work being done by the budget review committee during each state visit. I also reviewed the NACAA Galaxy Position Statement and encouraged financial support of and applications to the NACAA Scholarship Fund.

The Georgia Ag Agents have been working very hard to prepare for your visit to Savannah in 2002. It will be a great opportunity for NACAA members to exchange program ideas and learn from fellow members across this great nation. As I have mentioned during my state visits, NACAA members should look at AM/PIC as a chance to step out of your current busy schedule, take a breather, and reflect on your role back home. You are bound to head home from AM/PIC refreshed and overflowing with new ideas that will astound your co-workers, community leaders, and administrators. The Wisconsin Ag Agents will be watching the 2002 AM/PIC activities closely. Mahlon Peterson, AM/PIC chair for Green Bay in 2003, has promised many outstanding educational activities with some real "down to earth" entertainment in Green Bay in 2003. It might even include cow tipping and udder flaming! But first — see you in Savannah!

Northeast Region Director

Thomas J. Gallagher
New York

It is hard to believe that it was five years ago that the entire northeast bonded together to host an Annual meeting/Professional Improvement Conference in Burlington, Vermont. That meeting was such a success we are at it again.

In 2005 the Northeast states will once again host an AM/PIC in Buffalo, New York, July 17-21, 2005.

As the Northeast Director of NACAA I would encourage any member from Maine to West Virginia and every state in between to pitch in and help plan and put on this conference. I made many friends in several northeast states working on the 1997 AM/PIC and I look forward to making even more friends working on the 2005 Am/PIC.

To get involved and to enhance your professional development as you make new friends, contact your state president, myself or Joan Petzen (jsp10@cornell.edu)

chair of the 2005 AM/PIC. I guarantee you will enjoy every minute you put in.

Another bit of good news form the Northeast is we have Massachusetts back. That's right we have a member from the great state of Massachusetts. I look forward to Massachusetts adding membership and becoming an active partner in NACAA.

It was my privelge this year to represent NACAA on the Public Issues Leadership Development Conference Planning Committee. This year's conference had the highest registration ever with over 250 people attending, representing all Cooperative Extension professional development organizations. This conference not only provides plenty of opportunities for professional development, it gives you a chance to meet and interact with our federal collegues. If you have not attended this conference in the past, I would encourage you to plan on attending in 2003.

My first year as Northeast Director was fun and exciting. I was able to attend three Northeast States Annual Meetings and the Annual outing of New England Retired County Extension Agents. I look forward to visiting with other states this year, keeping the lines of communication open between NACAA and your State Association.

Professional Improvement Council Chair

Dennis W. Newton
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.

One of the goals of NACAA when making the change in committee structure several years ago was to allow members in all areas of speciality in our profession to have the opportunity to receive good quality, sound professional improvement from NACAA. Each year since its inception, the opportunities have grown. This year will be no exception.

The six committees that make up the Professional Improvement Council are: Horticulture and Turfgrass; Animal Science; Agronomy and Pest Management; Forestry and 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 Savannah Georgia. These workshops, scheduled for Tuesday afternoon, July 30, 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 and dairy industry in Georgia on July 26-27 prior to the AM/PIC. This event is being sponsored by NACAA and the National Cattleman's Beef Association and SARE.

The Horticulture and Turfgrass Committee is also offering a pre-AM/PIC Seminar and Tour opportunity to study Horticulture in the Savannah area on July 27-28. The opportunity is being sponsored by Bayer Advance Garden a division of Bayer Corporation.

The Horticulture Committee has selected 20 members for throughout the nation to participate in the NACAA RISE Horticulture/Turfgrass Tour to the Southeastern United States Area the second week in October. This event is sponsored by RISE, Tru-Green ChemLawn, and Plant America.

The Agronomy and Pest Management Committee has teamed up with NASA to provide members training in Remote Sensing and GIS Decision Support. One 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 Agronomy and Pest Management Committee, and the Forestry and Natural Resources Committee, have teamed with BASF to offer a pre-conference tour on July 27 of forestry and pastures to study management of these resources.

The Aquaculture and Sea Grant Committee has planned an excellent Coastal Aquaculture and Seafood Industry Seminar and Tour prior to the AM/PIC on July 27.

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 August in Georgia. Congratulations to those new appointees. I look forward to bigger and better things to come.

Agricultural Economics and Community Development

Van Varner
Michigan

Agricultural Economics and Community Development committee has a full afternoon of opportunities for agents seeking professional development at this year's AM/PIC in Savannah. Agents will share information about very successful programs, and will share the tools to enable agents to adapt similar educational efforts back in their county. Agents will note sessions include traditional Ag Econ topics and more emphasis in Community Development. Topics include: Entrepreneurial Business Training, Teaching Farmers How to Develop That Perfect Farm Enterprise, Teaching Computerized Farm Records at a Distance Using Interactive Video, "Where to Find "Jersey Fresh" in Union County, NJ, Brazilian Soybean Production, Heartland Agdeavor - Cultivating Income Opportunities, The Value Project Research and Outreach for Value Added Agriculture, and A Case Study Program for Effective Extension Teaching in Agriculture Economics.

Agents will also have an opportunity to sharpen their marketing skill in the Cotton Marketing Seminar. This year we are fortunate to have as our presenters, Cotton Marketing Specialist, O. A. Cleveland and Tom Walker from the New York Board of Trade.

Agents will have an opportunity to participate in the committee workshop on Monday, providing input for directing future program emphasis for the Agricultural Economics and Community Development committee. Thanks needs to be extended to the Regional Vice-Chair, the State committee Chairs and members for seeking and evaluating this years programs. Please join us and share your ideas.

Agronomy & Pest Management

William Bamka
New Jersey

The Agronomy and Pest Management Committee has had a busy year planning for Savannah. There will be many educational and professional improvement opportunities for you to take part of in Savannah.

In conjunction with the Forestry and Natural Resources Committee, a pre AM/PIC Forestry and Rangeland tour has been planned. The tour will provide members with the latest information on intensive forest management systems and new techniques for improving pasture/rangeland quality and yield in the southeast.

The Committee was again responsible for selecting the participants for the NASA supported Remote Sensing & GIS Decision Support Seminar. The number of applicants for this hands-on program continues to grow.

The Tuesday afternoon professional improvement sessions has continued to be a primary focus of the Committee. In fact, due to the wealth of information, look for two Agronomy and Pest Management Session on Tuesday in Savannah. A portion of the program will be dedicated to the important issue of Microbial Food Safety. Also presented will be educational approaches to promote the safe use of pesticides. Other topics to be covered include rice biotechnology, forage production, and soil science. Your guaranteed to leave the session with information that will help you serve your clientele.

The members of the Agronomy and Pest Management Committee look forward to seeing you in Savannah.

Animal Science

Kim Chapman
Utah

Following a very successful Pre-Conference Tour and AM/PIC in New Mexico, the Animal Science committee began making plans for the 2002 AM/PIC in Georgia.

We have planned another pre-conference tour which will highlight the wide diversity of animal agriculture in Georgia. Tour stops include a poultry processor and hatchery, the beef, dairy and swine units at the Georgia State Prison, two different goat operations and two widely diversified private farms. The tour is once again sponsored by a SARE professional improvement grant. At the time of this writing, 15 agents were signed up for the tour.

Additionally, we solicited and received many good abstracts for the Professional Improvement Seminars. Ten agents and one industry representative will give presentations in two concurrent sessions followed by a wrap-up speaker during the final hour of the seminar schedule. The final speaker will be Mr. Keith McDowell, Development Coordinator for Wal-Mart's Case Ready Meat Program.

We are looking forward to many valuable learning experiences as we come to partake of all the southern hospitality and charm of Savannah.

Forestry & Natural Resources

Nick Polanin
New Jersey

The Forestry and Natural Resources Committee has been putting together a pre-conference tour in conjunction with the Agronomy & Pest Management Committee. Sponsored by BASF, this tour will highlight forest and range management issues in the southeast region. Participants are urged to plan accordingly for a morning of indoor session at The Marriott Hotel and an afternoon outdoor session featuring a bus tour of BASF and research-related field sites.

As part of Tuesday's Search for Excellence "Brown Bag" lunchtime seminars, Forestry & Natural Resources Committee is again teaming up with the Agronomy & Pest Management Committee in offering BASF sponsored Forestry and Range Management workshops. The scheduled speakers and sessions are as follows:

Forest Management: Jim Bean, Business Relation Manager Forestry Group BASF
Title - Opportunities to Improve Timberland Financial Return

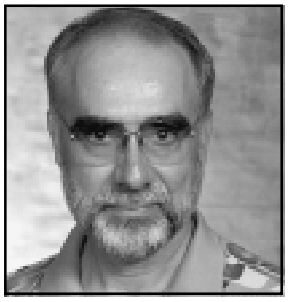
Don Wardlaw, Forestry Sales Specialist BASF
Title - Herbicide Use In Forest Management

Range Management:
Chad Trusler, Pasture Tech Specialist BASF
Title - New Product for Pasture Weed Control

We are also in discussion and planning stages for tours and professional improvement opportunities in Forestry & Natural Resources for the 2003 NACAA AM/PIC in Wisconsin.

Horitculture and Turfgrass

Dan Mullins
Florida



The NACAA Horticulture and Turfgrass Committee has been responsible for planning three major professional improvement activities for members with horticultural responsibilities.

First, the Pre-Annual Meeting Horticulture Workshop and Tour will be held in Savannah, Georgia on July 27 and 28, 2002. This training will include information on pest control, innovative cultural practices, environmental aspects of horticulture and the dissemination of information. Bayer Advanced has increased their level of support, which will allow 30 Members to participate.

On Tuesday afternoon, July 30, six members will present Horticulture & Turfgrass Papers during the Professional Improvement Sessions. The committee has selected a wide range of topics that are sure to interest anyone with horticultural responsibilities. Dr. Bryan Unruh, Extension Turfgrass Specialist from the University of Florida, will be our guest speaker at the end of the Session.

The RISE Horticulture/Turfgrass Study Tour is scheduled for the Southern Region for October 5-11. The tour will be held in Georgia and Florida. Participants will have the opportunity to travel through five USDA Hardiness Zones and see plants growing under both temperate and subtropical conditions.
This is a premier event. All transportation cost, lodging and meals will be covered during the Tour. Members will be able to study horticulture and turfgrass as the guests of RISE, Trugreen-Chemlawn and Plant America. Twenty members were selected to attend.

A special Reunion Dessert Reception for past RISE Tour participants will be held during the AM/PIC in Savannah on Monday, July 29.

Aquaculture/Sea Grant

Dr. Jean Walter
Georgia

In the four years of this committee's existence, the past 12 months have proved to be the most exciting and eventful. We are heading to Savannah having checked off most of the plan of work activities that were drawn up out at the New Mexico. Our showcase event will be a top-notch, pre-conference tour lined up with speakers (and stops) of regional, national , and even international prominence. USDA, Extension , NOAA Sea Grant and Industry specialists, as well as NACAA county agents and the international 4-H aquaculture club members, will be participating on this one day tour which will future coastal Georgia aquaculture research projects as well as visits to Marine Extension and Sea Grant facilities.

The committee's line-up of presenters for Tuesday's professional improvement sessions looks to be just as outstanding, headed up by Dr. Gary Jensen, USDA National program leader for aquaculture, from Washington DC (he will also be participating on the pre-conference tour). We will also hear from two other PhD's, Dr. Gary Burtle and Dr. Gary Hawkins, a DVM, Dr. Jean Walter (Jasper County) and three Georgia County Agents with water quality and aquaculture expertise, namely: Mr. Dave Carpenter (Mitchell County); Ms. Ginger Perdue (McIntosh/Long Counties); and Mr. Steven Patrick (Habersham County & GACAA AQ/SG PI Committee Chair).

Also, as a part of our plan of work "wish list: we are offering for the first time ever, a HACCP (Hazard Analysis and Critical Control Point) certification course for county agents as well as industry seafood handlers and processors is also being offered the day before the pre-conference tour commences (Friday, July 26th). This will be the first time this certification course will be conducted in Georgia with a pre-class internet course component, followed by the one-day, in classroom instruction. The UGA Sea Grant District Director, Dr. Keith Gates, and UGA Extension Food Quality Specialists, Dr. Estes Reymolds and Dr. Y.Huang, have helped set this class up and volunteered to be instructors.

Other activities include sponsorship of an international youth 4-H aquaculture club based in Jasper County, Georgia (now formerly called "Future Fish Farmers of the Americas") who submitted an article with photos to "The County Agent" magazine this past year. They helped sponsor a NACAA Southern Region/UGA Aquaculture Field Day in Cohutta, Georgia, in March and will be working on a web site and traveling trade fair type display which they recently received funding for from the Georgia Upper Ocmulgee Resource, Conservation and Development Council, the Jasper County Farmers Market Park Commission, and the Georgia Aquaculture Association.

The committee and NACAA were represented at three different international aquaculture conferences and expositions via participation by current national chair, Jean Walter. These conferences include GACAA scholarship funded trip to Ecuador (to attend the 5th Latin American Aquaculture Conference in Guayaquill), the 2002 Aquaculture America Conference in San Diego, California; and upcoming NACAA scholarship trip to New Brunswick, Canada: 2002 Global Aquaculture Conference and Atlantic Aquaculture Exposition.

Finally, and by "press time," the following state chairs and/or aquaculture program representatives sent state information and activites reports* Gef Flimlin (New Jersey); Jamey Clary (Alabama); John McKinney (Michigan); Gino Lujan (New Mexico); Robert Pawelek (Oregon); Steven Patrick (Georgia); Harry Blanchet (Pennsylvania); Wayne Hansen (Minnesota); Ron Catchen (Kentucky); Russel Higgins (Illinois); Anthony Netardus (Texas); Dr. Jimmy Avery (Mississippi); Dr. Kevin Fitzsimmons (Arizona); and Brian LeBlanc (Louisianna). It was great to hear from all these different NACAA members and know "what was what" in their respective states.

In closing, and on a personal note—As I prepare to step down as national vice-chair, I feel that our PI committee has taken some big strides to help all agents better serve our clientele in this fast growing U.S. aquaculture industry. Also, a big thanks goes out to Steve Munk, our NACAA President -elect and John McKinney from Michigan, who pushed to have this committee several years ago and has given us a lot of guidance and help; Scott Hawbaker for helping us with our articles for "The County Agent," Dr. BillGivan, for publicity help; and finally, Dennis Newton, who deserves the "Outstanding Council Chair of the Century" award. Not sure how he has kept all of these PI committees on task and PRODUCING, but he has been a great leader for this vice-chair and our committee.

* these will be presented at the Savannah AM/PIC Monday committee meeting, July 29th,2002

Extension Development Council Chair

David E. Reue
Texas

The Extension Development Council is a unique component of NACAA designed to enhance our members in the area of general Extension Training. One common thread among NACAA members is the fact that we are all Extension Agents and educators. Therefore it is imperative that our organization strengthen and continue to offer training in how to become a better Extension professional. This is one area that effectively separates NACAA from other subject specific professional organizations.

There are four committees in this council that are not subject matter specific, but rather covers broad, general extension related topics that will focus on the following: Public Relations and Agriculture Issues, Early Career Development, Administrative Skills Development, and Teaching and Educational Technologies.

The challenge for the Extension Development Council Chairs and Vice Chairs continues to be to establish the foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. All of the EDC Committees have provided the leadership and involvement necessary to accomplish this goal.

This past year the committees have been involved with setting goals and objectives for their committees, looking for funding sources and organizing non-traditional professional improvement opportunities. The Public Relations and Agricultural Issues committee took over coordination of the Outstanding Young Farmer Award Program. Also the Teaching and Communications Committee has responsibility for the Agricultural Explorer Workshop.

I would personally like to thank the retiring National Chairs for their dedication and hard work this past year. I have had the pleasure of working with these individuals for several years and they have served you well as committee chairs. The retiring chairs are: Glenn Rogers - Public Relations and Ag Issues: Ken Combs - Early Career Development; Dean Miner - Administrative Skills Development and Kenneth Simeral - Teaching and Educational Technologies.

We hope that these committees will fulfill a need for Extension Agents and help you to become a better Extension professional. That is our goal.

Public Relations and Agricultural Issues

Glenn Rogers
Vermont

We hear that "All Public Policy Issues are All about Public Relations". Agriculture needs to be effective and efficient in 21st century and thus the Extension professional needs to use highly effective public relations skills. We must relate to our agricultural clientele and must also communicate positively and correctly to our growing, urban, non-agricultural clientele. We must work with all and we need to interface the populations and to do so requires some excellent public relations around urban community and Agricultural Issues. The **Public Relations and Agriculture Issues program** at Savannah will center on teaching agents how to address issues such as land use, Biotechnology, and economic development. We=re again fortunate to have the support of the Kettering Institute, the National Issues Forums (NIF), and Betty King and Curtis Absher from the University of Kentucky. We're also proud that Scott Daniell is heading up this very important segment of the Tuesday morning program.

The Agricultural Ambassador Program closed out last year and in its place is the very successful **National Outstanding Young Farmer** program. This program has seen a big increase in competition and public relations with the addition of NACAA to the team. Applications were up by 20% from 2001. Again this year we are teaming with U. S. Jaycees and John Deere on this highly recognizable program. This program is ideal for NACAA members to showcase and learn about some great agricultural enterprises owned by some great young agricultural producers who are, or will be, the leaders of tomorrow's agriculture. It=s also a thrilling program that can showcase agriculture to our urban population, as well as help farmers and NACAA members learn about how agriculture is perceived by the urban public. The application, all the background information and how to conduct your own OYF pro-

gram in your county and/or state is on the web at http://www.usjaycees.org/oyf.htm . Check it out and get in touch with your state Public Relations and Agriculture Issues chair, and/or your Jaycees chapter. We're hoping for another 15% increase in the national OYF participation in 2002 -2003. The top 25 farmers in the U.S. get a free trip to the national meeting to be held in Louisville KY. During the Farm Machinery Show, Feb. 13-16, 2003.

Julie Pioch, Michigan, chairs the **Sustainable Agriculture Program**. The series of luncheons at Savannah are simply outstanding. Also the Wednesday tours lined up highlighting the Sustainable Agriculture projects in Georgia are among the best presented. We're happy to see the wonderful partnership that has developed with USDA Sustainable Agriculture and Research and Education (SARE) office, and Jill Auburn (SARE Director) and NACAA. We say thank you to all their efforts. I encourage everyone to write a thank you note to SARE at Attn: Jill Auburn, Stop 2223, 1400 Independence Ave., S.W., Washington, D.C. 20250-2223.

Finally, we've got a big change this year as several folks are leaving and some joining the committee. Julie Pioch is leaving and is being replaced by Mark Longstroth from Michigan. I also am leaving the committee but am being replaced by Bill Sciaparra from New Jersey. We welcome these excellent folks who are coming on board. Thanks to our vice chairs and to the state chairs for all of their hard work and dedication to the Public Relations and Agriculture Issues programs.

Early Career Development

Ken Combs
Arkansas

The NACAA Early Career Development Committee has been busy this past year in trying to help early career agents in their development.

You can go to the NACAA website and we have links to a web page for Early Career Development. On this page you will find the activities of the committee. In addition links have been developed that will go to websites that contains material that will help the early career agent be more effective in their work as an Extension Agent.

We have three speakers at the NACAA AM/PIC that you will not want to miss. I encourage everyone to come to the Early Career Development Seminars. You will find information at these seminars that will help you regardless of the length of service that you have as an agent.

D. L. Marrison will give a presentation "Surviving The First Five Years in Agricultural Extension". The presentation will give information on conducting a needs assessment and how to work with local committees to develop a long range education plan for the agricultural community. Committee is something that is very important in our work and a better of understanding of working with committees is always helpful.

Todd Lorenz and Don Day will be team teaching two outstanding seminars. The workshops are titles "Our Role As A University Extension Representative" and "Customer Service Techniques". Topics to be discussed will include, maintaining long term positive relationships, becoming a partner with your client, empowering clients, understanding behavior styles, asking effective questions, addressing people, using contact logs effectively, appropriate response time, handling rude contacts, and adding humor.

I look forward to seeing you in Savannah!

Administrative Skills

Dean Miner, Jr.
Utah

Leadership for the Administrative Skills Development committee has been provided this year by Bruce Beck of Missouri for the North Central Region, Jack McDaniel of Tennessee for the Southern Region, David Filson of Pennsylvania for the Northeast Region and Dean Miner of Utah for the Western Region. This committee has prepared a program for the Savannah AM/PIC that draws from both the rank and file NACAA membership and from professionals in the field of leadership development.

Terry Hejny, a young agent from Nebraska, will share his experience with that state's new agent orientation program. He will examine both the portions of that program that he found very useful and those that, perhaps, were not as beneficial. This presentation will provide insights to participants on how to help their

new colleagues become more productive more quickly.

The second presenter is Dr. Janet Ayres. Dr. Ayres is Professor and Extension Specialist for leadership development at Purdue University. She has a national reputation for helping Extension agents and educators become better leaders. Her presentation will cover two sessions and promises participants new concepts they can put to use immediately.

Beyond preparations for the AM/PIC administrative skills committee has started to lay the groundwork for a network of peer reviewers. This network will help provide out-of-state reviewers for those states that require them for either promotion systems or for review of agent-developed publications. Administrative Skills Development committee state chairs will play an important role as this idea is implemented.

Teaching & Communications

Kenneth Simeral
Ohio

The NACAA Teaching & Educational Technologies Committee is one of the Extension Development Council committees promoting increased programming skills among Extension agents. We focus on traditional and non-traditional teaching skills, including the use of new electronic technologies such as developing effective written, oral and visual teaching skills; utilizing electronic communication; utilizing distance learning; and planning and evaluating programs.

Activities of the committee this year included submitting articles for *The County Agent* Magazine, surveying the membership to determine needs in relationship to our objectives, conducting the AgExplorer Workshop contest, and reviewing and selecting the committees presentations for the AM/PIC conference. The AgExplorer Contest was won by the Ohio Extension Agents Association and, in cooperation with Hamilton-Locke, Inc. the contest sponsor, will conduct two workshops during the winter of 2003. The five presentations were "Utilizing Active Learning Techniques in Extension Education"; "Expanding the Reach of Distance Education - Teaching computerized Farm Records from Ohio to Wyoming"; "Creating Content-Filled County Based Web Sites"; "Internet Based Extension Information: Better, Best or Bust?" and "Using the Web for a Teaching Module: An Example."

Two special workshops were also provided by the committee. "Introduction to Multimedia Tools in Agricultural Extension" was conducted by Hamilton-Locke, Inc. and "Internet Imaging System Workshop" was conducted by The University of Georgia.

Two new regional vice-chairs have been selected for a two-year term. The vice-chair from the Southern Region is Wade Hibbler from Texas. Jeff McCutcheon from Ohio will be the vice-chair from the North Central Region.

Program Recognition Council

John Campbell, Council Chair
Tennessee

A few days after I began my Extension career, Bill Hall, my county director, told me I needed to join the county agent's association. I didn't really know what NACAA was then but I followed his advice. With his help and encouragement I began to participate in NACAA programs. My participation in these programs has had an immeasurably positive effect on my Extension career. Hopefully, as Program Recognition Council Chair, working in conjunction with the council's seven committees, we can continue to offer the opportunities that have been so helpful to me. I have enjoyed my first year as Council Chair and have learned a lot about the inter workings of our association. I am looking forward to the next two years as well. The National Chairs have worked diligently this year. Some have had to deal with the loss of national sponsors. I appreciate very the much the efforts of Ancil Schmidt and Neil Broadwater, Recognition and Awards; Lee Miller, Communications; Gerald Van Brunt, Extension Programs; Alan Michael, Professional Excellence; John Payne, Public Relations; Kurt Jones, 4-H and Youth; and Greg Solt, Scholarship. Alan Michael's term ends this year. I want to thank him for his service as national chair. The regional vice chairs and state chairs also play a vital role in conducting these programs. I appreciate their work as well. Everyone worked together to complete the judging in a timely fashion.

I was also involved in the selection process for national committee chairs and regional vice chairs. Some regions had a shortage of applicants for these positions. These positions are excellent opportunities for you to become more involved in your association. If you aspire to one of these positions, start to build your record of NACAA and state association activities. Ask to serve as a state committee chair, attend the AM/PIC and participate in awards programs, educational tours, etc.

With the help of Laura Watts, Electronic Communications Coordinator, the NACAA website has a listing of the national award winners. I appreciate her willingness to help with this. I also want to thank the council chairs, Dennis Newton and David Reue, and Vice President Frank Fitzsimons for their help during the year.

Regardless of how many opportunities are available to NACAA members, our programs are not completely successful without reaching a larger number of our members. I encourage each of you to become a more active participant in the programs offered by your state association and NACAA. All members can be encouragers of each other so that we all benefit as much as we can from NACAA.

Recognition and Awards

Neil Broadwater
Minnesota

Ancil Schmidt of West Virginia, who had been chair of this committee for the past two years, retired at the end of December, 2001. I was appointed to assume the chair responsibilities for the remaining portion of his term that expires at the end of this year's AM/PIC. I had been North Central Regional Vice-Chair of the committee and worked with Ancil and the other Vice-Chairs through two AM/PIC events. I am grateful to Ancil since his retirement for the good advice he has given me these past months. State chairs as well as the Regional Vice-Chairs of this committee put in a lot of time throughout the application process assembling the information in preparation for the Distinguished Service Award and Achievement Award presentations at the AM/PIC. 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

This year we honor 83 NACAA members for the Distinguished Service Award and 60 members for the Achievement Award. In reviewing all of the award recipient citations, I have been impressed by the variety and quality of Extension educational programs they have provided across this nation. These County Agents 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. Let us take pride in being a member of an organization comprised of such dedicated workers who have had a very positive influence on people's lives.

Thank you to the Regional Vice-Chairs, Kim Strohmeier of Kentucky, Mike Hogan of Ohio, Larry Hulle of New York and Stuart Parkinson of Idaho, for their excellent leadership in evaluating the applications, checking for missing items, and sending them on to me in a very timely manner. Teamwork that results in efficiencies and meeting deadlines makes my job more rewarding and enjoyable.

Recently, the Board appointed me to serve as the Recognition and Awards Committee Chair for the next two years. Suggestions on how we can improve the work of this committee to better serve the membership will be welcomed and appreciated.

Communications

J. Lee Miller
Pennsylvania

The Communications committee has successfully continued without the support of a national sponsor. The events following September11 have traumatically affected all of us, especially the support of our professional improvement programs. The dynamic enthusiasm and the dedication of our members is evident in the quantity and quality of the entries this year. There were 886 entries in the 13 communications categories or about 89 % as many as last year. Yes there were less entries, but in light of the reduced financial support, I am proud of the professionalism and the dedication to participate in these programs. I appreciate the support of the NACAA board and the National Recognition Chair.

I am proud to work with the largest awards program within the National Association of County Agricultural Agents organization. The excellence in programming is evident in the entries. The technical skills are outstanding including: broadcast, photography, writing, layout, graphics, presentation, content, organization, creativity, and impact. The work that is done by extension agents is truly having an impact on the lives of our clientele. They are doing things differently and the programs are having a positive impact on the quality of their lives.

You will find posters of the winners' entries in the lobby. I encourage you to visit with the winners who have agreed to share ideas and thoughts about their outstanding program entries. We often learn best by example and experience and our colleagues are willing to share. You will also find their abstracts in the NACAA AM/PIC booklet. Take a few moments to read and interact with these individuals to gain a deeper understanding of their efforts.

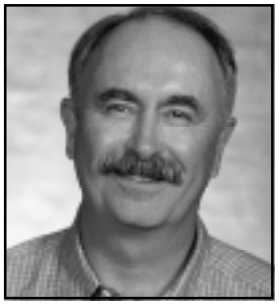
I commend each person who has taken the time to submit an entry. The extra effort that you provided supports this program, and hopefully you received feedback to make your effort better in the future. Judges are asked to make constructive comments that will help us improve our efforts to communicate ideas and information to the public. Most judges follow through and provide comments to improve our communications skills.

I also want to thank the extra efforts of the regional vice-chairs who have provided exceptional leadership to their colleagues. Their efforts are exceptional to motivate fellow members and complete the communications link. Their cooperation and coordination have truly helped to make this program possible.

Finally, we have been given the opportunity to present a workshop on "How to Prepare a Winning Entry". The focus will be on professionalism and always creating and presenting high level work in a timely manner. I hope that you will be able to join us. I look forward to continuing to promote the highly professional communications of our members.

Extension Programs

Gerald Van Brunt
Arkansas



Extension Programs had a new category this year, the Remote Sensing and Precision Agriculture sponsored by NASA. This brings to six the Search for Excellence Programs that are awarded by the Extension Programs Committee.

Sponsors for the other five categories include: Aventis for Crop Production; John Deere for Farm and Ranch Financial Management; TRUGREEN ChemLawn for Environmental Protection Through Responsible Use of Pesticides, and Merial for Livestock Production.

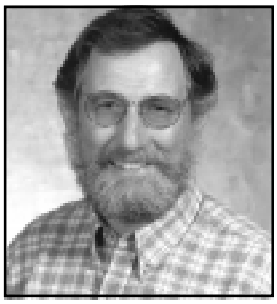
Program entries at the Regional level were the same as last year with 59 entries. Our committee will need to do a better job of determining overall participation in the awards programs. We know how many state winners there are in each category, but are not receiving total competition numbers from the states by category. These are the numbers we need to forward to our sponsors.

National winners come from Kentucky (2), Florida (2), Arkansas, and Nevada. A total of fourteen states had national winners or national finalists with eight of these states being multiple winners. The National Winners will be making presentations on their programs during the AM/PIC in Savannah, Georgia.

Many of you are doing programs similar to those that are entering and winning at the state and national level. Take a few minutes to review the winning entries at the NACAA AM/PIC in Savannah. Start now to plan on participating next year. Encourage your state committee chairs to have samples of winning entries at your state meetings. We want to provide our sponsors with numbers of which both can be proud.

Professional Excellence

Alan H. Michael
Pennsylvania



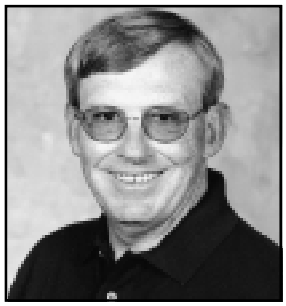
The committee is responsible for the peer review of poster abstracts and organizing the poster session at AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. All posters are peer reviewed at the regional level and is the responsibility of the Regional Vice Chairs, all of whom have done a excellent job this year. Current regional Vice Chairs are Paul Lehman '02 from the Northeast, Ron Seyfert from '03 the West, Russell Duncan from the South '02 who will be assuming the chairmanship for 2003, and Craig Haugaard '03 from the North Central.

The poster entries continue to increase, in 2002 we have 101 entries a 32% increase (N76 in 2001). The south has the largest number with 48, South Central has 30, North East with 14, and the West has 9. 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 winner will receive a certificate.

One of the goals of the committee has been to improve the quality of poster entries. Vice chair have been worked with the state chairs/presidents to ensure that posters and abstracts are of the highest quality.

Public Relations

John Payne
Arkansas



There were 11 entries in the PRIDE Program this year. Entries were submitted from each of the four regions. The entries were very good and emphasized some very good public relations work being done in Extension throughout the country. Congratulations to the team of Melinda Martin and Karen Hall of New York, the 2002 PRIDE Program National Winner. Congratulations to the Jean Walter of Georgia, D.W. Utlaut of Missouri, and John P. Gille of South Dakota the other National Finalists.

The Public Relations Committee has the responsibility of organizing and conducting the Squanto Luncheon. This event recognizes all first time attendee's at the National Meeting. Each person attending will receive a Squanto lapel pin courtesy of NASCO International. Mr. Phil Niemeyer of NASCO will speak as will Hal Tatum, retired Extension agent from Georgia. We have a goal of 170 to attend the Squanto program this year. Each state is encouraged to send agents who have never attended a National Meeting to this years meeting in Savannah.

Thanks to Judee Wargo-Western Region Vice-Chair; J.Craig Williams-Northeastern Region Vice- Chair; Charles Davis-Southern Region Vice-Chair, and David Whitson-North Central Region Vice-Chair for their dedication and hard work as team members of the Public Relations Committee. Thanks is also expressed to John Campbell of Tennessee, Program Recognition Council Chair, for his support of the Public Relations committee work.

Finally, we express our gratitude to national sponsors who work with the Public Relations Committee. They are: Squanto Luncheon – NASCO International, Public Relations in Daily Efforts- National Rural Telecommunications Cooperative Association and the National Rural Electric Cooperative Association.

4-H and Youth

Kurt Jones
Colorado

The 4-H & Youth Committee has been active since we last met in Albuquerque. The 2001 National 4-H Congress in Atlanta, Georgia was well attended with over 1300 youth from 48 states and Puerto Rico. NACAA has traditionally been an active partner and participant in this important youth development program. Plans have already been initiated for the 2002 National 4-H Congress.

One of the community service components this year will be the "Mile of Dimes" campaign that the 4-H members will be conducting. The money raised will benefit the International 4-H Youth Exchange program and Habitat for Humanity. Don't be surprised if I am seen harassing 2002 AM/PIC attendees for loose change to help us reach our goal of a mile of dimes!

There were 15 entries in 4-H and Youth Search for Excellence this year. Brian J. Callahan, South Carolina, was selected as national winner.

We are unfortunately still without a sponsor for this important program. The 4-H Committee has enjoyed NACAA sponsorship for its work, but finding another partner is a top priority for our committee.

Make plans to attend the recognition breakfast or the sack luncheon if you are attending the AM/PIC in Savannah in July. This is a terrific opportunity to learn about innovative youth programming from outstanding colleagues across the nation. The food and fellowship have also been excellent in the past!

Scholarship

Gregory W. Solt
Pennsylvania

Last year, 2001, was the first year in many years that the Foundation was able to make more money available for scholarships than the total amount requested by qualified applicants. This was in great part the result of good steward ship at the Foundation and increasing scholarship donations.

The selection committee therefore had greater flexibility to assist our members. Requests were filled to the hundred per cent level for some applicants, with lower percentages awarded to others based on the applications merit. Thirteen individuals and groups requested assistance, nine of these received awards.

During the past year, 278 individuals donated $7, 235. Our scholarship auction in New Mexico was a success again as a result of the hard work of the committee. State chairmen and chairwomen have been very busy soliciting money, answering questions and solving our member's problems. I had contact with one or more of these individuals almost weekly throughout the year.

Regional vice-chairs also were busy. Besides their normal responsibility to support state chairs and receive applications, there were several mid year scholarship recipient issues that needed to be addressed.

One item to be addressed at the 2002 at the scholarship committee meeting during the AM/PIC is the need for a donation form to accompany donations and a standard receipt for the donator and his/her state. Although the database is in good shape, those few questions that developed over the past year probably would have been averted if members and states would have had better records.

Special Assignments:

Electronics Communications Coordinator

Laura L. Watts
Pennsylvania

Mailing Lists

We have had major problems with the mail server at USDA, and as of this date we are still unable to use the mailing lists. In order to work around this situation, I have placed the most commonly used lists on the web site, under "Electronic Mailing Lists." You can select the individual names and paste them into the "To" section of your message and still reach all the members of the lists.

Home Page

The NACAA Home Page www.nacaa.com now has a Site Index. This should help make it easier to find things on the page. We have so much information there it can be difficult to find where items are listed.
Information and forms for the AM/PIC are included on the site, as well as proceedings from previous year's meetings. Award winners for the current year are available. Council information including chairs and regional vice chairs are listed with their address and phone information.

Please remember to keep me informed of changes in officers, and any changes to your e-mail address. Also, as your state land grant university or your state association puts up a web site please send me the URL and I will add the link to the NACAA home page. There are currently 25 state association home pages.

Executive Director

Scott Hawbaker
Illinois

It has been a pleasure serving as the NACAA Executive Director this past year. We had a very successful membership renewal period with almost every state meeting the deadline. Handling address changes, new member additions and general database changes has become much easier using Microsoft Access 2000. One state treasurer even commented that this was the smoothest year ever in handling the database updates.

The responsibilities of Executive Director continue to change and add value to the association. More and more communication is handled through our National Headquarters office located at 252 N. Park Street, Decatur, IL 62523. On a weekly basis, over 30 calls and 75 emails flow into the office for handling.

By the direction of the board, we have tried to streamline expenses and have this year saved several thousand dollars by not publishing the Proceedings, but burning it to CD and also making it available on the nacaa website (www.nacaa.com). We have also begun offering advertising in *The County Agent* magazine. I will continue to do my part in assisting the board with cost saving measures.

Many times one may ask "Just what do you do as Executive Director?" Just to give you an idea of my current responsibilities, here's a list of items that I assist the association with:

1) Office Management
   a. Provide a central office for the association with an address, phone number, fax number, and e-mail communication.
   b. Provide a central office for the association with storage for association records, materials and supplies.
   c. Assist the association Secretary with the records, reports, and other items to be placed on file in the association collection at the National Agricultural Library in Beltsville, Maryland.

2) Database Management
   a. Develop and maintain a central database of membership, sponsors, and other appropriate persons or organizations. The database information shall be considered the exclusive property of the NACAA and shall include, but not be limited to:
      (1) membership information, including addresses, contact information, and dues collection
      (2) officer and leadership information at state and national levels, including past and present information
      (3) electronic communication information, including membership on identified electronic mailing lists
      (4) recognition and awards information, including past and present information
      (5) participation in programs, including past and present information
      (6) scholarship information, including contributions and scholarship awards
      (7) donor and sponsor information, including contact, program, and financial information
      (8) annual meeting registration information
      (9) membership specialization information
      (10) geographic information including - agricultural production statistics by county for compilation with membership specialization information.
   b. Coordinate sales and distribution of information in the database with clients, donors, and sponsors, as authorized by the NACAA.

3). Communications
   a. Produce communications including press releases and electronic communications directed to and/or developed for members.
   b. Coordinate communications with the editor of *The County Agent* magazine for purposes of program and association information and article submissions.
   c. Provide contact, communication, and coordination with donors, trade show exhibitors, and sponsors for purposes of ongoing program support and implementation.

4) Development
   a. Assist the President, and/or the President-Elect in the identification of potential donors.
   b. Coordinate communications and provide follow-up contact with current and potential donors as requested by the President and/or President-Elect.
   c. Promote the NACAA trade show in the agricultural media and coordinate communications with current and potential trade show exhibitors.

These are the main items which I work on a daily basis on behalf of NACAA and I continue to take on additional responsibilities at the direction of the board of directors. If you have any questions, please don't hesitate to call the national office at (217) 876-1220.

PROGRAM HIGHLIGHTS
87TH ANNUAL MEETING
NATIONAL ASSOCIATION OFCOUNTY AGRICULTURAL AGENTS
July 28 - August 1, 2002
SAVANNAH, GEORGIA

FRIDAY, JULY 26TH

PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR

NACAA BOARD MEETING

SATURDAY, JULY 27TH

PRE-CONFERENCE BASF FORESTRY/RANGE MANAGEMENT STUDY TOUR

.NACAA/BAYER HORTICULTURAL PRE-CONFERENCE

PRE-CONFERENCE NACAA/BAYER HORTICULTURAL WORKSHOP AND TOUR

PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR

PRE-CONFERENCE COASTAL AQUATIC/ SEAFOOD INDUSTRY TOUR

REGISTRATION

NACAA BOARD MEETING

VIP, SPONSORS AND DONORS DINNER

GACAA MEETING

SUNDAY, JULY 28TH

NACAA Golf Tournament

NACAA/BAYER HORTICULTURAL PRE-CONFERENCE

PRE-CONFERENCE NACAA/BAYER HORTICULTURAL WORKSHOP AND TOUR

SCHOLARSHIP SELECTION COMMITTEE

REGIONAL DIRECTORS AND VICE DIRECTORS WORKSHOP

POSTER SET UP

COMMUNICATIONS AWARD WINNERS SET UP

NOMINATING COMMITTEE MEETING

PAST NATIONAL BOARD LUNCHEON DUTCH TREAT

Speaker: Dr. Gale A. Buchanan
Dean and Director
College of Agricultural and Environmental Sciences
University of Georgia

"Agro- Terrorism"

Coordinator: Hal Tatum
Past National President

NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS LUNCHEON AND WORKSHOP

PROGRAM RECOGNITION COUNCIL WORKSHOP

EXTENSION DEVELOPMENT COUNCIL WORKSHOP

PROFESSIONAL IMPROVEMENT COUNCIL WORKSHOP

STATE OFFICERS WORKSHOP

COMMERCIAL EXHIBITS

EDUCATIONAL EXHIBITS

NACAA POSTER SESSION DISPLAY

NACAA COMMUNICATIONS AWARD WINNERS

NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING BOARD OF DIRECTOR'S MEETING

FIRST TIMER ORIENTATION AND RECEPTION

STATE PRESIDENTS REHEARSALFOR FLAG CEREMONY

SOUTH CAROLINA BARBEQUE

OPENING SESSION AND INSPIRATIONAL PROGRAM

Place: Civic Center - Johnny Mercer Theater
Presiding: Eddie Holland, NACAA President
Invocation: Charles Phillips, Georgia
Welcome to Georgia: Mickey Fourakers
Message: Frank McGill, Professor Emeritus
University of Georgia
Musical Presentation: Clovers and Company
Closing: Mickey Fourakers, NACAA Annual
Meeting Chair

HOSPITALITY

STATE PICTURES, DSA & AA PICTURES

MONDAY, JULY 29th

BREAKFAST Civic Center Arena

VOTING DELEGATES BREAKFAST

4-H YOUTH DEVELOPMENT RECOGNITION BREAKFAST

PRIDE RECOGNITION BREAKFAST

REGISTRATION

EDUCATIONAL EXHIBITS

COMMERCIAL EXHIBITS

NACAA POSTER SESSION DISPLAY

NACAA COMMUNICATIONS AWARD WINNERS DISPLAY

GENERAL SESSION

Place: Civic Center - Johnny Mercer Theater
Presiding: Eddie Holland, NACAA President
Invocation and Pledge of Allegiance:
Kenneth White, Texas
Greetings from Georgia Cooperative Extension and an Overview of Georgia Agriculture:
Dr. Gale Buchanan, Dean & Director
University of Georgia
College of Agricultural & Environmental Sciences

Address: Dr. Barry Thompson
Chancellor Emeritus
Texas A & M University System
"**The Importance of Public Service**"

Recognition of Donors and Introduction of New Programs:
Steve Munk, President-Elect

Presentation by Bidding States for 2006 Annual Meeting And Professional Improvement Conference:
Ohio and Kentucky
South Carolina

Greetings from Joint Council of Extension Professionals:
NEAFCS - Christine Kneip, President, Wisconsin
ESP - Jim Lindquist, Past President, Kansas
NAE4-HA - Mary Williams, VicePresident, Professional Development, Florida
ANREP - Joe Schaefer, President-Elect, Florida

Relationship between County Extension Agents and Farm Bureau Wayne Dollar, President
Georgia Farm Bureau

KEYNOTE ADDRESS Donnell Brown, Texas
R. A. Brown Ranch, Throckmorton, Texas

SQUANTO LUNCHEON

COMMUNICATION AWARDS RECOGNITION LUNCHEON

SEARCH FOR EXCELLENCE LUNCHEON SEMINARS
(Ticket required. Secure at registration desk.)

A. Environmental Protection Through Responsible Use of Pesticides
Urban - Awards Program
Place: Hilton North Ballroom
Presenter: Brian Haller, Arkansas
Topic: "The First Strategy in Managing Red Imported Fire Ants in a Non-Quarantine County Begins at The County Fair"
Presiding: Dave Linville, S Vice Chair
Courtesy: TruGreen-Chemlawn

B. Environmental Protection Through Responsible Use of Pesticides
Rural - Awards Program
Place: Hilton South Ballroom
Presenter: Curt Judy, Kentucky
Topic: "Kentucky Ag Water Quality BMP Generator Computer Program"
Presiding: Larry Myott, NE Vice Chair
Courtesy: TruGreen-Chemlawn

C. Farm and Ranch Financial Management Awards Program
Place: Marriott Ballroom D
Presenter: Ron Torell, Nevada
Topic: "Teaching Futures and Options to Manage Risk, a Hands-On Multi-State Educational Program for Livestock Producers"
Presiding: Amy Peters Ruddell, W Vice Chair
Courtesy: John Deere
Host: Cheryl Stevenson-Salley

D. Livestock Production Awards Program
Place: Marriott Ballroom E
Presenter: Don Sorrell, Kentucky
Topic: "Campbell County Livestock Improvement Program"
Presiding: Karl Hoppe, NC Vice Chair
Courtesy: Merial SureHealth
Host: Sid Gordon

E. Crop Production Awards Program
Place: Hilton Pulaski
Presenter: Richard Tyson, Florida
Topic: "Producing Crops in Floating Hydroponic Systems"
Presiding: Gerald Van Brunt, National Chair
Courtesy: Aventis
Host: Brent Crossland

F. 4-H Search for Excellence
Place: Marriott Academy
Presenter: Jodi Black & Gary Wilson, Ohio
Topic: "Creating Educational Materials, Resources and Activities to Educate 4-H Members about Livestock Production Practices In a Fun Setting"

Presenter: Nicholas Polanin, New Jersey
Topic: "Creating Tomorrow's Skilled Workforce: Arboriculture Training & Internship Program"

Presenter: Janet Schmidt, Washington
Topic: Implementing a Quality Assurance Program for 4-H and FFA Youth in Whitman County, Washington"

Presiding: Kurt Jones, Chair, Colorado
Courtesy: NACAA

G. REMOTE SENSING AND PRECISION AGRICULTURE
Place: Marriott Oglethorpe A
Presenter: Lawrence Halsey, Florida
Topic: "Introducing Geospatial Technologies For Precision Agriculture to North Florida"
Courtesy: NASA

NACAA EDUCATIONAL FOUNDATION, Board of Trustees

TALENT REVUE REHEARSAL

COMMITTEE WORKSHOPS
(For all state committee chairs and committee members)

How to Host an Annual Meeting
Place: Marriott Plaza
Presiding: Mickey Fourakers, Chair AMPIC

Communications
Place: Hyatt Waterfront
Presiding: Lee Miller, Chair

Extension Programs
Place: Hyatt Sloan
Presiding: Gerald Van Brunt, Chair

4-H & Youth
Place: Hyatt Westbrook
Presiding: Kurt Jones, Chair

Professional Excellence
Place: Hyatt Verelst
Presiding: Alan Michael, Chair

Public Relations
Place: Marriott Pulaski
Presiding: John Payne, Chair

Recognition & Awards
Place: Hyatt Savannah
Presiding: Neil Broadwater, Chair

Scholarship
Place: Hyatt Percival
Presiding: Greg Solt, Chair

Agronomy & Pest Management
Place: Marriott Forsyth
Presiding: William Bamka, Chair

Agricultural Economics & Community Development
Place: Marriott Johnson
Presiding: Van Varner, Chair

Animal Science
Place: Marriott Reynolds
Presiding: Kim Chapman, Chair

Aquaculture/Sea Grant
Place: Marriott Franklin
Presiding: Dr. Jean Walter, Chair

Forestry & Natural Resources
Place: Marriott Mercer
Presiding: Nicholas Polanin, Chair

Horticulture and Turf Grass
Place: Marriott Oglethorpe B
Presiding: Dan Mullins, Chair

Public Relations and Agriculture Issues
Place: Marriott Telfair
Presiding: Glenn Rogers, Chair

Early Career Development
Place: Marriott Chatham
Presiding: Ken Combs, Chair

Administrative Skills Development
Place: Marriott Boardroom A
Presiding: Dean Miner, Chair

Teaching and Educational Technologies
Place: Hyatt Vernon
Presiding: Kenneth Simeral, Chair

LIFE MEMBERS BUSINESS MEETING

HOSPITALITY

REGIONAL MEETINGS

North Central Region
Place: Marriott Ballroom B
Presiding: Dan Burkhart, Director

Northeastern Region
Place: Marriott Ballroom C
Presiding: Tom Gallagher, Director

Southern Region
Place: Marriott Ballroom A
Presiding: Kenneth White and Fred Miller, Directors

Western Region
Place: Marriott Ballroom D
Presiding: Milton Green, Director

CATFISH DINNER

RISE STUDY TOUR RECEPTION

4-H TALENT REVUE -"4-H SOUTHERN STYLE"

HOSPITALITY

STATE PICTURES

GEORGIA MEETING

TUESDAY, JULY 30th

DISTINGUISHED SERVICE AWARD AND ACHIEVEMENT AWARD RECOGNITION BREAKFAST

ADMINISTRATORS BREAKFAST
(by invitation)
Place: Marriott Ballroom D
Hosted by: NACAA
Presiding: Curtis Grissom, NACAA Immediate Past President
Presenter: Dr. Bobby Tyson
Associate Dean for Extension
University of Georgia
College of Agriculture and Environmental Sciences
Topic: Georgia Extension - Looking to the Future

LIFE MEMBER BREAKFAST

REGISTRATION

EXTENSION DEVELOPMENT COUNCIL SEMINARS

PUBLIC RELATIONS & AGRICULTURAL ISSUES
Place: Marriott Johnson
Presiding: Glenn Rogers, Chair
Speakers: Dr. Curtis Absher, University of Kentucky
Dr. Betty King, University of Kentucky
"Dealing with Difficult Land Issues"

"From Farmhouse to Townhouse"

"Framing an Issue"

"From Farmhouse to Townhouse"

EARLY CAREER DEVELOPMENT
Place: Marriott Olglethorpe A
Presiding: Ken Combs, Chair

David L. Marrison
Surviving the First Five Years in Agricultural Extension

Todd Lorenz and Don Day
Customer Service in Extension, Part 1:
Our Role as a University Extension Representative

Todd Lorenz and Don Day
Customer Service in Extension, Part II:
Customer Service Techniques

ADMINISTRATIVE SKILLS DEVELOPMENT
Place: Marriott Franklin
Presiding: Dean Miner, Chair

Terry Hejny, Nebraska
"Trials and Tribulations of a New County Agent - what helped, what didn't"

Dr. Janet Ayres, Indiana
"Leadership Tools You Can Use Now" Part 1

Dr. Janet Ayes, Indiana
"Leadership Tools You Can Use Now" Part 2

TEACHING & EDUCATIONAL TECHNOLOGIES
Place: Marriott Forsyth
Presiding: Kenneth Simeral, Chair

Pat Grace, Florida
Utilizing Active Learning Techniques in Extension Education
David Miller, Ohio and Troy Cooper, Wyoming
Expanding the Reach of Distance Education - Teaching Computerized Farm Records

David Neubert
Introduction to Multi-Media Tools in Ag Extension

TEACHING & EDUCATIONAL TECHNOLOGIES
Place: Marriott Oglethorpe B
Presiding: John Dorner, Regional Vice-Chair

John Dorner, North Carolina
"Creating Content Filled County-Based Web Sites"

Mark Shelby, Florida
"Using the Web for a Teaching Module: An Example"

Daniel Kluchinski, New Jersey
Internet-Based Extension Information: Better, Best or Bust?

TEACHING & EDUCATIONAL TECHNOLOGIES
Internet Imaging System Workshop
Place: Computer Lab, Civic Center Bryan
Presenter: Don Hamilton, Georgia
Ed Brown, Georgia

EDUCATIONAL EXHIBITS

NACAA POSTER SESSION DISPLAY

COMMUNICATION AWARD NATIONAL WINNERS

AG PROGRAM LEADERS WORKSHOP

DELEGATE SESSION
Place: Hyatt Harborside Center
Presiding: Eddie Holland, President

Invocation: Fred Miller, Southern Region Director

Delegate Roll Call: Mickey Cummings, Secretary

Nominating Committee Report: Dave McManus, NACAA Past President

Election of Officers

NACAA Educational Foundation Report:
Warren Siffereth, President,
Educational Foundation

Scholarship Committee Report: Gregory Solt,
Scholarship Chair

Treasurer's Report & Adoption of Budget:
George Stancil, Treasurer

Confirmation of Committee Appointments
Frank FitzSimons, Vice President

New Business
Annual Meeting Site Selection

Bylaws Change Jamie Jenkins

Fiscal Committee Report Kenneth White

Response from Incoming NACAA President:
Steve Munk, President-Elect

STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON

SUSTAINABLE AG AND CURRENT ISSUES LUNCHEON SEMINARS

A. Conservation Tillage Systems
Place: Hilton Center Ballroom
Presiding: Mr. Lamar Black
President, Georgia Conservation
Tillage Alliance
Presenter: Mr. Jimmy Dean, Georgia
NRCS State Agronomist
"The Importance of Cover Crops in Conservation
Tillage Systems"

Presenter: Dr. Glynn Tillman, ARS
Tifton Georgia
"Cover Crops and Beneficial Insects"

Presenter: Mr. Lamar Black, Georgia
"The Producer's Experience"
Courtesy: SARE

B. Sustainable Vegetable Production
Place: Hilton Harborview
Presiding: Mr. Keith Rucker, Tift
County CES, Georgia
Presenter: Dr. Darby Granberry
University of Georgia
"The Benefits of Compost in Bell
Pepper Production"

Dr. Caroline Sherony
Virginia Polytechnic Institute and
State University
"Agronomic and Environmental Effects of
Compost Use for Sustainable Vegetable Production"
Courtesy: SARE

C. Marketing and Cooperatives
Place: Hilton South Ballroom
Presiding: Dr. Bill Thomas
University of Georgia
Presenter: Dr. Andy Stocklenski
Watkinsville, Georgia
"Developing an Organic Vegetable Market
Through a Cooperative (SARE) Project"

Presenter: Mr. Sydney Law
"The Sunbelt Goat Producers Cooperative- An
Alternative for Small Farmers"
Courtesy: SARE

D. Beef Cattle Production and Water Quality
Place: Hilton North Ballroom
Presiding: Mr. Henry Hibbs
Oconee County CES, Georgia
Presenter: Dr. Mark Risse
University of Georgia
"Cattle Production Effects on Water
Quality in the Georgia Piedmont (SARE)
Project"

Presenter: Dr. Larry Risse
Watkinsville, Georgia
"The Producers' Perspective"

Courtesy: SARE

BASF RANGE MANAGEMENT SEMINAR & LUNCHEON
Place: Marriott Ballroom B
Presiding: Bill Bamka**,** Chair
Presenter: Chad Trusler, Pasture
Tech Specialist, BASF
"New Product for Pasture Weed Control"
Courtesy: BASF

BASF FOREST MANAGEMENT SEMINAR & LUNCHEON
Place: Marriott Ballroom C
Presiding: Nick Polanin, Chair
Presenter: Jim Bean**,** Business
Relation Manager, Forestry Group BASF
"Opportunities to Improve Timberland
Financial Return"

Presenter: Don Wardlow
Forestry Sale Specialist, BASF
"Herbicide Use in Forest Management"

Courtesy: BASF

NACAA POSTER SESSION
(Authors in attendance)
Applied Research Division
Extension Programs Division
Place:Civic Center Lobby

PROFESSIONAL IMPROVEMENT SEMINARS

AGRONOMY & PEST MANAGEMENT
Session 1 **1:30 - 4:30**

Place: Marriott Academy
Presiding: William Bamka, Chair

Dr. Steve Linscombe, Louisiana
"Biotechnology in Rice"

John Thyssen, Oregon
"Forage Production and Research"

Gary W. Wilson, Ohio
"Soil Density Layers and Its Effect on Corn Yields"

James Robert Hall, Arkansas
"Improvement of Hay Quality on Farms
Enrolled in the ABIP Hay Quality Project"

Dr. Wes Kline and
Richard VanVranken, New Jersey
"Microbial Food Safety on the Farm
and Extension's Role"

AGRONOMY & PEST MANAGEMENT
Session 2 **1:30 - 4:30**
Place: Marriott Johnson
Presiding: Brad Brummond, Vice Chair

Dr. Fred Whitford, Purdue University
"Approaches to Make Pesticide Safety Education Fun"

Chad R. Reid, Utah
"Windbreak Effects on Alfalfa"

Reed Findlay, Idaho
"Spanish Soil Science Curriculum"

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT
Place: Marriott Franklin
Presiding: Van Varner, Chair

1:30 - 4:30 **Entrepreneurial/ Records**

Dan Rossman, Michigan
Entrepreneurial Business Training

Terry E. Poole, Maryland
Teaching Farmers How to Develop That Perfect
Farm Enterprise

David Miller, Ohio
Teaching Computerized Farm Records
at a Distance Using Interactive Video

Madeline Flahive DiNardo, New Jersey
"Where to Find "Jersey Fresh" in Union County, NJ

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT
Place: Marriott Chatham
Presiding: Laurie G. Wolinski, Vice Chair

Session 2 1:30 - 4:30 Opportunities/ Value Added

Kelvin Leibold, Iowa
Brazilian Soybean Production

Jeff Layman, Ohio
Heartland Agdeavor - Cultivating
Income Opportunities

Pete Fandel, Illinois
The Value Project Research and Outreach
for Value Added Agriculture

Rob Holland, Tennessee
A Case Study Program for Effective Extension
Teaching in Agriculture Economics

ANIMAL SCIENCE

Session 1 **1:30 pm -4:30 pm**
Place: Marriott Oglethorpe A
Presiding: Mike Baker, Northeast Vice Chair

Beef Quality

Michael Estadt, Ohio
The Ohio Beef Alliance:
Setting the Pace for Ohio Beef Producers

Kim Chapman - Utah
Intermountain Beef 3910

Janet Schmidt - Washington
Implementing a Quality Assurance Program for Youth in
4-H and FFA in Whitman County, WA

Cattle Health and Growth

James Hawkins - Idaho
Cowboy Obstetrics - A Calving Primer

Richard Jenkins, Associate Director IBS, Merial
The SUREHEALTH Preconditioning Program

ANIMAL SCIENCE

Session 2 **1:30pm - 4:30pm**
Place: Marriott Oglethorpe B
Presiding: Phil Durst, North Central Vice Chair

Grazing and Health

D. M. Schwartz - Maryland
Development of Two Successful Dairy
Grazing Systems in Maryland

Dennis Mudge - Florida
Poisonous Plants in the Pasture

William Snow - Vermont
Johne's Disease in Vermont - It Will Get Worse
Before Getting Better

Dairy Economics

Thomas Noyes - Ohio
Improving the Economic Viability of the Amish Dairy Farm

Dianne Shoemaker - Ohio
Simple and Useful: Figuring and Using Your Cost of Production

Russ Giesy - Florida
The Florida/ Georgia Dairy Business Analysis Project

ANIMAL SCIENCE
Place: Marriott Oglethorpe A & B
Presiding: Leon Church, Southern Region Vice Chair
Joint Session: **3:30 - 4:30 p.m.**
Keith McDowell, Development Coordinator,
Wal-Mart SuperCenter Meat & Seafood
Case-Ready Meat Products

FORESTRY AND NATURAL RESOURCES
Place: Marriott Forsyth
Presiding: Nicholas Polanin, Chair
Session 1 **1:30 - 4:30**

C. D. Rice, Georgia
Reforestation of Shoals of the Lake Hartwell Area

S. H. Hammond, Georgia
Master Gardener Urban Tree Training Program

A. J. Londo, Mississippi
BMP Awareness of Mississippi Private Forest Landowners

HORTICULTURE/TURFGRASS

Session 1
Place: Marriott Ballroom D
Presiding: Dan Mullins, Chair

Ken Rudisil - Florida
"Green Futures" - A Welfare to Work Program

Lelia Scott Kelly - Mississippi
Master Gardener Horticulture Information Phone Line

Keith Mickler
Evaluation of Five Long-Term Controlled Release Fertilizers in #5 Containers

HORTICULTURE/TURFGRASS
Session 2 **1:30 - 4:30 pm.**

Place: Marriott Ballroom E
Presiding: Pat McCarthy, Western Region Vice Chair
Dotty Woodson - Texas
Texas Smartscape - An Interactive CD for Water Conservation and Quality

Mark Shelby - Florida
Enviroscaping for Horticulture Professionals Training Course

Charles Rice - Georgia
Improving Water Quality in Golf Course Management

HORTICULTURE/TURFGRASS
Place: Marriott Ballrooms D & E
Presiding: Dan Mullins, Chair
Joint Session **4:30 - 5:30 p.m.**
Dr. J. Bryan Unruh - Florida
The Truth About Turf

AQUACULTURE/SEA GRANT
Place: Marriott Pulaski
Presiding: Dr. Jean Walter, Chair

Session 1 **1:30 - 4:30**

Dr. Gary Jensen
USDA Aquaculture National Program Leader
"USDA Partnership Opportunities for Aquaculture Research, Education, and Extension

Dr. Jean Walter, CEC-ANR
"Water Farming in the 21st Century: Realities and Possibilities"

Dr. Gary Burtle, UGA Ext. Aquaculture Specialist
"Production of Freshwater Prawn and Marine Shrimp in Ponds"

Dr. Gary Hawkins
Agricultural Pollution Prevention Specialist
University of Georgia, Coastal Plain Experiment Station
"Impacts of Row Crop Agriculture and Urbanization on Aquatic Systems"

Dave Carpenter, Mitchell Co. CEA
"Selecting a Fish or Plant Species for Aquaculture"

Ginger Perdue, CEA
"Coastal Georgia Clam and Sea Bass Research and Production"

Steven Patrick
Habersham Co., CEA
"Sportfish Pond Management Techniques: Fish Population Assessment"

STATES NIGHT OUT

LIVE SCHOLARSHIP AUCTION ITEM PREVIEW AND SILENT AUCTION

SCHOLARSHIP AUCTION

LIVE SCHOLARSHIP AUCTION

GEORGIA MEETING

WEDNESDAY, JULY 31st

ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS

BREAKFAST

GEORGIA BARBECUE

GEORGIA MEETING

THURSDAY, AUGUST 1st

Continental Breakfast

NATIONAL COMMITTEE MEMBERS BREAKFAST

REGISTRATION

EDUCATIONAL EXHIBITS

NACAA POSTER SESSION DISPLAY

COMMUNICATION AWARD NATIONAL WINNERS

DOOR PRIZE DRAWING

GENERAL SESSION

11:45 am **Place:** Civic Center Arena
Presiding: Eddie Holland, President

Invocation: Gary Bomar, President
Texas County Agricultural Agents Association

Speaker: Mr. James R. Little, Administrator
U.S. Department of Agriculture
Farm Service Agency
"Farm Bill Implementation"

Speaker: Dr. Colleen Hefferin
USDA Extension Administrator
"The Role of Extension in the 2002 Farm Bill and Homeland Security"

Speaker: Dr. Dennis Kopp
USDA Program Leader, Plant Systems
"Extension's Role in Bio Terrorism"

Service to World American Agriculture
Presenter: Dr. Jean Walter, CES Georgia
Recipient: Honorable Tommy Irvin,
Georgia Commissioner of Agriculture

Presentation of NACAA Pinnacle Award
Presenter: Eddie Holland, President
Recipient: Larry Myott, Vermont
Courtesy: NACAA

Recognition of Retiring Officers and Installation of Incoming Officers and Directors
Presenter: Dave McManus, Past President

Capstone Speaker Luther Beauchamp
Chiefland, Florida
"Humor from the H.E.A.R.T."

President's Report Eddie Holland, President

POSTER SESSION LUNCHEON

COTTON MARKETING SEMINAR

ASSOCIATION POLICY COMMITTEE MEETING

SCHOLARSHIP COMMITTEE WORKSHOP - BENEFITS AND HOW TO APPLY FOR NACAA SCHOLARSHIPS

COMMUNICATIONS COMMITTEE WORKSHOP- TIPS ON ENTERING COMMUNICATIONS AWARD PROGRAM

PARTICIPANTS AND SPOUSES ASSEMBLE FOR BANQUET

ANNUAL BANQUET

PRESIDENT'S RECEPTION

GEORGIA MEETING

COTTON MARKETING SEMINAR

NACAA BOARD MEETING

GEORGIA MEETING

SATURDAY, AUGUST 3rd

NACAA BOARD MEETING

Poster Session

Applied Research

2002 NACAA

87th
Annual Meeting
and
Professional Improvement Conference
Savannah, Georgia

Poster Session Abstracts

Applied Research Category

FLY BAIT STATION ENHANCEMENT FOR IMPROVED FLY CONTROL

Arnold, G., County Extension Agent, Ohio State University Extension, Columbus, OH 43210

A fly bait enhancement study was undertaken in an attempt to determine if an attractant could improve the effectiveness of fly bait stations on a local dairy farm. Fly control is an important part of producing meat and milk efficiently and humanely. It is also vital to being a good neighbor and building community goodwill towards livestock operations.

An experiment was set up to determine if the effectiveness of the existing fly bait stations could be improved. The bait stations were ten five-gallon buckets with wire mesh screens across the top. Golden Malrin was used as fly bait. Five of the buckets each contained one gallon of water. The other five buckets each contained one gallon of an inexpensive attractant consisting of water, molasses and yeast.

The buckets were placed in five locations in separate buildings. Stations were spaced thirty feet apart at a height of eight feet. Dead flies were collected and counted from each station for two days each week over a six week time period.

During the study the bait stations with the attractant had two to ten times more dead flies that the bait stations without. It appears than an attractant could help livestock producers greatly improve the effectiveness of their fly bait stations.

THE EFFECT OF PLASTIC MULCH COLOR ON THE INCIDENCE OF TOMATO SPOTTED WILT VIRUS IN BELL PEPPER

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[1] County Extension Agent, Colquitt Co., 350 Building 1, Room 132, E. Bypass NE, Moultrie, Ga. 31768

The incidence of Tomato Spotted Wilt Virus (TSWV) in bell pepper costs Colquitt County growers thousands of dollars in lost yield each year. TSWV is a virus which is vectored by small insects called thrips. It has been determined that early intensive insecticide sprays have little effect on the incidence of TSWV. The purpose of this trial was to discover whether the color of the plastic mulch affects the incidence of TSWV on bell pepper. It was hypothesized that the plastic mulch color possibly plays a role in the recognition of the pepper plants by thrips. This trial was initiated utilizing 3 different mulch color schemes while using a TSWV resistant pepper as the check plot. The plots were replicated four times, but were not randomized. TSWV incidence data was collected weekly until harvest. The results of this trial show that there was a significant difference of the incidence of TSWV on bell pepper grown on gray and silver shoulder plastic mulch versus that which was grown on black plastic mulch for the spring crop.

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[2] District Specialist - Agronomy, The Ohio State University, Nowthwest District, 1219 W. Main Cross St., Suite 202, Findlay OH 45840
[3] Extension Associate, On-Farm Research Coordinator, The Ohio State University Extension, 2021 Coffey Rd., Columbus OH 43210

COMPARISON OF FERTILITY SOURCES IN A THREE-YEAR CROP ROTATION

The research objective was to determine the acceptability of poultry litter as a replacement, at least in part, for commercial fertilizer in a crop rotation system. The research design compared the cooperating farmer's normal fertility program, consisting of all commercial fertilizer, to a fertility program using poultry litter plus commercial fertilizer. A forty-acre field was divided into six replications of two treatments in systematically assigned pairs. The plot boundaries were maintained for three years. The cropping rotation consisted of corn, soybeans and wheat. Harvest data was based on one headder width pass of the combine within each replication. Upon completion of collecting three years of yield data, the economic differences between the two fertility systems were examined. The net returns per acre for each fertility system was similar each year

with the greatest difference appearing in year three. Research methods were not designed to statistically analyze soil property differences between the treatments used in this research project.

UTILIZATION OF TIMBERLAND FOR COW-CALF PRODUCTION

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The current price for pulpwood and timber is dismal at best, while the cattle industry has been enjoying a remarkably strong market. To further compound the plight of the timber producers, a large amount of acreage has come out of the Conservation Reserve Program (CRP) thus eliminating some income for the landowner. The objective of this project was to evaluate a paradigm utilizing a variety of timber management practices to optimize cattle production without negatively impacting financial opportunities of the timber. The project compared several common practices in site preparation, planting rates, and the subsequent thinnings to determine the best way to effectively incorporate cattle to generate additional monies without incurring great financial liabilities. The results show that the project was in fact plausible as long as the cattle were of the proper breed composition (25% Bos indicus) , of moderate frame, and stocking rates were kept conservative . The timber practices should encourage light transmission to the ground so that natural browse and Bahiagrass (Paspalum notatum) can develop.

CUTLEAF EVENINGPRIMROSE AND WILD RADISH CONTROL WITH BURNDOWN HERBICIDES FOR CONSERVATION TILLAGE COTTON

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Conservation tillage practices in Georgia have increased approximately10% since 1998. This trend will likely continue as economic and labor issues strain producers. The most troublesome weeds in reduced tillage in Georgia are cutleaf eveningprimrose and wild radish. This study compared 20 herbicide treatments for their control of these weeds.

In the trial, Roundup UltraMax and Boa were used in stand-alone treatments and also in treatments with tank mix partners. The tank mix partners were: 2,4-D, Aim, Caparol, Direx, Express, Harmony Extra, Resource, and Valor. The results of the study are based on weed control at 28 days after treatment.

Cutleaf eveningprimrose was controlled by Roundup UltraMax (1.6 pt/A) at 47% control, and by Boa (2 pt/A) at 55% control. Mixing 2,4-D (1 pt/A) with these non-selective herbicides improved control 41 to 49%, and mixing Valor (1 oz/A) with these non-selective herbicides improved control 17 to 28%. Resource, Aim, Harmony Extra, Direx, Caparol, or Express mixed with these non-selective herbicides was of little benefit.

Wild radish control was excellent (>90%) when the non-selective herbicides were mixed with 2,4-D (1 pt/A), Harmony Extra (0.5 oz/A), or Express (0.33 oz/A). Valor (1 oz or 2 oz/A) or Direx (1 pt/A) mixed with Roundup UltraMax provided 80 to 90% control. Also Direx mixed with Boa provided 80 to 90% control. Other tank mixtures were no more effective than Roundup UltraMax (70% control) or Boa (67% control) alone.

DEVELOPING AND BREEDING QUALITY REPLACEMENT HEIFERS WITH EMPHASIS ON CONCEPTION, SHORTENING CALVING INTERVAL AND REDUCING DYSTOCIA.

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Selecting and developing genetically desirable replacement heifers to become productive cows is a major step towards improving beef herd profitability. Developing heifers to reach estrus and breed quickly enough to calve and rebreed with the cow herd the following year is very challenging for cattlemen. The

successful protocol used by the University of Georgia's HERD (Heifer Evaluation and Reproductive Development) Program at the Irwinville and Calhoun test stations was adapted for use in this county trial. 68 heifers were divided into three groups (averaging 739, 661 and 605 lbs.) and fed accordingly to reach target weight (65% of mature weight based on frame score) before being exposed to bulls on Dec. 22 (Group I), Jan. 20 (Group II) and Feb. 20 (Group III). All heifers received recommended vaccinations, reproductive tract scores and pelvic measurements. Synthetic prostaglandin (MGA) and synthetic progesterone (lutalyse) were used to stimulate and synchronize estrus to enhance conception and shorten calving intervals (period from first calf to last calf). Group I was control with no treatment, Group II received the MGA and Group III received MGA and lutalyse.

Overall conception was 94% with 90% of births being unassisted. Calving intervals were significantly shortened in Groups II and III by 7 and 22 days respectively. Although bull exposure was 135 days, treatments were credited with reducing the overall calving interval to 100 days and 80% of the calves being born within eleven months of exposure.

ATTITUDES TOWARDS AGRI-TOURISM AND LAND-BASED RECREATION

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In 2001, the Center for Agribusiness and Economic Development conducted a survey of Georgia citizens. The survey questioned people on their willingness to participate, travel and pay for agri-tourism and land-based recreational opportunities. The survey results show a strong demand for agri-tourism, as over 60% of the respondents reported they are interested in attending agri-tourism events. The survey results also reveal marketing strategies for agri-tourism enterprises. Market potential is explored, as the survey questioned Georgians about their willingness to travel. A simple population map can illustrate the total available demand for an agri-tourism enterprise. Land-based recreation, such as camping and fishing, is also considered in the survey. Georgians indicate a desire to participate in land-based recreational opportunities, but also show a low willingness to pay. Taken together, these questions can be used by beginning agri-tourism enterprises to assist in the development of marketing strategies and services offered. The survey has applications outside of Georgia, as it is one of the few studies of its kind in the United States.

EVALUATION OF VARIETIES AND FUNGICIDES FOR CONTROL OF BLACK SHANK IN TOBACCO

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Tobacco Black Shank is a serious disease affecting tobacco production in Brooks County, Georgia. Black Shank, incited by the pathogen *Phytophthora parasitica* var. *nicotianae*, continues to spread throughout soils in tobacco production areas. The objective of this study was to evaluate the varietal response to a Ridomil Gold® program for effectiveness in suppressing black shank in tobacco. The intent was to determine which varieties are the most resistant and evaluate their response to Ridomil Gold®. The incidence (%) of black shank was evaluated by comparing Ridomil Gold at 1 pt/a at transplant, 0.5 pt/a at two week cultivation, and 0.5 pt/a at layby on the varieties, K 326, GL 737, NC 297, NC 71, and Spt GH20. Experimental design split plots into a treated and untreated. Results from the final evaluation on June 28th show incidence of black shank (%) the highest percentage in the treated was in variety K 326 with 26.5% infected plants followed by the untreated at 51.1%. The lowest percentage in the treated was in variety NC 71 with 3.9% infected plants followed by the untreated at 17.2%.

USING TENSIOMETERS TO SCHEDULE IRRIGATION FOR FRESH MARKET TOMATOES IN SOUTHEAST PENNSYLVANIA

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Trickle irrigation is commonly used for the production of vegetables in southeast PA. However, there

are no recommendations regarding the use of tensiometers for irrigation scheduling on the heavier soils found in this region. This study investigated the effect of three irrigation schedules on tomato production and quality. 'Mountain Fresh' tomato was grown on plastic-mulched raised beds during 2000 and 2001 and irrigation was applied when the soil water tension at 6" (2000) or 12" (2001) reached 20, 40 or 60 cb as measured by tensiometers. At harvest, tomatoes were sorted into grades of #1, #2 and culls (USDA Standards), counted and weighed. There were no differences between treatments for number or weight of #1 fruit in 2001. In 2000 the 20 cb treatment had a lower number of #1 fruit than the 60 cb treatment; the 40 cb treatment was intermediate and there were no differences in the weight of #1 fruit between the treatments. In 2001 there was a greater number of #2 fruit in the 20 cb treatment than in the 60 cb treatment; the 40 cb. treatment was again intermediate. There were no treatment effects in either year for average fruit weight, weight of #2 fruit, weight of culls or total number of fruit. In 2001 the 20 cb treatment had the greatest total weight of fruit while in 2000 there were no differences between the treatments. This study indicates that soil water tensions as high as 60 cb are not detrimental for fresh market tomato production on heavier soils in southeast PA.

CONSUMER PREFERENCES IN THE GOAT MEAT MARKET

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Georgia's ethnic population has expanded since the early 1990's. The Hispanic population from the 2000 Census was 435,227. With new cultures emerge new market opportunities for Georgia's farmers. One of these opportunities is the establishment of a consistent goat meat market. Goat meat consumption is high among Hispanics, Muslims and Topical persons (those people from the Caribbean and Western Africa).

Immigration of goat meat consumers is estimated at approximately 10,000 per month over the next few years (Harwell, 1996). The Hispanic population increased 120% from the 1990 census to the 2000 census in Georgia. Having this increase in the ethnic population with the strong economy, and the economic status of these households' increases. This allows the ethnic consumer to better choose what products they wish to purchase, including quality in products already being sold.

Different cultures demand goat in varying forms. Each goat-purchasing group differs in the cut demanded and relative size of the animal. This further confuses the American processor attempting to gain market space. Some groups enjoy the larger carcasses while other want the smaller goats.

Even with the small goats prices can change dramatically depending on the fat content. The research conducted attempts to explain the differences among the ethnic groups.

IMPROVING QUALITY OF BELL PEPPER TRANSPLANTS AND PEPPER YIELDS WITH COMPOST-AMENDED TRANSPLANT MEDIA

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On June 24, 2000, X3R Wizard bell pepper seed were planted in styrofoam flats (two-hundred 1.28 cubic inch cells per flat). The treatments were (1) commercial transplant growing media routinely used to grow bell pepper transplants and (2) identical media amended (20% by volume) with compost. On August 10th plants were transplanted in double rows into plastic-covered beds on five foot centers. Compost significantly increased transplant height and stem diameter. In addition, at fifty-one days after seeding, leaf area, leaf dry weight, stem dry weight, shoot dry weight, root dry weight and plant height were significantly greater for transplants grown in compost-amended media. At first harvest, plants grown in non-compost amended media produced an average of 5.46 fruit per plot whereas those grown in compost amended media produced an average of 12.8 fruit per plot.

Average fruit weights per plot were 2.8 pounds for plants grown in non-compost amended media and 6.6

pounds for transplants grown in compost amended media. After all harvests were completed, compost-amended transplant media increased total yield by approximately 20%.

IDENTIFICATION AND EVALUATION OF ELEMENTS NEEDED FOR A COUNTY EXTENSION WEBSITE

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Elements needed for a county extension website were identified in a modified-Delphi study technique. Thirty four county extension professionals representing all extension program areas and the four extension regions of the U.S. participated in the study. Responses from those participants were divided using a 95% confidence interval into essential and optional elements that were needed in constructing county extension websites. Thirty three essential elements and fifty one optional elements were identified. The second phase of the study developed county extension websites in Marshall, Woods, and Washita counties in Oklahoma, based on the essential and optional elements identified in the modified–Delphi study. Phase three evaluated elements needed in constructing three county extension websites by clientele who accessed the websites. Elements identified by experts were valuable in creating the prototype and clientele agreed upon the elements with few exceptions , one being links to state fact sheets. A current report including all identified elements is being prepared.

ON-FARM EVALUATION OF ONION PLANTBED FERTILITY

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Research has shown that high phosphorus fertilizer applications at plantbed seeding have no effect on root development and stand establishment. However many producers apply 150 lbs 18-46-0 (diammonium Phosphate, DAP) following planting. The purpose of this research was to evaluate soil test recommendations for short-day onions during transplant production and to determine whether diammonium phosphate is needed during onion transplant production in Southeast Georgia. This research was conducted on the Wayne Douberly farm in Montgomery County, Georgia. Transplant beds were seeded in September and October. Treatments consisted of additional applications of 5-10-15 at rates of 200, 400, and 600 lbs per acre as well as 150 lbs DAP per acre. Plant height, diameter and weight were collected in the field. A sample was collected to determine plant nutrient concentrations. Significant differences were identified for plant height and plant diameter. Additionally, significant linear increases were observed for plant height and weight suggesting that higher rates of 5-10-15 could be applied for transplant production. Onion plant phosphorus concentrations were significant in the later seeded onions only. These differences indicate that additional applications of high phosphorus fertilizers, such as diammonium phosphate, may be a sound practice in later planted onions.

THE EFFECTS OF VARIABLE GRAZING INTENSITIES OF CORN RESIDUES ON THE OVER-WINTERING SURVIVAL OF THE EUROPEAN CORN BORER

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A system of permanent and moveable electric fences were used to vary the grazing intensity on corn residues during the winters of 2000-01 and 2001-02. Grazing intensity during the fall and winter months was demonstrated to have an inverse relationship with the density of European corn borer (ECB) larvae the following spring. While mean responses varied between sample years, regression analysis demonstrated that slopes were similar. These linear equations suggest that ECB density may be reduced by 2-3% of the grazing intensity as expressed by Animal Unit Months (AUM)

LOW INPUT SUSTAINABLE BEEF PRODUCTION

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The single greatest cost for beef cow-calf producers is winter feed. The vast majority of producers in Carroll

County and the surrounding area winter cows on hay and some type protein and/or energy supplement. Hay production and feeding costs typically exceed $100 per ton of mechanically harvested/stored forage. When commercially purchased supplement costs are added, the cost of wintering a beef cow often exceeds $300.00 annually.

Winter feeding costs are directly correlated with a beef cow's nutritional requirements for optimum maternal function (reproductive performance and milk production). In numerous area herds, the cow's highest nutritional requirements occur when least cost feed resources are most scarce. This beef production system is used under the auspices of maximizing weaning weights to gross more pounds of calf at sale time.

A beef cow-calf production system was designed to investigate and attempt to optimize net profitability. The system was laid out to optimize grazing resources, thereby reducing the need for stored winter feed. A two year study examined a 12 month grazing system where winter feeding costs were reduced by 70 percent.

EVALUATING MARKET OPPORTUNITIES FOR MEAT SNACKS/BEEF JERKY AS A VALUE-ADDED FOOD PRODUCT

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Extension programs in value-added agriculture can cause the lines between outreach and research to quickly turn cloudy. That was certainly the case when a Tennessee farm family and the UT *Agricultural Development Center* (ADC) began to evaluate the market potential for beef jerky products made from Tennessee beef cattle. This applied market research project included a review of primary and secondary data and found that in the US in 2000 there were 710 new food product introductions in the "snacks" category with "meat" products representing 12 percent of the total new snack products. Meat snack sales have grown by 74 percent from 1995 to 1999 and from a $491 million industry in 1992 to $1.32 billion in 1999. Convenience stores are by far the leading merchandisers of meat snacks with 45.3 percent of sales. The meat snack category is led in sales by "beef jerky" products and the leading flavors of meat snacks are regular, hot & spicy, smoked and teriyaki. This project analyzed grocery store scan data from 4 stores for a 52-week period in 2000 and found the average price per ounce for jerky was $1.01, average annual jerky sales per store of 3,943.83 ounces, average annual jerky sales per brand of 438.2 ounces. Overall, the study concluded that national sales trends for jerky are favorable, a well-defined profile for jerky consumers exists, there are low per-grocery-store sales in the study area, profit margin estimated at $2.67 per pound and break-even units estimated at 30,787 pounds.

THE EFFECT OF CONSERVATION TILLAGE ON THE INCIDENCE OF TOMATO SPOTTED WILT VIRUS IN TOBACCO

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Tomato Spotted Wilt Virus (TSWV) was first seen in Georgia tobacco in 1985. It has since become a major economic pest in Georgia tobacco, tomato, peanut and pepper. Research on all crops has made significant progress in understanding TSWV. Research on peanuts has shown a reduced incidence of TSWV with conservation tillage compared to conventional tillage. Conservation tillage has not been well studied in tobacco. The trial was conducted in Berrien County in 2001 to compare conservation tillage to conventional tillage tobacco production with special emphasis on the incidence of TSWV. The results showed no reduction of TSWV with conservation tillage compared to conventional tillage. Admire treated plants developed less disease than untreated plants in both tillage systems. Conventional tillage yielded 480 lbs more cured tobacco per acre than conservation tillage.

PEANUT LEAF-SPOT CONTROL, AN ECONOMIC ANALYSIS OF USING CHLOROTHALONIL AND DMI, CHLOROTHALONIL AND COPPER HYDROXIDE, AND CHLOROTHALONIL AND BENOMYL

Jordan,* E. Lanier

Cooperative Extension Service, Baker County, P.O.

Box 220, Newton, GA 31770

Severity of early leaf spot on peanuts produced on an irrigated, high yield production field was estimated for three different fungicide programs, Equus 720 + Kocide 4.5LF, Equus 720 + Benlate 50W, and Tilt/ Bravo. Cost per acre was estimated for each treatment and compared to the level of disease control that was achieved. There was no difference in the disease severity among treatments at the end of the season. Based upon these results and the cost of fungicides, the most economical choices for the grower would have been to use Equus + Kocide or Benlate during the first two fungicide applications.

EVALUATION OF NUTRIENT CONTENT IN MANAGEMENT INTENSIVE GRAZING PASTURE FOR DAIRY FARMS – A BASIS FOR FEED SUPPLEMENTATION

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Management intensive grazing (MIG) of dairy cattle is becoming more popular in North Central Wisconsin. However, little research has been available for area conditions. The North Central Graziers Network was concerned that little to no research was being done in field conditions they see on their farms. Additionally, MIG dairy farms were concerned with the lack of information regarding supplemental feeding and they did not have base data to make decisions. In crop year 1999, an intensive sampling regime was initiated on a single MIG farm. Daily samples of current pasture were taken from June 1st through September 30th. Samples were analyzed for NDF, ADF, CP, mineral content, and digestible NDF. Records were analyzed for milk production, milk composition, daily high and low temperature, rainfall, time on paddock, supplemental feeding rate, and reproductive performance. Nutrients in the pasture averaged 20% CP, 45% NDF, and 28% ADF. The average NE_L for the sampling period was .69 Mcal (calculated from ADF). Results indicate that MIG pastures are very high quality and may be causing milk production loss. Mineral analysis indicates the only macro-mineral not provided in the pasture was Ca. However, this may be an effect of low pH in the area soils. Additionally, correlations of significant ($P<0.05$) milk production events indicate very little ability to predict milk production based on current forage analysis procedures. No significant ($P<0.05$) effect of supplementation on milk production was noted. Producers have used this research as base line data for making feeding supplementation decisions.

MOTIVATIONAL FACTORS FOR MASTER GARDENERS TO PARTICIPATE IN HORTICULTURAL THERAPY PROGRAMS

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Master Gardener volunteers participate in many outreach programs on behalf of the Cooperative Extension Service. One of the more challenging volunteer activities is providing horticultural therapy programs for nursing home residents and patients in rehabilitation hospitals. The physical and emotional needs of the residents and patients are often extensive, making the role of volunteer service provider challenging. The purpose of this qualitative study was to determine what motivates Master Gardeners to become involved and remain involved in these often challenging horticultural therapy programs. Themes that emerged from the personal interviews and focus groups indicate that in the Ohio State University Extension, Cuyahoga County program the motivators included a deep sense of providing a profoundly needed service that really impacts the lives of the residents and patients, the sense of community within the Master Gardeners active in the horticulture therapy program, and the opportunity to learn a professional skill. Knowing these key motivators help Extension staff to successfully recruit new volunteers, train the new volunteers, integrate the new volunteers into the horticultural therapy program, maintain the volunteers' commitment to continuing in the program, and provide meaningful recognition for volunteers in the horticulture therapy programs.

HERBACEOUS WEED CONTROL IN NEWLY-PLANTED SLASH PINES

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Due to the low commodity prices in recent years, farmers and landowners have taken thousands of acres out of crop production and planted pine trees. It has been estimated that nearly a million acres of Georgia farmland may have been planted in pines in the past three years. These farmers and landowners should consider a weed control plan for sites taken out of agricultural production.

This study was done to evaluate the currently available herbicide treatments in slash pines Pinus elliotii. Sixteen treatments were replicated three times and arranged in a randomized block. The treatments consisted of label herbicides: Arsenal, Atrizine, Oust, Oustar, Pendulum and Velpar, applied at different rates and combinations. Each plot was 6 feet by 200 feet. The weed spectrum consisted of horseweed, cutleaf evening primrose, yellow nutsedge, carolina geranium, and coffee senna. Stocking and survival rates were taken of each plot. Seedling height and caliper measurements were taken on 10 seedlings in each plot.

Data shows that slash pines were sensitive to higher rates of Arsenal. This was evident in visual injury, survival, height, and diameter data. Weed control was better in tank mixes than in single component treatments. Survival was lower in the untreated checks and in the plots where higher treatments of Arsenal were used. However, the magnitude of differences was not as great as would be expected under more normal conditions.

SURVEY OF NEW JERSEY EQUINE OWNERS ON PASTURE MANAGEMENT PRACTICES

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Equine property owners represent a growing audience in New Jersey that request information from Cooperative Extension regarding pasture management. A survey was mailed to New Jersey equine pasture property owners in January 2000 to assess current pasture management practices. The 29 multichoice question survey was conducted using a modified Dillman (1978) survey methodology and a response rate of 72% (n = 449) was achieved. Sixty-nine percent of equine property owners in our survey have less than 21 horse, 19% owned 21 to 35 horses, and 16% had greater than 35. Nearly 75% have less than 21 acres of pasture. Nineteen percent indicated Cooperative Extension is one source they use for pasture management information, while only 18% stated it is their primary source. Soil testing is used by 64%, and 95% apply limestone and 94% apply fertilizer, but only 28% are basing these application rates on soil test recommendations. Approximately 89% of property managers mow and 64% drag their pastures, and 54% report practicing some form of rotational grazing. One-third use manure on their farm but only 3% use manure testing to determine the nutrient content. Fifteen percent stockpile manure, 13% compost it, and one-third sell, give away or dispose of their manure through trash removal. Almost two-thirds of the survey respondents spend more than $20 per acre annually on their pastures.

FUNGICIDE TREATMENT EFFECTS ON THE INCIDENCE OF RHIZOCTONIA LIMB ROT 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), Tebuconazole (Folicur 3.6 F), Flutolanil (Moncut 50 WP), and Flutolanil plus Propiconazole (Montero) were applied according to manufacture's recommendations and compared to chorothalonil alone (Bravo 6 EC) during the 2001 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 with less than one hit per 50 foot of row in any replication. All treatments reduced the incidence of soilborne disease when compared to the chlorothalonil only plots. Among treatments, Azoxystrobin (Abound) provided significantly better control of *Rhizoctonia solani* with 80 percent fewer diseased plants per 50 foot of row than the control plots. Yields were increased significantly in the Azoxistrobin (Abound) treated plots and the tebuconozole (Folicur) plots. All other treatments did not provide any yield advantage over the control

plots during the 2001 season. The curative properties of Azoxystrobin (Abound) may provide greater disease control under certain field conditions and disease pressures resulting in increase yields.

DETERMINING CORN NITROGEN RESPONSE FOR NORTHWEST OHIO SOILS

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A project was undertaken in 1998 to better understand nitrogen response of Corn in northwest Ohio. The need was identified by input from the Northwest OARDC Branch Liaison committee plus individual questions received. Many farmers at the time were using nitrogen rates well in excess of tri-state fertilizer recommendations. In addition discussion on new equipment to adjust nitrogen rates on the go were hot topics and required a good handle on basic nitrogen response rates for implementation. The project objectives were to compare 28% UAN solution and 82% Anhydrous Ammonium nitrogen sources, and develop a postmortem stalk nitrogen levels for Ohio conditions on corn grown after soybeans for typical sidedress nitrogen programs. A corn-corn site was added in 2000 to determine the credit from soybeans.

All plot received 40 pounds of nitrogen as starter and sidedress to total nitrogen rates of 40, 60, 120, 180 and 240. The four-year average yield response for Anhydrous Ammonium is 150, 168, 184, 187 and 183 bushels of corn per acre respectively. For 28% UAN yields were 150, 161, 177, 184 and 186 respectively. A tri-state fertilizer recommendation for 180-bushel corn following soybeans is 190 pounds nitrogen per acre total. Farmers in the area have report reducing nitrogen rates to be more in line with tri-state recommended with reported nitrogen savings of 40-60 pounds per acre.

CALHOUN COUNTY PEANUT FUNGICIDE EVALUATION PROGRAM

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In an effort to assist calhoun County peanut producers with fungicide selection, the Calhoun County Extension Service implemented an aggressive in-county evaluation of both soilborne and leafspot disease control materials during the 1999 growing season. The main objectives were: 1) To perform non-biased, replicated research. 2) To allow area producers the opportunity to evaluate these materials side-by-side under local conditions. 3)To promote the Calhoun County Extension programs. Since the program's inception in 1999, the Calhoun County Extension Service staff has conducted eight replicated fungicide evaluations consisting of ten different fungicides and covering more than 300 acres. More than 150 area producers have attended in county research tours. More than twenty percent of the peanut acres in Calhoun County have been effected by the results obtained in these trials. The test plots in Calhoun County have been visited by more than 300 people from outside of the county and the United States. This exposure has helped promote both the Calhoun County Extension Service and The University of Georgia Cooperative Extension Service.

ECONOMIC EFFECTS OF BEEF REPLACEMENT FEMALE SELECTION

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Currently many commercial beef cattle producers purchase their replacement females through traditional cattle auctions. This results in variation in the cow herd and the resulting calf crop. To determine the effects of this variation on profits, an example is modeled using Net Present Value (NPV) analysis. Differences in profits are calculated using differences in frame-size, muscle score, and weaning weight along with the associated discounts. Under these assumptions, heifers that cost $700 and produce calves weighing 500 pounds at weaning as well as being 90 percent large-medium frame 1 or 2 and 10 percent M3 generate profits of $176.86 over their lifetime. Conversely,

heifers producing calves expected to weigh 450 pounds at weaning and being 60 percent large-medium frame 1 or 2, 20 percent M3, and 20 percent S1 generate an economic loss of $169.13 over their lifetime. If purchase price is ignored, the heifers producing the high quality calves have an economic value of $836.22 while the low-quality heifers have a much lower value at $490.23. Given the results of this research, producers with high quality genetics should consider raising their own replacement females. Producers seeking to improve their herd should not use traditional livestock markets as source for replacement females due to high variability in genetic potential.

THE NEED FOR PHOSPHORUS IN STARTER FERTILIZERS FOR CONVENTIONAL TILLAGE

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Historically, producers in Northwest Ohio consider phosphorus the most important component of a starter fertilizer. However, many fields in Northwest Ohio have more than adequate levels of phosphorus for corn production. It is a common practice to add more phosphorus to these fields as a starter. The main objective of this three-year corn study was to evaluate the importance of starter phosphorus on soils with adequate soil test phosphorus. Two sites were planted each year to represent the rotational and tillage practices used in the region for a corn-soybean and corn-soybean-wheat rotation. Soil test phosphorus levels were above 35 ppm on these sites. Experimental design was a completely randomized block with four replications. Each replication included nine treatments: two phosphorus sources, two nitrogen sources as checks without phosphorus, and a zero application of starter fertilizer. All starter fertilizer was applied at two rates in bands approximately two inches to the side and below the seed. Early growth, nutrient uptake and grain yield were the primary measurements. Yield benefits from starters were observed 2 out of 6 site years. These benefits only came from nitrogen treatments. No benefit was observed from phosphorus applications. Even though a yield response was not detected in most cases, treatments receiving nitrogen had more growth, faster canopy closure, and greater nutrient uptake than the zero check. These results suggest a minimal response of corn to starter phosphorus when soil test phosphorus levels are medium to high.

EVALUATION OF FIVE LONG-TERM CONTROLLED RELEASE FERTILIZERS IN #5 CONTAINERS

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Five long-term (eight to twelve month) controlled release fertilizers with micronutrients were evaluated under south Georgia nursery conditions for nutrient release over an eight month growing period. The controlled release fertilizers evaluated in this study were: Gracote 18-5-14 (8 mo.), Multicote 17-5-11 (12 mo.), Nutricote Total 17-6-8 (12 mo.), Osmocote Plus 15-9-12 Southern Formula (12 mo.), and Polyon NPK+ 17-5-11 (12 mo.). The study was conducted at Gainous Shade Trees Incorporated in Cairo, GA. On February 25, 2000 uniform # 5 *Acer x freemanii* 'Jeffersred' (Autumn Blaze) red maples growing in a substrate consisting of milled pine bark, peat moss, and river sand (7:2:1 by vol.) amended with dolomitic limestone at 4.0 lbs, Micromax at 1.5 lbs and Osmocote 17-6-12 (6 mo.) at 3.0 lbs per yd^3 were topdressed with the five fertilizers at a rate of 20.4 grams of nitrogen per container. Plants were arranged as a completely randomized block with five replications per treatment. Electrical conductivity (EC) readings were take at 30, 60, 90, 120, 150, 180, 210, and 240 days after application. The Virginia Tech pour-through method was used to collect leachate from the container substrate. Electrical conductivity of the leachate samples were determined using a Myron L AG6 conductivity and pH Agri-Meter (Myron-L Co., Carlsbad, CA). Gracote provided sufficient nutrients based on EC measurements (EC > 0.2 dS/m) for <150 days while all other fertilizers provided sufficient nutrients for approximately 180 days. Differences in release characteristics will be discussed. Fertilizer had no influence on final height, stem diameter, or shoot dry mass.

MANURE VERSES COMMERCIAL FERTILIZER IN CORN SILAGE PRODUCTION

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Dairy, beef and swine operations in Beaver County produce a great deal of manure. Questions arise on what to do with all this manure. Should producers stock pile the manure? If they apply it to crops can they get as much production as they would with commercial fertilizers? This preliminary study compares two different treatments of dairy manure to commercial fertilizer in silage corn. The corn was planted following oats under a center pivot irrigation system. The trial included four treatments in three replications. The treatments included a control with no fertilizer. Commercial fertilizer according to soil tests, (150 lbs. nitrogen/acre and 100 lbs. P_20_5/acre). Manure was applied at a 1x and 2x farmer rate. The dairy manure was 53.5% moisture and the analysis per ton was 14 lb. nitrogen, 11 lb. P_20_5 27 lb. K_20. The manure and fertilizer were applied in April of 2001. The corn was planted on May 10, and was harvested on September 12, 2001. The control plots averaged 25 ton/acre. The commercial fertilizer plots averaged 31 ton/acre. The 1x application yielded 28 ton/acre and the 2x treatment yielded 35 ton/acre. These results show manure applications will produce yields equal to or above that of fertilizer. Applying the manure to the corn is a much better way to dispose of the animal waste than stock piling and produced excellent yields in the corn silage.

AERIALLY SEEDING LATE SEASON SOYBEANS OVER STANDING CORN

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Seminole County has more corn acreage annually than any county in the state. Faced with record low prices for commodities, farmers are looking for ways to increase profits and reduce costs from these corn fields. One way to increase profits from corn acreage is by double-cropping with soybeans. To reduce cost, the grower can adopt conservation tillage. The problem is by the time some corn is harvested it is late in the season and prospective soybean yields have begun to decline rapidly. In this test, soybeans were broadcast, by plane, over standing corn ten days before harvest. The field was immediately irrigated after seeding.

With a final stand of greater than 10 plants/ftý, which is required for adequate yields, the aerial planting showed promise. Seedling survival was greatest in areas of the field with the most ground litter.

THE AFFECT OF TILLAGE AND CROPPING SYSTEMS ON NUTRIENT STRATIFICATION: A CASE STUDY

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In 1990 ten acres of farmland in south-central Ohio (Washington Court House) were created into 1/3acre plots for replicated research on the application and economics of various farming systems for agricultural producers in Fayette County. The farm is supported through funds generated from two annual field days and support from the county commissioners.

Six acres of replicated plot work were designed to examine no-till, conventional tillage (fall chisel plow) and ridge-till systems in a two-crop (corn-soybean) and three-crop (corn-soybean-wheat) rotation on somewhat poorly drained Brookston-Kokomo silty clay loams and moderately well drained Celina-Crosby silt loams. Soil nutrient stratification was also examined in these three tillage systems. Soil nutrient stratification is one of the debated issues concerning no-till crop production. Since 1995 in the no-till system a distinct pattern of phosphorus and potassium accumulation has occurred in the 0-12 cm depth compared to the conventional tillage system, which has shown a more uniform distribution over this same interval. No-tillage systems have shown a distinct pattern in the accumulation of nutrients in the upper 15-30 cm in the soil profile using surface applied fertilizer (Holanda et al., 1998, Grant and Baliey, 1994). These concentrations are not fully understood to have a measurable impact on crop yield.

Our future work will be to continue the tillage systems study and install soil-pan lysimeters to measure soil tilth and water quality and hopefully place quantitative data on the nutrient load within no-tillage systems compared to conventional and strip-tillage under differing cropping systems.

WINE GRAPES AS AN ALTERNATIVE TO TOBACCO IN SOUTHERN MARYLAND

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Tobacco has been grown in Southern Maryland for over 300 years and has been an important cash crop for small acreage farmers. Using funds from the Master Settlement Agreement, Maryland funded a tobacco buyout beginning in the 2001-growing season. Tobacco farmers in Southern Maryland are looking for alternative high value crops for small acreage. One such crop is wine grapes. With a grant funded from the tobacco settlement, an experimental vineyard was planted at Upper Marlboro, MD in April 2001 with 27 different varieties or clones of wine grapes. The purpose of the study is to identify varieties that produce a good quality wine under Southern Maryland growing conditions. First year growth and foliar disease susceptibility were rated in September 2001 and winter die back was rated in March 2002. Wine grape production is compared to tobacco production for economic return, labor requirements, marketing, and production skills.

YIELD, QUALITY AND PERSISTENCE OF BERMUDAGRASS, *C. dactylon,* IN CENTRAL MISSOURI

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Tall Fescue is the predominant forage species in Missouri for grazing and hay production. Tall fescue is a cool season forage, therefore its forage production and quality are limited during the summer grazing period. In addition, tall fescue can be infected with an endophyte fungus whose alkaloid production is linked with the "summer slump" syndrome in grazing animals. Warm season grass production can offset the lack of quality forage production during the Missouri summer. Cultivar selection of warm season grass is often limited to the native warm season grasses which are slow to germinate, establish and often difficult to manage. The need for an alternative warm season grass in Central Missouri is therefore evident. Bermudagrass has long been thought to only be adapted to the southernmost counties of Missouri due to winter kill. Midland, Guymon, Tifton 44, Hardie, and Greenfield varieties of bermudagrasses were established in 8' X 12' plots in Lincoln, MO. in 1995 for the purpose of determining the yield quality and persistence of bermudagrass in Central Missouri. Data gathered from these plots would then be used to aid producers in determining the feasibility of establishing bermudagrass on central Missouri farms. Plots were replicated over time, harvested 2 to 4 times per year and fertilized with 60 pounds of N after each harvest. Mean dry matter yield for 3 years over all varieties is 10610 lbs./ac. Yield from Greenfield is less ($P > .10$) than other varieties. Crude protein range over all data is 8.3%-25.4%. No winter kill effects on yield have been noted over time. These data indicate that bermudagrass is a productive warm season grass in the central Missouri region. Addition research and demonstrations need to be conducted to determine grazing effects on persistence of bermudagrass in central Missouri.

HAY QUALITY AS DETERMINED BY TIMING OF HARVEST

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Giles County ranks 2nd in the state in cattle and calf numbers with 69,000 head. Over 47,000 acres of hay are produced annually in the county with an average yield of 2.1 tons per acre. Much of the hay is harvested when producers can get to it rather than in its highest quality. Extension saw a need for local information on harvesting of hay in the proper stages for highest quality. One farmer who excels in forage production was recruited to assist in conducting a demonstration on hay quality. This farmer was recognized in 1999 by the Tennessee Forage and Grassland Council as the best forage producer in the state.

Five fields were identified for use in this demonstration. All fields were fertilized and limed the same. Forage samples were pulled on each field immediately after it was cut and baled. Two of the five fields were sampled immediately after a second cutting on each.

Percent crude protein and total digestible nutrients were determined for each sample. One of the fields was decimated by an attack of true armyworms. Rations were calculated to determine which hay cuttings best met the nutritional needs for a 1000 pound beef cow in last third of pregnancy. This type of beef cow represents the average cow in Giles County when hay is typically being fed.

As expected, early first hay cuttings contained much more quality in terms of %CP and %TDN on an as-fed basis than later first cuttings. Second cuttings contained almost as much quality as the first cutting from the same field. Armyworm damage severely affected hay quality. The better quality hay required less supplement to balance a ration.

INOCULANT COMPARISON FOR IMPROVED KURA CLOVER ESTABLISHMENT

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Kura clover (Trifolium ambiguum) is a truly perennial legume that offers great potential for pastures in Ohio and the Midwest. Kura is a rhizomatous clover that is tolerant of a wide range of soil and environmental conditions. Although it is not new to the U.S., extensive use has been limited due in part to slow establishment characteristics. Research conducted in Minnesota has identified the need for specific strains of inoculants as one method to overcome establishment difficulties. Work in New Zealand has resulted in the development of such a strain.

In 1998, plots consisting of eight treatments, replicated four times (randomized complete block design) were established. The treatments included two Kura cultivars with standard (U.S.) and the New Zealand (NZ) experimental inoculants applied at the 0, 1X, and 4X rates. Visual appraisal of the plots on 6-2-00 indicated significant differences in Kura abundance with the NZ1X treatment outperforming all others. Similar trends were evident from the botanical separation of harvests conducted 6-21-01 and 8-14-01 where the greatest significant differences occurred when contrasting the NZ1X vs. US1X and no inoculant vs. NZ1X. Overall analysis of the inoculant comparisons demonstrate an advantage gained by using the New Zealand strain for forage stand, botanical composition, and stand density.

HAY FIELD AERATION STUDY

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The purpose of this applied research project was to determine if aerating a bermudagrass hay field in the Piedmont Region of Georgia would provide a significant increase in hay forage yields. A 21.4 acre hay field in Jones County containing a Davidson Loam soil type was chosen for this project. This field had not been aerated in 20 years and was being managed for hay production. The field was aerated with a Hoage Aerator on February 16, 2000 and two hay cuttings were measured for yield. Drought and armyworms devastated the yield data from 2000. Six 100 square feet field plots were measured and flagged off so that we would have three replications of the aerated section of the field and three replications on the non-aerated section of the filed. The three aerated section plots were re-aerated on March 14, 2001. Three cuttings were measured and evaluated during the 2001 season and the data has shown an overall net increase of 1240 lbs. of forage per acre. The economic impact from aeration produced an additional income of $40.30 per acre as a result of an increase in forage yields with hay valued at $65.00 per ton.

THE ECONOMIC FEASIBILITY OF VALUE-ADDED PROCESSING OF PEANUTS THROUGH A LOCAL GROWER-OWNED PEANUT COOPERATIVE

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Peanut farmers are facing greater uncertainty brought about by a new peanut program, trade agreements and concentration in the peanut industry. In looking for ways to remain viable and increase farm profitability, the Tift Area (Georgia) peanut growers wish to examine integrating into the peanut supply chain and further process farmer stock peanuts. A New Generation Cooperative among the peanut growers in the area will allow the producers to finance their processing operation and control the input of farmer stock peanuts. Movement up the supply chain in any agricultural commodity is necessary if producers wish to retain a portion of the retail market prices. By differentiating, identifying niches, or vertically merging into the supply chain farmers can increase their profitability. Forming a cooperative, alliance or partnership is a method of increasing bargaining power of producers and improving profitability. To accomplish the goal of further processing peanuts, the Tift Area Peanut Growers Cooperative (TAPGC) researched three different shelling alternatives on the basis of returns per ton. The alternatives investigated were construccting a new facility with new infrastructure, constructing a new facility with existing infrastructure, and purchasing an existing facility with existing infrastructure. The outcome of the investigation proves a potential exists for the TAPGC to shell peanuts and secure market access for its growers.

SILVERLEAF WHITEFLY MANAGEMENT FOR TIFT COUNTY COTTON PRODUCERS

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Sporadic and isolated infestations of silverleaf whitefly (SLWF) have occurred on cotton in Tift County during recent years. In 1999, Tift County Growers surveyed reported that approximately 7500 acres were affected by SLWF with an estimate of 147 pounds per acre of cotton lint reduction in yield. This cost Tift County Producers over $700,000 excluding the costs of pesticide applications. In 2000, cotton farmers surveyed again reported that silverleaf whitefly damage was estimated at 145 pounds of lint reduction per acre. During 2000 & 2001 crop years, Field Experiments were conducted to determine damage associated with SLWF infestation and compare insecticide treatments.

In the field plots to determine SLWF damage results showed significant visual differences for treated and for untreated plots. Yields followed in comparison with 798 pounds of lint per acre on untreated and 1050 pound of lint per acre on treated. In the pesticide efficacy comparison plots: Significant differences were observed with percent control ranging from 0-72% control of adults four days after treatment.

In summary, silverleaf whitefly is a difficult insect to control with insecticides and the best strategy for management is avoidance or reducing the likelihood of economic infestations through an integrated approach. Our data demonstrates that SLWF can be a significant yield limiting pest and further research on management of SLWF in Georgia may be warranted.

HOW TO CREATE A SUCCESSFUL MEDIA RELEASE: A CASE STUDY OF FOOD EDITORS

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One very important method of marketing food products is utilizing the services of food editors. Food editors provide a relatively inexpensive venue for promoting food products. In order to take advantage of the food editor promotional opportunity, it is important to provide materials that they can easily manipulate for inclusion in their column as well as providing the kinds of material they want. The Center for Agribusiness and Economic Development in conjunction with the Tattnall County Extension Service, conducted a nationwide survey of food editors to obtain information on how, when and what types of media release materials they prefer.

The results of a nationwide survey indicate that food editors to have material preferences and content guidelines that impact their decision to include a possible medial release. For instance, food editors prefer WordPerfect to Microsoft word. In addition, food editors would like to receive the media release material in both hard copy and electronic copy format.

By knowing what your customer, in this case food editor wants and expects, it is easier to create materials that fit their needs and expectations and therefore increase the probability of having your media release material used.

FERTILIZATION TRIAL ON LOBLOLLY PINES

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Fertilization is recommended for pine trees on good sites with basal areas of 70 to 100 square feet that have shortages of essential elements. Low or wet, phosphorus-deficient land is another place where fertilization is recommended. A third area recommended for fertilization are the poorly
drained soils in the Coastal Plain region during establishment of the stand.

This Loblolly Pine Fertilization Trial is located in the Coastal Plain Region of Southeast
Georgia.
The soil types range from Kinston, Johnston, to Bonifay. The Kinston and Johnston are poorly drained soils while the Bonifay is well drained. They all have moderately rapid to rapid permeability.

The trees were planted in February of 1997. Velpar and Oust were used the first year for herbaceous weed control. Mechanical mowing was used for weed control the following years.

Fertilizer was applied in March and May of 1997 at a rate of 50 lbs. per acre each application. In April of 1998 100 lbs. of fertilizer was applied. This was followed by 200 lbs. of fertilizer in April of 1999 and 2000. Diamonium phosphate (17-48-0) was used each time fertilizer was applied.

Growth measurements were taken Labor Day weekend of each year. All plots exhibited differences between the fertilized and unfertilized areas. The most significant difference was seen in the diameter of the fertilized trees in comparison to the unfertilized trees.

FERMENTATION OF ALFALFA SILAGE AFTER APPLICATION OF LIQUID DAIRY MANURE TO ALFALFA STUBBLE

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A research study was initiated at the Marshfield Agricultural Research Station (MARS) to examine the effects of top-dressed liquid dairy manure on 2nd cutting alfalfa silage fermentation.

Four strip plots were established with the following treatments: a control with no manure application (C), top-dressed manure at 5000 gal/acre on 2nd crop regrowth 5 (S), 15 (V), and 32 days (B) after 1st crop harvest. Within each of the treatment plots, four replicates of alfalfa forage after a 16h wilt were collected for pre-ensiling analysis. To simulate normal ensiling methods, four replicates of alfalfa forage were ensiled into 8"x24" mini-silos with gas relief valves. The forages fermented for 98d.

Data were evaluated using GLM procedures of SAS. Pre-planned contrasts were conducted (C vs S, V, B) and (S vs V, B). Application of liquid manure to alfalfa post harvest significantly reduced ($P<0.03$) the number of endemic lactic acid bacteria on the pre-ensiled forage. There was no difference ($P>0.10$) when the manure was applied to alfalfa with application to S being equally suppressive of endemic lactic acid bacteria as application to V or B. Application of manure to the stubble (S) of alfalfa had little negative effect on silage fermentation. Manure application to the foliage of alfalfa (V and B) had negative effects on fermentation.

Liquid manure applications to alfalfa foliage should be avoided. If liquid manure applications are made on alfalfa stubble, it is advisable to inoculate the alfalfa forage.

FUNGICIDE SYSTEMS EFFECTS ON DISEASES IN PEANUT

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Field experiments were conducted in calhoun County, Georgia to evaluate four fungicide systems for control of diseases in peanut (*Arachis hypogea*). Treatments were applied according to manufacturer's recommendations and were compared to chlorothalonil alone (sprays1-7) during the 2001 growing season. All treatments increased the control of *Rhizoctonia solani* when compared to the chlorothalonil only treatment. Among treatments, the Tilt Bravo plus Abound system controlled Rhizoctonia Pod Rot better than all other treatments. With the exception of the Tilt Bravo/Abound system, all treatments increased the control of white mold (*Sclerotium rolfsi*) over the control. No statistical differences in yield were observed between the Tilt Bravo/Abound and the Bravo/Folicur systems. The Tilt Bravo/Abound system provided greater yields than all other treatments. No differences in yield were observed between the other treatments and the control. Disease pressure should be used to dictate which fungicide system is selected.

SOIL DENSITY LAYERS AND ITS EFFECT ON CORN YIELDS

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Observations recorded from soil pits dug next to corn roots indicated soil density layer changes in the soil profile which tended to inhibit corn root development. Roots were forced to grow horizontal rather than vertical which restricted root uptake which could ultimately decrease yields. It was determined these soil density layers were created at a four inch level by traditional one pass or field cultivator systems which has been the most popular system for years. A new tool called "To the Max Roller Harrow" (abbreviated max harrow) was promoted as one not to create these soil density layers. The max harrow is a reel, rolling harrow and leveling board which work together to spread residue, dry the soil surface and crack surface crusts without changing the soil density. The goal is for seeds to germinate in warm, moist soil and roots get off to a healthy start. To compare these two systems, five farmers from Hancock County, Ohio volunteered to cooperate to establish a replicated plot comparison between a traditional field cultivator and the max harrow. An increased corn yield difference was recorded with the max harrow. The range of all five farms average yield difference was 4.05 to 8.5 bu. per acre with an overall average of 6.7 bu. per acre advantage to use the max harrow over the field cultivator. A power point presentation was developed and delivered to 150 farmers thus far. Further research with soil density layers is planned for 2002 with also adding fall deep tillage comparisons.

AN EVALUATION OF "IMMIGRANT " FORAGE KOCHIA (Kochia prostrata)AND OTHER IMPROVED PLANT MATERIALS TO ENHANCE DESERT RANGE

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This project evaluated different tillage and forage species in an effort to improve produciton of semiarid rangelands. Forage kochia (Kochia prostrata) is native to the semiarid regions of Central Eurasia. It is a long-lived, semi-evergreen, half shrub that averages 1 to 3 feet high and can grow on 6 to 18 inches of precipitation. Major uses are, forage for livestock and wildlife, prevention of soil erosion and green strips to reduce wildfires. Forage kochia and five other forage grasses (Vavilov Siberian wheatgrass, Bozoisky Russian wildrye, Squirreltail, Sand dropseed, and Indian ricegrass) were planted in Clarks Valley, Carbon County Utah. Plots were disked or railed in summer or winter prior to seeding on December 6, 1999. A frequency grid was used to estimate frequency and density of establishment. Winter disking resulted in the highest plant density of desirable forage species. There were significant differences among tillage treatments for halogeton encroachment. Halogeton density was 9 times higher in the winter disk plots as com-

pared to the summer disk treatment. Seeding treatments with Vavilov Siberian wheatgrass had significantly higher grass densities than Bozoisky Russian wildrye or native grass treatments. Although plant densities of forage kochia were lower than Vavilov, our observations suggest that forage kochia biomass will exceed that of Vavilov in following years. This is due to its ability to recruit into open tilled areas and produce forage even under harsh conditions. Forage kochia has the potential to be a valuable forage for harsh soils and climates.

HOW TO MORE EFFECTIVELY PROMOTE FRESH PRODUCE IN SUPERMARKETS ACCORDING TO PRODUCE MANAGERS.

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All commodity groups are concerned with marketing their products more effectively to consumers and who better to ask for promotional advice than supermarket produce managers. The Center for Agribusiness and Economic Development in conjunction with the Tattnall County Extension Service, conducted a nationwide survey of supermarket produce managers, including independent and chain supermarket and grocery stores, to obtain information on how to more effectively promote fresh produce at the retail level.

The results of a nationwide survey indicate that produce managers perceive in-store promotion to be the most effective way to promote fresh produce at the retail level. Interestingly, in-store promotion was rated significantly more effective at promoting fresh produce that was implementing a price reduction. In-store promotion consists of displays, signage and feature product advertising.

These results are not surprising given that a large percentage of supermarket purchases are impulse purchases. Therefore, attracting consumers' attention increases the chances of them purchasing a product.

The study results are valuable because they provide insight into what produce managers perceive to be the most effective means of promoting fresh produce. By utilizing the information gathered in this survey, commodity groups and producers can create materials that more effectively promote their products to consumers.

Poster Session

Extension Education

2002 NACAA

87th
Annual Meeting
and
Professional Improvement Conference
Savannah, Georgia

Poster Session Abstracts

Extension Education Category

DEVELOPING A PLANT CLINIC DATABASE AS AN EDUCATIONAL AND PREDICTIVE TOOL FOR A MASTER GARDENER PROGRAMS

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Answering questions is a difficult task for a new Master Gardener due to a lack of experience. A computer database can help Master Gardeners learn and disseminate information more accurately and quickly as well as provide a tool for Agents to analyze patterns of plant disorders. At the New Hanover County Cooperative Extension Plant Clinic, seven years of data on crops, diagnoses, and controls were available on over 5,000 paper forms. Recognizing the benefits of a database, the Agent recruited a Master Gardener to coordinate the development of a customized database for these records. The overall goal was to preserve the records in a sortable, searchable format to maximize the usefulness of the data. Volunteers entered over 4,100 records covering the years 1993 to 1999.

Once all the data were entered into six tables, the coordinator validated each entry to eliminate inconsistencies and combined the tables to form the database. Microsoft Word was chosen due to it's availability, simplicity and sorting capability. The database can be sorted many ways (e.g., first by crop, then by diagnosis, then by date) that allow us to identify patterns. Examples are: finding the most frequently received crops, most common diagnoses, and most often recommended controls; examining month-by-month variation of problems; determining geographic problems (by telephone prefix); and finding all occurrences of a specific problem and the solution(s). Although past pesticides recommendations still need to be confirmed, the database provides a wealth of information in a readily accessible form.

UTILIZING MASTER GARDENER VOLUNTEERS TO PROVIDE EXTENSIVE HANDS-ON CONSUMER HORTICULTURE PROGRAMS

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Master Gardener Volunteers are relatively new to Washington County, having started in 1999. The agent observed a strong need for consumer horticulture education when he came to the county at the end of that year. The idea between the agent and the new volunteers was to conduct "Garden Party Events" to help educate consumers on gardening issues relating to the area and base the events on sound, researched based information from land-grant universities. A hands-on format was decided upon.

The format for events is a main speaker for one hour and then opportunities to participate in at least two break-out sessions. Master Gardener Volunteers teach the break-out sessions and sometimes offer the feature presentation. The Master Gardener Volunteers are now completing their seventh "Garden Party Event" in the county and have a resounding participation of nearly 100. The events are held at garden centers and community centers in all areas of the county. Master Gardener Volunteers attend ten weeks of extensive training, including how to conduct and teach at a "Garden Party Event."

On average, over 81 percent of respondents stated they would attend another "Garden Party Event" and over 90 percent stated they would recommend it to their friends. On average, over 70 percent of respondents stated the benefit of the program was very good or outstanding.

STRENGTHENING OUR CAPACITY TO CARE (SOCC)

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As was planned an initial interview was conducted by a group of experts. An evaluation instrument was used by this group to evaluate not only the character knowledge of each participant but, also the implementation of this knowledge. At the beginning of the program as well as at the conclusion of the program. Out of a total of 36, fifteen participants were randomly selected for evaluation at the beginning of the S.O.C.C. program as well as at the conclusion of the program. An instrument was designed by the task force to conduct a subjective evaluation. The instrument was patterned after the six pillars of character from the Character Counts model. These pillars, trustworthiness, respect, responsibilities, fairness, caring and citizenship each were broken down into sub-categories and assigned a numerical value. After the pre and post assessment it was determined that the participants averaged a 20% increase in the knowledge and practice of all six pillars. The % change in trustworthiness ranged from a low of 5% to a high of 34%. The % change regarding respect ranged from a low of 8% to a high of 47%. Responsibilities ranged 9 to 34%.Fairness 3 to 38%. Caring 3 to 33%. Citizenship ranged from a low of 10% to a high of 50%. The most significant change occurred in the area of citizenship. This is due to the fact that some of the training was done by Master Gardeners and one of the sub-categories in this pillar included "Protect the Environment".

CRAPE "MURDER" RESEARCH AND DEMONSTRATION ON PROPER PRUNING OF CRAPE MYRTLES

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Extension Agents and Master Gardeners alike are often asked, "What is the right way to prune a crape myrtle (Langerstroemia spp.)?" Much has been written on the pruning of ornamental trees and shrubs and many perceptions exist on which pruning technique should be used for crape myrtles. To determine the influence of pruning on landscape performance of crape myrtles, two cultivars were selected to evaluate three pruning regimes and compared to an unpruned treatment. Lagerstroemia indica x fauriei "Natchez" and L. indica "Carolina Beauty" were planted in February 1994 and used in 1998 to evaluate the three pruning methods. All plants were initially pruned to two to four main stems per plant and the dead wood and crossing branches were removed. The three pruning treatments were as follow: Topped, Pollarding, and Pencil-pruning, in addition to leaving unpruned trees as a control treatment. Data collected include number of pruning cuts per plant, man-hours required for each type of pruning, location of water sprouts forming on each plant, and the time required to remove the water sprouts. Unpruned trees require the least overall "work". Pencil pruning and Pollarding takes more time than Topping. Topping and Pollarding stimulates more sprouts. The harder you prune, the more you delay flowering.

THE 4-H ELECTRIC CAMP: TEACHING YOUTH ABOUT ELECTRICITY THROUGH A PARTNERSHIP WITH INDUSTRY

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In 2001, the 4-H Electric Camp celebrated "10 Years of the Awesome Power of Electricity." During the past ten years, this four-day camp, held each year on the University of Tennessee, Knoxville campus, has offered a special opportunity to more than 2000 6th and 7th grade 4-H members to improve their knowledge of electricity and other basic sciences.

The 4-H Electric camp provides a variety of rewarding and fun-filled "hands-on" learning experiences in classroom, outdoor and laboratory settings. Some learning activities allow campers to build projects to take home to proudly share with their parents and other 4-H members. Other learning activities are used to increase campers' knowledge of electricity, electronics, computers and safety. Instructors include university scientists, electric company personnel, and busi-

ness and professional people. Field trips, educational programs and other fun activities are intermingled with camp life to enhance the campers overall learning experience.

Evaluations play an integral part in determining the camp's success and planning future camps. Campers, extension agents, volunteer leaders and learning center instructors have consistently rated their overall experience at camp between 4.1 and 4.7 (5 being the highest possible rating).

The 4-H Electric Camp is made possible because of an unique partnership established between the Agricultural Extension Service and Tennessee's electric power distributors. During the ten years that the camp has been offered, this partnership has contributed over $243,000 in financial assistance, $50,000 in supplies and equipment and over 23,000 hours of volunteer labor to conduct the camp.

NORTHEAST SMALL FARM AND RURAL LIVING EXPO

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The Northeast is experiencing a transition from large family farms to smaller or part time farms with one or more family members working off the farm. The off-farm job helps support the farm's operations. People moving to the country and buying small farms to raise their families or seek a change in their lifestyle enhance this transition. These individuals are not knowledgeable in the requirements or the services available to produce and market a farm product. The importance of small farms is very critical to the sustainability of the region's agriculture infrastructure.

The purchase of supplies, equipment, and services by small farms are a strong component in maintaining a viable agriculture industry in the Northeast. In 1998, nationally 91% of farms were small, and small farms accounted for 68% of the land owned by farmers. The USDA has declared the need to provide programming for small farms a national priority.

The Penn Jersey Extension Partnership organized and conducted a two-day program to address the needs of small farm enterprises in the Northeast. The program included lectures, hands-on workshops, demonstrations, and a trade show. The program showcased equipment needs, marketing opportunities, production requirements, agriculture alternatives, management options, and capital costs. Participants had the opportunity to consult with government agencies, Extension professionals, and private firms that provide services to the farm community.

The program attracted an attendance of over 3,100 people from nine states.

LAND USE RELATED WATERSHED ISSUES: INFORMING LOCAL OFFICIALS AND THE PUBLIC

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Many areas in Illinois have been developing rapidly over the past number of years. Such development can have significant impact on watersheds and the receiving bodies of water. Impacts can be negative or can be positive, if proper planning and implementation are followed. Making local officials and the general public more aware of how land use issues can impact watersheds is part of the goal of University of Illinois Extension's natural resource programming.

As a part of the program effort, a series of 10+ new fact sheets was developed specifically to be used with local officials, as well as citizens, to help develop a bet-

ter understanding of these issues. Several have direct correlation to watershed management, such as "Stormwater Best Management Practices Start at Home", "Drainage Issues on the Rural-Urban Fringe", and "Cluster/Conservation Development".

These new fact sheets, used in conjunction with the University of Illinois Watershed Clearinghouse web site, are aimed at improving best management practices at the watershed level in developing areas.

DEALING WITH MYCOTOXINS : FARMER AWARENESS, KNOWLEDGE & PRACTICES

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After a two-year drought cycle, 327 farmers in 5 central Pennsylvania counties were surveyed to assess their awareness, knowledge and practices related to potential mycotoxins in their feedstuffs. The 13-question survey was given after an educational program that provided an introduction to mycotoxin issues including sources, testing procedures and solutions. Producers responded to questions about tillage, cropping systems and livestock enterprises. Respondents were asked to identify sources that helped diagnose mycotoxicosis symptoms, test for the toxins and devise solutions.

Survey results indicated that 40% of dairies and 50% of poultry operations reported suspected mycotoxin problems. Swine operations reported the highest level of confirmatory testing for toxins (48%) while beef operations had the lowest (15%). Primary sources of information were feed suppliers, integrators and veterinarians. None of the respondents listed extension as a source of information.

Farmers that participated in the survey indicated they want additional information regarding symptoms of mycotoxicosis, testing procedures and interpretation of test results. A research study of farming practices, weather patterns and mycotoxin occurrence on 35 dairy farms in 15 Pennsylvania counties has been initiated. Educational resources are being developed to address the needs and identified issues.

CAPITAL REGION 2002 CORN SILAGE INITIATIVE PROJECT

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Eleven county agents, members of the Capital Region Agronomy and Dairy Teams, two professors from the Departments of Dairy and Animal Science and Crop and Soil Sciences at Penn State University, and Cumberland Valley Labs, Hagerstown, MD joined together in conducting a field study of corn silage quality and production in south central Pennsylvania. The project consisted of three parts: Weekly monitoring of corn moisture dry down rates with the purpose of estimating desired harvest dates and to monitor dry matter levels and sugar content of corn plants in the weeks prior to harvest to predict potential fermentation problems. This information was published weekly in the farm press to alert growers to changes in the crop. In the second part, corn silage from thirty five farms in seven counties in the Capital Region was sampled at harvest and again at feed out for the purpose of surveying 2002 crop conditions and silage quality and to provide information on expected feeding value of the silage to producers and nutritionists. The third part of the initiative was agronomic trials to evaluate the effect of plant populations and height of cutting at harvest on DM yields and milk yield per ton of silage. Information was presented in weekly farm publications, monthly Extension newsletters, and during two Forage and Silage Expos attended by 300 dairy producers from across the Capital Region of Pennsylvania. Farm cooperators received specific feeding information based on their silage samples.

A DEMONSTRATION OF THE COST OF HAY PRODUCTION USING RECOMMENDED PRACTICES

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A demonstration was conducted by LSU Ag Center LCES faculty in cooperation with the research staff at the LSU Idlewild Research Station to determine the cost of hay production using LCES recommended practices. A five acre hybrid bermudagrass (*Cynodon dactylon L.)* hay field was used for the demonstration. A soil analysis was conducted in 1998 and 1999 with fertilizer and lime recommendations made based on this analysis. Each management task was recorded and assigned actual costs. After each harvest, hay bales were weighed, sampled and analyzed for crude protein and TDN. Drought conditions limited production to 2 cuttings per growing season. Hay yields for 1998 through 2001 were 2.5, 4.9, 3.6 and 3.4 tons of hay per acre, respectively. Crude protein levels ranged from 8.0% to 10.6% for eight harvests. TDN levels ranged from 43.1% to 55%. Yearly expenses ranged from $307.29 per acre to $163.03 per acre. Based on yearly expenses, it cost $61.80 to produce a ton of hay, $0.333 per pound crude protein and $0.061 per pound TDN. Results of this demonstration suggest that weather conditions significantly influenced hay production and management as shown by low yields per acre, cost per ton of hay, delay in first harvest, low frequency of harvest and time between harvest intervals.

THE NORTH JERSEY ORNAMENTAL HORTICULTURE CONFERENCE

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The North Jersey Ornamental Horticulture Conference has been serving the landscaping industry in northern New Jersey for 41 years. It is conservatively estimated that the landscape industry generates 700 million dollars in gross sales annually in northern New Jersey and that labor, regulations, and insect and disease management are among the top issues facing the industry. As the industry has grown and changed, so has the conference. The conference is a three-day program. The program for each day focuses on a particular aspect of the industry: turf, arboriculture, and landscape maintenance and design. A team of Agents and Program Associates representing five counties work with industry trade organizations, industry and NJ Pesticide Control representatives, and Cooperative Extension Agents and Specialists, and community colleges, to bring landscape professionals information on regulations, Integrated Pest Management and other topics they request on annual program evaluations. In January of 2002, program evaluations from 261 participants show that of participants who have attended the conference in the past, 73% have changed their pest control practices as a result of the training program. Examples of changes include using pesticides with lower toxicity, adopting Integrated Pest Management practices, and improving diagnostic skills. 72% of the participants noted that they use fewer pesticides. Sixty-seven participants reduced pesticide use by 1-10%. An 11-20% reduction in pesticide use was reported by 65 professionals.

FIRST ANNUAL WESTERN OHIO GRASSLANDS CONFERENCE

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The First Annual Western Ohio Grasslands Conference was an innovative educational experience, held in October of 2001, for novice and experienced producers of grass based livestock operations. A maximum of twenty-four participants from twenty counties attended the three day conference. The conference was held in Belle Center, Ohio, and utilized the ninety-acre Indian Lake Watershed Project Management Intensive Grazing Demonstration Site. Participants were assigned to groups of four and assigned a facilitator through out the conference. Program delivery the first day of the conference had participants in the field reviewing nitrogen plots, critiquing handling facilities, participating in hands-on paddock design, and a fencing clinic. Each participant group was assigned a group of animals to design and size a paddock for that evening and the results were reviewed the following morning. Participants spent the night out on the pasture as well. On the second day, grazing economics were covered in the classroom followed by field trips to three grass based farms featuring dairy, beef and poultry. The day concluded with a keynote speaker addressing grazing innovation and economics. The final day of the conference featured guest lecturers about contractual arrangements and a question and answer session. The conference concluded with a graduation ceremony. Participants expressed in their evaluations that they formed new relationships with other grazers that would directly benefit themselves. Each participant expressed that there was a least two or more new ideas they would implement in their own operations.

CREATING CONTENT FILLED, COUNTY BASED WEB SITES

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A team of 8 agents and secretaries from different counties came together with a vision. It was to create a model and the tools necessary to enable each county office to have a high quality, user-friendly web site. These web sites would contain local information, county newsletters and links to state resources appropriate for that county. Theoretically, each member of this team would spend about 10-20% of his/her time to build and maintain the websites of up to 40 counties. The staff in each of the participating counties would be responsible for putting information into HTML format (using almost any HTML editor). Methods would be developed so the content portion of documents and newsletters could be uploaded to the site. Agents in the participating counties would serve on advisory committees to review documents that are shared between multiple counties and give guidance on the layout, content and design of sections in their discipline.

The team met monthly for training and to develop the overall structure, design, process and policies.

Some of the county sites that are participating in this project are: http://www.ces.ncsu.edu/caldwell/,http://www.ces.ncsu.ed/forsyth/ and http://www.ces.ncsu.edu/catawba/.

EXTENSION CORN SILAGE PROGRAMMING IN BROOKS COUNTY, GEORGIA

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Brooks County Dairy Farmers and contract corn silage growers put significance on producing high tonnage and quality feed. One of the goals of the Brooks County Extension Service is to identify educational opportunities for economic profitability in producing corn for silage. The targeted audience includes five dairies in Brooks County and several dairies from surrounding counties in Georgia and North Florida with

similar soil types. One of the study needs for increasing profitability for dairy farmers is in the area of selecting corn hybrids grown for silage. Corn silage is the primary feed used in dairy rations in the Southeast, thus corn production for silage is a key issue for dairy producers in Georgia. The objective of the variety selection program is to identify corn hybrids which increase profitability. Since 1999, a annual program is conducted to evaluate corn hybrids for silage in Brooks County, Georgia. Parameters measured include yield (green and dry), dry matter, crude protein, In-vitro dry matter digestibility (IVDMD) and neutral detergent fiber (NDF) and other quality parameters. Annual educational programs include a corn grain/silage seminar, corn silage field day, dissemination of educational information through newsletters, county, state and regional meetings, and personal consultations.

WINE GRAPE CULTIVAR AND CULTURAL PRACTICE TRIALS - INTEGRATION OF RESEARCH WITH NUMEROUS EXTENSION PROGRAMMING EFFORTS

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Applied research assessing wine grape cultivar performance and vineyard cultural practices has been conducted at the Northwest Michigan Horticultural Research Station since the mid-1990's. In addition to providing information for the thriving local wine industry, these efforts have provided avenues for enhancing the organizational efforts of growers and winemakers, the education of students in a two-year degree program in viticulture and enology, and the education of amateur winemakers. Vineyard activities provide enjoyable volunteer opportunities for local Master Gardener participants, and public relations opportunities for the entire fruit industry. People interested in starting commercial vineyards have been eager to learn by participating in the management of the research vineyards. Major activities such as pruning and harvest bring together faculty and students from Michigan State University, numerous volunteers and members of the commercial wine grape industry for "work bees" that are valued learning opportunities.

Wines made from research plot grapes are provided for comparative tasting by local professional and amateur winemakers, and especially the people who have volunteered time and effort to raise and harvest the crop. This full-circle of contact of volunteers with the grape and wine industry has created a well-educated core of individuals that can speak on behalf of the local wine industry, adding to the promotional efforts for the industry.

Information on the cultural practices, progress and quality of the wine grape crop are included in regular media activities and distributed through other interactions with the public.

THE OHIO PRO BEEF ALLIANCE- SETTING THE PACE FOR OHIO BEEF PRODUCERS

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Beef producers in southern and eastern Ohio continue to experience rapid changes in the beef industry. The consolidation of the feedlot and packer segments of the industry will dictate that producers continue to become better managers and more conscience of the end product to consumers. This can only be accomplished through better management and the utilization of information feedback technologies. OSU Extension has brought together a core group of beef producers from a five county area to explore options to keep beef enterprises competitive in the face of these changes. As a result of these efforts the Ohio Pro Beef Alliance, Inc. became Ohio's newest cooperative focused on improving the profitability and viability of its members beef enterprises. Asking producers to adopt new technologies and change management strategies without an educational process based on research-based information is not in the best interest to the producers. Agents in Ross, Pike and Pickaway Counties addressed these concerns through a multi-faceted educational process. Ohio Pro Beef Alliance, Inc., with the direction and assistance of Ohio State University Extension agents have implemented joint buying programs, adopted new management techniques and received premium prices through commingled sales of source verified, preconditioned feeder calves.

FEASIBILITY OF GROWING VEGETABLE PLANTS FOR TRANSPLANTING ON A SMALL SCALE IN SOUTHWEST GEORGIA

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Small scale vegetable growers in Seminole County must consider whether to buy transplants or grow their own in small greenhouses. In these times of narrow profit margins every potential savings must be explored, especially with the small scale grower. Costs considered were: seed, planting media, gas for heating, labor, water, fungicide, insecticide, trays and fertilizer. The labor figure may be excluded for consideration purposes because the small growers may not want to count their own time spent working (no out of pocket costs). Costs are compared with the cost of buying the transplants from a commercial greenhouse. Furthermore the probability of successfully producing and transporting transplants is considered. In other words, the quality of transplants grown and bought is compared.

SPANISH SOIL SCIENCE CURRICULUM

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Over the past two years the University of Idaho Potato School has included Spanish sessions for Spanish speaking farm laborers. We feel that the sessions we delivered at the school overcame past obstacles to learning and offered management tools to a valuable segment of the potato industry. We demonstrated our commitment to serving the Latin community and our appreciation of this community as important and valuable to the potato industry.

We propose to display portions of the power point presentations we developed in Spanish. These presentations include soil texture, water holding capacity, irrigation, bruise management, and potato disease management. In addition we will have some of the hands on lecture materials from the workshop at the table. This will include various soil types, water flow models, and potato diseases.

Results of an evaluation instrument developed to determine the effectiveness of the educational program will also be presented. The average pre-test score was 6%. The average post-test score was 54%. All sections had about a 40% increase in student understanding.

Our projected outcome is that educators will have additional tools to help them teach their Spanish speaking clientele.

WATER QUALITY SOLUTION AT THE FAIR

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Starting in 1999 the Lane County [Oregon] Youth Fair has had some animal-related pollution problems, we inadvertently helped contaminate the Amazon Creek, which was brought to the forefront by a local newspaper. Most young people were unaware this occurred or why this was a problem. A group was formed consisting of the OSU/Lane County Extension Service, the City of Eugene, Long Tom Watershed Council and the Lane County Fairgrounds. This group worked together to inform the 4-Hers about animal pollution, city pollutants and the health of the total watershed as well as dealing with the animal waste problems at the Lane County Fairgrounds.

During the last 2 years, more than 450 4-Hers have had the opportunity to attend three programs titled "Manure Management Workshop." The 4-Hers learned about how pollutants from people, pets, cars, animals, industry byproducts, pesticides and fertilizers get into Amazon Creek. From these programs new Stream Teams and two action groups were formed, the "Road Apple Patrol," and the "MVP's" (Manure Voidance Patrol). The youth members in these groups shoveled manure off the pavement and out of the barns to keep it out of Amazon Creek. Additional problem solving projects included covering storm drains and hauling all "gray" water to holding containers then dumped in to the sanitary system.

The Lane County Fairgrounds are now looking at containing all runoff with an interceptor line. OSU/ Lane County Extension Service has been an active member in developing the design of this $800,000 project.

2001 NACAA/RISE HORTICULTURE AND TURFGRASS TOUR - AN EXCELLENT PROGRAM FOR LEARNING AND SHARING

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Nineteen Extension Agents from across the United States participated in the 2001 NACAA/RISE Horticulture and Turfgrass Study Tour during the second week of October. The tour was designed to teach participants about the importance of botanical gardens, arboreta, pest management, ornamental horticulture, and turfgrass management.

This year's tour was held in the northeast region of the United States. The 2001 RISE/NACAA Horticulture and Turfgrass Study Tour began on Saturday, October 6, in Boston. On Sunday, October 7, we toured Arnold Arboretum, Mt. Auburn Cemetery, and the public gardens in Boston. On Monday, October 8, we toured the Old Sturbridge Village in Sturbridge, MA, the Agricultural Experiment Station in New Haven, CT, and Uniroyal Chemical in Middlebury, CT. On Tuesday, October 9, we toured the New York Botanical Garden in Bronx, NY, and went to New Brunswick, NJ. On Wednesday, October 10, our stops included the Rutgers University Center for Turfgrass Research, a TruGreen ChemLawn regional facility in Woodbury, NJ, and downtown Philadelphia, PA. On Thursday, October 11, we visited Longwood Gardens and and Kennett Square Country Club. Our tour concluded in Philadelphia, PA on October 12. Tour participants will share our newly-gained knowledge with approximately 1.4 million Extension clientele in their county and state through their educational programs, newsletters, newspaper columns, and mass media such as TV and radio. We would like to thank NACAA, RISE, PlantAmerica, and TrueGreen Chemlawn for sponsoring this excellent educational program.

DEVELOPMENT AND INTRODUCTION OF A DEMONSTRATION VARIABLE RATE APPLICATION (VRA) PESTICIDE SPRAYER

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National surveys show a slow but significant adoption of Precision Agriculture (PA) techniques such as field soil fertility and pH mapping. Variable Rate Application (VRA) of inputs based on mapped field variability for spreading lime and fertilizers is increasing but not common. Variable rate technologies are available for pesticide application; adoption lags other PA practices. Most spray material VRA controllers are complex, and expensive. I conceived of a GPS-directed sprayer to demonstrate VRA concepts and application. A 25-gallon Fimco sprayer with 100" boom was purchased for $800, and mounted on the payload bed of a Kawasaki Mule. UF/IFAS Ag and Biological Engineering specialists installed a solenoid on discharge side of the pump, and designed and built controller circuitry. Adaptations to make the system GPS-ready cost about $170. Spray areas (or spray-exclusion areas) are created using either the Mule-mounted Trimble Ag132 dGPS, or a handheld Garmin 76, both WAAS-ready. Data are logged onto a laptop computer or Compaq iPAQ (WinCE) handheld device, using SST Field Rover II (Farm Works' SiteMate) software which has capac-

ity of outputting GPS signal to the VRA controller. The rig works. It has been demonstrated at agent training, dealer/supplier workshops, field days and Pesticide Applicator Training. It provides low-cost but real-world example of site-specific variable rate technologies for sprayed pesticide or fertilizer applications. Participating farmers and other agents indicate that, on seeing the unit demonstrated, they understand VRA and its potential for cost savings and environmental safeguarding of farm chemical use.

FARMERS & RANCHERS COLLEGE

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The FARMERS & RANCHERS COLLEGE was formed in January, 2000 by a group of University of Nebraska Cooperative Extension staff and local agribusiness leaders with the purpose of providing high quality, dynamic, up to date educational workshops for area agricultural producers in south central Nebraska through a collaborative effort between business, industry and higher education. While this type of partnership is not new to Extension programming, the level of programming provided and the amount of financial assistance is new.

The mission of the FARMERS & RANCHERS COLLEGE is to provide high quality continuing education to farmers and ranchers in a rapidly changing global agricultural environment. Furthermore, the FARMERS & RANCHERS COLLEGE will provide the tools necessary so that agricultural producers will be able to respond positively to these changes using a profitable decision making process.

The objectives of the FARMERS & RANCHERS COLLEGE are to: 1. Work closely with agribusiness and agriculture industry representatives, 2. Work closely with the University of Nebraska Cooperative Extension Division and the Institute of Agriculture and Natural Resources, 3. Work closely with other institutions of higher education, 4. Work closely with agricultural commodity organizations and 5. Provide interesting, informative and timely topics in a dynamic format.

Since March of 2000, the FARMERS & RANCHERS COLLEGE has received over $14,000 from area agribusinesses in support of programming efforts and has presented nine workshop on marketing education/ risk management to over 750 area agricultural producers.

FARMLAND PRESERVATION PLANNING: A METHOD FOR DEVELOPING LEADERSHIP INSTEAD OF FARMS

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This educational program consisted of a nearly two-year effort which engaged local elected officials, farm families, economic development professionals, and others in a community planning process designed to preserve farmland and strengthen the local agricultural industry. A farmland preservation task force was developed by the authors to guide the entire process.

The project consisted of numerous educational programs for the general public, as well as more intense training programs for farmland preservation task force members. A $30,000 grant secured by the authors funded the project, which included development of a local GIS computer lab for use by USDA agencies, county departments and agencies, and local political subdivisions.

Development of a farmland preservation plan was the end product of the project. This plan was presented to state legislators, county commissioners, local planning and economic development officials, farmers, and the media at a press conference conducted at a farm field day.

In addition to the farmland preservation plan, one tangible outcome of this extensive project was the education and leadership development engendered among task force members.

LEARNING FROM OTHERS: USE OF CASE STUDIES FOR EFFECTIVE EXTENSION TEACHING

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Learning from the experiences of others is a proven and effective tool for broadening the learning curve of start-up value-added entrepreneurs. In pursuit of developing an initiative in value-added agriculture/ entrepreneurship in Tennessee, a cooperative, statewide, case-study investigation and educational program was developed through the efforts of 14 county Extension agents, 16 entrepreneurs and 6 program specialists. This program collected actual marketing experiences from 16 successful businesses and documented their experiences in the form of case study materials and teaching tools. In addition, 190 Extension agents, 91 farmers/entrepreneurs and 37 other agricultural leaders have participated in 13 training/ education programs at 11 locations with instruction provided by a team of 8 presenters. This two-year project was funded in part by state and federal grants and resulted in 2 publications, 4 web-based resources and 19 independent module presentations. The case study interviews found that relatively substantial investments were made in marketing and promotion activities in the early years of business growth and that print advertisements, travel and human resources were important in the initial thrusts of the new businesses. After initial investments in marketing and promotion efforts to get the businesses recognized in the marketplace, positive word-of-mouth advertising seems to carry the enterprises in the maturing years. The case-study businesses were built to satisfy relatively small-volume sales in the early years and expansion in production capabilities was a result of increased sales over time. The businesses collectively expressed the benefits gained from being able to identify the specific target customer for their products.

BEEF FEEDLOT ENVIRONMENTAL EDUCATION SERIES

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The "Beef Feedlot Environmental Education" series is a program designed to address the needs of individual beef feedlot operations related to environmental regulations. The series was developed by a Task Force made up of members of the Cuming County Feeders Association and Cuming County Cooperative Extension. The educational approach was to design a program series of three different levels based upon the compliance status of the feedlot.

Level 101 was for feedlots that have never been inspected by the Nebraska Department of Environmental Quality (NDEQ). This three hour program was attended by fifty-three producers and focused on the initial inspection process and what is involved with the permitting process.

Level 202 was designed for feedlots that have been inspected by NDEQ and are required to get a permit and comply with regulations. We held two (five hour) sessions in two locations since the audience size was limited to get more in-depth. A total of fifty-two producers attended this level that included classroom discussion on the permitting process, developing a plan, construction issues and the comprehensive nutrient management and operation and maintenance plans. A feedlot site visit was also included to show the items discussed.

Level 303 was designed for feedlots that have received or about to receive the state operating permit or had a NPDES permit. This five hour session was held at a feedlot and also included a classroom session and feedlot tour. Thirty-one producers attended this program that focused on staying in compliance and on record keeping requirements.

FORESTRY EDUCATION PROGRAM, COVERING THE BASES

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Agriculture is a big business in Decatur County, Georgia. We are the number one producer of peanuts in the state. We are also number one in the production of vegetables in both acreage and farmgate value. The 2000 farmgate value report, ranks Decatur County third in cotton value and sixth in production of timber products. Even though forestry products generated significant income for landowners, forestry programming was handled on an as needed basis. Efforts were initiated in June of 1999 to develop a comprehensive Extension education program in forestry.

The poster will display a three pronged approach developed to meet the forest educational needs of the community. A description of the education opportu-

nities and accomplishments of the programs offered for youth, forest landowners, and professional foresters and timber harvesters will be presented.

"PUTTING THE HELP IN HELPLINE": A MASTER GARDENER TRAINING PROGRAM

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Mercer County (NJ) Master Gardener program trainees must volunteer 30 hours on our consumer information Helpline and handling in-office requests in order to graduate. To increase their confidence, improve the training methods previously used, and increase the efficiency of this outreach method, our Helpline Committee developed several new training timelines, techniques and tools. Helpline training is started halfway through the course. Each trainee receives a Helpline Manual – a reference for protocols, procedures, available resources, liability and copyright information, diagnostic aids, instructions on collecting and processing samples, and a list of monthly horticultural activities. Brief "Helpline Highlights Presentations" are given before each class to explain the manual. A Mentoring Program offers small group orientation sessions and a 3-hour "Helpline Practice Session" before staffing the Helpline. A graduate works alongside the trainees during their shift to offer support and guidance. Training tools placed in the office to remind trainees of protocols and available resources include a "Helpline Flow Chart", illustrating 12 steps for diagnosis, and a "Problem Solver Quick Checklist" offering a set of questions to ask clients regarding their problem. Diagnostic resources include a Rutgers Cooperative Extension (RCE) Fact Sheet Rolodex, alphabetized Fact Sheets in binders, RCE Pest Control recommendations, the Maryland IPM book, a "Ready Reference Library" with the most useful references, and an "Identification and Diagnostic Bulletin Board" for displaying seasonal specimens. The "Putting the Help In Helpline" program improved the training of and enhanced the diagnostic skills of the trainees, improved their confidence and the quality of service to the community.

LIVESTOCK ALTERNATIVES TO TRADITIONAL ROW-CROP ENTERPRISES IN SOUTH GEORGIA

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Current uncertainty regarding the Farm Bill and past weather events has many South Georgia producers considering alternatives to traditional row-crop enterprises. Some of these alternatives include cow-calf, stocker, and custom grazing stocker calves. To assist in this process, producers were shown a paradigm for evaluating potential enterprises as well as advantages and disadvantages of some of the proposed alternatives. In this educational program, costs and returns from the various alternatives were compared to dryland and irrigated corn, cotton, and peanuts. The expected returns from a well managed cow-calf enterprise generated $4 less net returns per acre than dryland cotton. However, the probability of covering variable costs were 97 percent for the cow-calf enterprises versus 75 percent for dryland cotton. Given these results, some producers may want to convert some dryland cotton acres to cow-calf production to reduce variability of income.

ADOPTION PROCESS ACCOMPLISHED THROUGH GRAZING COUNCILS

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Southeast Ohio is in the Appalachian foothills and is suited for grazing livestock.Livestock producers in

southeast Ohio have organized grazing councils to learn from each other by sharing pasture management skills.

This educational method (grazing councils) follows Rogers model of innovation adoption. The adoption process includes the following five qualities: relative advantage, compatibility, complexity, trialability, and observability (Rogers, 1995). Rogers' model, recently reviewed by one of the agents during their graduate studies, is being incorporated to more effectively conduct grazing council activities. Extension agents promote rotational grazing and intensive grazing practices which lower input costs and improves farm profitability. As the grazing season begins, on-farm meetings start and a host livestock producer provides an opportunity for council members to observe their pasture management practices by walking throughout the producer's fields. Relative advantages of specific grazing practices are discussed, concluding with suggestions and ideas for further management improvements.

Recently, Extension agents in two southeastern Ohio counties surveyed grazing council members to determine impact of their grazing program. Initial results indicate that 90 percent reduced production costs and 100 percent have increased stocking rates as a result of information learned at grazing meetings. Written comments and observation confirm that grazing council's have improved farmers financial profitability, increased leadership skills, and improved quality of life.

Rogers, E. M.(1995) Diffusion of innovations. Fourth Edition. New York: Free Press.

HEARTLAND AGDEAVOR - CULTIVATING INCOME OPPORTUNITIES

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The mission of Heartland Agdeavor Association is to increase farm income through the development of value-added businesses that utilize farm commodities. Heartland Agdeavor (Heartland) began as a joint effort of the Ohio Farm Bureau and the Farm Income Enhancement Program of the Ohio State University. Ohio State University Extension, producers, and for-profit corporations soon joined in the development stage of the association. In this period of great producer interest in value added agricultural undertakings it was perceived that few producers possessed the necessary business acumen to succeed. Heartland founders envisioned a non-profit association of producers, partners (for-profit corporations and not-for-profit associations), and affiliate members from Ohio and surrounding states that would help shorten the time between value added idea emergence and commercialization. Heartland was announced to the public by U.S. Senator Voinovich in September, 2001 and is currently in the membership drive phase. However, even during this phase additional developmental work is being pursued, including the development of a second for-profit corporation that is designed to assist Heartland members by providing improved access to venture capital funds for worthy endeavors.

LIVING WITH WILD HORSES

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Residential communities in Nevada are expanding into wild horse management areas. One of the reasons people locate in these areas is the rural atmosphere the wild horses help to provide. Horses become desensitized to the neighborhood when residents lure them with feed and water. Vehicle accidents, personal injury and property damage result from intruding wild horses. Most residents appreciate the horses, while others detest them. An emotionally charged meeting was held in such a neighborhood and attended by 166 residents in an effort to reach consensus on a course of action. Meeting participants generated two solutions: 1) deliver a program to educate residents about why herds must be managed and how to keep wild horses off private property, and 2) create a wild horse posse of resident horseman, trained by Bureau of Land Management (BLM), to carefully move wild horses out of the neighborhood and back into their herd management areas. As a result, less problems are being reported to the BLM, the posse has fielded six calls, and moved wild horses three times. The objective is to maintain wild horses at a safe distance, within sight of the residences, and to keep wild horses "wild."

MASTER GARDENERS IN CORRECTIONS, A "MAGIC" EDUCATIONAL EXPERIENCE

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Missouri's first ever Master Gardener's in Corrections (MaGIC) program was offered at the Missouri Department of Correction men's medium security penitentiary in the Boonville Correction Center (BCC) in 2001. The BCC currently has a greenhouse, campus grounds, and about 4.5 acres dedicated to a garden area. The Cooper County University Outreach and Extension office was asked by BCC staff to give the inmates more technical expertise in the garden area and improve their greenhouse potential of plant starts for the garden and campus grounds. All of the produce that is harvested from the garden is donated back to society through the Central Missouri Food Bank and locally through food banks, nursing homes, and food pantries. While we could have more easily resolved individual production problems, our goal was to create long-term impact on these men. We achieved this goal by offering a slightly modified version of the Master Gardener Program. Through our MaGIC program we are not only able to help them increase their productive capabilities but we are able to provide the convicted with horticultural knowledge and skills along with hands on experience to maintain active interest in the horticulture industry and to potentially seek and keep viable horticulture jobs upon release. We have evaluated the students through surveys at the beginning and end of the MaGIC program and have had measured increased knowledge and witnessed improved techniques and skills. Upon parole, we will make additional surveys to evaluate long-term impact on their lives which truly can be magic.

IMPACT OF LOCAL GRAZING EDUCATION

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One goals of the Ohio Integrated Forage Management (IFM) team, consisting of state specialists and Extension agents, was to develop an expanded curriculum to teach Management Intensive Grazing (MIG) on a local basis called "Pastures for Profit Schools".

Ten teaching outlines for the "Pastures for Profit Schools" were developed by IFM team members. Each teaching outline included a script and either 35mm slides or overhead transparencies developed by the team for use by other instructors throughout the state. In addition, each outline had a corresponding set of educational material incorporated into a notebook to be provided to each participant. Finally, each teaching outline included a fact sheet to be used statewide.

"Pastures for Profit Schools" have been taught across Ohio for ten years with more than 1000 participants. However, no formal evaluation of the schools had been completed. A state-wide survey of school participants was conducted to determine if the school objectives had been accomplished. Another objective of the survey was to determine what benefits producers were receiving from the adoption of MIG. Survey results showed that over 80% had adopted the practices taught. In addition, by adopting the practices taught, over 70% have been able to extend the grazing season, 80% have improved their production, and over 70% have reduced their cost of production.

Those who have extended the grazing season have averaged a total of 63 more grazing days between spring and fall. This translates into a feed savings of $66.15 per beef cow.

ADDRESSING THE NEEDS OF EMERGING AGRICULTURAL BUSINESS LEADERS

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The need to assist emerging business leaders with management skills was identified as a critical issue for sustaining farms and agricultural businesses in east-central Ohio. Extension agents developed a program with two objectives-to provide strategic planning, futuring and human relation business skills needed by emerging managers and to provide the opportunity for young managers to network with other emerging managers. Five day-long sessions were created to meet these objectives. Themes for the programs included functions of management, human resource management, financial record-keeping, changing world of agriculture and the public policy process. Each participant completed a Myers-Briggs survey and received an interpretation of the results. Speakers for each session included Extension specialists as well as farmers and practitioners. Participants were also given case studies and role-playing exercises for each of the sessions. The participants were asked to identify three things learned during this workshop that will be most helpful in managing their business. They identified record keeping, financial management, employee management, teamwork, conflict management, communicating with others, understanding public policy, understanding their own personality, and managing change.

Participant evaluations indicated a high level of satisfaction with the program. When asked to rate this workshop compared to other workshops they have attended on the following scale, participants' responses had a range of 3 to 5 with a mean of 4.0. The scale was; 1) A Waste of Time, 2) Not Very Helpful, 3) OK, 4) Very Good, and 5) The Best. Plans are to provide continuing management education to the participants.

PRODUCING QUALITY HAY FOR THE EQUINE INDUSTRY

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New Jersey and Pennsylvania hay producers have one of the largest cash hay markets in the United States. Growers in the region have access to a large equine industry valued at well over $1.3 billion, that in turn expends close to one billion dollars annually on their horses. With such a high valued industry it is imperative that both the hay producer and the end user develop an appreciation of the potential market and its needs. To achieve this goal the extension team designed a "hay survey" for the end users, that when tabulated would be used to assist in providing basic assessments of buying patterns, quality assurance concerns, and other pertinent hay utilization characteristics. The data would help producers and growers to develop a better understanding of the equine owner, the animals needs, and in general a more systematic approach to hay production and quality related issues. Simultaneously, the survey would assist the team in developing forage educational programs' and training needs that would be more adapted to the knowledge level of the regional equine practitioner.

APPLE AND PEACH RESEARCH AND DEMONSTRATION ORCHARD AT THE UNIVERSITY OF MARYLAND, UPPER MARLBORO RESEARCH AND EDUCATION CENTER TO PROMOTE AN ALTERNATIVE AGRICULTURE ENTERPRISE FOR SOUTHERN MARYLAND TOBACCO FARMERS

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On March 4, 1999, at the Anne Arundel and Prince George's Fruit Producers Breakfast, area orchardists expressed an interest in the development of fruit production clinics. The producers also stated that orchard training system evaluations, and pest management

spray research programs were needed in the Southern Maryland region. Fruit production for fresh market sales as well as wholesale sales would certainly be a viable alternative agriculture enterprise for farmers seeking to transition out of tobacco production. Therefore, a research and demonstration orchard at the University of Maryland, Upper Marlboro Research and Education Center was planted in the spring of 1999. The orchard consisted of thirteen apple varieties on Malling-9 rootstock, and seven peach varieties in a training system comparison. The apple variety trial was trained to a supported slender spindle system; whereas, the peach varieties were replicated comparing the traditional open center to the perpendicular–V training system. In 1999, 2000, and 2001 orchard twilights, pruning clinics, and lectures were held at the research farm for growers interested in fruit production. Thereby, the research orchard has proven instrumental in promoting fruit production in Southern Maryland, thus alleviating grower apprehension to crop transition by providing hands-on clinics, field-day displays, and demonstratable production data.

UTILIZING PRECISION FARMING TECHNOLOGIES TO DESIGN AND IMPLEMENT MANAGEMENT INTENSIVE GRAZING SYSTEMS

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Despite its potential utility in agriculture, the application of precision farming technologies (PF) has been limited in management intensive grazing systems (MIG). Current methods implemented in MIG design rely on trial and error with use of aerial photos, clear acetate overlays, and colored grease pencils to guide decisions regarding paddock design. The current method can easily be integrated into a geographic information system (GIS) offering the added benefit of data layering and optimality analysis using such variables as forage productivity, elevation, and distance to water and shade. The objective of this study is to provide information to producers, industry, researchers, and extension regarding the usefulness of PF in MIG design. The primary objective will be accomplished in a series of phases: 1) measure existing conventional and MIG paddocks using PF, 2) design new paddocks and improve upon the design of existing paddocks with use of GIS, 3) implement paddocks of optimal size and spatial orientation using PF, and 4) evaluate the effectiveness of each design using PF. GIS is used as a tool to integrate knowledge from previous MIG studies to develop the criteria used to measure, analyze, implement, and present optimized designs. For instance, aspect ratio and degree of slope are known to affect environmental factors, which in turn influence site-specific profitability. Simulations incorporating user-defined scenarios are used to compare the profitability of conventional grazing systems versus MIG. The outcomes of this study will demonstrate the usefulness of GIS in MIG, leading to increased profitability of production systems where MIG strategies are implemented.

UTILIZING SHEEP'S WOOL AS A MULCH TO STABILIZE SOIL ON OPEN SLOPES

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Because of a world-wide surplus of wool, most Vermont sheep farmers have not been able to sell their wool for the past four years. In an attempt to create a market for this wool, the authors conducted a study to determine if wool could be utilized as a mulching material. Starting in 2000, wool was applied to open slopes on research plots to compare its effectiveness with other commercial mulching materials to stabilize soil. The first year, three research plots were established-one at a log landing in a Vermont State Forest, one on a dairy farm barnyard bank, and one on a newly constructed farm road bank. Each site included a 9 m2 plot of carded wool, commercial straw and polypropylene mulch, loose straw mulch and a control with no mulch. Before the mulch was applied, each plot was seeded with a mixture that included creeping red fescue (Festuca rubra), birdsfoot trefoil (Lotus corniculatus), red top (Agrostis alba) and annual rye grass (Lolium multiflorum). In 2001, a fourth site was added on a river bank. On this site, the carded wool was replaced with a wool mulch prototype constructed of wool and cotton gauze. Results, which were recorded with digi-

tal photography, would indicate that wool mulch is comparable to the commercial mulches and, in some instances, may be superior. A patent for the prototype has been applied for, and a company is in the process of being established to purchase local wool and manufacture and market the product.

DIGESTIVE ANATOMY OF THE RUMINANT AND MONOGASTRIC ANIMAL

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An Extension Education program was conducted in Crook, Deschutes and Jefferson counties (2000-2002) to help 4-H and FFA youth as well as adult livestock producers understand the digestive anatomy of their livestock. In order to help these producers better understand the similarities and differences between ruminants, and mono-gastric animals, the following poster and presentation was developed. The objectives of this poster were to educate 4-H and FFA youth as well as adult producers, provide participants with a hands on comparisons of the digestive systems, and to give them a brief introduction into basic nutrition.

The poster was made by scanning photos of various digestive systems and including pertinent information relating to each photo. The visual aids consisted of actual stomachs out of a ruminant (sheep) and monogastric (pig) animals. These stomachs had previously been cleaned, inflated, dried and preserved for future use. Holes were cut in each compartment of the ruminant stomach so students could see the differences between the internal linings and functions of each compartment. The students were also able to see the reticular orifice, and were taught about the esophageal groove in baby calves.

This poster and presentation was presented at two (2) central Oregon Idea Fairs, four (4) beef 4-H group meetings and two (2) producer meetings totaling 204 participants. Following the meetings participants expressed that they had a better understanding of the anatomical differences between the digestive anatomy of their livestock and the importance of taking these differences into account when formulating rations and feeding their livestock.

FRESHWATER SHRIMP FARMING WORKSHOPS

Steven Patrick - Chairman
GACAA Aquaculture/ Sea Grant Committee

The GACAA Aquaculture / Sea Grant Committee has sponsored several Freshwater Shrimp Farming Workshops across the state of Georgia over the past two years. As interest in raising Machrobranchium rosenbergii increases in Georgia and across the Southeast these types of programs should increase in demand. The workshops begin with an emphasis on the basics of the industry in Georgia. Economics, budgets, and marketing the product are discussed at length. The program then moves into production practices and management. The programs include coverage of harvest techniques and niche marketing. Permitting and commercial marketing alternatives area also discussed as well as the future of the potential commodity. Freshwater shrimp farming is still questionable as a mainstay in Georgia Agriculture, but these workshops depict a realistic picture of what's going on at the present time in our state.

For more information about the workshops or for more information on freshwater shrimp contact Steven Patrick at stevep@uga.edu or www.habces.org for more information.

TEAM INITIATIVES IMPROVE LEADERSHIP SKILLS FOR JUNIOR FAIR BOARD MEMBERS

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Improving leadership skills for youth and making it interesting can be a challenge. When youth actively participate in the learning process through initiatives, they have a sense of accomplishment when they work together to solve a problem. This allows the facilitator to process the experience then transfer it to future situations. Sequencing initiatives allows trust and rapport to develop by matching initiatives to the group and their goals, and determining the best time to offer a specific initiative. The sequencing steps are: ice breaker/acquaintance; de-inhibitizer; beginning trust and spotting; and team building/problem solving.

In 2001, a pre-test post-test (N=24) of the junior fair

board indicated growth in public speaking , organizing and keeping show records after eight initiatives were provided throughout the year. The initiatives were designed to have the youth take risks, work together and do something unusual in front of others to solve a problem. This helps to develop self confidence as they take risks in their leadership roles as junior fair board members.

There are over 600 initiatives available to provide leadership development to groups of all ages. Select initiatives based on identified group goals, familiarity of group members and facilitators experience. Source for initiatives include: *Funn Stuff* (vol.1-4); *Silver Bullets*; *The Bottomless Bag Again* (all by Rohnke); and *Quick Silver* (Butler and Rohnke).

INTEGRATED STRATEGIES FOR ATHLETIC FIELD TURF MANAGEMENT IN NEW JERSEY: A SUBURBAN SCHOOL PILOT PROGRAM

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Athletic fields are in as great a demand as the sports and events hosted on them. Many school districts have installed lights to extend play into the evening hours, alleviating scheduling conflicts. However, as the field becomes overplayed, turf quality declines. User safety and overall playability come into question, and fields may become a source of liability. Existing inventories need to be reassessed in agronomic terms, managing the turf and scheduling its use properly. The goal of this project is to integrate agronomic management strategies within the scope of proper athletic field design, construction, use, and management, redefining the notion of a "playable field". Demonstration projects are needed to educate field managers and staff, recreational supervisors, school districts, clientele user groups, and design engineers in the practice of professional athletic field agronomy. Expected outcomes will also include web-based distance education tools and other curriculum. Within the scope of NJ's watershed management initiative and School IPM program, the project will address issues of chemical usage and irrigation. Finally, an assessment of the human dimension of athletic field management will measure non-turf issues such as perceived playability, risk of injuries, recreational goals of clientele, and the need for additional athletic fields. After a selection process, a suburban school athletic field was renovated in August of 2001. Clientele visited the site to view the field's progress and discuss management needs and financial considerations. A Program Enhancement Grant of the New Jersey Agriculture Experiment Station at Cook College, Rutgers University, funded this project.

CROP OBSERVATION AND RECOMMENDATION NETWORK (CORN) - FOOD FOR AGRIBUSINESSES AND FARMERS

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The Crop Observation and Recommendation Network (CORN) utilizes the electronic communications capabilities of The Ohio State University to link agricultural professionals in Ohio and surrounding states for the purpose of identifying crop production problems and disseminating mitigating research-based information related to those observed/anticipated problems on a timely basis to agricultural businesses and farmers. The CORN network more effectively uses resources while at the same time creating a strong interdisciplinary team of Extension, entomology, plant pathology, natural resources, and horticulture and crop science personnel. A survey of CORN users was conducted in 2001. This survey represented 2.57 million acres of Ohio's major crops. The total client pesticide cost reduction attributed to CORN was 1.056 million dollars in 2001. Increased corn and soybean production attributed to the CORN newsletter were 2.54 million and .99 million bushels respectively. The value of this increased production using loan rate values for corn of $1.90 and soybeans of $5.38, was 10.1 million dollars. Thus the total educational value of CORN was 11.1 million dollars in 2001.

MASTER GARDENERS PROMOTE EXTENSION IN RURAL SOUTH GEORGIA

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The Thomas County Extension Service averages more than 100 consumer horticulture questions each month. Consumers request unbiased, researched based information to safely and properly maintain lawns, landscapes, vegetable gardens and the environment. The Master Gardener program is an excellent means of promoting responsible horticulture practices and the University of Georgia Extension Service to local citizens. Thomas county extension has organized three programs since 1997. In 2001, 28 Thomas County Master Gardeners volunteered 1,597 hours valued at $24,577, made 1343 in person contacts, 151 phone contacts, and traveled over 8,900 miles valued at $2,867. The total value of volunteer activities amounted to more than $27,400 in 2001. Special project activities include an annual educational booth at the local Deep South Fair, categorizing horticulture entries at the Annual Rose Show, judging the Civic Garden Club Rose Show, teaching youth classes, maintaining the Public Library courtyard garden, and speaking to civic organizations. Four volunteers serve on the State Master Gardener Board and one is the State GMGA President for 2002. Master Gardener volunteers are not only helping educate our consumer horticulture clientele, but also are sharing skills and resources from their previous professional careers. These volunteers will continue to play a vital role in addressing environmental issues as well as assisting the Thomas County Extension Service provide valuable information to local consumer horticulture clientele.

IMPROVING WATER QUALITY IN GOLF COURSE MANAGEMENT

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Cateechee Golf Club is a symbol in Georgia of what can be accomplished through teamwork of various agencies searching for a better environment. Cateechee Golf Club is a unique course that uses a 460 acre tract of land with only 67 acres of well maintained turf areas. It has the distinction of being the only Audubon Signature course in Georgia and one of three in the Southeast. This course was designed from the beginning with nature in mind. Cateechee is a discharge site for two to five million gallons of waste water per day from a municipality on the greens, trees, rough, natural areas and forests. Stringent detail is given to protecting ground and all surface water from waste affluent and pesticide residues. Large vegetative buffers around waterways, pesticide and residue retention areas, and innovative energy conservation measures are just a few of the pieces of a puzzle that sets Cateechee apart as a pioneer in environmental golf course management. Dead trees, birdhouses and a 150 year old chimney adorn the landscape along with a theme that guides a golfer though a lesson in nature as they play a very challenging 18 holes of golf. The Georgia Extension Service was an integral part of this project from it's design, choice of turf, grasses for natural areas, stream bank protection, water monitoring sites, and volunteers from the Northeast Georgia Master Gardeners for building wildlife habitat and wildlife studies. The water quality leaving this site is actually better than the quality of water coming to this area as evidenced by testing and increases in aquatic populations.

NATIVE HERBACEOUS PERENNIALS FOR MARYLAND GARDENS

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Gardening with herbaceous perennials has expanded as more garden centers are carrying a larger variety of plants and recently there has been a strong movement to plant native perennial plants. Native herbaceous perennials are often less prone to disease and insect damage, and many require less excess watering to thrive in a garden setting. A written handout of native plants that will grow well on the sandy soils of the Eastern Shore of Maryland was compiled as a handout for Master Gardeners, local garden clubs, local community organizations and local gardeners who call their Cooperative Extension Office. The list of plants contains both the botanical name and a common name, allowing the recipient of the list to take it to a local garden center and order the correct plant of choice. Rather than have the plants listed alphabetically, the list is in order of the month the plants will be flowering. This helps the gardener to plan an entire growing season of colorful herbaceous flowers. There is also room left for the recipient to write notes on soil preference, sun and shade requirements and final height of the plant. Again, this helps the gardener to plan a garden that has color all during the growing season and plants that will thrive in the right locations. To complement the presentation of the Native Herbaceous Perennials for Maryland Gardens list, color slides of the flowering plants can be shown. Many organizations do not have the capability for a slide show so samples of the plants themselves can be presented while going over the plant list.

PRODUCE FOOD SAFETY CONFERENCE FOR COMMERICAL GROWERS OF FRESH FRUITS AND VEGETABLES

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Outbreaks of foodborne illness account for as many as 76 million people getting sick, over 325,000 being hospitalized, and about 5000 deaths each year. Many of these illnesses can be prevented if Good Agricultural Practices are used on the farm. During the summer of 2001, County Agents from across South West Georgia came together to present an educational conference on food safety issues targeted toward growers, packers and shippers of fresh fruits and vegetables. The conference had an audience that represented farms in 11 Georgia counties, a combined total of 7868 acres of fresh produce production, 15 different produce crops, over 1000 employees.

USING DIVERSE TECHNIQUES TO DELIVER EDUCATIONAL PROGRAMMING FOR AGRONOMY PROFESSIONALS

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Agronomic crop management education for certified crop advisors, agronomy service personnel and large-scale grain producers is delivered through in-field crop diagnostic programs, a twenty-issue newsletter and an e-mail list service.

Educational needs and the preferred delivery techniques for this program are identified by a program advisory committee of 15 users of the program. University researchers and extension educators from several mid-western land grant institutions, USDA experts and industry leaders have resourced the educational programs and served as references.

Hands-on training of management issues in growing corn, soybeans, winter wheat and alfalfa are provided

in a multi-disciplinary focus through s series of diagnostic clinics, field days, subscription newsletter and an e-mail service. Through a variety of delivery techniques, information is conveyed in a timely fashion and in a format that is preferred by the learner. Nutrient management, pest management strategies and economic thresholds, soil health issues, crop growth and development education, environmental quality concerns and precision agriculture technology are taught through demonstration plots in the field

More than ninety-six percent of the participants responding to a survey in the year 2000 ranked the value of the programs as very useful or extremely useful. In the past three years this program has attracted a cumulative participation of more than 2,700 from 15 counties in Ohio and two other states.

MANURE SPILL EMERGENCY MANAGEMENT

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What is an Emergency Management Plan? It is a well thought out, common sense, written down plan of action. Why have a plan: 1) Many states require a Manure Management Plan; 2) Plans are needed to eliminate or minimize environmental damage in cases of manure spills or runoff; 3) Most importantly to help prevent accidental manure spills. What should a plan contain: 1) First and foremost protect all human and livestock life; 2) Stop or eliminate the source of the spill or runoff; 3) Confine the spill or runoff to as small an area as possible; 4) Contact agencies that have expertise in handling spills or runoff; 5) Cleanup spills and runoff areas.

Manure lagoons, concrete pits, above ground storages can and do overflow, or crack and leak at times. Manure being pumped from a liquid holding receptacle of any kind will be 85% to 98.5% water. A recommended liquid manure application procedure is to first break the surface of the ground in the field where liquid manure is to be applied. An important way to avoid a problem is not over apply.

Now after all precautions, how do you contain a spill if it happens? Keep a written report of any spills or runoff situations. This report should be kept with the manure management plan for future reference and for emergency response training.

COLUMBIA BASIN PORK PRODUCERS' COMMITMENT TO PORK QUALITY ASSURANCE AND CONSUMER AWARENESS

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The White Trail Hog Pool, a commercial hog cooperative from Central Washington, markets over 100,000 hogs annually to the highly competitive Japanese market. Educational programs concerning production and quality assurance issues are essential for the cooperative to remain competitive in this evolving market. This group also markets the youth producers' fair hogs in the area. The cooperative recognizes the importance for consumer and community awareness concerning pork production, welfare, safety, quality and environmental concerns.

To achieve the high level of standards acceptable to the export market, this cooperative requires production and marketing standards of every member. Each member marketing hogs to the cooperative is required to participate in the National Pork Board's Quality Assurance (PQA) program. All hogs scheduled for market are evaluated by the cooperative prior to shipment for quality, size consistency, and health. In an area of limited pork markets, these producers have been able to establish a premium market.

In 2001, producers of the cooperative worked with the Grant County Fairboard and Extension to educate the youth producers in the National Youth PQA Program. The Cooperative and Fair provided financial support for training and special recognition ribbons to be displayed at the fair by youth producers successfully completing the PQA program (125 total). These rosettes were referenced to an educational carcass exhibit, bringing consumer awareness to the commitment of local producers, adult and youth, to the production of safe, wholesome, and high quality pork products. Fifteen hogs were evaluated live and pictured prior to harvest. The carcasses were returned to the fair and displayed in a refrigerated trailer with viewing windows. Carcass data and pictures were also displayed with educational posters pertaining to pork production, products, and quality assurance for viewing by over 60,000 fairgoers.

NOXIOUS WEED EDUCATION AND AWARENESS IN LAKE COUNTY

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Noxious weeds are the culprit for lost production on millions of acres of public and private land throughout the West. Lake County is a small agriculturally-based community where further introduction of noxious weeds would prove detrimental to the economy. While many farmers and ranchers are familiar with the weeds that hinder their production, it was felt that greater noxious weed awareness among the local and visiting general public was needed. Recognition is the first step in prevention of weed spread. The "weedvisor", titled "Noxious Weeds of Lake County: Give them an inch and they'll take a mile", is a 5" x 13" laminated color card that illustrates and describes the most detrimental weeds to the county. Objectives were to 1) inform the public of the threat of noxious weed invasion and 2) provide individuals with a tool to be conveniently placed on the sunvisor of their vehicle that can be used as a field guide in weed recognition and control. The "weed visors" have been and are continuing to be distributed to utility workers, youth, landowners, and the general public. Additionally, they have been made available to visitors at the Lake County Chamber of Commerce. The weed visor was developed by the agent and program assistant and printed by a commercial printer. Initial printing was 600 copies with additional printings anticipated by cooperating agencies. Other tools used as part of the weed education program in Lake County include; temporary weed tattoos distributed to the youth, educational programs designed to increase knowledge of management practices, and youth education through school programs. The weed education program in its entirety has reached 2000+ people throughout the county.

IMPLEMENTING A QUALITY ASSURANCE PROGRAM FOR 4-H AND FFA YOUTH IN WHITMAN COUNTY, WASHINGTON

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When a market hog tested positive for antibiotics at the County Fair, the Stock Sale committee and Whitman County Cooperative Extension knew they had to quickly implement a Quality Assurance Program to avoid jeopardizing a long standing relationship between local packers and the 4-H/FFA market livestock program. In cooperation with the Stock Sale committee, a WSU Extension Educator initiated a leader training program using an existing Quality Assurance and Animal Care curriculum. Twenty-six 4-H leaders and Agricultural Instructors were trained, and they, in turn, reached 210 youth from the 20 clubs/ chapters in Whitman County. A Quality Assurance Checklist was developed which will be mandatory for future youth livestock project participants. Life Skills Evaluation System methodology was used to evaluate impacts. Of responses received, 100% of youth improved in all Quality Assurance and Life Skill indicators.

LEARNING SKILLS BY DOING–VERMONT 4-H DAIRY PROJECT RECORD BOOK

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4-H provides members with informal educational opportunities, which help youth develop into competent, caring members of society. The Vermont 4-H Dairy Program plays a significant role in developing these positive characteristics by incorporating life skill activities in the dairy record book. The authors took a very outdated, "charting only" record book and developed a useful educational tool. The revamped book has specific life skills "learn-by-doing activities" identified on each page. Four youth members were involved in a pilot program to test the feasibility of the new format. By incorporating previous experiences and youth input, not only was the format updated but, it is also more challenging and there is more critical thinking involved. Because of the pilot program, the participants had a direct impact on the product. Now the youth must identify, process and evaluate information rather than just recording it. As a result, the book is easier to follow; youth have better records, and a greater understanding of the value of the information gathered. The Vermont Agricultural Curriculum

Team has approved the new record book for the Vermont 4-H web site. Six hundred youth that are currently enrolled in the dairy program will be required to use the dairy record book to complete their dairy projects. A team of three, chaired by the submitter, prepared this entry, which consists of original ideas, and one adaptation. This book was edited by U.V.M.. Communications Technology Resource Department with the final approval from the chair of the record book committee. It is available for field offices to print out in PDF form for distribution across the state and has been printed on a daily basis.

MEASURING THE IMPACT OF MASTER GARDENER PROGRAMS-A STRATEGY OF THREE EVALUATION TOOLS

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Many states have Master Gardener volunteer programs. Cooperative Extension has an opportunity to have a great impact on these volunteers by increasing their knowledge of horticultural topics, changing their practices in their own gardens, and motivating them to teach good horticultural practices to others in their communities. A strategy of uniform evaluation tools was developed to measure the impact of the program on individual Master Gardeners at three stages of their involvement in the program. The first measures the educational effectiveness of the training classes, the second measures how well new trainees have been integrated into the county's program and the third measures the long-term impact on existing volunteers. Two of the three evaluations provide for measuring behavior or intentions before vs. after their involvement in the program. Data can be summarized by hand or by using computer programs designed to do this kind of analysis. These tools are currently being used in many counties in Pennsylvania. They have been used to assess the effectiveness of Master Gardener programs to allow for improvement and to capture impact data to relate to county commissioners, administrators and other stakeholders.

JASPER COUNTY FOOD RESIDUALS COMPOSTING PROJECT

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Located in central Georgia, the Jasper County School District system and Piedmont Academy recently completed its first year of "on site" food residual (pre-consumer food waste collected in the school cafeterias) composting program.

Students were involved in monitoring the compost through the new County 4H Composting Clubs program. Technical and educational assistance was provided by the UGA Compost Engineering Outreach Program, the local Extension Service and Master Gardener Program, the County Farmers Market Park Commission, Landfill Manager, and school science teachers.

Members built three bin systems that also included yard and grass clippings. Educational signs and posters were designed and have been posted around the sites to explain the importance, aspects, and uses for compost. Other outreach efforts included participating in 2000 and 2001activities for Georgia "Great American Clean-Up" weeks. In Fall 2001, the program is being expanded to the new Washington Park Elementary school, making this project unique to school districts in the Southeast Region.

IMPLEMENTATION OF INTEGRATED PRODUCTION SYSTEMS FOR BUNCH GRAPES

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There are economic benefits associated with bunch grapes in the Southern United States because of an early harvest (better price) and tourism. This project

implemented available pest management practices and compared grape quality and pesticide use between an IPM and calendar-sprayed vineyard
—. Grape berry moth pheromone traps were set along woods adjacent to a 26-acre vineyard on April 9, 2001 (Searcy, Arkansas). Traps were checked weekly for moth catch. After the 1st trap catch on 18 April, daily maximum and minimum temperatures were used to accumulate degree-days (DD, base 40°F). By 8 May, 400 DD had accumulated and weekly inspections for presence of grape berry moth larvae or new damage in 100 clusters/row began. One insecticide spray of only the vineyard edge was recommended for the IPM vineyard on 11 May when more than 1% of the clusters had larvae. On June 9, 400 dispensers of Isomate-GBM/acre were tied onto the top wire. This disrupted mating of grape berry moth by reducing trap catch from 16.5 moths/trap on 22 May to less than 2.6 moths/pheromone trap from 9 June to 17 August. Cluster damage dropped from 28% on 26 June to 0% at harvest on 18 July. The vineyard edge row of an insecticide-sprayed vineyard 1 mi away had 24% infested clusters on 18 July. Pest management recommendations were given to the participating grape grower, emailed to county agents, placed on a code-a-phone "Horticulture Hotline" and on the Arkansas Fruit IPM Website: http://comp.uark.edu/~dtjohnso/.

TEXAS SMARTSCAPE - AN INTERACTIVE CD FOR WATER CONSERVATION AND QUALITY

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Texas Smartscape is an interactive CD-ROM produced to assist homeowners design a beautiful landscape with native and adapted plants which will reduce the amount of water, pesticides and fertilizer used to maintain the landscape. The Texas Smartscape CD explains how to create and maintain an environmentally friendly landscape which will take less time and money to maintain. The CD was written and produced through collaboration between Texas Cooperative Extension – Tarrant County, the North Central Council of Governments (NCTCOG), Texas Parks and Wildlife, a local nurseryman and Tarrant County Health Department. Tarrant Regional Water District and NCTCOG provided the funding to produce the CD. The target audience for the CD is homeowners with landscaped property in Tarrant, Dallas, Denton, and Collin Counties. According to Texas Natural Resource Conservation Commission and the Fort Worth Environmental Department, pesticide and fertilizer runoff from landscaped homes has been identified as the greatest non-point source of water contamination in the Trinity River System. The Trinity River System provides drinking water for a major portion of Texas. The CD distribution is through each county and city in the NCTCOG with a total population of 5.5 million. To this date 85,000 CDs have been distributed free to homeowners. The Tarrant County Extension Agent-Horticulture, a nurseryman and Tarrant County's storm water expert provided the written material and pictures for the CD. The CD was produced by two computer experts hired by the NCTCOG using Dazzler Max software.

GLOBAL INFORMATION SYSTEMS FOR NATURAL RESOURCES WITH ARCVIEWÒ MAPPING APPLICATIONS IN HABITAT MANAGEMENT EFFORTS FOR WILDLIFE MANAGERS IN GOLIAD COUNTY

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118 South Market, Goliad, Texas 77963

This global information system allows a landowner to view, interact with, and explore their properties natural resources through a computerized mapping system that can be accessed in the county Extension office. The goal of this new technology is to provide landowners with tools to support their decision making processes in wildlife and in brush control, or other natural resource applications. Approximately 25 maps have been generated for landowners in Goliad County since July of 2001. The agent has raster data for the county in 2.5 meter format digital orthophoto quadangles (DOQs), along with other metadata including major, minor aquifers and hydrologic units; Texas department of transportation road system; stream network; vegetative types, soil types, elevations, and natural regions; and land use and land cover with respect to water quality analysis, growth management, and other types of environmental impact assessments. The formentioned vector data is in the Universal Transverse Mercator (UTM) grid projection coordinates. The map that the landowner takes home is 11

inch X 17 inch in dimension and is printed on standard paper with a Hewlitt Packard Deskjet 1220C. The information is manipulated with the software ArcView .

IMPROVING BUSINESS DECISIONS WITH TECHNOLOGY

Allen, J.[1], Barefield, A.[2], Campbell, J.[3], Castellaw, J.[3], Danehower, S.C.[3], Ferguson, K.[3], Galloway, A.[3], Jones, J.E.[3], Manning, D.[3], McDaniel, J.[4], Perrin, D. [5], Smith, K.[3], Stull, J.[3], Yates*, D.[6]

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[2]Associate Professor, Agricultural Economics, University of Tennessee, 302 Morgan Hall, 2621 Morgan Circle, Knoxville, TN 37996-4518
[3]Extension Area Specialist-Farm Management, University of Tennessee Agricultural Extension Service, 302 Morgan Hall, 2621 Morgan Circle, Knoxville, TN 37996-4518
[4]Extension Area Specialist-Resource Development, University of Tennessee Agricultural Extension Service, 398 4-H Camp Road, Crossville, TN 38572
[5]Extension Program Leader, University of Tennessee Agricultural Extension Service, 3213 Alcoa Hwy, Knoxville, TN 37996
[6]Extension Area Specialist-Information Technology, University of Tennessee Agricultural Extension Service, P.O. Box 130, Kingston, TN 37763

Improving Business Decisions with Technology is a program designed to provide group educational activities and technical assistance for small businesses and agribusinesses. Its main purpose is to help small business owners, managers and office personnel develop more advanced record-keeping skills and utilize records in management and marketing decisions to better meet business goals. Group educational activities are targeted to a wide variety of business types and technical assistance is provided in the areas of record-keeping system development and management and marketing decision analysis.

This program began in January 1996. To date, approximately 450 persons representing well over 225 businesses have participated in the program's group educational activities with over 150 receiving technical assistance. A followup survey measuring the impact of this program has been administered and analyzed. Participants have contributed over $15,000 to assist in defraying the direct costs of the program.

Award Winners

2002 NACAA

87th
Annual Meeting
and
Professional Improvement Conference
Savannah, Georgia

EXTENSION PROGRAMS COMMITTEE NATIONAL JUDGING RESULTS

SEARCH FOR EXCELLENCE IN CROP PRODUCTION

National Winner
TEAM ENTRY

PRODUCING CROPS IN FLOATING HYDROPONIC SYSTEMS

Tyson,* R. V.[1], Hochmuth, R. C.[2], Sweat, M. S.[3]
[1] Multi County Extension Agent, University of Florida
Seminole County Extension Service
250 W. County Home Road, Sanford, FL 32773
[2] Multi County Extension Agent, University of Florida
North Florida Research and Education Center – Suwannee Valley
7580 County Road 136, Live Oak, FL 32060
[3] County Extension Director, University of Florida
Baker County Extension Service
1025 West Macclenny Ave, Macclenny, FL 32063-9640

Educational programs and demonstrations utilizing low-tech non-circulating floating hydroponic crop production systems were installed at the Seminole County Extension office in Sanford, at the North Florida Research and Education Center – Suwannee Valley in Live Oak, and at the Baker County Extension office in Macclenny, Florida for the past 4 years. Replicated research trials have identified a number of leafy salad crops, which perform as well as field grown types in these floating hydroponic gardens. Recommendations on system construction and operation have been presented at numerous workshops/seminars and horticultural meetings throughout the state of Florida. A video entitles "Building a Hydroponic Floating Garden" was produced by the University of Florida and distributed to Extension offices in all 67 Florida counties. An educational publication was developed to provide specific construction information. A new website was established (http://nfrec-sv.ifas.ufl.edu) to provide updated information on hydroponic production systems and current research. Because of their simple low cost design and maintenance, small-farm producers, Master Gardeners, and homeowners are using floating hydroponic systems across Florida.

National Finalists

MID-ATLANTIC PUMPKIN SCHOOL

Infante-Casella, M.L.*[1] and Fitzgerald C.

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Maryland Cooperative Extension of Howard County, 3525-L Ellicott Mills Dr., Ellicott City, MD 21043

Pumpkins are an increasingly important cash crop in the Mid-Atlantic Region, commanding significantly greater revenue than many other row crops. Extension professionals realize the importance of producing crops that improve on farm finances. Therefore, the idea of creating a Mid-Atlantic Pumpkin School was established through cooperation of extension agents in New Jersey, Maryland and Pennsylvania. The very first Mid-Atlantic Pumpkin School was hosted by Agricultural Agent, Timothy Elkner in Lancaster, Pennsylvania in 1997 and had over 250 participants. The second time it was hosted by Agricultural Agent, Michelle Infante-Casella in Bridgeport, New Jersey with 227 participants from 12 different states and Canada. It also included an industry trade show with 12 exhibitors. This bi-annual meeting was lastly hosted in March of 2002 in Bridgeport, New Jersey, and again hosted by Agent Infante-Casella in cooperation with Caragh Fitzgerald, Extension Educator for Maryland Cooperative Extension. This meeting attracted 87 participants from 6 different states. Additionally, a series of twilight meetings were used as teaching methods for growers to learn more about the Rutgers pumpkin IPM scouting program and the alternative tillage research at the Wye Research Center. The results of these programs and projects are ultimately the improvement of pumpkin production and marketing in the Mid-Atlantic Region. We now have a core group of extension agents, specialists, and industry professionals who work in the area of pumpkin production and marketing. After evaluating this program we are please with the progress. We have reached over 500 growers through this school and many more through publications and twilight meetings. We plan on continuing our programs and

hosting the Mid-Atlantic Pumpkin School every two years in the region.

RICE INTEGRATED PEST MANAGEMENT COUNTY EDUCATIONAL PROGRAM BRINGS NEW TECHNOLOGY AND PRODUCTION PRACTICES TO LOCAL PRODUCERS

Runsick*, S. K.[1]
[1]County Extension Agent-Interim Staff Chair, Lawrence County Cooperative Extension Service, 1100 West Main Street, Walnut Ridge, Arkansas 72476

The rice integrated pest management (IPM) program is a detailed educational program designed to implement and deliver Extension IPM education to Lawrence County rice producers utilizing Extension specialist and on farm research. It has been in effect for the past three years (1999-2001). IPM is the long-term and focused application of increased monitoring and knowledge of the crop production ecosystem. Lawrence County rice producers must be able to minimize inputs while maximizing yields in order to be profitable and continue to protect the environment. Currently an estimated 50% or less of the 200 rice producers who grew rice on 92,000 acres in 2001 are using IPM practices. My goal is to have 75% or more farms using IPM. I have been able to utilize funds of $4,300.00 obtained through IPM grants to establish 38 on farm IPM demonstrations including rice variety trials, rice disease control, rice weed control, rice irrigation, rice fertility and others. Over 5000 producers, crop consultants, and industry personnel have received IPM education as a result of the county program. Field tours, production meetings, specialized training sessions, timely newsletters, and mass media have been used to educate county and area producers on the benefits on using rice IPM. Producers have been able to utilize research and new technology done on farm in the county to improve their rice production techniques, increase yield, and decrease input cost and pesticide use.

CROP PRODUCTION ENHANCEMENT IN NORTHWEST ALABAMA

Reed, T.D.
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Alabama Cooperative Extension System
P O Box 820, Russellville, AL 35653

An Extension educational program was conducted in Franklin County (1999-2001) and in Lawrence County (1999) to help row crop and vegetable producers improve profitability. Total row crop acreage in the two counties exceeds 63,000 acres. Cotton, soybean and corn are the key crops. Grower meetings with Extension Specialists, newsletters, tours of on-farm demonstrations, and farm visits resulted in (1) the increased usage of broiler litter as a crop fertilizer (2) the improvement of crop pest management decisions (3) an increase in general soil testing and soil nitrate nitrogen testing (4) an increase in irrigated acreage (5) an increase in soil organic matter and acreage planted in winter cover crops (6) the increased recognition of the need to adopt some precision ag practices (7) improved cotton variety selection through yield and quality data generated in on-farm variety trials. Farm income was enhanced through grower adoption of Extension-recommended practices.

ENVIRONMENTAL PROTECTION - RURAL

National Winner

KENTUCKY AG WATER QUALITY BMP GENERATOR COMPUTER PROGRAM

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The Kentucky Ag. Water Quality BMP (Best Management Practices) Generator is a computer program for use by agricultural professionals assisting clients in the development of Agricultural Water Quality (AWQ) plans. Kentucky law required landowners to have such a plan by October 2001. The program was released in November 2000 (revised January 2001) and made available to Extension offices and Conservation District offices in all 120 Kentucky counties. The program has been used by agency personnel in at least 40 counties. A January 2002 survey revealed that in less than one year, 15,600 AWQ plans were developed utilizing this software (nearly 30 percent of the 53,240 plans certified as completed since October 1996). Respondents estimated that the program saved about 30 minutes per plan compared to other methods of creating AWQ plans. Both the agency personnel providing assistance, along with the landowner being assisted saved this time, resulting in total time savings of approximately 15,600 man-hours, worth at least

$150,000. Survey respondents also indicated that the program helped them to decide on a standard for what information should be incorporated into a water quality plan, and how the plan should look. This software was developed as a "runtime" program using Visual dBase 5.7 Professional version. Documentation was created in WordPerfect 8 and copied on the office copier. CD-ROM's were burned on an office computer.

National Finalists

PESTICIDE REDUCTION IN WATER SUPPLIES

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[1] Alamance County, NC Cooperative Extension, Burlington, NC 27217
[2] Guilford County, NC Cooperative Extension, Greensboro, NC 27405

A pesticide study of two surface water supplies has occurred over a seven-year period. The herbicide atrazine was found to be the primary pesticide of concern. Isolation of point source introduction took a three-year period of time. Extension agents in two adjoining counties collaborated with University, City personnel and the farming community to reduce residues of potentially harmful pesticides from entering surface waters upstream from drinking water reservoirs. Numerous achievements benefited the various groups involved including a 90% reduction in atrazine detection. The efforts appear to be cost effective and certainly beneficial to consumers.

Gille*, John P.

South Dakota State University
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Union County, South Dakota has 1230 landowners, and 890 of those need to re-certify every 5 years. The Union County Extension Office is the agency responsible for training and recertifying individuals.

This training is a tremendous opportunity to provide producers with timely information on management of pesticides from the initial purchase, to storage, through use on target crops and species, and finally to minimize negative impacts on wildlife and the environment when cleaning equipment and applying pesticides.

The enclosed materials highlight these effects.

In 2001, nearly 1050 applicators were in Lincoln, Turner, Clay and Union County, South Dakota, so we had a unique opportunity to reach a large number of applicators. We are able to communicate the need for protecting the environment, discuss which applications are environmentally friendly, and which pose a risk to the environment and the operators.

This year, there are approximately 450-500 applicators that need to be re-certified. The Union County Extension Office reviewed these topics: Laws and Regulations, Why Certify?, Protective Clothing, Managing Spray Drift, Managing Stored Grain Insects, Use of Livestock Pesticides, Proper Pesticide Disposal, and minimizing Environmental Impacts.

Each of the participants also completed a Pesticide Discharge and Handling Plan, which they will keep on file in their office and in the storgae facility for the next five years.

The pesticide applicators were very attentive at the meetings, and because we kept them busy, the 3-hour training went very quickly. The Union County Extension Educator presented information at 8 of the 12 training sessions offered. To date, we have certified half of the operators that need the re-certification, with 7 sessions left to conduct. Providing the Private Applicator Training is an excellent way to meet with Ag producers and discuss environmental issues, and to increase their awareness of the vital role they play in protecting endangered species and other non-target areas.

INTEGRATED PEST MANAGEMENT

Chamberlain*, E.A.[1], Mickel*, R.C.[2], Solt*, G.W.[3], Foulk*, D.L.[4], Kadwill, N.M[5]
[1]County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
[2]County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
[3] Agricultural Agent, Northampton County Extension Service, Greystone Building, Gracedale Complex, Nazareth, PA 18064-9212
[4]Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South,

Belvidere, NJ 07823-1949
[5]Agricultural Agent, Montgomery County Extension Service, 1015 Bridge Road, Suite H, Collegeville, PA 19426-1179

This IPM program had three objectives: (1) Provide IPM basic education to increase client knowledge and skill; (2) Support clients as they implemented IPM programs on their farms; (3) Document and report adoption of IPM practices by producers for external audiences. Activities included classes, workshops, demonstrations, field days, fact sheets, newsletters, web site, and individual assistance.

Participants in the program increased their knowledge by an average of 75% in the application of IPM management techniques in the following categories: weed and insect identification, weed control skills, ICM, crop scouting, and soil health. Growers participating in the program indicated a savings of $5-$25 per acre in input costs.

For 2002, a $154,000 environmental quality grant has been given to further develop select aspects of this program.

ENVIRONMENTAL PROTECTION - URBAN

National Winner

THE FIRST STRATEGY IN MANAGING RED IMPORTED FIRE ANTS IN A NON-QUARANTINE COUNTY BEGINS AT THE COUNTY FAIR

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[3]University of Arkansas Cooperative Extension Service, P.O. Box 3468, Monticello, AR 71655

Red imported fire ants are a big problem for the southern 2/3 of Arkansas. They are relatively new to White County. In 1998 the White County Fairgrounds reported its first infestation with fire ants. The Fair Board asked the Extension Service for help in managing the fire ants.

The fairgrounds is located in the city limits of Searcy. Although it is in an urban area, the fairgrounds has visitors from all over White and surrounding counties. With the fair coming up, control or management of the fire ants was essential. All it would take is one individual being stung and the fair could be hit with a financial burden of medical expenses or decreased attendance.

The fairgrounds was evaluated by using bait stations to survey the fire ant population. The fair board treated the fairgrounds based upon Extension recommendations. The entire fairgrounds was treated with 1lb. per acre of Amdro. The initial result was 39% reduction of fire ants based upon bait station surveys. The fairgrounds has been treated each year to present.

The result of the demonstration was a reduction of 90% of fire ants as compared to the first numbers in 1998. The fair board was very pleased with the reduction and no reports of fire ants or stings have been reported. The reduction of fire ants has also helped reduce the chance of fire ants being spread throughout the county or other counties. Spreading of fire ants has primarily been by man.

National Finalists

CHRISTMAS TREE PRODUCTION INTEGRATED PEST MANAGEMENT EDUCATION PROGRAM

Mallozzi,* Stephanie D. [1]
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Since 1999, Christmas Tree Farmers in Dutchess County have been educated about integrated pest management (IPM) by implementing a scouting and monitoring program with hands-on grower participation. The majority of Christmas tree farmers in Dutchess County have farms which border housing developments (suburbia). They are faced with a sometimes negative public perception of their pest management practices. Christmas tree farmers who incorporate IPM into their everyday pest management regime not only promote environmental stewardship, they may also reduce their reliance on large amounts of pesticides. A database of key pests and pest occurrence has been tracked since 1999 and is being used to predict pest thresholds and timing of pesticide applications. Farmers have been able to publicly market their participation in the program to demonstrate their interest in reducing the amount of

pesticides being used. Over 100 acres have been scouted these past three years. This represents about 20% of the overall acreage of Christmas Trees grown in Dutchess County. Farmers have also participated in summer twilight workshops to observe and discuss weed management options. In addition, they also participated in a winter classroom workshop which served as a review of common insect, disease, and weed pests. Newsletters based on scouting reports were sent to all Christmas tree farmers in Dutchess County and surrounding areas.

LAWN AND GARDEN PESTICIDE SAFETY

Rose, Kevin L.

University of Tennessee Agricultural Extension Office
Giles County Extension Office
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Pulaski, TN 38478

Giles County has a urban population of just under 10,000 people. Many of these people enjoy gardening as a hobby or way of producing home grown fruits and vegetables. The county has two garden clubs that meet on a monthly basis. With so much interest in gardening across the county, the Giles County Extension office began to offer the Master Gardner program. In the last three years, 88 participants have enrolled in the class. The Extension Office saw a need for pesticide safety training and information for these Master Gardeners as well as other gardeners through out the county. Pesticide safety meetings have been conducted with Master Gardeners, the local Farm Bureau Women organization, etc.. In addition educational exhibits have been set at various events across the county to promote pesticide safety. Evaluations through Master Gardener meetings have indicated a 54% increase in knowledge of pesticide safety.

FARM AND RANCH FINANCIAL MANAGEMENT

National Winner

TEACHING FUTURES AND OPTIONS TO MANAGE RISK - A HANDS-ON MULTI-STATE EDUCATIONAL PROGRAM FOR LIVESTOCK PRODUCERS

Torell*, R.C.[1], Riggs, W.W.[2]

[1]NE Area Cooperative Extension, 1500 College Parkway
Elko, NV 89801-3347
[2]Extension Educator, Eureka County Extension
P.O. Box 613
Eureka, NV 89316-0613

Inside Beef and Risk Management is a hands-on educational program that teaches the use of live cattle futures and options. Consigned cattle are co-mingled and placed on feed in an Idaho feedlot. Risk management in the form of futures and options is implemented on all cattle. At every monthly marketing meeting, participants play simulated futures and option trading, as well as get an update on the actual positions implemented on their cattle. The learn-by-doing approach hits the pocketbook in a positive manner, thus reinforcing the learning experience. In the last three years 153 participants from Nevada, Idaho, California and Oregon have consigned 898 head of cattle to the program. Of the 153 participants completing the course, ten have implemented risk management on their ranch cattle as a tool to limit down side market risk. Based on the success of this program, an $8,225 USDA Risk Management Agency grant was secured for the 2001 program. *Inside Beef* received National attention and was published in *Beef* magazine, the leading trade magazine of the industry with a 100,000 circulation. To date, program participants who have implemented risk management in the form of futures and options have increased their net income by an average of $20 per head. This equates to more than $30,000 combined for the ten first- and second-year cattle producers who, as a result of this program, have implemented risk management.

National Finalists

PARTNERING TO IMPROVE FARM FINANCIAL MANAGEMENT

Johnson, S.D.
Farm & Agriculture Business Management Field Specialist, Iowa State University Polk County Extension, Des Moines, Iowa 50313

Ag industry partners play critical roles in planning, promoting, implementing and identifying evaluation criteria for the majority of farm financial management programs conducted in Central Iowa. The result has been exemplary farm and agribusiness programs that

include more than 100 meetings, workshops, conferences and training events annually. As a result, more than 5,000 different producers, landowners and other ag business professionals have participated in these programs over the past 3 years.

In order to measure the impact of improved farm financial management that resulted, participants were asked to complete an evaluation form at the conclusion of programs that included a request to respond to the statement: "Based on the ideas and examples presented at this meeting, conference, workshop, or club meeting; please place a dollar value benefit to your farming operation." The evaluation results from two targeted programs indicated that respondents at the six Farmland Leasing Workshops placed an average value benefit in excess of $400 per farm. Respondents attending one of the Ag Marketing Club sites held 5 times during the winter of '00-'01 placed an average value benefit of $8,055 per farm on this program. As a result, ISU Extension will expand its partnership with public and private industry in order to offer these educational programs statewide during 2002.

THE ALABAMA FARM ANALYSIS ASSOCIATIONS SUMMARY REPORT–A TOOL TO IMPROVE FARM MANAGEMENT SKILLS

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[1] Extension Economist, Farm Business Management, Alabama Cooperative Extension System, 175 Ag-Science Drive, Suite D, Brewton. AL 36426
[2] Extension Economist, Farm Business Management, Alabama Cooperative Extension System, P. O. 906, Scottsboro, AL 35768
[3] Extension Economist, Farm Business Management, Alabama Cooperative Extension System, P. O. Box 217 Headland, AL 36345
[4] Extension Economist, Farm Business Management, Alabama Cooperative Extension System, 2226 Hwy 14 W, Suite E, Autaugaville, AL 36003
[5] Extension Economist, Farm Business Management, Alabama Cooperative Extension System, P. O. 906, Scottsboro, AL 35768
[6] Extension Economist, Farm Analysis Coordinator & Coordinator of International Programs for Extension, Alabama Cooperative Extension System, 100 Comer Hall, Auburn University, AL 36849

The Alabama Farm Analysis Associations Summary Report is a 30 page publication that contains 5 years of average costs and returns data from over 200 cooperating farmers statewide. The annual Summary Report, first published in 1998, provides measures of profitability, graphs, and detailed analysis for the major types of Alabama farms. Farmers throughout the state use this annual Summary Report as they review their business performance and develop their business plans. County agents and specialists use the Summary Report to identify trends and make suggestions to farmers who are considering changes to their operations. Educators in Auburn University's College of Agriculture use the information in developing enterprise budgets, outlook papers and presentations. The Summary report is also shared with agricultural lenders, leaders, and policy makers. As a result, they are better informed about the financial position of the state's farmers and the impact of their decisions on farm businesses. The 2000 report is posted on the web at http://www.aces.edu/pubs/2000FA.pdf.

DEVELOPING PROFITABLE SMALL FARM OPERATIONS

Poole, T.E.[1]
[1]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 farm operators the basics of farming, business management, enterprise selection, and marketing. A series of short courses consisting of 28 classes were developed and taught to small farm operators in the central Maryland region. A series of 22 fact sheets were written to support these basic agricultural classes. Post-program evaluations and follow-up surveys have demonstrated that the educational programs are effectively helping small farm operators to become innovative, successful, and profitable farmers.

LIVESTOCK PRODUCTION

National Winner

CAMPBELL COUNTY LIVESTOCK IMPROVEMENT PROGRAM

Sorrell,* Don
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3500 Alexandria Pike, Highland Heights KY 41076

The Campbell County Livestock Improvement Program was developed to address the need to increase farm revenues in Campbell County. The Campbell County Extension Service Livestock Improvement Committee identified the following objectives that had the greatest potential to increase farm revenues while reaching a large number of farmers: improve cattle handling facilities, pasture renovation and improved forage quality. In order to address these issues a series of classroom programs, field days, on-farm demonstrations, tours, farm visits and a grant program was developed.

Shared use equipment that was purchased to facilitate this program included a Tye no-till pasture renovator and a Honda ultrasound machine for pregnancy testing cows. Grant funds were made available through the Campbell County Extension Service and the Phase I Tobacco Settlement Program to cost share in the on-farm improvements that were necessary to increase management skills and farm revenue. A total of 24 educational programs, 8 field days and 3 farm tours provided the education format for this program. Fourteen individual farmers received farm visits and plans to assist them with their cattle handling facilities projects. During the first year of use more than 600 acres of pasture and hay fields were renovated with legumes. An annual forage testing and ration balancing program was implemented that reaches approximately 30 producers each year resulting in an average of more than 110 forage samples being submitted and 220 rations being calibrated.

Farm surveys have indicated that as a result of best management practices being implemented, farm revenues have been increased. An estimate 327 individual farmers have participated in one or more activities of this livestock improvement program. This program also fostered leadership growth by allowing grass roots producers the opportunity to identify local needs and then implement a program that addressed those needs while strengthening the local farming community.

National Finalists

TEACHING FUTURES AND OPTIONS TO MANAGE RISK - A HANDS-ON MULTI-STATE EDUCATIONAL PROGRAM FOR LIVESTOCK PRODUCERS

Torell*, R.C.[1], Riggs, W.W.[2]

[1]NE Area Cooperative Extension, 1500 College Parkway
Elko, NV 89801-3347
[2]Extension Educator, Eureka County Extension
P.O. Box 613
Eureka, NV 89316-0613

Inside Beef and Risk Management is a hands-on educational program that teaches the use of live cattle futures and options. Consigned cattle are co-mingled and placed on feed in an Idaho feedlot. Risk management in the form of futures and options is implemented on all cattle. At every monthly marketing meeting, participants play simulated futures and option trading, as well as get an update on the actual positions implemented on their cattle. The learn-by-doing approach hits the pocketbook in a positive manner, thus reinforcing the learning experience. In the last three years 153 participants from Nevada, Idaho, California and Oregon have consigned 898 head of cattle to the program. Of the 153 participants completing the course, ten have implemented risk management on their ranch cattle as a tool to limit down side market risk. Based on the success of this program, an $8,225 USDA Risk Management Agency grant was secured for the 2001 program. Inside Beef received National attention and was published in Beef magazine, the leading trade magazine of the industry with a 100,000 circulation. To date, program participants who have implemented risk management in the form of futures and options have increased their net income by an average of $20 per head. This equates to more than $30,000 combined for the ten first- and second-year cattle producers who, as a result of this program, have implemented risk management.

THE OHIO PRO BEEF ALLIANCE- SETTING THE PACE FOR OHIO BEEF PRODUCERS

Estadt, * M.J.[1], Fisher, J.C.[2], Wells, R.A.[3]
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[2]County Extension Agent, 120 S. Market St., Waverly, Ohio 45690-1317
[3]County Extension Agent, 475 Western Ave, Chillicothe, Ohio, 45601-2280

Beef producers in southern and eastern Ohio continue to experience rapid changes in the beef industry. The consolidation of the feedlot and packer segments of the industry will dictate that producers continue to become better managers and more conscience of the end product to consumers. This can only be accomplished through better management and the utilization of information feedback technologies. OSU Extension has brought together a core group of beef producers from a five county area to explore options to keep beef enterprises competitive in the face of these changes. As a result of these efforts the Ohio Pro Beef Alliance, Inc. became Ohio's newest cooperative focused on improving the profitability and viability of its members beef enterprises. Asking producers to adopt new technologies and change management strategies without an educational process based on research-based information is not in the best interest to the producers. Agents in Ross, Pike and Pickaway Counties addressed these concerns through a multi-faceted educational process. Ohio Pro Beef Alliance, Inc., with the direction and assistance of Ohio State University Extension agents have implemented joint buying programs, adopted new management techniques and received premium prices through commingled sales of source verified, preconditioned feeder calves.

SMITH COUNTY ANIMAL AGRICULTURE-LIVESTOCK PRODUCTION PROGRAM

Wick,*Sandra L.

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218 South Grant, Courthouse
Smith Center, KS 66967

Animal agriculture makes up approximately 33% of the total farm income for Smith County and contributes $19 million to the economy. With this information alone, the importance and signifivance 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 regularly scheduled programs every Thursday evening at 7:00 p. m. The last three years, I have had 7,132 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.

REMOTE SENSING & PRECISION AGRICULTURE

National Winner

INTRODUCING GEOSPATIAL TECHNOLOGIES FOR PRECISION AGRICULTURE TO NORTH FLORIDA

Halsey, L.A.

Jefferson County Extension Director, Florida Cooperative Extension Service, Monticello, FL 32344

Agent is introducing tools of Precision Agriculture (GIS, GPS, RS, VRA) through a variety of teaching methods to a diverse audience including farmers, agribusiness, agents, extension specialists, and others. The technologies are often expensive; adoption appears slower in Florida than in other regions. Project has established a foundation appropriate to north Florida crops and sites upon which early precision agriculture applications are built. Primary emphasis is on low-cost, practical applications. Soil sampling based on both grid and management zone schemes have been carried out, with interpolated maps developed as basis for variable rate fertilizer application. Project employs WAAS-ready Trimble Ag 132 and a Garmin hand-held GPS receivers and Field Rover II data logging software for mapping on a

laptop and a hand-held iPAQ. Data are converted to Florida State Plane (NAD83-HARN) using Blue Marble, and transferred to base maps on ESRI ArcView GIS. Shape files are created to direct custom fertilizer applications. Low-cost, low-tech variable rate application of P_20_5 and K_2O have been made by early-adopter farmers. Demonstration boom pesticide sprayer was built and mounted on a Kawasaki Mule to provide farmers and agents with an understanding of GPS-directed site-specific rate application (VRA). 1999 DOQs and datasets from public sources, especially local Water Management District and USGS, provide some remotely sensed data to augment direct field GPS measurements. Datedness is a problem. Service and training directly benefit farmers. Training offered to agents allow them to assist farmers, consultants, and other agencies in assessing, adopting, and refining geospatial technologies.

THE KNOX COUNTY SITE-SPECIFIC DEMONSTRATION FARM

Barker III,* F.J.
Extension Agent Agriculture, The Ohio State University Extension – Knox County
1025 Harcourt Rd. Mr. Vernon, Ohio 43050

Precision agriculture is changing many production practices on Ohio Farms. Producers have expressed an interest in learning how this technology can be incorporated into their operations. This extension agent developed the Knox County Site-Specific Demonstration Farm to answer these questions. The objectives were to: Teach farmers and consultants how this technology can benefit their operations. Demonstrate how this technology works in an actual on-farm setting. Allow farmers to use and evaluate this equipment/technology when deciding how it could benefit their operations. Many different teaching methods have been utilized. Lecture/discussion, on-farm tours, hands-on equipment use, demonstrations and in-field diagnostics were all incorporated in to the learning activities. Instructors for these programs have been University personnel, Industry representatives, Farmers and Crop consultants, Agri-business personnel, SWCD and NRCS personnel. Some farmers believe that this technology is too costly and thus have not added it to their operation. During the past three years, more than 700 participants have attended field days and various educational activities at the Knox County Site-Specific Demonstration Farm. Research projects conducted on the farm have documented economic benefits of approximately $10 per acre when adopting this technology. Environmental benefits have also been well documented showing significant reductions in fertilizer and pesticides with the use of variable rate applications based upon GPS data. Survey results indicate that 54% of the participants in the educational activities at this demonstration farm plan to make immediate changes in their farming operations based upon information and knowledge gained at these educational events.

TUCKER PRECISION FARMING DEMONSTRATION

Rose, Kevin L.

University of Tennessee Agriculture Extension Service, Giles County Extension Office
P.O. Box 907, Pulaski, TN 38478

Giles County farmers raise approximately 30,000 acres of row crops each year. These crop acres are maintained on fields with substantial variability. A few years ago several local producers beginning using a local agri-business service to intensively soil sample their fields with GPS. Giles County Extension saw a need based on the variability of the land and the interest in intensive soil sampling. A Sustainable Agriculture Research and Education (SARE) producer grant was applied for to conduct precision farming practices with one local farmer. The grant was funded at $7800. The demonstration has included intensive soil sampling, variable rate fertilizer and lime applications and yield mapping with the use of a yield monitor. Several teaching methods including meetings and field days have been used in getting this information to the local farmer and agri-businesses.

COUNTY-LEVEL DEMONSTRATIONS AND COUNTY EXTENSION AGENT TRAINING IN PRECISION AGRICULTURE AND REMOTE SENSING

Henshaw,* M. D.[1]
[1]County Extension Coordinator, Winston County Office, Alabama Cooperative Extension System, P. O. Box 69, Double Springs, AL 35553

This report describes two county demonstrations of GIS (Geographic Information System), a GPS (Global Positioning System) training program for high school

students, and a training program about GIS and GPS for Alabama County Extension Agents. The GIS demonstrations included developing a database about a 600-acre privately owned forest managed for multiple use, and another about planning a management-intensive grazing system on a 150-acre cow-calf operation. Both GIS demonstrations used Arcview GIS software, geo-referenced aerial photographs, high accuracy GPS data, public domain GIS data, and other data. Benefits from the projects included easy-to-read custom-made maps and up-to-date acreage calculations during the planning process. A training program for high school students involved a PowerPoint presentation on the basics of GPS operation and map reading, as well as an outdoor, hands-on, GPS exercise. The final segment of this effort was a training program for Alabama Extension Agents that included a two-day training program and a trip to the Precision Ag Trade Show in Tifton, Georgia.

SEARCH FOR EXCELLENCE IN 4-H AND YOUTH PROGRAMMING

National Winner

PICKENS/OCONEE 4-H2O PONTOON CLASSROOM

Callahan, B.J.

Pickens County Extension Office
Clemson Cooperative Extension Service
Pickens, SC 29671

The Pickens/Oconee 4-H2O Pontoon Classroom program was offered during the week of July 9th – 13th, 2001, at High Falls County Park. The program, which was done as a partnership between the Extension offices of Pickens and Oconee and the Friends of Lake Keowee (FOLKS), was offered to youth ages 10-14. The program was a hands-on class that taught the participants more about South Carolina's water resources, from public and recreational use to water quality to aquatic life forms. With the expanding population in the upstate, the critical issues concerning water resource preservation and conservation will become much more commonplace in the future. For this reason it will be important that the citizens of South Carolina are aware of these 'critical issues.' Here at the Extension office, the common belief is that a great starting point is through educating youth, or 'tomorrow's leaders,' on this subject matter. In 2001, 30 youth participants completed the Pickens/Oconee 4-H2O Pontoon Classroom. Based on the number of interested participants and the measurable results attained, the program was a tremendous success.

National Finalists

CREATING EDUCATIONAL MATERIALS, RESOURCES AND ACTIVITIES TO EDUCATE 4-H MEMBERS ABOUT LIVESTOCK PRODUCTION PRACTICES IN A FUN SETTING.

Black, J.P.[1], Grimes, J.[2], Frobose, D.[3], Moeller, S.J.[1], and Wilson*, G.W.[4]

[1]Department of Animal Sciences, The Ohio State University, Columbus, OH 43210
[2]County Extension Agent, The Ohio State University Extension, Hillsboro, OH 45133
[3]County Extension Agent, The Ohio State University Extension, Bowling Green, OH 43402
[4]County Extension Agent, The Ohio State University Extension, Findlay, OH 45840

A statewide assessment acknowledged the need for more education in livestock projects and for state programs to set an educational "example". Over 30,000 Ohio youth take 4-H Beef, Sheep, and Swine projects annually. Skillathons were started at the Ohio State Junior Fair, Learning Laboratory Kits were created, and project books were reviewed and improved to emphasize production agriculture. Learning Laboratory Kits for Beef, Dairy Cattle, Goat, Horses, Poultry, Sheep, and Swine were developed. The kits contain a variety of "hands-on" experiential learning materials that enhance animal husbandry practices in a fun setting. A Video entitled "How To Conduct A Skillathon: Using Your Learning Laboratory Kit" was produced. This video is used for facilitator training and by county agents to "sell" the educational opportunity with local committees. New Resource Handbooks for 4-H Beef (#117R), Sheep (#194R), and Swine (#134R) were developed. These Resource Handbooks were designed to provide 4-H youth, parents, and part-time livestock enthusiasts with comprehensive resource materials in a user friendly, practical, and technically accurate format. These books are the main resource for Skillathons and only need to be purchased once every 5 years. New Project Record Books for Market Beef (#113), Market Lambs (# 198), and Market Hogs (#139) were developed to provide activities that emphasize records in basic animal production. These books are competed

annually and reviewed and graded as part of Skillathon. Currently nearly 70% of Ohio counties conduct Skillathons. The compilation, development and design of these new materials were a true team effort.

CREATING TOMORROW'S SKILLED WORKFORCE: ARBORICULTURE TRAINING & INTERNSHIP PROGRAM

Polanin, N.[1]
[1] County Agriculture & Resource Management Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

To provide meaningful career opportunities for under-served clientele and expand the locally available labor pool, the Arboriculture Training and Internship Program was implemented an as a workforce preparation program targeting at-risk youth in New Jersey. In cooperation with The New Jersey Youth Corps office, this program was designed to fully prepare the youth in being a contributing, responsible, and skilled worker in society. Training and employment opportunities were made available to all 12 New Jersey Youth Corps offices throughout New Jersey. Thirty-five (35) youth were identified for three days of intensive hands-on training. Twenty (20) trainees expressed some to moderate interest in employment following the training, and four (4) accepted full-time positions with tree care companies and garden centers / nurseries. This statewide program was delivered during early spring to coincide with high seasonal labor demand and employment opportunities. Evaluations were completed to assess knowledge gained, use of proper techniques, and the development of employability skills. Following the 2001 arboriculture training, the youth displayed a 70% knowledge gain in proper safety techniques in tree climbing, a 300% knowledge gain in fall prevention measures, and a 95% increase in electrical hazard awareness and necessary safety precautions. Due to the great success of this program, the New Jersey Youth Corps' 2002 budget includes internal funds dedicated to the implementation of this training program throughout New Jersey in the coming year.

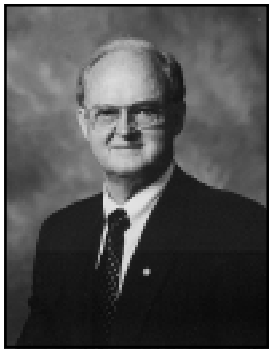
IMPLEMENTING A QUALITY ASSURANCE PROGRAM FOR 4-H AND FFA YOUTH IN WHITMAN COUNTY, WASHINGTON

Schmidt,* J.L.
Washington State University Cooperative Extension/ Whitman County
4-H Youth and Leadership Development Educator
310 N. Main, Rm. 209
Colfax, WA 99111

When a market hog tested positive for antibiotics at the County Fair, the Stock Sale committee and Whitman County Cooperative Extension knew they had to quickly implement a Quality Assurance Program to avoid jeopardizing a long standing relationship between local packers and the 4-H/FFA market livestock program. In cooperation with the Stock Sale committee, a WSU Extension Educator initiated a leader training program using an existing Quality Assurance and Animal Care curriculum. Twenty-six 4-H leaders and Agricultural Instructors were trained, and they, in turn, reached 210 youth from the 20 clubs/ chapters in Whitman County. A Quality Assurance Checklist was developed which will be mandatory for future youth livestock project participants. Life Skills Evaluation System methodology was used to evaluate impacts. Of responses received, 100% of youth improved in all Quality Assurance and Life Skill indicators.

2002 AMERICAN/WORLD AGRICULTURE AWARD RECIPIENT

Tommy Irvin, Commissioner,
Georgia Department of Agriculture



Commissioner Irvin has a long-standing, proven history of being visionary and proactive when it comes to agriculture. In a welcome letter to the participants of the recent 2002 U.S.-Cuban Agricultural Sales Conference (which he pioneered) he wrote, "As many of you realize, the United States' ability to trade and interact with partners across the globe plays a crucial role in our economic well-being and stability."

Recognizing that international trade is a key to building Georgia agriculture, he established the state department's first International Trade Division in 1974, which began as an active program to export Georgia's agricultural and food products. He also opened Georgia's Department of Agriculture first overseas office in Brussels, Belgium, which began operation in November, 1985. He is known as the first Commissioner of Agriculture in the United States to publicly advocate trade with the Soviet Union, and he was a strong supporter of the China Trade Accords in 2001. He has already conducted and led several trade missions from Georgia and Southeast to South America, Europe, and East, Central, and Western Asia. Commissioner Irvin is an active proponent of trade with Cuba, he recently led a trade mission comprised of Georgia poultry representatives and food processors to Cuba in 2000 and 2001, and he was a key speaker at the US-Cuba Agricultural and Wood Products Sales Conference in 2002.

Here in the United States, Commissioner Irvin has worked diligently to further agriculture awareness, productivity, and profitability. In 1972, he served as President of the Southern Association of State Departments of Agriculture. In addition to helping found the Southern United States Trade Association (SUSTA), Commissioner Irvin served as its President from 1981-1983. He served many years as a member of the NASDA/EPA Task Force, as well as Chairman of the NASDA Food Safety Committee. He currently serves as Chairman of the NASDA Pesticide Regulation Committee.

Progressive Farmer Magazine voted him "Man of the Year in Service Agriculture" in 1978. And in 1989, the Southeastern Poultry and Egg Association named him their "Workhorse of the Year" at the International Poultry Exposition (this award is considered to be the most prestigious all-industry recognition for an individual). In 1982, he was recognized by the Maryland Egg Council as a Friend of the Industry and received an award. That same year, Commissioner Irvin received an award from the National Egg Company. And the National Agri-Marketing Association gave him the National Award for Agricultural Excellence as a result of his leadership in promoting agriculture. Commissioner Irvin received the Outstanding Service Award in 1982 from the Georgia Peanut Festival Association, and again in 1984 from the Georgia Poultry Processors Association and the Georgia Poultry Industry. In 1990, he was inducted into the Georgia Agrirama Hall of Fame and the Vidalia Onion Hall of Fame for his support and contributions to agriculture. And the Georgia Green Industry gave him their Environmental Friendly award in 1993.

On the homefront here in Georgia, Commissioner Irvin's track record is just as impressive. His leadership and effort led to a strenuous eradication program for tuberculosis in cattle; not a single case has been reported in Georgia since 1974. And procedures led by his efforts brought about the eradication of hog cholers in Georgia in April 1971; the plan used by Georgia became the National plan accepted by the United States Department of Agriculture and led to the United States being declared hog cholera-free in January 1978. During the 1996 Summer Olympics held here in Atlanta, Commissioner Irvin led the effort to establish the Equestrian events as "piroplasmosis" free.

In 1969, he changed the name of the popular farm bulletin from the *Market Bulletin* to the *Farmers and Consumers Market Bulletin* to better reflect the broad range of areas and individuals served by the state's Department of Agriculture (note: this widely read bulletin frequently includes articles and information about County Extension led programs).

A native of Georgia, Commissioner Irvin and his wife, Bernice, are the parents of five children and have fourteen grandchildren. Throughout his distinguished career, he has been and continues to be a tremendous support of 4-H and FFA youth development programs.

Appointed Commissioner in 1969 to fill the unexpired term of Phil Campbell, Mr. Irvin then ran for office in 1970 for a four-year term, he has been re-elected ever since with an overwhelming vote of confidence. Obviously, the residents of Georgia feel Commissioner Irvin is a worthy spokesman for promotion Georgia agriculture. He has carved himself a permanent place in world agriculture history through his tireless efforts.

2002 NACAA PINNACLE AWARD WINNER
For Outstanding Humanitarian Service

The Vermont Association of Agricultural Agents is proud to nominate Larry Myott for the NACAA Pinnacle Award to recognize over four decades of contributions extending from local to international humanitarian service.

Lawrence (Larry) B. Myott

Beginning in 1964, Larry set the stage for his service contributions and as an educator with the Peace Corps in Nigeria, West Africa, where he worked to facilitate the development of palm oil plantations and poultry farms. His international efforts still continue with grants for international study and market development of the maple syrup industry. Larry is currently the Executive Secretary for the International Maple Syrup Institute. He has made numerous presentations, and spearheaded committees and efforts for the development of Food Safety issues and international promotions during his seventeen-year membership.

Larry was a founding member of the Vergennes Chamber of Commerce, a City Council member, and a Fire and Police Commissioner for the City of Vergennes. He was instrumental in converting a former reform school campus facility into a Job Corps training facility that has now been in service for twenty-five years. He has been an active member of the Vergennes Lions Club for 20 years and has held every office including service as Vermont State Sight and Hearing Co-Chairman for several years. Larry is currently the Cabinet Secretary/Treasurer for the Vermont Lions District. In addition, he cultivated leadership as a Fraternity Alumni Board Member (1986-1999) and as an undergraduate facility advisor (1992-1998) for the UVM chapter of Alpha Gamma Rho Agricultural Fraternity.

Larry has dedicated fifteen years to the Vergennes Area Rescue Squad as crewmember, EMT, and six years as President. He demonstrated creativity and initiative by developing and carrying out a fundraising project for the donation dependent squad. Through this program, the Vergennes Squad and Essex Rescue Squad have raised over $400,000.

Larry has been a team member, leader, and mentor through his work with state and New England agricultural fair boards. For thirteen years, he served on the board of directors of the Champlain Valley Exposition (Vermont's largest fair), enhancing the fair and its agricultural programs. His efforts extend beyond the work and success of his own direct contributions. He nurtured future fair leaders through his work as secretary of the Vermont/New Hampshire Fairs annual trade show, and as a founder of the professional improvement sessions for fair directors and superintendents.

His reputation in the fair industry has led to consulting opportunities with MA, NY, and NH fair boards. He also helped to analyze several Vermont fairs for redevelopment. As a result, fairs were revamped to improve the educational opportunities related to current and historical agricultural methods. One result of his work was the addition of several Maple Sugarhouses to help educate the public in the procedures involved and the resulting products of the maple industry.

Larry's ability to adapt to clientele needs is evidenced by the positions held in twenty-seven years of service. His job responsibilities have included county agriculture agent, regional fruit and vegetable agent, regional maple agent, and statewide maple specialist.

2002 NACAA Distinguished Service Award Winners

Southern Region

State DSA Recipient

AlabamaBarry L. Freeman
Jimmy D. Smitherman
Ronny Williams

ArkansasL. Mitch Crow
Joe Paul Stuart

FloridaTerry Brite DelValle
Patrick J. Hogue
Gene Joyner

GeorgiaGlenn H. Beard
Wm. Clark Beusse
Scott N. Brown
Phillip Mark Crosby
Dan L. Cunningham
Sidney L. Mullis, Jr.
T. Brian Tankersley

KentuckyRichard K. Greenwell, III
Charles E. May

LouisianaStan Dutile
Dan Gill
Matt A. Martin Jr

MississippiLamar Adams
Charles S. Grantham
Steve Winters

North Carolina James A. Daughtry
Joseph E. Knight, III
Karen C. Neill
Kenneth R. Reeves
Samuel N. Uzzell

OklahomaJoe Benton
Don Britton

South Carolina Jesse C. Eargle
Edward C. Murdock
William R. Thomson

TennesseePatrick Troy Dugger
Garry "Steve" Glass
H. Charles Goan
David R. Perrin
Kevin L. Rose

TexasRobert L. Bailey
John E. Begnaud
Kelby R. Boldt
Isaac J. Cavazos
Lynn Golden
Robert Harris
Jeffrey R. Stapper

VirginiaKeith Balderson
Paul H. Davis

Western Region

StateDSA Recipient

Alaskanone

ArizonaMary W. Olsen

CaliforniaCarol Ann Frate

ColoradoJerry Alldredge

Hawaiinone

IdahoJames N. Hawkins

Montananone- cancelled

NevadaKaren L. Hinton

New Mexico Albert J. Lyon

OregonGale A. Gingrich

UtahF. Dean Miner, Jr.

Washingtonnone

Wyomingnone

Northeast Region

StateDSA Recipient

Delawarenone

Mainenone--cancelled

MarylandDouglas W. Tregoning

New Hampshirenone

New Jersey Dean F. Polk

New York David A. Bradstreet
Walter N. Nelson

PennsylvaniaThomas B. Murphy
Gary L. Sheppard

Vermontnone

West Virginia Edmond B. Collins

North Central Region

StateDSA Recipient

IllinoisRobert C. Bellm

IndianaByron W. Fagg
Jim Peter

IowaGary Bickmeier
John D. Holmes

KansasJimmie J. Mengarelli
Philip Sell

MichiganThomas A. Dudek
Roger F. Peacock
Hannah Sophia Stevens

MinnesotaRodney Hamer
Wayne J. Hansen

MissouriThomas Lee Hansen

NebraskaSteven M. Pritchard
Gary D. Stauffer

No. Dakota David G. Rice

OhioGregory A. La Barge
Ray A. Wells

So. Dakota Donald L. Guthmiller

WisconsinMichael Ballweg
Stephen J. Rischette

2002 NACAA Achievement Award Winners

Southern Region

StateAA Recipient

AlabamaJonathan Blake Gladney
Shane Harris

ArkansasDaniel J. Griffin
Mike Hamilton

FloridaAnita S. Neal
Tom Wichman

GeorgiaKeith Fielder
James L. Jacobs
Steven Morgan
Lawrence Mark Risse

KentuckyDavid Robert Appelman
Brittany L. Edelson

LouisianaShaney LaNae Hill
Allen Owings

MississippiJudd Gentry
Houston Therrell

North Carolina Thomas L. Dyson
Stanley R. Holloway
Karen F. Spivey

OklahomaJeff Baumann

South Carolina William G. Henderson
Philip Andrew Rollins

TennesseeCalvin Bryant
A. Scott Swoape
Glen E. Wolfenbarger, Jr.

TexasRon Holcomb
Anthony Netardus
Philip Shackelford
Rachel A. Williams-Bauer

VirginiaCynthia L. Gregg
Donna M. Tuckey

Western Region

StateAA Recipient

Alaskanone

ArizonaJim Sprinkle

CaliforniaMarit Arana

ColoradoKipp A. Nye

Hawaiinone

IdahoRandall H. Brooks

Montananone

NevadaLoretta A. Singletary

New Mexico Rick Daniell

OregonChristina Howell

UtahMarlon B. Winger

WashingtonSarah Maki Smith

Wyomingnone

Northeast Region

StateAA Recipient

Delawarenone

Mainenone - cancelled

MarylandHerbert E. Reed

New Hampshirenone

New Jersey Wesley L. Kline

New York Paul E. Cerosaletti

PennsylvaniaMary Concklin
Michael J. Harteis

Vermontnone

West Virginia Jennifer Ours Williams

North Central Region

StateAA Recipient

Illinoisnone

IndianaKelly L. Easterday

IowaGene Mohling

KansasBrian C. Creager
Richard Fechter

MichiganRon Goldy
Amy Irish-Brown

MinnesotaDavid Pfarr

MissouriDr. Stacey A. Hamilton
D. Kent Shannon

NebraskaSarah J. Browning

No. Dakota Nels Milan Peterson

OhioPamela J. Bennett
Christopher T. Zoller

So. Dakota Craig C. Anthony

WisconsinDavid B. Williams

2002 P.R.I.D.E. Awards Program Winners

- National Winner – Team of Melinda Martin and Karen Hall of New York
- Regional Finalists:
  Jean Walter of Georgia
  D.W. Utlaut of Missouri
  John P. Gille of South Dakota

The State Winners are:

- Wade Bitner of Utah
- William T. Hlubik of New Jersey – Team Members Nicholas Polanin and Madeline Flahive DiNardo
- Greg Solt of Pennsylvania – Team Members Robert Mickel, Everitt Chamberlain, and Donna Foulk
- Jeffrey Clary of Alabama
- Karen C. Neill of North Carolina
- Gary Biekmeier of Iowa - Team Member Terry Steinhart
- Stewart Runsick of Arkansas

National Winner

EDUCATING THE PUBLIC ABOUT AGRICULTURE IN WESTERN NEW YORK

Hall, K.D., Martin*, M.M.
County Extension Educators, Cornell Cooperative Extension of Erie County, 21 South Grove St. Suite 240, East Aurora, NY 14052

Rural-urban conflict is a real issue in Erie County, New York. This is due mostly to a lack of agriculture awareness and understanding throughout the county. Instead of complaining about the issues our producers are faced with, we took the proactive approach-educating the general public about the agriculture industry! In 1996 the Erie County Family, Food, and Farm Tour and Taste of Erie County was created to fill this needed gap. This program, along with the various other ones we have done are open to people of all ages and backgrounds, but are specifically targeted to those who have little or no knowledge of the agriculture industry. The mission of this program is to increase awareness and appreciation of the role of agriculture in our daily lives. There are many activities associated with this event to make it a success. The day includes at two or three production agriculture farm visits, samples of locally produced foods, and numerous agricultural exhibits to learn from. Offering a fun and exciting activity is an excellent way to encourage people to learn about the agriculture industry.

National Finalists

JASPER COUNTY SUSTAINABLE AG PROJECTS IMPROVE UNDERSTANDING OF AGRICULTURE LOCALLY AND GLOBALLY

Walter*, Jean C.

University of Georgia, Cooperative Extension Service
Jasper County Extension Service
145 E. Washington Street, Monticello, GA 31064, U.S.A

In the past 15 months, the UGA- Jasper County Cooperative Extension Service, it's unique sustainable agriculture programs and outreach projects, and the NACAA, have visited — and been promoted in — a myriad of different U.S. counties, states, and foreign countries.

With a mandate from Jasper County's Economic Development Authority (EDA), and, the new Agriculture Alliance Team, to "look into attracting international agri-business investors and put Jasper County agriculture on the map," the County Extension Agent used traditional and non-traditional forms of public relations to improve understanding of agriculture in the community. Personal and scholarship funded professional improvement activities, university and county-funded daily "Plan of Work" activities, and current issue projects/programs literally brought the world to Jasper County and, Jasper County to the world.

Five new, and exciting sustainable agriculture projects, and other current issue educational programs- with considerable PR impact- are specifically put forth. Dozens of related presentations are also sighted as making considerable local, plus "new-to-county-extension" (i.e. the 5th Latin American Aquaculture Congress) contacts. The outlined objectives, and results, show the positive exposure to literally thousands of our extension world's clientele: namely, THE WORLD PUBLIC.

Through Extension efforts documented here, Jasper County, and NACAA, are now more visible and seen as: (1)agriculturally and educationally progressive,; (2) business-friendly; (3) pro-active in efforts to preserve and promote our United States of America's proud, and varied, agricultural heritage = Jasper County and NACAA PRIDE.

AGRICULTURE IMPORTANT TO PETTIS COUNTY ECONOMY

Utlaut, D.W.

Central Missouri Region
Farm Management Specialist/CPD
FBC Coordinator
University Outreach and Extension Center
Sedalia MO

The Pettis County public relations program consists of several activities which are conducted to promote rural-urban understanding and to inform both rural, urban and non-traditional audiences of the educational resources and information available through the outreach and extension office.

Program objectives are:

1. To promote University Outreach and Extension and inform both rural and urban residents of the educational resources, programs, and information available through the Pettis County Outreach and Extension Center.

2. To promote and coordinate efforts and activities to improve rural-urban understanding with the goal of closing the gap between farm and city dwellers through education and sharing of experiences.

3. To increase awareness of the impact on agriculture on the area business Economy.

4. Increase participation of non-traditional clientele, eligible females and unreached in general extension and farm management educational programs.

A program to promote the importance of agriculture and reach new non-Traditional clientele is an AG Expo.

The Expo is a two-day event which offers area agriculture business firms an opportunity to have a booth at the Expo to promote their business and products.

The Ag Expo planted seeds for the future. The two-day event at the Missouri State Fairgrounds has drawn over 16,000 people. The 2001 Expo set a record attendance of 3507. Due to its success, the Ag Expo has received the Chamber's "Special Project Award".

The Educational Seminars conducted by the University Outreach and Extension Specialists and the University Outreach and Extension Farm Business Center booth at the Ag Expo provided a way for University Outreach and Extension to reach a large number of new clientele.

A newspaper flyer with a circulation of 63,000 was used to promote the Ag Expo and Pettis County Outreach and Extension.

PUBLIC RELATIONS IN EVERYDAY EFFORTS

Gille*, John P.

South Dakota State University
Union County, SD Extension Office
P.O. Box 428
Elk Point, SD 57025

The Union County, South Dakota Extension Service provides information to a wide variety of clientele. Union County is a broad mixture of intensive agriculture, along with a great deal of manufacturing and industry. Union County accounted for 4 percent of the population growth in the tri-state area (Nebraska, Iowa & South Dakota). Yet it accounted for 28 percent of the economic development in the Sioux City metro area.

In fact, Sioux City asked Union County to be included

in the Siouxland data, as this would bulk up their numbers very nicely. Major manufacturers in Union County include, IBP, Iams, Simpco Manufacturing, Gateway Computers and a whole host of support and service industries related to the above businesses.

The Extension Educator serves as an Agronomist, along with Steve Sutera, Extension Agronomist at Bon Homme County, SD. The seven county area is covered by Steve Sutera and John P. Gille Extension Agronomists. The South 2 Field Education Unit services counties ranked 4th, 5th, 6th, 10th, 16th and 20th in the state, meaning corn is a major commodity in extreme South Dakota. Soybean acres in South 2 are also very large, with the 5th, 8th, 9th, 13th and 24th largest producing counties in South Dakota.

As a result of this unique blend, I have the opportunity to convey information to a large urban base, as well as work with intensive Ag producers in the 7 county area.

Therefore, I use all forms of media including radio interviews, TV interviews, news columns and direct mail to reach those audiences. Public relations isn't an extra, it's essential to a growing clientele base.

Notes

COMMUNICATIONS AWARD PROGRAM - 2002

CLASS 1 RADIO

National Winner

GREEN & GROWING RADIO PROGRAM (DAILY HORTICULTURE TIPS)

Hartman, P.A.

Brown County University of Wisconsin-Extension
1150 Bellevue Street, Green Bay, WI 54302

The objective of this radio program is to help individuals get research-based answers to horticulture questions via a call-in format. The target audience is the general public. The program was recorded on September 26, 2001 and aired in two segments—October 2 & 3 at 11:15 a.m. The station on which the program was used was WGEE AM1360. The program was taped at the WBAY Building, Green Bay. The part of the program submitted runs 4:12 minutes (tape counter 41 to 116).

National Finalists

Chuck Schwartau
509 West Fifth St Suite 105
Red Wing, MN 55066

The enclosed radio program aired March 6, 2002, on KCUE radio station, Red Wing, Minnesota. This program airs weekly at approximately 6:20 a.m. We do the program live each week. Usually the program is done over the phone, although from time to time personal schedules are such that I go to the station to broadcast from the studio. This entry was live in the studio. I provide the interviewer with an outline of topics I want to discuss so we have some structure. It is not uncommon, however, for the host to ask questions about items in the news that relate to agriculture so some of the discussion has to be extemporaneous.

Response to this program, which first aired in the fall of 2001, has been excellent. The hours from approximately 6:00 a.m. to 8:00 a.m. are peak listening times as local residents are preparing to leave for work and driving to their places of employment.

I am getting excellent feedback from listeners as they request follow-up information from topics discussed and the station management is anxious to continue the program as they, too, are getting excellent feedback from listeners and advertisers. One or the most common comments is that listeners like the relaxed format of the program. As the station manager put it, "At that time of the day, they feel like we are sitting in the kitchen with them visiting over a cup of coffee." The discussion is relaxed so listeners get the impression we are approachable when they want more information.

TEXAS LEAF CUTTING ANTS
Soape, *C.H.

County Extension Agent-Agriculture and Natural Resources, Tyler County, 201 Willow Street, Suite 102, Woodville, Texas 75979.

The objective of this Radio Program is to educate the citizens of the county about the economic impact and damages of the Texas Leaf Cutting Ant which is also know as Town Ants, Cut Ants, Parasol Ants, Fungus Ants, and Night Ants. The program was prompted by the Town Ant /Fire Ant Workshop held just one week earlier. Many landowners were not able to attend due to their jobs, and/or the severely cold weather that set in on us that morning. At the request of the local radio station, and county residents I aired this program (live) to help spread the much needed information. It was also aired live on KEBE's "Jacksonville Today," as a guest speaker as Cherokee County also has many Leaf Cutting Ants in their area. The copy inclosed was recorded without editing on equipment in the KEBE studio as the program was broadcast. Actual incidents with the Leaf Cutting Ants were cited to help bring their impact closer to home. The only labeled control chemical was briefly cited at the end of the program with my office phone number to help determine how wide-spread damages were in the county, and how much of the information would be used. I also plan to use several of the landowners in Tyler County as result demonstration sites and field days during the coming year.

The end result was that a listening audience of some 25,000 in Tyler County and 40,000 in Cherokee County were educated in what the Texas Leaf Cutting Ant is, how to recognize it, how it lives its sophisticated life, it's economic importance to producers, and what is the only labeled chemical used for the control and elimination of their colonies. Even the Texas

Department of Transportation has visited my office seeking information on this subject.

The program was presented live on local AM radio with a few hand written notes taken during Dr. James Robinson's presentation at the Town Ant Workshop the week before. Dr. Robinson is the Extension Entomologist for District 5. The program generated enough call-in's at the station, the radio station manager has requested I continue the program as a weekly "Ag Report" on items impacting the county, its residents and producers.

CLASS 2 PUBLISHED PHOTO

National Winner

Blue, L.G.
Agricultural Extension Agent, Urban Horticulture
North Carolina Cooperative Extension, Buncombe County Center, P.O. Box 7667, Asheville, NC 28802

The population of Buncombe County is approximately 190,000, and growing at a rate of 0.8% per year. The mountains of western North Carolina tend to attract people with interests in outdoor activities, including gardening. With gardening now being the most popular pastime in the country, it is not surprising that there is a great demand for locally adapted information on horticulture.

The Home & Garden section appears in the Asheville Citizen-Times on Thursday. Circulation is approximately 70,000. Story ideas are scheduled in advance with the section editor. Material is planned to be timely and of broad interest. Articles are typed on a word processor and sent to the editor by email one week in advance. Response from the readership has been excellent.

The purpose of this article was to introduce the idea that gardening can be successful in shady areas. Because many homes in the area are built on wooded lots and most landscapes have some areas of shade, the question of landscaping and selecting plants for these locations comes up frequently. The pictures were taken by the agent on slide film and submitted to the newspaper as slides.

National Finalists

PROPER PRUNING OF LANDSCAPE TREES

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

These two pictures were taken and published to educate readers on the proper pruning techniques of pruning their landscape tree. We experienced a rash of people becoming tree experts and going into the tree trimming business. Many of these experts were leaving stubs and were cutting large limbs in a manner where they stripped bark from the trunk when cut. I had noticed a number of these "experts" at work in the county. I even had two different ones come to my door saying they were expert tree trimmers and they noticed my trees needed to be "topped". The number of calls concerning tree care had started to increase and it was evident that these people were receiving erroneous information. The need to educate the public was at hand. The photos were taken with a Nikon Cool Pix 880 Digital Camera using natural light. The audience were readers of our two weekly news papers. One has a weekly circulation of 5,200 and the other 5,000. The pictures were downloaded to my desktop from the camera, the text was added to the one picture then they were e-mailed to the newspapers. The attached pictures were printed on the offices HP Deskjet 932C printer on photo paper. The agent set up the pictures, took the pictures, prepared the article and pictures, and e-mailed them to the newspapers.

Nancy M Kadwill
Pennsylvania
Montgomery County

Objective: The objective is to draw attention to the short article regarding the 4-H animal science programs highlighted in the Montgomery County Annual Report. This report only allows the staff to highlight a few of the numerous extension programs each year so space is limited.

Purpose: The purpose of the photo is to show a 4-H member in the animal science program actually doing some of the many skills they learn, especially since the 4-H slogan is "Lean by Doing." It also provides the

recognition to the member even though no names were really used in the annual report. Although hard to evaluate actual impact, the agent has received numerous positive comments on the photo with requests for additional information about the 4-H animal programs.

How entry was prepared: The photo was taken by the agent with an auto focus Konica camera with a built-in telephoto. The film was developed through a local chain store photo service. Regular developing costs are approximately $9.00. The photo and caption were submitted to the editor of the report who formatted the printed material. A commercial printer printed the booklets. Due to costs, we are limited to printing quality and use of black and white photos.

How distributed: Approximately 150 reports are distributed to attendees at the Extension Annual Meeting. Approximately 80 additional reports are also sent to county and state legislators, several key supporters and businesses, and advisory board members. The report is also sent to key area decision makers, sponsors and selected agency personnel with whom we have developed collaborations in extension and youth programming in an effort to let them see some of the highlighted programs conducted over the past year. The report has proven to be a valuable marketing tool for the overall extension program.

Member's contribution: The agent took the photo at the 4-H Fair and submitted the photo, caption, and article to the editor for her final formatting and editing.

4-H Animal Science Programs
The traditional 4-H animal science clubs (steers, dairy cows, goats, sheep, pigs, cats, dogs, rabbits, cavies, poultry, Seeing Eye Puppies, horses and reptiles) continue to teach nearly 400 youth about animal care, management, and the responsibilities of ownership. Many clubs participate in related community service programs such as helping at horseback riding therapy sessions, pet therapy programs for senior citizens, and building bird houses for area wildlife sanctuaries. Members learn financial record keeping skills by completing project books as well as marketing skills for those selling their animals at the Market Animal Sale during the 4-H Fair.

Caption:
Trimming the hooves of her pygmy goat is one of the many animal management skills this member has learned in her club.

CLASS 3 SLIDE SET

National Winner

DON'T POUR YOUR PROFIT DOWN THE DRAIN

Struyk*, T.L.

County Dairy & Livestock Agent, University of Wisconsin-Extension, Sheboygan County UW-Extension, 650 Forest Avenue, Sheboygan Falls, WI 53085

Mastitis is the most costly disease on the dairy farm due to lowered milk yield, increased costs of milk production, and reduced milk quality. Much of this loss, though, can be minimized by the use of simple, but effective mastitis control practices as well as following a routine milking procedure. "Don't Pour Your Profit Down the Drain" is a Microsoft PowerPoint Presentation developed for presentation at the Kewaunee County UW-Extension Focus on Herd Health Seminar. The purpose of the presentation was to show producers and other dairy and feed industry representatives how to calculate the financial impact on their respective farms in regards to premiums and subclinical mastitis, how to control mastitis and areas to focus in regards to milk quality management. This presentation was presented to 28 individuals at the Focus on Herd Health Meeting. As a result of the presentation, 22 of the 22 individuals who responded to a post-meeting evaluation stated they understood how to calculate the cost of potential milk premiums on their respective farms and better understood the losses on their farms due to subclinical mastitis. Some of the practices that producers planned to adopt as a result of the information shared in the presentation included: wash hands after each group of cows are milked, keep better records, use mastitis vaccines, checking the teat for ample coverage with pre- and post-teat dip, and milking system analysis check. Three of the producers stated that this milk quality presentation was the best part of the program.

National Finalists

THAILAND & INDIA; EXOTIC LANDS AND PRACTICAL LESSONS

Durst.* P. T.

Michigan State University Extension – Ogemaw County, 205 S. Eighth St. West Branch, MI 48661

Thailand & India; Exotic Lands and Practical Lessons, a Microsoft PowerPoint presentation, or variations of it have been presented by the agent 20 times in the past several months to over 900 individuals. To groups as varied as township supervisors and Amish dairymen, the agent has used pictures and stories to tell of people on the other side of the world and the commonalty of issues they face with communities and agricultural producers in Michigan. By helping people in Michigan understand a little the struggles, successes and character of other peoples, it helps to bridge the gap of misunderstanding.

The agent took all these slides using a digital camera and created the presentation in Microsoft PowerPoint. Though having presented it many times, it is still exciting to talk about and to share the lesson of the power of groups. As a result of this lesson, three groups of dairy producers have formed in the agent's area for the purposes of marketing, purchasing and learning.

WEBER COUNTY 4-H SHOW PIG SELECTION

Rothlisberger,* D.F.
County Extension 4-H Agent, Weber County
Utah State University Extension
1181 N Fairgrounds Drive, Ogden, Utah 84404

The workshop is for 4-H members, parents, and leaders on the selection of show pigs. It provides a series of selection criteria required to select a show pig. The presentation also includes topics like basic nutrition, facilities, early care and where to find breeders and sellers of show pigs. The workshop is presented via a power point presentation prepared by myself. A hard copy of the presentation is handed out at the workshop and others that come into the extension office looking for information on selecting show pigs. The presentation has been sent to other counties for agents to utilize and also has been given at another state's 4-H Leaders conference. The workshop is offered in February of the current 4-H year prior to the selection of show pigs for the season. Attendance averages 20 persons each year and has been presented for three years. They are able to enjoy junior livestock more because of the increased knowledge. Pig entries at the county fair were up 17% and the number of exhibitors was up 10% in the years from 2000 to 2001. The fall 2001 workshops evaluation indicated pre and post knowledge increase from 1.3 to 2.6 out of 3. On the scale 1 represents little knowledge and 3 is very knowledgeable.

CLASS 4 DIRECT MAIL PIECE

National Winner

DIRECT MAILED BROCHURE FOR THE CATTLEMEN'S SEEDSTOCK SHOWCASE & CONFERENCE II

Broweleit,* R.C.
K-State Research and Extension - Phillips County, 784 6th, Phillipsburg, KS 67661, USA

A brochure promoting the Cattlemen's Seedstock Showcase & Conference II was mailed to 4200 beef producers throughout Kansas and south central Nebraska. This brochure and a letter were also sent to over 350 bull producers in an 150 mile radius of Phillips county Kansas inviting them to display a sampling of their breeding stock in pens at a cost of $100 per pen. Likewise, appropriate commercial vendors were invited to have commercial booth space at the same cost. Thirty two display pens and thirty one commercial booths were on hand for the conference which drew over 250 people. The conference content was directed toward cow/calf producers in Kansas and southern Nebraska to reach programming goals that have been identified by the five year action plan for Phillips County Extension related to genetic improvement and economic profitability of beef cattle herds. The Cattlemen's Seedstock Showcase & Conference II was held the first Monday in February on the 4th, 2002 and was hosted by K-State Research & Extension - Phillips County where I am responsible for ag programming and management of the event as well as generation of the content for the promotional brochure. The 2002 event was cosponsored by the Solomon Valley RC&D.

National Finalists

AQUATIC WEED CONTROL - A ONE DAY WORKSHOP

Andrews, L. E.

Manpower Development Agent, University of Florida Extension, Palm Beach County
2976 State Road 15, Belle Glade, Florida 33430

The vast system of canals, ponds, natural areas, lakes and other water bodies in South Florida require constant maintenance to control the level of aquatic vegetation. The maintenance is done by licensed aquatic

applicators. The applicators are required to stay abreast of current methods used to control vegetation and to attend courses and obtain continuing education units on a regular basis to maintain their licenses. This workshop was provided to present aquatic applicators with the latest information on some of the most problematic plants, a review of basic application information, and continuing education units.

The publication was developed and written by the agent, then edited and printed by the office's graphics division. A list of licensed aquatic applicators was obtained through the Florida Department of Agriculture. The promotional piece was distributed to 719 individuals from that list in Palm Beach, Martin, Broward, Miami-Dade, St. Lucie, Glades, and Hendry Counties. Eighty-five individuals participated in the workshop.

CENTRAL WASHINGTON GRAZIERS WORKSHOP & WINTER PASTURE WALK

Smith, S. M.[1]*, A. M. McGuire[2]
[1]Area Animal Science Agent, Washington State University, Grant/Adams Area, Washington, 35
C St. NW, Ephrata, WA 98823.
[2]Agricultural Systems Agent, Washington State University, Grant/Adams Area, Washington, 35
C St. NW, Ephrata, WA 98823.

A direct mailing piece was developed to promote a local educational workshop and a winter pasture walk for producers and stakeholders in the Columbia Basin. The mailing was sent out to approximately 70 potential participants. Forty-seven attended the January workshop and 36 attended the winter pasture walk the following day in the frigid temperatures of Central Washington.

The authors developed the brochure design, text, and layout and arranged the agenda and speakers Livestock and crop production in the Columbia Basin are highly segregated due to the competitive advantages of specialization. However there are some disadvantages of this arrangement. Manure and its valuable nutrients and soil-building organic matter are concentrated in livestock production areas, while nutrients and organic matter levels in row crop soils are depleted and must be replenished through fertilizers and imported organic amendments. One solution to these problems is a well managed, innovative grazing and cover cropping systems. Early planted winter cereal grains can be grazed by livestock from late fall into the spring, prior to the planting of high-valued row crops. Sales of tricticale seed in Washington have been growing 10-15% each year, with an estimated 22,000 acres planted in 2001. Triticale is a primary crop used in the winter grazing programs in the Columbia Basin. This workshop and pasture walk provided information and education on concepts and management techniques for winter grazing systems and irrigated pasture management. Participants, producers and stakeholders, are developing future research trials, grazing systems and contracts as a result of the events.

CLASS 5 PERSONAL COLUMN

National Winner

GARDENING WITH JOEL FLAGLER

Flagler J.S.
County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Bergen County, 327 Ridgewood Avenue, Paramus NJ 07652-4896

This personal column provides an excellent opportunity to disseminate horticultural information to readers. Home horticulture is very popular in North Jersey and the objective is to present accurate, up-to date, research-based information. The main intent is to offer timely pieces on gardening, landscaping and related topics. In this way readers can be better informed, especially when making pest management decisions. This personal column is now in its fourteenth year. The Record, one of N.J.'s largest newspapers, has a circulation in excess of 1,000,000 readers. Feedback from editors and readers indicates that, after 13 years, this gardening column has become very popular. Readers have come to rely on it for unbiased horticultural information and advice. My secretary, Jo Miller, helps proof read and enters the text onto a Dell OptiPlex GX1 computer with Windows 95, using Word Perfect 6.1 initially. The text is then e-mailed directly to the column editor at the Record.

National Finalists

Heisdorffer, A. M.
Daviess County Agent for Horticulture, University of Kentucky, 4800A New Hartford Road, Owensboro, KY 42303

The column provides information and educates clientele on home horticulture topics. By providing the latest, timely information, my objectives are to save

clientele money and time, promote proper plant care, select Appropriate plants and improve the home environment. I explain the purpose of recommended practices so clientele understand the reasons for the actions.

The column appears weekly in the Home and Garden section in the Sunday edition of the Messenger-Inquirer newspaper from Owensboro, Kentucky. Circulation for the Sunday edition is 33,050 within six counties.

As a result of the column, clientele have increased awareness of what the Cooperative Extension Service has to offer and increased their horticultural knowledge. Many positive comments have been received concerning the helpfulness of the information.

After reading the column, a client changed his lawn fertilization practices by fertilizing in the fall instead of spring and summer. He reported that he would follow these practices again.

"THE PRACTICAL GARDENER"

Robson, M.S.
Washington State University Cooperative Extension – King and Pierce Counties
Area Extension Agent, 919 SW Grady Way, Suite 120
Renton, WA 98055-2980

"The Practical Gardener" is a weekly gardening column for the Sunday Seattle Times. The column introduces western Washington gardeners to appropriate management techniques for local problems, and reaches a circulation of 509,000 people weekly.

By providing Washington State University Cooperative Extension with a presence in a major media form, Ms. Robson helps bring a stronger marketing effort as well as developing a loyal following of Northwest gardeners who look forward to her garden columns. She has written this column weekly since 1992, with a constant focus on practical garden management.

CLASS 6 FEATURE STORY

National Winner

FUN WITH GOURDS

MacCubbin, T. J.
Extension Agent IV, Orange County Cooperative Extension Service
2350 East Michigan Street, Orlando, Florida 32806

The feature story Fun With Gourds, was published as part of the Saturday Garden & Home section of the Orlando Sentinel which has a readership of over 125,000 residents. It was written to inform gardeners about the culture and crafts associated with gourds in Florida. This has become a hobby for many residents that has lead to local gourd craft groups and gourd shows. It enticed others to get involved and provided links to gourd organizations. The feature story was submitted to the Orlando Sentinel editor electronically.

National Finalists

Cooperative Extension - IT'S MORE THAN PLANT'N AND PLOW'N, STEW'N AND STIR'N

Bateman, K.R.

Johnston County Extension Director
North Carolina Cooperative Extension
806 North Street
Smithfield, NC 27577

"Cooperative Extension - It's more than plant'n and plow'n, stew'n and stir'n" was written as a feature article for the Harvest Edition of "The Smithfield Herald." The article was designed to inform the reader of (1) the tradition and support behind the Cooperative Extension Service, (2) the varied educational programs offered by the Johnston County Center of the North Carolina Cooperative Extension Service, (3) the Extension approach to problem identification and the educational approach to solving problems, and (4) the impact of Extension efforts. Since Cooperative Extension is supported locally by property taxes, this would allow the reader to understand the good that comes from their tax dollars. "The Smithfield Herald" is a biweekly newspaper with a circulation of 16,000. Scot Bolejack, Managing Editor of "The Smithfield Herald," edited the article.

David J. Workman, WVU Extension Agent-Hardy County, West Virginia

The objective of the story titled "Feeder Cattle Grading Standards Change for 2001" was to inform beef producers of the grade changes in advance of the fall calf marketing season. Why would this be important to beef producers? In the fall of 2000 October the USDA changed the grading standards for evaluation of feeder calves. The information was published. Most producers do not read the Federal Register or subscribe to the USDA Livestock Section materials updates. They would be affected by these changes when the fall 2001 sales began. How to share this information with producers to help them understand what the changes were and how it might affect them was complicated. In the late winter months Extension Service held meetings with producers across the state to make them aware of the changing standards. Dr. Cara Gerkin from USDA was the speaker at our program. After her visit many questions surfaced as to what these changes would mean to beef producers. There were a lot of unanswered questions.

The intended or target audience for this follow up article was feeder calf producers and cattle producers generally. The article was published locally in the county newspaper. After it was published in The Moorefield Examiner it was submitted for inclusion in the WVU Extension Service Update that was published and distributed state wide in the Farm Bureau News, a publication that is sent to homes of some Farm Bureau members statewide. There are over 4800 on the Moorefield Examiner subscription list and over 12,000 on the Farm Bureau News mail list.

When looking at the data collected after the fall 2001 special graded calf sales it appeared that there was a 4 to 5% increase in the numbers of LM2 heifers statewide over 2000. The steers that graded LM2 increased only 1-2% over 2000 fall sales. While the steer numbers are probably not significant the heifer numbers may well be. Further analysis of the data is needed. The photos were taken from the USDA Grading Standards publication.

CLASS 7 INDIVIDUAL NEWSLETTER

National Winner

COOS COUNTY 4-H NEWSLETTER - THE MONITOR

Mast*, J.
Coos County 4-H Agent/Staff Chair
Coos County OSU Extension Service, 290 North Central Blvd. Coquille, OR 97423

The Monitor is produced monthly by the 4-H Extension agent, printed in the Coos County Extension office by office staff, and prepared for mailing to clientele by the office staff. The distribution ranges from a low of 250 pieces to a high of 600 pieces throughout the year. Costs for the publication are covered by the supplies and services budget of the Coos County 4-H and Extension Service District. Distribution of the newsletter is done within the first week of each month. Each household, with an enrolled leader or member, receives an issue.

Various issues of the Monitor include registration forms and sign-ups for events sponsored by Extension or the leaders association. This has worked very well, and keeps the membership informed of due dates, meetings, trainings and community service projects. An evaluation of the impact the Monitor has on the membership indicated that it was not a piece that could be dropped from the agent's list. The Monitor is prepared using Publisher, click art and a flatbed scanner. It is reproduced on a risograph machine in our office. The cost of production is time for the agent to write and format articles, time for support staff to print, collate, fold, tab and attach labels. The average mailing cost per issue is $90, using bulk mail.

National Finalists

NEWSLETTER, INDIVIDUAL
VERMONT MAPLE MAINLINE

Myott, Larry* and George Cook
UVM Extension Maple Specialist
655 Spear Street, Burlington, VT 05405

Vermont Maple Mainline is the Vermont Extension newsletter to maple
producers in Vermont, numbering about 2,200. There are another 400 subscribers, by request, from outside

of Vermont. It is published two times each year, with the two maple specialists taking turns heading up the writing, preparation and publication. The two entered copies were written, edited and designed by the entrant, with some material submitted by other specialist.

This newsletter is designed to present maple educational opportunities to all Vermont maple producers with the December issue offering information and registration information for the annual January maple schools in twelve location around Vermont.

Evaluation is by the number of attendees at the marketed events. The January 2001 Vermont Maple Schools attracted over 1000 producers, the January 2002 schools attracted over 900 participants.

The color format was added for the December 2001 issue. The newsletter is printed by a commercial printer and mailed by the specialist office staff.

"GROWING CONCERNS" NEWSLETTER

Palmer, D.*, Hillsborough County Extension Service, 5339 County Rd 579, Seffner, Florida, 33584-3334
Institute of Food and Agricultural Science, University of Florida, Gainesville, Florida, 32611

The goals of the "Growing Concerns" newsletter are 1) to promote professionalism, and 2) to increase the flow and quality of relevant information reaching the 10,000+ horticulture service professionals in Hillsborough County (landscape design, installation and maintenance contractors, pest control employees, arborists, retail garden professionals, golf course employees, sports turf professionals, interiorscapers and others). To achieve these goals, the newsletter features educational topics, pesticide information, research updates, business news - especially on local and state levels, local, state and national legal issues and trends, an extensive listing of upcoming classes, seminars, trade shows, and CEU classes, a selection of interesting websites, and a touch of humor. This newsletter averages 10+ pages and is produced quarterly. Hardcopy is sent to approximately 1250. The newsletter is then posted to the agent's ProHort website and e-mail notification of the posting is sent to approximately 300.

CLASS 8 TEAM NEWSLETTER

National Winner

CLAY COUNTY CONTACT

Dollar*, K.K[1], McMahill, J.D.[1], Turner, M.G.[1], and Zerba, R.H. Jr.[1]
[1]Clay County Extension Service
2463 State Road 16 West
Green Cove Springs, FL 32043

The Clay County Contact Newsletter is published bimonthly by all of Clay County Extension agents. The objectives were to make the audience aware of the many components of extension and to provide an educational information source. The vast majority of our clienteles are only aware of the component they are currently working with. By incorporating all aspects of the program into one newsletter, we were each able to bring greater awareness to our program and show support of the other areas. Each agent submits articles for the newsletter on a bimonthly basis. The newsletter is printed on standard news print with an average of sixteen pages in a single color. It is currently being mailed to 1,426 readers and hand delivered to many others. The newsletter is written and laid out in our office and then sent to the printer with a four-hour turn around time. Volunteers are utilized to fold, position address labels, and prepare for mailing. Complimentary remarks about the newsletter have been made by District Directors, specialists, county agents, and clientele about the format and content. Unique to this newsletter is that it is provided by subscription to help defray costs and yet is still highly requested by the public.

National Finalists

THE COASTAL GARDENER NEWSLETTER

Barkley*, D.V.[1], Martin, M.C.[1], Metcalf, M.A.[1]
North Carolina Cooperative Extension Service, New Hanover Center
Wilmington, NC 28403

New Hanover County Cooperative Extension Service has struggled with an identity crisis due to population growth within the county. Further complicating our identity has been the enormous success of our Arboretum which was developed to enhance horticultural education. A newsletter to help market the Cooperative Extension Service Center and all it has to

offer was developed. Other Extension Agents were asked to contribute articles within their specialty areas of work to create awareness of resources available to the public while addressing the public's need for gardening information. The county newsletter highlighted activities and events for various program areas and informed the public of timely gardening and landscape management practices.Originally, 400 copies were distributed to the public which has now increased to 1000 copies being distributed. Clients now have a better understanding of what they should do in the landscape and when to perform certain garden tasks. Other impacts of the newsletter include cost savings to the homeowner by following best management practice recommendations and protection of environmentally sensitive coastal areas. The protection and preservation of our natural resources draws tourists to our beaches, increases business revenues, and enhances property values.

REIFSCHNEIDER, EMELEE A.
Michigan State University Extension
State: Michigan
County: Kalamazoo

Team members (non-NACAA): Bill Fritsch, Advanced Master Gardener; Karen M. Smeltzer, Horticulture Program Secretary

The "Master Gardener Communicator" newsletter is published 4 times a year to keep participants in the Kalamazoo County Master Gardener program apprised of current issues and reports from Michigan State University pertaining to all aspects of gardening and also to advise them of volunteer opportunities and educational seminars available in the area to help them achieve and maintain certification in the Michigan Master Gardener program.

The newsletter is mailed to 240 Master Gardeners that participate in the Kalamazoo County program as well as to the Extension offices in 3 neighboring counties that we partner with in the education of Master Gardeners.

Articles and information are gathered by all 3 team members. In addition, the Quiz that offers educational credit for the Master Gardeners is prepared by Emelee Reifschneider, Consumer Horticulture Agent; set-up of the newsletter is done on computer by the volunteer Master Gardener; field office equipment is used by the Program Secretary for the duplication and mailing of the newsletter.

CLASS 9 VIDEO/TV PRESENTATION

National Winner

WILSON COUNTY FORESTRY TOUR- FIELD DAY VIDEO

Little*, William E
Wilson Cooperative Agriculture Extension Agent
Wilson Cooperative Extension,1806 S. Goldsboro St.
Wilson, NC 27893

The Wilson County Forestry Association conducts meetings and tours of educational forestry material during the year. In order to have a visual record to encourage participation in our Forestry Association and demonstrate the impact we have on the Timberland industry we made a video to record our programs. The NCSU Ag Communications Department was contacted to film our 2001 Forestry Field Day. The tour with six different session stops was held on the farm of our Outstanding Tree Farmer for 2001. The video is an example of different agencies coming together for one common goal of education of timberland management. .

National Finalists

ASSESSING SURFACE AND GROUND WATER CONTAMINATION RISK

CLARK E. ISRAELSEN - AGRICULTURAL EXTENSION AGENTCACHE COUNTY IN THE STATE OF UTAH

Comprehensive nutrient management planning addresses all aspects of manure production, collection, storage, land application, record keeping and other manure utilization options. Managing nutrients properly involves developing and maintaining a written comprehensive nutrient management plan (CNMP). According to the Unified National Strategy for Animal Feeding Operations, all facilities with more than 1000 animal units are required to develop and implement a CNMP. Facilities with less than 1000 animal units but with unacceptable environmental conditions can avoid being permitted by developing and implementing a CNMP. Smaller facilities with no environmental concerns are strongly encouraged to develop a CNMP.

In an effort to assist agricultural producers in assessing their individual operations, and to give them spe-

cific training on how to meet established federal and state regulations, we organized a series of video training sessions. The university satellite system was used to transmit the training to producers, Extension agents, NRCS personnel, and other interested parties. As is evidenced by this video segment, it was necessary to go into the field and actually assess an operation to demonstrate the recommended process. My role was to provide an outside, nonregulatory assessment of an operation as they prepared for the official inventory/ assessment phase. Our purpose was to demonstrate that someone unfamiliar with the day to day activities of a facility may be able to identify problems not apparent to the owner or manager. We used Utah Farm*A*Syst worksheets to assess the risk of contaminating surface or ground water.

This was a group effort including the assistance of Dr Rich Koenig and Dr John Harrison, Extension Specialists at Utah State University. University technology specialists were also very helpful in creating the training materials that were transmitted to every county in the State of Utah.

EXPANDING THE POTENTIAL FOR VERMONT FARMERS

Parsons*, C.F.
University of Vermont Extension, St. Albans, Vermont, 05478, U.S.A.

Family farms in Vermont are finding it difficult to make a living "doing business as usual" due to factors such as higher costs of feed, land costs and taxes, decreased profits, and the loss of the Northeast Dairy Compact. As a result, family operations may be threatened with selling a business that has been in the family for generations. However, through the efforts of the University of Vermont Extension, one family farm was able to use existing mechanisms ("Across the Fence" television show) to present options to peers, while promoting value-added products to potential Agritourism clientele. The Adams Family (Wilmington, Vermont) has been able to move from dairying to Agritourism, thereby taking advantage of the millions of tourists that come to Vermont each year to experience the "working landscape" and enjoy an "up-close" experience with farm animals. In addition to sleigh rides, demonstrations, tours, and education about Vermont agriculture, the Adams Family offers value-added products from their farm for sale in their gift shop. Articles such as quilts, lamb sausage, maple syrup, yarn, and preserves have added significantly to the farm's income flow. This particular topic for "Across the Fence" was conceived, written, and hosted by the author (Parsons), and was aired on WCAX Channel 3 on September 24, 2001. Across the Fence is the longest running (27 years), locally produced farm, family, and community program in the United States. According to Nielsen Media Research, it reaches over 22,000 people in Vermont, Eastern New York, Western New Hampshire and also an audience in Quebec, Canada, that is not included in the ratings. As a result of this project, other dairy farmers were able to learn about the potential opportunities to supplement their farm incomes, while the public was made aware of the existence of Vermont Agritourism on the Adams Farm and beyond.

CLASS 10 FACT SHEET

National Winner

SIGNS OF LAMBING

Barkley, M.E.

Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

The Signs of Lambing is a fact sheet designed to teach sheep producers what visual signs they could expect to develop as a pregnant ewe prepares to lamb. The fact sheet was distributed as part of a packet of materials at a Lambing School in December 2001 in Bedford County. Twenty-one youth and adults attended the school. The fact sheet emphasized points from two presentations on preparing for lambing and handling lambing problems. Results of a post evaluation showed that 75% of participants planned to make changes to how they prepared for lambing and 83% planned to make changes to how they handled lambing problems. The fact sheet was produced using Microsoft Word and was printed on a color laser printer in the county extension office. Entrant wrote and designed fact sheet, and took digital photo.

National Finalists

MOST COMMON SOYBEAN INSECT PEST - IDENTIFICATION CHART

Oxner John W.
Clemson University Cooperative Extension Service
Richland County, Columbia SC 29202

The Most Common Soybean Insect Pest - Identification Guide was complied to assist soybean producers in identifying insects in their crop. Soybean prices make it extremely important to make good management decisions. This leaflet is a tool for producers to use during the growing season to improve their management and input cost.

This key helps the producers to correctly identify the pest species and give them threshold levels for each. Knowing the difference can make a significant difference in management decisions and the cost of control or even if a control measure is needed.

Producers asked for the chart to help them to identify pest species. It was distributed to over 250 producers in the Midlands of South Carolina in an issue of Crop News. The guide reduced calls about what insect identification for the 2001 soybean crop.

Use of the Most Common Soybean Insect Pest - Identification Guide was very successful. Producers indicated that it help them identify pest in the field and make management decisions on whether or not control measures were needed.

"FRIZZLE TOP" IN SAGO PALMS (CYCAS REVOLUTA)

Price*, Jacob G.

County Agriculture and Natural Resources Agent
University of Georgia Extension Service, Camden County, PO Box 309, Woodbine, GA 31569

Hotels, businesses, restaurants, and homes, in coastal Georgia are increasingly incorporating Sago palms into our urban landscapes to achieve a tropical look. Sago palms are high value plants with values from $50 to $5,000 for mature specimens. Each spring a condition known as "Frizzle Top" occurs on many emerging Sago fronds leaving them malformed and yellowed. "Frizzle Top" is caused by a deficiency in Manganese which is worsened by increasing pH common in urban settings. Preventing frizzle top has been frustrating to the Landscape Industry due to lack of information on Sago Palms. In an effort to prevent "Frizzle Top" this fact sheet was created by consulting with Horticulture specialist Dr. Mel Garber of the University of Georgia and reviewed by Palm specialist Dr. Ed Duke of Florida A&M University. Tissue, soil, and soluble salts analysis were conducted from several palms showing signs of "Frizzle Top". Using these test results and adapting fertilizer recommendations for Palm trees in North Florida, specialists made fertilizer recommendations for Sago Palms to prevent "Frizzle top". The fact sheet was distributed during a "Landscapers Update Meeting" held in Brunswick Georgia on October 2001, a "Georgia/Florida Agent Training Meeting" in Cairo, Georgia on October 2001, and at a "Woody Ornamental Meeting" in Kingsland, Georgia on March 2002. The fact sheet has been received by over 350 homeowners as an attachment for a "Coastal Homeowner Landscape and Turf e-mail Update" in March of 2002. The fact sheet was produced using a Sony Mavica digital camera and a Hewlett Packard Deskjet 1120C printer. The information is kept on the Dell XPS R450 computer hard drive, a floppy disk, and zip disk so they can be readily produced, updated, and distributed. It is then printed on official University of Georgia stationary. Approximately 500 fact sheets have been distributed at meetings or by mail.

CLASS 11 PUBLICATION

National Winner

2000-2001 ANNUAL REPORT

Authors:
Dorn, T.W. and Bergman, G.C., University of Nebraska Extension Educators, Lancaster County, Nebraska. Lancaster County Extension, Suite A, 444 Cherrycreek Road Lincoln, Nebraska 68528.

Objective:
Communication about and promotion of Extension in Lancaster County - who we are, the scope of what we do, educational delivery methods, quality of expertise and level of partnership involvement.

How Prepared:
Planning began approximately 11 months prior to completion. Early planning involved input from the extension board, commitment of staff time, anticipating photo opportunities, and thinking about story ideas. All office staff contributed to the project's completion. Tasks included: writing the copy, layouts, formatting, editing, proofing, critique by outside reviewers, etc. The total project was accomplished with existing extension office expertise and equipment. Only the printing was done by a commercial printing company.

Audience:
The audience was the community in general, funding partners and extension administration.

Purpose:
(1) For key decision makers of our community to become more knowledgeable of the depth and breadth of our agency.
(2) To enlighten users and potential users of the total Cooperative Extension mission and methods of program delivery; e.g., 4-H parents sometimes only relate to the 4-H program.
(3) To recognize extension partners, extension board members, volunteers, 4-H's and others who actively involve themselves with extension programs.
(4) To enhance internal communication by providing a means for staff to fully understand the important contributions made by fellow staff members, thus bringing about a more complete appreciation for one another as a team.

Distribution:
Fifteen thousand copies of the 2000-2001 Annual Report were printed. More than 10,000 copies were bulk mailed to individual households. Approximately 3,000 copies were distributed to school administration and subsequently sent home with school children. The remaining copies were strategically dropped off at public libraries, buildings, etc. for individuals to pickup and read.

National Finalists

2001 REPORT: MICHIGAN STATE UNIVERSITY EXTENSION AGRICULTURE AND NATURAL RESOURCES PROGRAMMING IN THE SOUTHEAST REGION OF MCHIGAN -

Birkey, Ned, Michigan, Monroe County
Score, Mike, Michigan, Washtenaw County
Kaatz, Phil, Michigan, Lapeer County
Dierberger, Betsy, Michigan, Livingston County
Stanger, Jennie, Michigan, Monroe County

The objective of this publication is to "market" the agricultural, horticultural and natural resources extension work of the Extension Agriculture and Natural Resources Agents in southeast Michigan to significant clientele. The EANR Aents are a diverse and talented staff that reflect the needs and demands of a diverse and sophisticated clientele. This publication is the first effort to "market" what extension agriculture, horticulture and natural resources work is done in this region to legislators and other significant non-agricultural clientele.

Although the work of compiling this information was begun in the fall of 2000, this publication was not available to counties till February of 2001. The effort of distributing this to important local persons was done over the past year, from February 2001 until February 2002. An evaluation of two counties efforts to use this publication was done in March, 2002, one year after initial distribution to the counties.

The purpose of this publication is to show important state legislators and other persons how important the general area of agriculture is to this region of the state. Some people even on campus at Michigan State University do not understand the diverse nature of the agricultural industry in this area of the state. This publication reflects the diverse efforts of agents in this region.

In a survey of two of the ten counties in which this publication was distributed, this publication was individually given to state senators and representatives, county commissioners, county departments and other important persons. This publication was given out by agents and local advisory committee members and used as a talking point about the importance of agriculture to this region. Each county only had about 50 copies of this report, so care was taken to target persons who could impact the local and state extension budget and programming direction. Persons receiving this report were generally very surprised and impressed with the importance and diversity of agriculture in this urban area of Michigan.

Each of the above members was a part of the committee that worked on this project. This project has been about 18 months from start to evaluation, beginning in June of 2000 and concluding with informal evaluations in March, 2002. Agents in the region were solicited for their individual and team reports, which were compiled and edited by the committee. This report was printed professionally and distributed to the Regional Office and each of the ten county offices.

FERTILIZER MANAGEMENT FOR ALFALFA

Winger,* M.B. [1], Koenig, R.[2], Barnhill, J.[3], Kitchen, B.[4], and Johnson, M.[5]

[1]Carbon County, Utah State University Extension Service, 120 E. Main, Price, Ut 84501
[2] Department of Plant, Soils and Biometerology, Utah State University, Logan, Ut 84322
[3]Weber County, Utah State University Extension Service, 1181 N. Fairgrounds Dr., Ogden, Ut 84404
[4]Uintah County, Utah State University Extension Service, 152 E. 100 N, Vernal, Ut 84078
[5]Grand County, Utah State University Extension Service, 125 W 200 S., Moab, Ut 84532

Alfalfa is well-adapted to many of Utah's climate and soil conditions. With proper variety selection and favorable irrigation, fertility, pest and harvest management, Utah farmers have reported yields as high s 10 tons/acre. Supplying the correct amount of nutrients is one important management factor. Soils are inherently variable due to both geologic processes and historic manure and inorganic fertilizer use. In addition, some irrigation water sources add nutrients to soil. For these reasons, soil testing is essential to determine which nutrients are needed and in what amounts for alfalfa production. Fertilizer recommendations described in the publication are based on the latest research from Utah State University. Trials from seven different counties were used to update research and are updated frequently as new information becomes available from research based, replicated trials. The publication is available both as printed hard copy at County Extension offices, the University publication office and utilized on the internet as an electronic publication to enhance fertilizer management for ranchers, industry and government agencies.

CLASS 12 WEB PAGE

National Winner

CENTRAL DISTRICT WEB PAGE

Barnett, K.H.* [1] and Wildeck, M.R.[1]
[1] Specialized Agriculture Agents for Marathon, Lincoln, and Langlade Counties. Marathon County UW-Extension, 212 River Drive, Suite 3, Wausau, WI 54403.

The use of the Internet has increased drastically over the last few years. To meet this new mode of communicating information to our clients, the University of Wisconsin-Extension Central District, comprised of Adams, Green Lake, Juneau, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waupaca, Waushara, and Wood Counties, developed a web page for use by its residents. This web page is the first in the state of Wisconsin developed for use by the residents of an Extension district.

This web page (www1.uwex.edu/central) contains a lot of useful information for the residents of the district. It has been designed for ease of use and utility. The "What's New" section has information on current, major topics or events. The "Events Calendar" has a listing of the meetings being held throughout the district.

The "County Offices and Staff" section has links to the web pages for the 12 counties in the district. There is a search mode to the page. There is also information on the district and a link to the main UWExtension home page.

There are many articles contributed by the agents in the district. They are arranged in one of eight categories. These categories are as follows: agriculture, health and nutrition, community issues, finances, youth, families, home and garden, and environment. The database of articles is searchable.

National Finalists

FLOYD COUNTY EXTENSION SERVICE WORLD WIDE WEB HOME PAGE

Parks, W.J.
Floyd County Extension Agent, University of Georgia Cooperative Extension, P.O. Box 5815, Rome, GA 30162-5815

The Floyd County Extension Service home page located at http://www.griffin.peachnet.edu/ga/floyd is an informational site that details all of the program areas covered through this office. Since this very long URL is difficult to give out, we have purchased the redirect domain name of http://www.floydextension.org. Possessing this URL gives us more credibility and is easier for the average person to remember. Information on the site is research-based and up to date. A calendar that lists area programs and 4-H activities is included

and updated monthly. Locally produced publications, fact sheets, and news articles are also included on the site to increase the distribution of information. Currently the website contains pages that discuss horticulture, row crop & forage, family and consumer science, and 4-H & youth information. Total discrete hits for 2001 exceeded 640. The site was totally redesigned in the winter of 2001 with a new color scheme and a new interface that helps the user find the information they are seeking in a more efficient manner. Also added were a new calendar format, a search engine and a weather monitor.

Lucy K Bradley

The Horticultural Communicator is a bimonthly newsletter published by the Maricopa County master Gardeners with a distribution list of nearly 800 people. This newsletter is packed with information for our unique climate and soils and features articles by university faculty, professional horticulturists and experienced Master Gardeners.

The Roots & Shoots Master Gardener Newsletter is a monthly publication sent to over 400 Maricopa County Volunteer Master Gardeners and Extension Agents around the state. This Newsletter updates Master Gardeners on volunteer opportunities, low desert gardening information and events. It also highlights the accomplishments of the Master Gardener Volunteers.

The University of Arizona Youth Gardening site [http://ag.arizona.edu/youthgardens/index.html] is designed to provide information on how to create and manage a successful youth gardening program. It links to extensive information on gardening in the Southwest, an interactive calendar of events, spotlight on successful programs, special programs available from the University, current announcements, program sponsors, an overview of youth gardening benefits, specific "how to" information on everything from volunteer management to fund development, information on how to tie nutrition education to the garden, strategies for connecting with other youth gardeners including a listserve and directory, an overview of University of Arizona youth gardening programs, and a variety of useful resources. Under development is an online interactive database of organizations that support youth gardening.

CLASS 13 LEARNING MODULE/ NOTEBOOK

National Winner

TREEBROWSER
TREE SELECTION PROGRAM FOR UTAH AND THE INTERMOUNTAIN WEST

Lyle Holmgren, USU Extension Agent
Utah
Box Elder County

Mike Kuhns
USU Extension Forester

John Hayes
Former Extension Assistant

USU Tree Browser is an interactive database containing information on 216 native and introduced trees growing in Utah and the Intermountain West, including 516 full color photographs. Users can browse through a complete list of trees or can narrow their choices by selecting from among 21 general, growth-related, cultural, and ornamental characteristics, including whether a tree is native or introduced.

For each species there is a fact sheet, usually including descriptions of the leaves, twigs/buts, flowers/fruit, bark, wood, general comments about the tree's native habitat, and a description of its uses in cultivated landscapes, including its USDA Plant Hardiness Zone designation. Some species have more abbreviated descriptions and some do not have accompanying photographs.

Lyle Holmgren created the browser including software design. Mike Kuhns, Extension Forestry Specialist provided content including fact sheets, tree pictures and characteristics. John Hayes, Former Extension Assistant, prepared content for viewing. Graphic design by Jennifer Stephenson.

TreeBrowser is an electronic publication and is distributed on Compact Disc (CD). It has been used in Master Gardener and Tree Selection workshops. Currently, 1,000 copies are printed and being distributed.

National Finalists

DESERT LANDSCAPING FOR BEGINNERS

NACAA Member: Lucy K. Bradley, Arizona, Maricopa County

Gardening is the #1 hobby in America. Arizonans live in the fastest growing area in the country. New residents often bring inappropriate plants and landscaping techniques with them to our low desert. Following advice in typical gardening books spells disaster for the desert gardener who contends with alkaline soils and water, extreme heat, relentless sun, minimal rainfall, and freezing temperatures. It's essential that newcomers have accurate, easy-to-follow information specifically geared to the Southwest. We created "Desert Landscaping for Beginners" to fill this information void.

Each chapter in the book was written by a well-known local expert, all of whom are also Master Gardener volunteers or members of the Maricopa County Cooperative Extension Horticulture Department. Illustrations were created by a Master Gardener volunteer. Text was edited by a member of the Horticulture Department and proofed by numerous Master Gardener volunteers.7000 copies were printed and bound by an out-of-state book manufacturer.

An ISBN was included on the back cover to allow book wholesalers to distribute it to retail sites, such as bookstores and nurseries, with the goal of increasing our audience. This has been a very successful strategy as about 50% of sales have been through retail outlets where Cooperative Extension does not have an existing "presence."

Master Gardener volunteers also sell the book at garden conferences, home & garden shows, garden clubs, speaking engagements, and other Cooperative Extension events. To date, 1000 copies have been sold and sales continue at all of the above-mentioned venues.

Lucy K. Bradley was involved in the book's conception, authored two chapters, co-authored another chapter, and was instrumental in gaining a grant to pay for printing costs.

"LIVING ON THE LAND: STEWARDSHIP FOR SMALL ACREAGES"

Sue Donaldson, University of Nevada Cooperative Extension, Washoe County, Nevada for the Western Regional NACAA Team Members

Contributing NACAA Authors and Team Members:
Sue Donaldson, University of Nevada Cooperative Extension, Washoe County, Nevada
Holly George, University of California Cooperative Extension, Plumas & Sierra Counties, California
Bob Hamblen, Colorado State University Cooperative Extension, Boulder County, Colorado
Hudson Minshew, Oregon State University Extension Service, Marion, Polk and Yamhill Counties, Oregon
Douglas Stienbarger, Washington State University Cooperative Extension, Clark County, Washington.

The comprehensive, module-based Living on the Land curriculum was developed to help Cooperative Extension, Natural Resource Coversvation Service (NRCS) and Conservation District professionals and others teach owners of small acreages how to attain property goals while protecting their soil, water, plants, animals, and other natural resources. A team of 11 professionals from eight western states wrote the 1,350-page curriculum during 2000 and 2001 as part of a Western Regional Sustainable Agriculture (WSARE) Professional Development Grant.

The goal was to develop a broad-based curriculum that could be used throughout the western states to educate a specific, targeted audience consisting of "lifestylers," or those who live on small acreage properties, but do not depend on them for major income support. Each of the 15 lessons is accompanied by a PowerPoint presentation and lesson plans including rationale, objectives, suggested activities, materials and local resources needed, lists of sources for background information for the instructor, handouts, website resources, an evaluation and a post-class mini-test. The materials are flagged at critical locations to help the instructor customize them to local needs, regulations, and conditions. An instructor's guide to program development, delivery, and evaluation is also included.

Donaldson was the lead agent for obtaining and administering the Western Regional SARE Grant funding. The NACAA team members helped develop goals and objectives for the curriculum, authored 12 of the 15 lessons and reviewed all content. Donaldson wrote

six of the 15 lessons, edited all lessons, completed the review process, designed the document and PowerPoint layouts with input form the team, assembled the curriculum, and designed the CD label. The curriculum was independently peer-reviewed by 17 Cooperative Extension and Natural Resource Conservation Service professionals in the Western States. Editing was performed primarily by Donaldson and the University of Nevada Cooperative Extension in-house editor, with input from individual authors. Copies were reproduced by University of Nevada Printing Services, with CDs duplicated and labeled in-house.

Curriculum training was provide to 47 professionals in Reno in October 2001 supported by supplemental funding in the SARE grant. Participants learned how to use the curriculum to develop a comprehensive small acreage program. Sixty-five copies of the curriculum were distributed at the training. The following list shows some of the widespread success the program is having at reaching the targeted audience:

* Eleven western states and Australia have requested 529 additional copies of the CD-ROM.
* The curriculum has been distributed to all California NRCS offices.
* The curriculum has been supplied to every county extension office and conservation district in Nevada, Colorado and Montana.
* The curriculum has been distributed to extension agents, soil and water conservation districts, and watershed councils in Oregon
* Univesrity of Idaho Extension livestock professional, Scott Jensen, will be using the entire curriculum to teach a 16-week training (one night per week) in Boise, Idaho. Participants from five counties will attend.
* Melissa Simonsen, a conservation technician from Marion Soil and Water Conservation District in Salem, Oregon coordinated a 4-part series from the LOL curriculum from February to March - Your Living Soil, Protecting Household Drinking Water, How Grass Grows and What to Do about Weeds. Melissa used the example 'needs assessment survey' in the curriculum to decide which subjects to teach.
* Jeff Rola, coordinator for the Deschutes Conservation District in Bend, Oregon (the fastest growing city in Oregon) received grant monies to host LOL training in March 2002.
* Colorado State University Cooperative Extension conducted a LOL training in February 2002 and will deliver another training in April 2002 in a four-county region.
* Cooperative Extension professionals at Michigan State University and at University of Wisconsin have requested copies for their small acreage programming.
* The College of Southern Idaho is using the curriculum for both credit and non-credit college courses in small acreage management.
* Treasure Valley Community College, Ontario, Oregon, has asked permission to use the curriculum for their programming.
* Geri Sullivan of NRCS presented the curriculum to the South Dakota Management Team, who reviewed the contents and then distributed them to all Resource Conservation and Development (RC&D) offices to use with local governments.
* Using the curriculum as a base, the Santa Clara Valley Water District is working with University of California Cooperative Extension, RC&D and NRCS to put together a workshop series for rural landowners in south Santa Clara County, California.
* Twenty-five copies of the curriculum have also been distributed to Extension Directors throughout the Western states.
* After a presentation by Lisa Shanks, training participant, a copy was requested by NRCS in Livermore, California for use in the San Francisco Bay Savers Program, an in-class fourth grade watershed/clean water awareness presentation for 7,000 students in Alameda County.

The response we are getting from professionals who are requesting and using the curriculum gives our team confidence that this is a major step in providing relevant and current information to a growing population on land stewardship. It will also help address social issues that arise at the urban-rural interface where landowners are growing crops and raising animals adjacent to more urban homeowners. The curriculum will improve the landowners' abilities to protect their resources and make them more conscientious of neighboring issues that can arise.

NACAA
Member Presentation Abstracts

2002 NACAA

87th
Annual Meeting
and
Professional Improvement Conference
Savannah, Georgia

AGRICULTURAL ECONOMICS PRESENTATIONS

A CASE STUDY PROGRAM FOR EFFECTIVE EXTENSION TEACHING IN AGRICULTURE ECONOMICS

Holland, R.W.[1*]

[1] *Agricultural Development Center*, The University of Tennessee Agricultural Extension Service, 307 Morgan Hall, Knoxville, Tennessee, 37996-4521. [2]

Learning from the experiences of others is a proven and effective tool for broadening the learning curve of start-up value-added entrepreneurs. In pursuit of developing an initiative in value-added agriculture/ entrepreneurship in Tennessee, a cooperative, statewide, case-study investigation and educational program was developed through the efforts of 14 county Extension agents, 16 entrepreneurs and 6 program specialists. This program collected actual marketing experiences from 16 successful businesses and documented their experiences in the form of case study materials and teaching tools. In addition, 190 Extension agents, 91 farmers/entrepreneurs and 37 other agricultural leaders have participated in 13 training/ education programs at 11 locations with instruction provided by a team of 8 presenters. This two-year project was funded in part by state and federal grants and resulted in 2 publications, 4 web-based resources and 19 independent module presentations. The case study interviews found that relatively substantial investments were made in marketing and promotion activities in the early years of business growth and that print advertisements, travel and human resources were important in the initial thrusts of the new businesses. After initial investments in marketing and promotion efforts to get the businesses recognized in the marketplace, positive word-of-mouth advertising seems to carry the enterprises in the maturing years. The case-study businesses were built to satisfy relatively small-volume sales in the early years and expansion in production capabilities was a result of increased sales over time. The businesses collectively expressed the benefits gained from being able to identify the specific target customer for their products.

TEACHING COMPUTERIZED FARM RECORDS AT A DISTANCE USING INTERACTIVE VIDEO

Barker, F.J.[1], Cooper*, T.A.[2], Miller*, D.P.[3], Ward, B.W.[4]

[1]Extension Agent, Agriculture & Natural Resources/ AMOS, OSU Extension, 1025 Harcourt Rd., Mt. Vernon, OH 43050

[2]University Extension Educator, Agriculture & Natural Resources, University of Wyoming, P. O. Box 601, Basin, WY 82410

[3]District Specialist, Farm Management, OSU Extension, 16714 St. Rt. 215, Caldwell, OH 43724

[4]Extension Agent, Agriculture & Natural Resources, OSU Extension, 1512 S. US Hwy. 68, Urbana, OH 43708

An opportunity for field agents to use interactive technology arose when Troy Cooper, University of Wyoming extension educator, contacted former Ohio State University extension co-workers, John Barker, Barry Ward and David Miller about teaching a computerized farm records workshop for his clientele in Big Horn County Wyoming. This was seen as an opportunity to test the capabilities of and utilize leading edge technology to reach remote, rural areas of the country where access to university level programs are scarce. Two five-hour sessions were conducted with participants in a classroom equipped with computers. With Troy acting as the on-site facilitator in Wyoming, the Ohio teachers delivered the educational material via voice and interactive video. Post-workshop evaluations indicated extremely high satisfaction levels with the interactive video delivery method with the participants listing the ability for immediate feedback and interaction with the instructors as a key advantage. All responded that they learned how to use the computer to keep farm records and doing so would help them keep more accurate records for their businesses. Nine of the ten operations represented indicated they were going to start keeping their farm records with Quicken and would adopt it starting in 2002. These evaluation results are very similar to the results from Ohio workshops taught over the years. Despite the teachers' concerns about being over sixteen hundred miles from the audience, the Wyoming participants readily embraced the use of the technology for distance education and showed that it is an effective tool for delivering educational programs.

HEARTLAND AGDEAVOR - CULTIVATING INCOME OPPORTUNITIES

Layman,* J. D. 1, Sporleder, T.L. 2

1Extension Agent, Value Added, Ohio State University Extension, Columbus, OH 43210
2Professor, Department of Agricultural, Environmental, and Development Economics, The Ohio State University, Columbus, OH 43210

The mission of Heartland Agdeavor Association is to increase farm income through the development of value-added businesses that utilize farm commodities. Heartland Agdeavor (Heartland) began as a joint effort of the Ohio Farm Bureau and the Farm Income Enhancement Program of the Ohio State University. Ohio State University Extension, producers, and for-profit corporations soon joined in the development stage of the association. In this period of great producer interest in value added agricultural undertakings it was perceived that few producers possessed the necessary business acumen to succeed. Heartland founders envisioned a non-profit association of producers, partners (for-profit corporations and not-for-profit associations), and affiliate members from Ohio and surrounding states that would help shorten the time between value added idea emergence and commercialization. Heartland was announced to the public by U.S. Senator Voinovich in September, 2001 and is currently in the membership drive phase. However, even during this phase additional developmental work is being pursued, including the development of a second for-profit corporation that is designed to assist Heartland members by providing improved access to venture capital funds for worthy endeavors.

BRAZILIAN SOYBEAN PRODUCTION

Leibold, Kelvin *

Iowa State University Extension Farm Management Field Specialist
Hardin County Extension Service, 524 Lawler, Iowa Falls, IA 50126

The PowerPoint presentation consisting of 70 slides gives a general overview of the production of soybeans in Brazil and a cost comparison of soybean production in Iowa with both southern and central Brazil. The presentation was the joint work of thirteen faculty and staff and was prepared in April of 2001. The program has been presented over fifty times including at the Iowa Soybean Association annual meeting. The presentation includes photos and charts that highlight the production methods, production costs, Brazil's infrastructure, shipping costs and potential for expansion. The presentation highlights the issues facing USA soybean, corn, rice, cotton and citrus producers.

WHERE TO FIND "JERSEY FRESH" IN UNION COUNTY, NJ

Flahive DiNardo*, M. 1, Ensle, K.1, Clancy, M.1
1 Rutgers Cooperative Extension of Union County
300 North Ave East
Westfield, NJ 07090

The diverse population of Union County, NJ offers local farm markets and garden center consumers with varying income levels to market their products. Since 1995, the Union County Board of Agriculture, in cooperation with Rutgers Cooperative Extension of Union County, has received "Jersey Fresh" grants from the NJ Department of Agriculture to execute a marketing promotion that helps county businesses reach the consumers. The promotion mix reaches people of various income levels, through brochures, cable television, the Internet, and nutrition education demonstrations.

The promotion has been successful at reaching the various target audiences. Sixteen businesses advertise in the brochure and web site. Over 1,500 consumers have received the brochure and 1,300 have visited the web site, www.unioncountyfresh.com. The cable television commercial reaches a potential audience of 274,000 viewers. "Jersey Fresh" is featured in Expanded Food and Nutrition Education and NJ Food Stamp Nutrition Education programs. Nutrition education programs in urban elementary schools reach 10,000 youth. A short marketing survey included in the brochures indicated that consumers visit an average of two stores advertised in the brochure and spend $11.00-$20.00 on an average visit to a farm market or garden center. A more detailed marketing survey is being conducted to evaluate the effectiveness of the promotion, and study consumer preferences and price sensitivity. The study is being conducted on the Internet, via mail, and at community events. The study began in the summer of 2001 and will be concluded in spring of 2002. The promotion has made it possible for consumers to find "Jersey Fresh" in Union County, NJ.

ENTREPRENEURIAL BUSINESS TRAINING

Rossman*, D.J.
County Extension Director, Michigan State University Extension
214 East Center Street, Ithaca, MI 48847

Entrepreneurial business training utilizes the Premier FASRTRAC Planning curriculum. This program guides entrepreneurs through the process of developing viable business plans for their ventures. Participants learn the critical skills of market research, financial management, market penetration and building a management team. The instructor for this 11-session program actually facilitates the learning process by encouraging group interaction and discussion. Guest speakers add to each session's effectiveness by providing first hand business experiences. Chambers, banks, economic development corporations, community foundations, service clubs and other community organizations, partner with and support the program. They may provide business counseling expertise, program funding and assistance in participant recruitment. In Gratiot County three training programs have been conducted in the past four years. Nearly 50 people have participated. Some graduates have gone on to build new business while others have realized that their business idea was not feasible. This program increases the chance that new ventures and business expansions will be successful.

THE VALUE PROJECT – RESEARCH AND OUTREACH FOR VALUE ADDED AGRICULTURE

Fandel, P.J.
Crops Educator, University of Illinois Extension, Eureka, IL 61530

The Value Project is a four-year endeavor that began in 1998. This project was designed to research all aspects of value added agriculture in Illinois, and disseminate the information through Extension to help educate producers so that they could make informed, economic decisions concerning value added ventures in their operations. This project was funded through competitive grants from the Council for Food and Agriculture Research (C-FAR). As a result of this project, several producer alliances have been formed, contract production of value added grains has become less risky, new generation cooperatives have been formed, dozens of value added publications have been released, and hundreds of value added meetings have been held. This project has exemplified how research and Extension can work together to address the needs of our state.

TEACHING FARMERS HOW TO DEVELOP THAT PERFECT FARM ENTERPRISE

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Maryland Cooperative Extension's success with educating and assisting farmers in the Central Maryland region with the development of non-traditional enterprises, marketing strategies, and utilization of business plans is essential to the long-term survival of agriculture in this region. The decline of traditional family farms has led to an increase in smaller farms that are unable to compete with larger farms in the production of typical farm commodities. Small farms are ideally suited to develop the non-traditional, diverse products that today's consumer desires. If these farms are to survive, they need to develop high value per acre enterprises. Maryland Cooperative Extension in Frederick County has developed and taught classes on enterprise development, farm financial management, writing business plans, and marketing as part of an agricultural educational short course series. The series includes 28, two-hour classes and 22 fact sheets designed for the small farm audience. This series has received national recognition for its success at helping the farm community in the central Maryland region to find that perfect non-traditional farm enterprise.

AGRONOMY AND PEST MANAGEMENT PRESENTATIONS

SPANISH SOIL SCIENCE CURRICULUM

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Farm managers are relying more on hired hands to make day-to-day decisions. Many hired hands are seasonal migrant workers that have difficulty understand-

ing technical instructions in English. Agriculture is becoming more technical, and a thorough understanding of pest, soil, and irrigation management is critical. There is a need for technical training in Spanish, so that hired hands can make better informed decisions.

We, as Idaho Extension Educators, have been teaching Spanish speaking farm laborers for two years. We have developed lectures covering, soil texture, irrigation management, fertility, potato bruise management, and disease and insect identification. An evaluation instrument, in the form of a pre and post-test, was developed to determine the effectiveness of the educational program. The average pre-test score was 6%. The average post-test score was 54%. All sections had about a 40% increase in student understanding.

We propose to present our methods of teaching Spanish speaking laborers the concepts of soil, irrigation, fertilization, and disease management. The lecture will include hands on components. Students will be able to feel various soils, and use models to view how water moves through soils.

Our projected outcome is that educators will have additional tools to help them teach their Spanish speaking clientele.

IMPROVEMENT OF HAY QUALITY ON FARM ENROLLED IN THE ABIP HAY QUALITY PROJECT

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A three-year hay quality project was conducted on a farm enrolled in the Arkansas Beef Improvement Program to demonstrate practices for improving hay quality. Each year hay fields were soil tested and inventoried for percentage desirable forage species, weeds, and bare ground. The first year was to compile benchmark data, with recommendations being made in years two and three. The predominate forage species was bermudagrass and bahiagrass. Each cutting of hay was weighed and forage tested. Production costs dropped from $74.80 per ton in 1999 to $59.56 in 2000. Costs have not been analyzed for 2001. Forage quality was highest for the first harvest of both bermudagrass and bahiagrass, but declined later in summer. Lowest hay quality was associated with high summer temperatures and decreasing soil moisture and was not consistently improved by shorter harvest intervals or fertilizer application. Average quality for first harvest of warm-season grass was 13.1% crude protein and 65.8% TDN while average quality for the last harvest was 10.4% crude protein and 56.4% TDN. Quality of most hay would meet nutritional requirements of dry beef cows.

MICROBIAL FOOD SAFETY ON THE FARM AND EXTENSION'S ROLE

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In the past two decades foodborne illnesses associated with fresh fruits and vegetables have doubled and the safety of the food supply is a hot topic with the media. Outbreaks have been linked to *Salmonella spp.* in alfalfa sprouts, *Shigella spp.* with lettuce and scallions, *E. coli* 0157:H7 with lettuce and apple cider, hepatitis A virus with tomatoes and strawberries, *Cryptosporidium* with unpasteurized apple cider, and *Cyclospora* with raspberries, mesclun lettuce, and basil. Sensitive to media attention from previous foodborne illnesses, supermarket chains now demand the ability to track produce from the farm to their shelves. Growers are caught between trying to run a successful business and satisfying the demand for a verifiable food safety program. Rutgers Cooperative Extension in cooperation with the state department of agriculture and the National Good Agricultural Practices Program designed a project to address grower's needs. Training sessions, printed material, self audit guides for farmers; and development of a third party audit system are included in the project. This presentation will discuss what problems may exist on the farm; how this group organized the project; educational materials available to use in training sessions and practical demonstrations to reinforce lessons learned.

WINDBREAK EFFECTS ON ALFALFA PRODUCTION SYSTEMS IN SOUTHWESTERN UTAH

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Windbreaks have long been known to increase crop yields. However, published studies documenting effects of windbreaks on alfalfa production systems are rare. To evaluate the effects of windbreaks on alfalfa production in southwestern Utah, a study was conducted to compare yield differences in alfalfa protected by a windbreak to alfalfa in an adjacent unprotected area. Five subplots were harvested from each area. The first subplot was 100 feet from the windbreak and subsequent subplots were sampled every 50 feet out to 300 feet. This process was repeated in an adjacent area of the field not protected by a windbreak. First year results showed an average 10.7% increase in alfalfa yield behind the windbreak compared to the unprotected area.

Second year data demonstrated a 10.9% increase in yield in the protected plots. Windbreaks improve growing conditions of crops by allowing the temperature and humidity to increase during the day. Also wind speed can be reduced by 60% out to a distance of up to 10 times the height of the trees, thus reducing crop injury and evapotranspiration. In this study, measured wind reduction was 52% between plots and yield increases extended out to 250 feet from the windbreak.

SOIL DENSITY LAYERS AND ITS EFFECT ON CORN YIELDS

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Observations recorded from soil pits dug next to corn roots indicated soil density layer changes in the soil profile which tended to inhibit corn root development. Roots were forced to grow horizontal rather than vertical which restricted root uptake which could ultimately decrease yields. It was determined these soil density layers were created at a four inch level by traditional one pass or field cultivator systems which has been the most popular system for years. A new tool called "To the Max Roller Harrow" (abbreviated max harrow) was promoted as one not to create these soil density layers. The max harrow is a reel, rolling harrow and leveling board which work together to spread residue, dry the soil surface and crack surface crusts without changing the soil density. The goal is for seeds to germinate in warm, moist soil and roots get off to a healthy start. To compare these two systems, five farmers from Hancock County, Ohio volunteered to cooperate to establish a replicated plot comparison between a traditional field cultivator and the max harrow. An increased corn yield difference was recorded with the max harrow. The range of all five farms average yield difference was 4.05 to 8.5 bu. per acre with an overall average of 6.7 bu. per acre advantage to use the max harrow over the field cultivator. A power point presentation was developed and delivered to 150 farmers thus far. Further research with soil density layers is planned for 2002 with also adding fall deep tillage comparisons.

ANIMAL SCIENCE PRESENTATIONS

THE OHIO PRO BEEF ALLIANCE- SETTING THE PACE FOR OHIO BEEF PRODUCERS

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Beef producers in southern and eastern Ohio continue to experience rapid changes in the beef industry. The consolidation of the feedlot and packer segments of the industry will dictate that producers continue to become better managers and more conscience of the end product to consumers. This can only be accomplished through better management and the utilization of information feedback technologies. OSU Extension has brought together a core group of beef producers from a five county area to explore options to keep beef enterprises competitive in the face of these changes. As a result of these efforts the Ohio Pro Beef

Alliance, Inc. became Ohio's newest cooperative focused on improving the profitability and viability of its members beef enterprises. Asking producers to adopt new technologies and change management strategies without an educational process based on research-based information is not in the best interest to the producers. Agents in Ross, Pike and Pickaway Counties addressed these concerns through a multi-faceted educational process. Ohio Pro Beef Alliance, Inc., with the direction and assistance of Ohio State University Extension agents have implemented joint buying programs, adopted new management techniques and received premium prices through commingled sales of source verified, preconditioned feeder calves.

INTERMOUNTAIN BEEF 3910

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Intermountain Beef 3910 is a two-day intensive course designed to teach beef cattle producers about the processes required to turn their raw commodity into wholesale meat cuts. Twenty cattle producers are brought to campus twice each year for the course. Principles of live animal and carcass evaluation are taught, as well as use of ultrasound scanning as a management tool. The producers are asked to evaluate four live animals and estimate the quality and yield grade of each at the beginning of the course. Those animals are then slaughtered and participants are able to view the carcasses the following day as they are graded by USDA inspectors at the local ConAgra slaughter facility. Course participants are then divided into four teams and asked to bid on one of four animals which were videoed for the class and then slaughtered. Participants go into the meats lab and break down the carcasses into boneless, wholesale cuts, weighing each cut, as well as the bone and trim. Each group has to determine the value of the carcass and whether they made money once the carcass was broken down. The final exercise allows the participants to evaluate steaks purchased from local grocers and prepared by a local chef, to determine if they would have an enjoyable dining experience were they to purchase their steak. This course is a cooperative effort between Utah State University, the Utah Cattlemen's Association and ConAgra, Inc.

IMPLEMENTING A QUALITY ASSURANCE PROGRAM FOR 4-H AND FFA YOUTH IN WHITMAN COUNTY, WASHINGTON

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When a market hog tested positive for antibiotics at the County Fair, the Stock Sale committee and Whitman County Cooperative Extension knew they had to quickly implement a Quality Assurance Program to avoid jeopardizing a long standing relationship between local packers and the 4-H/FFA market livestock program. In cooperation with the Stock Sale committee, a WSU Extension Educator initiated a leader training program using an existing Quality Assurance and Animal Care curriculum. Twenty-six 4-H leaders and Ag Instructors were trained, and they, in turn, reached 210 youth from the 20 clubs/chapters in Whitman County. A Quality Assurance Checklist was developed which will be mandatory for future youth livestock project participants. Life Skills Evaluation System methodology was used to evaluate impacts. Of responses received, 100% of youth improved in all Quality Assurance and Life Skill indicators.

COWBOY OBSTETRICS -A CALVING PRIMER

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Dystocia or difficult births continues to plague cattle producers. Replacement heifers account for the majority of the difficult births, but older cows are not immune. The death of the calf at birth costs dollars that are easy to measure. Difficult births that delay the time to birth are "hidden" costs that we cannot see. Difficult births produce calves with a lower immune system response making them more susceptible to disease. Sick calves cost dollars in medical costs, losses in productivity, and may even die. In addition, the cow is slower to return to estrus, the chances for uter-

ine infections are higher, conception rates can be reduced, or the cow can be open. Five calving schools were held. The schools were designed to achieve the following goals: 1) Reduce the stress of birth such that a live, viable calf is born, and 2) Demonstrate skills and management principles that enhance the survival of all calves, born naturally or with assistance. Over 300 people, representing approximately 175 ranches, attended the one-day schools. Pre- and post-tests were given to measure the effectiveness of teaching methods, as well as subject matter knowledge. Follow-up telephone surveys were also conducted 9 months later to evaluate retention and adoption of practices taught. Producers saved 1.6 additional calves per outfit as a direct result of what was learned at the calving schools and generated an additional $171,780 from these calves.

THE SUREHEALTH PRECONDITIONING PROGRAM

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DEVELOPMENT OF TWO SUCCESSFUL DAIRY GRAZING SYSTEMS IN MARYLAND

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In the past five yeas as about 30 Maryland dairy graziers have converted their conventional dairy farms to grass-based production, two distinctly different yet successful systems have evolved.

Dairy producers adapting a "New Zealand" style system to Maryland began by converting all of their farmland into perennial grasses and legumes. Lactating cows are grazed from April to December. The system is managed to maximize dry matter intake from grazing. Grain feeding is limited. Dry weather and winter forage is supplied by dry hay or baleage. A primary goal of this system is seasonal dairying. Milk production per cow may decrease by 30% or more. Herd genetics will tend toward colored breed or other breeds considered more adapted to grazing.

The second system can be referred to as a "European" grazing system where the dairy manager continues to feed a TMR year round but will complement the ration with grazing as the annual or perennial grass is available. Dry matter intake is maintained by adjusting TMR feeding based on the quality and availability of the grass. Milk production is maintained or increased with year-round milking, and producers can maintain and improve their purebred genetics.

A five-year financial summary (1996-2000) of 33 Maryland dairy farms shows the average net profit for 23 conventional dairy farms was $387 per cow while 10 dairy graziers averaged $582 per cow. Year-end 2000 data shows early innovators of both the "New Zealand" and "European" grazing systems netted over $1100 per cow.

Both dairy grazing systems provide viable alternatives to conventional dairy production management by increasing the profitability and sustainability of small dairy farms.

POISONOUS PLANTS IN THE PASTURE

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Poisonous plants are a serious problem to agriculture. From the major cattle producer to the small time rancher, these dangerous enemies result in lower profits causing illness and, all too frequently, death in farm animals. The loss of an expensive bull purchased for breeding can have an even much more devastating effect with the loss of potential genetic input. Educational Objectives: Resources were intended to educate increasing the producer's knowledge, lowering the risks to livestock and the saving of animal's lives. Program Activities: Educational classes, on-site ranch visits, website, live plant collection, local TV, PowerPoint presentation, newsletters, national media appearance (18 million viewers), and a resource guide notebook. Guide includes significance of the problem, practical guidance, animals at risk, symptom identification, problem animals, risk in hay, drought problems, weed control, invasive exotic weeds, and weed identification. Impact: The resources are used and endorsed by an impressive list of agriculture operations. Through CFLAG, (Central Florida Livestock Agents Group), this program was presented to thoroughbred industry in Ocala; Deseret Ranch, (largest

cow/calf beef operation in the United States), Grand Cypress Equestrian Center, (adjacent to Disney World), Arabian Nights attraction, Orlando Carriage Company, and hundreds of large and small Florida livestock producers. Evaluation: Feedback indicated numerous extremely valuable animals have been spared poisoning. 97% surveyed use the information while 100% were satisfied. An estimated savings of $800,000 in livestock, not including very valuable horses. Through mass media thousands and millions have been exposed to the risks to livestock and the help education provides.

JOHNE'S DISEASE IN VERMONT - IT WILL GET WORSE BEFORE GETTING BETTER

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Johne's Disease is present in Vermont and throughout this country in dairy, beef, goats, and other animals. Johne's disease is a chronic, incurable bacterial infection of the small intestine of ruminants. A 1996 National Animal Health study showed 18.6% of dairy herds under 50 cows with infection, and 40% infection of herds with over 300 cows. Young calves are most susceptible to infection which can occur through fecal contamination, infected milk, and sometimes in utero. It may take five or more years of harboring the disease before clinical signs become evident. Therefore, for every clinical case there may be 10-22 nonclinical infected animals.

The ultimate goal is education and management. It takes desire of the owner,/manager/employees, to make management changes. Through collaborative efforts of the Vermont Department of Agriculture, veterinarians, Extension and others, Johne's disease awareness has increased. Farm management plans have been developed to fit the needs and goals of each farm. In the past 12 months, 25 herd management plans have been developed and implemented. Management plans are based on on-farm assessment with major emphasis of goals.

Extension's role will vary from state to state, but mostly serving as coordinators. Funding for state projects could increase significantly from private and governmental resources.

IMPROVING THE ECONOMIC VIABILITY OF THE AMISH DAIRY FARM

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Dairy farming is the most important agriculture in Holmes and Wayne Counties with over 560 dairy herds in each county. Approximately two-thirds of the farms in Holmes and one-third in Wayne are Amish.

The economic forces being put on all dairy producers have not escaped the Amish. To maintain an economically viable dairy farm the Amish had to expand and adopt the technology of the milking machine. The Amish producers have little or no experience with machine milking. They are unaware of proper installation, function and maintenance of milking equipment and do not have a relationship with milking equipment dealers.

The OSU Extension agents in the two counties initiated a program to assist Amish producers who have or will be switching from hand to machine milking. The program consisted of milking management schools and individual consultations that included milking system checks and milking procedure evaluation.

To date ten "milking management schools" have been taught with over 200 Amish producers attending. Milking system checks and procedure evaluations have been conducted on more than 100 farms. A survey of several Amish dairy producers showed they increased farm income by $16,000 per year. This has allowed many Amish families to continue dairying and stay on the farm.

SIMPLE AND USEFUL: FIGURING AND USING YOUR COST OF PRODUCTION

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All dairymen who will be competitive in the U.S. dairy industry must make decisions for their businesses based on the expected impacts on both milk produced and the cost of producing that milk. Most Ohio dairy farms have not used cost of production information in their regular decision making processes.

Opportunities are available to put a floor under or set a dairy farm's milk prices as well as price inputs. Dairy farm managers who do not know their costs of production may make inappropriate decisions. Once a dairy farmer calculates their cost of production and integrates known costs into the decision making process, he can begin to fine-tune the process of record keeping and cost and return calculations.

A quick and easy worksheet for calculating a farm's historical and projected out-of-pocket and cash-flow costs of production was developed to help farmers use typical Midwest financial record information in making daily decisions. Six dairy farms, ranging from 65 to 350 cows, were used to pilot the worksheet. These farms' cash flow planning prices for milk ranged from $12.50 to $16.02 per cwt. based on 1999 figures. This price would cover the out-of-pocket costs of producing milk, a return to the operator, capital replacement costs and income taxes. Since development, more than 260 dairymen have learned how to use the worksheet.

THE FLORIDA/GEORGIA DAIRY BUSINESS ANALYSIS PROJECT

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The objective of the Dairy Business Analysis Project is to provide dairy producers who are primarily located in Florida and Georgia, with a sound annual financial analysis of their dairy businesses. Typically, extension personnel collect financial data at the beginning of the year for each participating dairy. In return, a report is generated for each dairy, which summarizes financial strengths, weaknesses, opportunities, and challenges based on a comparison of the dairy's data with benchmarks calculated for the average and most profitable dairies in the project. Later in the year, an additional extension report with summary statistics is also published.

The primary role of DBAP is to directly serve dairy producers. Additionally, Southeast Milk, Inc., a milk-marketing cooperative in the Southeast, utilizes DBAP data to negotiate supply contracts with milk processors. DBAP also helps the Universities of Florida and Georgia to stay in touch with the regional dairy industry and therefore they are better able to keep their other dairy programs current. Often, DBAP analyses lead to more in-dept analyses for special purposes such as the evaluation of an investment opportunity. Loan officers have used DBAP analyses directly to evaluate loan applications. Finally, regulators may use DBAP data to provide for environmental regulation that is not cost prohibitive.

DBAP started in 1995 and participation has been on average 31 dairies annually. In conclusion, DBAP is perceived by the dairy industry and others as a valuable project driven by extension personnel.

CASE READY MEAT PRODUCTS

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Since the early nineties, several events have occurred that are continuing to change the grocery industry. Two that will be reviewed are the Wal-Mart Supercenter direction and growth and the introduction of Case Ready Meat products.

Wal-Mart made a decision to enter the grocery industry and purchased a chain of food stores in Arkansas. From that, the first Hypermart was opened in Topeka, KS. The learning's from those ventures along with constant review and adjustment have resulted in over 1100 Supercenters in operation today along with additional Neighborhood Markets and Expanded Fresh Wal-Mart Stores. In addition, Distribution and Global Sourcing continue to add value to the customer.

Case Ready Meat products have been in existence for a considerable period of time. Several companies have introduced a variety of concepts with limited success. Wal-Mart made the decision to move toward total Case Ready and began with the introduction of Ground Meat in a High Oxygen package. From that the company has continued to explore processes to expand the program. Today, all meat products sold through a Wal-Mart facility are packaged in some form of Case Ready environment.

The introduction of this change has been challenging. New/improved methods continue to be a focal point to provide better service to our customers.

FORESTRY AND NATURAL RESOURCES PRESENTATIONS

MASTER GARDENER URBAN TREE TRAINING PROGRAM

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The Master Gardener Urban Tree training program is designed to give local Master Gardeners specialty training in the area of urban tree management and troubleshooting techniques. Master Gardeners that receive this training are expected to assist the county extension office in the areas of site visits, teaching classes, and working with the general public in the areas of urban tree management. The first program was completed in May of 2001 and trained fourteen Master Gardeners. Since then, the graduates of this program have conducted over 100 site visits, performed 250 hours of volunteer service working with urban tree problems, taught 4 classes and workshops, and answered over 200 phone calls on subjects related to urban trees. The program consists of four half-day training sessions and one full day field trip. Classes were taught by agents and one university specialist. Class topics included tree biology, tree installation and maintenance, tree identification, tree problems and diagnosis, insects and diseases, tree protection on construction sites, site visits and evaluations along with outdoor labs and explorations.

BMP AWARENESS OF MISSISSIPPI PRIVATE FOREST LANDOWNERS

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Mississippi has over 18 million acres of forestland, with 12 million acres of that in private ownership. Most streams originate, or flow through these forestlands. Because of the importance of water resources, forestry practices should incorporate adequate measure to protect water quality from deteriorating. The most practical approach for reducing the non-point source pollution (erosion and sedimentation) from forestland is to follow Best Management Practices (BMP's). With this in mind, a project was initiated to educate private landowners about BMP's.

To date, over 30 presentations and field tours have been given to approximately 1000 landowners across the state of Mississippi. Results from questionnaires given out prior to the presentations indicate a general lack of landowner knowledge about BMP's. This presentation will focus on the state of knowledge of MS forest landowners concerning particular BMP's and water quality issues and provide suggestions for programming and outreach activities.

REFORESTATION OF SHOALS OF THE LAKE HARTWELL AREA

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The U. S. Army Corps of Engineers contacted the University of Georgia Extension Service with a need to reduce erosion on the shoal areas as well as have a visual vegetative marker for the safety of boaters. Lake Hartwell is the largest reservoir East of the Mississippi and the shoals are barren of any vegetation or wildlife. The bald cypress tree was selected because of its ability to survive under extreme conditions to be planted on these sights. All soil is removed from the root ball along with a hole size just large enough for roots. The original clay is packed around trees along with large rocks added at the base of the trees as a wave barrier. Beaver guards are place around the young trees for animal control. The livability of these

trees has increased from 50% to more than 90% due to educational efforts by the University of Georgia. The Northeast Georgia Master gardeners were instrumental in planting the bald cypress on fifteen shoals. The reforestation project is a success as three year old bald cypress trees are surviving in an extremely harsh environment. As more areas are reforested, animals and plants will inhabit these sites boat traffic will be safer and soil erosion will be reduced. This project has achieved a high degree of national media attention over a three year period. Through extensive national television and newsprint coverage other reservoirs are adopting this practice.

HORTICULTURE AND TURFGRASS PRESENTATIONS

MASTER GARDENER HORTICULTURE INFORMATION PHONE LINE: IMPLEMENTATION AND DEVELOPMENT OF THIS VOLUNTEER SERVICE AT TWO SITES IN MISSISSIPPI

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It is estimated that approximately seventy-five percent of an agent's time is spent answering calls dealing with Home Horticulture. To better effectively serve this clientele and provide the agent with means to reach even more homeowners in a timely manner, the Extension service has implemented toll-free phone lines to be manned by Master Gardeners at two sites in Mississippi.

The Mississippi Gulf Coast Garden Talk Extension Hotline began September 1, 2000. The North Mississippi Extension Horticulture Center Home Hortline began October 15, 2001. Calls were referred by agents from six coastal counties for the Gulf Coast Line. Calls were referred from 23 counties of Northeast Mississippi for the Home Hortline. Approximately 50-60 Master Gardener volunteers (at each site) have been specifically trained to answer home horticulture questions.

This presentation will cover recruitment, training and retention of volunteers. Protocols and procedures developed to manage volunteers involved will also be covered. The presentation will include information on the computer programs used and the reporting system devised. In addition, the positive and negative aspects of the program and the characteristics specific to each site will be presented.

The opportunity to share this information and get feedback from similar programs in other states is expected to enhance our future efforts.

EVALUATION OF FIVE LONG-TERM CONTROLLED RELEASE FERTILIZERS IN #5 CONTAINERS

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Five long-term (eight to twelve month) controlled release fertilizers with micronutrients were evaluated under south Georgia nursery conditions for nutrient release over an eight month growing period. The controlled release fertilizers evaluated in this study were: Gracote 18-5-14 (8 mo.), Multicote 17-5-11 (12 mo.), Nutricote Total 17-6-8 (12 mo.), Osmocote Plus 15-9-12 Southern Formula (12 mo.), and Polyon NPK+ 17-5-11 (12 mo.). The study was conducted at Gainous Shade Trees Incorporated in Cairo, GA. On February 25, 2000 uniform # 5 *Acer x freemanii* 'Jeffersred' (Autumn Blaze) red maples growing in a substrate consisting of milled pine bark, peat moss, and river sand (7:2:1 by vol.) amended with dolomitic limestone at 4.0 lbs, Micromax at 1.5 lbs and Osmocote 17-6-12 (6 mo.) at 3.0 lbs per yd^3 were topdressed with the five fertilizers at a rate of 20.4 grams of nitrogen per container. Plants were arranged as a completely randomized block with five replications per treatment. Electrical conductivity (EC) readings were take at 30, 60, 90, 120, 150, 180, 210, and 240 days after application. The Virginia Tech pour-through method was used to collect leachate from the container substrate. Electrical conductivity of the leachate samples were determined using a Myron L AG6 conductivity and pH Agri-Meter (Myron-L Co., Carlsbad, CA). Gracote provided sufficient nutrients based on EC measurements (EC > 0.2 dS/m) for <150 days while all other fertilizers provided sufficient nutrients for approximately 180 days. Differences in release characteristics will be discussed.

Fertilizer had no influence on final height, stem diameter, or shoot dry mass.

IMPROVING WATER QUALITY IN GOLF COURSE MANAGEMENT

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Cateechee Golf Club is a symbol in Georgia of what can be accomplished through teamwork of various agencies searching for a better environment. Cateechee Golf Club is a unique course that uses a 460 acre tract of land with only 67 acres of well maintained turf areas. It has the distinction of being the only Audubon Signature course in Georgia and one of three in the Southeast. This course was designed from the beginning with nature in mind. Cateechee is a discharge site for two to five million gallons of waste water per day from a municipality on the greens, trees, rough, natural areas and forests. Stringent detail is given to protecting ground and all surface water from waste affluent and pesticide residues. Large vegetative buffers around waterways, pesticide and residue retention areas, and innovative energy conservation measures are just a few of the pieces of a puzzle that sets Cateechee apart as a pioneer in environmental golf course management. Dead trees, birdhouses and a 150 year old chimney adorn the landscape along with a theme that guides a golfer though a lesson in nature as they play a very challenging 18 holes of golf. The Georgia Extension Service was an integral part of this project from it's design, choice of turf, grasses for natural areas, stream bank protection, water monitoring sites, and volunteers from the Northeast Georgia Master Gardeners for building wildlife habitat and wildlife studies. The water quality leaving this site is actually better than the quality of water coming to this area as evidenced by testing and increases in aquatic populations.

A GREEN FUTURE

Rudisill, * K.R.[1], Bates, S.[1], Emerson, A.[1]

[1]Horticulture Extension Agent, University of Florida/ Bay County Extension, 647 Jenks Ave., Suite A, Panama City , Fl 32401
[1]Master Gardener, University of Florida/Bay County Extension, 647 Jenks Ave, Suite A, Panama City, Fl. 32401
[1]Bay County Welfare to Work Program Instructor, University of Florida/Bay County Extension, 647 Jenks Ave., Suite A, Panama City , Fl. 32401

Green Futures is a Welfare to Work program that teaches participants to be employed by lawn care companies or to start their own lawn care business. Participants develop the skills to perform lawn maintenance tasks, such as mowing, trimming, fertilizing, pest identification, tool and lawn mower repair and business management.

Four 30 hour classes were taught to nine welfare to work students. They were taught: mowing safety, identifying possible employers, mowing techniques, identifying grasses, lawn pests, using different types of mowers and other lawn equipment, trouble shooting lawn equipment, charging for services, and starting a lawn care business. A pre/post-tests were administered.

Of the nine students, four (44%) have secured jobs. Two were already employed but took the class to increase their knowledge and skills. One student received a job on a lawn maintenance crew. The owner of the company wanted to hire additional students. Another student started a part-time lawn care business. He currently has six customers. His plans are to have a full-time business as soon as his customer base becomes larger. A married couple started a full time business the day after the class ended and within three months they had 35 customers.

Given motivated persons wanting to improve the quality of their lives and those of their families, they can be taught skills that will place them in the market place and off welfare rolls.

"ENVIROSCAPING FOR HORTICULTURE PROFESSIONALS" TRAINING COURSE

Shelby*, M.E.
Urban Horticulture Extension Agent, University of Florida Extension, Sarasota County, 2900
Ringling Blvd., Sarasota, FL 34237.

After many years of emphasis on training landscape maintenance personnel, it became obvious that landscape designers and installers needed training appropriate for this geographic area. A 7-week, 28-hour training course was created to teach them proper horticultural principles and techniques. Graduates are trained to design and install Xeriscapes and Florida

Yards. Course topics included: Overview of Enviroscaping; Basic Botany & Plant Physiology; Basic Soil Science; Preserving Existing Site Plants; Site Considerations in Design & Installation; Proper Plant Selection; Proper Plant Installation & Establishment; Business Considerations; Irrigation and Micro-irrigation Principles and Design; and, Landscape Design Principles. This Course was created by University of Florida Extension Agents Dr. John Alleyne, Dr. Vivienne Harris, Jane Morse, David Palmer, David Schibles, and this Agent, to allow graduates to market their services over a broad geographical area to a growing set of customers desiring xeriscapes and more environmentally friendly landscapes, while maintaining the relevance of the course for this entire multi-county area. Graduates successfully passed the course through attending classes, passing weekly quizzes, and passing a final exam. They received a large notebook of Extension Publications and class handouts, and numerous reference books. Graduates received a Certificate of Completion for their use in marketing their services, and their names, companies and addresses were placed on a list in the Extension office for client referral when requests for environmental landscape design or installation companies are asked of Extension staff. The Course evaluation showed a 30% knowledge gain and 100% intention to improve practices.

TEXAS SMARTSCAPE
AN INTERACTIVE CD FOR WATER CONSERVATION AND QUALITY

Woodson*, D.M.
Texas Cooperative Extension
Tarrant County
401 East Eighth Street
Fort Worth, TX 76102.

Texas Smartscape is an interactive CD-ROM produced to assist homeowners design a beautiful landscape with native and adapted plants which will reduce the amount of water, pesticides and fertilizer used to maintain the landscape. The Texas Smartscape CD explains how to create and maintain an environmentally friendly landscape which will take less time and money to maintain. The CD was written and produced through collaboration between Texas Cooperative Extension B Tarrant County, the North Central Council of Governments (NCTCOG), Texas Parks and Wildlife, a local nurseryman and Tarrant County Health Department. Tarrant Regional Water District and NCTCOG provided the funding to produce the CD. The target audience for the CD is homeowners with landscaped property in Tarrant, Dallas, Denton, and Collin Counties. According to Texas Natural Resource Conservation Commission and the Fort Worth Environmental Department, pesticide and fertilizer runoff from landscaped homes has been identified as the greatest non-point source of water contamination in the Trinity River System. The Trinity River System provides drinking water for a major portion of Texas. The CD distribution is through each county and city in the NCTCOG with a total population of 5.5 million. To this date 85,000 CDs have been distributed free to homeowners. The Tarrant County Extension Agent-Horticulture, a nurseryman and Tarrant County=s storm water expert provided the written material and pictures for the CD. The CD was produced by two computer experts hired by the NCTCOG using Dazzler Max software.

TURFGRASS AND THE ENVIRONMENT: CAN THEY COEXIST TOGETHER?

Unruh* J.B.[1]
[1]West Florida Research and Education Center, Institute of Food and Agricultural Sciences, University of Florida, Jay, FL 32565

Pesticide and water usage on turfgrass and in landscapes has been indicted as a leading contributor to environmental pollution and water consumption. Print and broadcast media continually berate the landscape industry and the professionals who earn their living working in it. Nationwide, governmental ordinances aimed at limiting fertilizer and irrigation applications are prevalent and landscape organizations are banding together to legally challenge these rulings. As extension professionals, what is our role in educating the public on the proper turfgrass management practices? Can turfgrass be successfully grown without posing a threat to the environment? Does turf really need the quantity of water presently being applied to it? Decades of research has shown that a properly maintained turf does provide substantial benefit to man and his surroundings while posing little threat to the environment. A thorough review of the leading research on the environmental impact of turfgrass and landscape management will be covered along with a thought provoking challenge to be better educators and purveyors of sound research-based information to end-users and media representatives.

AQUACULTURE/SEA GRANT PRESENTATIONS

WATER FARMING IN THE 21ST CENTURY: REALITIES AND POSSIBILITIES

Walter, Jean C., DVM
University of Georgia
Jasper County Extension Service
145 E. Washington Street
Monticello, GA 31064
jcwalter@uga.edu
706-468-6479

As capture fisheries production reached a plateau in the 1990's, the critical issue facing fish and water farmers is whether aquaculture production can grow rapidly enough to meet increasing global demand for food produced in the aquatic environment. Current and emerging recirculating systems, in-land pond culture and water technology, have almost exploded in recent years. Concurrently, advanced disease diagnosis and improved genetics, have led to growing demand by health conscious, and "new" fish eating consumers. Along with burgeoning world population, consumption of fish and shellfish continues to increase faster than can be produced world wide. As we move into this new 21st century, the outlook for all areas of production and sale of farm-raised aquatic plants and animals is bright-not only for the US but our global neighbors. Economic development opportunities as well as potential for poverty alleviation, abound. But, as with all farming, disasters can occur, increased regulation of water use and waste water management is almost a daily event. Finding and developing good markets for the product takes considerable time and energy but is of paramount importance.

CLAM CULTURE AND THE BLACK SEABASS PROJECT

Ginger Perdue
Long County
Cooperative Extension
P.O. Box 549
Ludowici, GA 31316
Email: uge3183@uga.edu

While the Georgia Coast has traditional ties to commercial fisheries, only recently have these food sources been cultured in our area. This alternative form of Agriculture/mariculture could mean releiving pressure from wild stocks while providing an income source for locals. This is an introduction to the process of clam culture and some of the prospects for raising Black Sea Bass.

POPULATION ASSESSMENT & MANIPULATION IN FARM PONDS

Steven R. Patrick, Agriculture & Natural Resources Agent Chairman - GACAA Aquaculture/Sea Grant Committee, Habersham County - North District (706)754-2318 stevep@uga.edu, http://www.habces.org

Sportfishing in small private ponds accounts for more than 50% of the angler outings in Georgia according to the Georgia Department of Natural Resources. Proper management of recreational fish ponds is critical to maintaining a successful outing for fishermen during each outing. The fundamentals of fertilization, liming, and weed control are essential to the production of fishes in terms of numbers, but what about getting the type of fishes in the sizes you desire.

Utilizing simple techniques of population assessment and harvest manipulation are often the key to having a successful fishing trip. Whether it be managing for trophy largemouth bass or trophy bluegill it all comes down to simple harvest manipulation. Techniques such as electrofishing, swingle seine haul analyses, proportional stock density, and relative weight are effective in providing information for making management recommendations in small impoundments.

Once you know what type of fish population you have to start with it's fairly simple to manipulate your harvest or restrict your harvest depending on your goals to obtain the type of fishing you desire. For more information about Sportfish Pond Mangement check out our web pages at www.habces.org.

EARLY CAREER DEVELOPMENT PRESENTATIONS

CUSTOMER SERVICE IN EXTENSION

Lorenz*, Todd[1], Day*, Don[2]

[1]Hort./Agron. Spec., Cooper County University Extension Center, 608 East Spring, Boonville, MO 65233, U.S.A.
[2]Ag. Eng./Info. Tech. Spec., Boone County University Extension Center, 1012 N. Highway UU, Columbia, MO 65203, U.S.A.

With the fast pace of new staff orientation, one training aspect often overlooked is customer relations. This seminar can be viewed as an introduction to customer relations in early career development and as a refresher course for the seasoned extension professional. It is our intent to allow ample time for group discussion and comments from personal experiences to broaden all perspectives.

Our topics will include:

CUSTOMER SERVICE IN EXTENSION, Part I: Our role as a University Extension representative: fielding questions, addressing people, maintaining long-termpositive relations, becoming a partner with your clients, empowering clients, and understanding behavioral styles. Techniques of developing relations with clientele through email and other technology used by University Extension staff will be discussed, networking (knowing your state and county, making use of available assistance from other organizations).

CUSTOMER SERVICE IN EXTENSION, Part I: Customer service techniques: asking effective questions, addressing people, using contact logs effectively, appropriate response time, handling rude contacts, and adding humor.

SURVING THE FIRST FIVE YEARS IN AGRICULTURAL EXTENSION

Marrison,* D.L. [1].
[1] Agriculture and Natural Resources Agent, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047.

New personnel to Extension are often overwhelmed with the breadth, depth, and diversity of being an agricultural extension agent. Time management, community needs assessments, organizational skills, public relations, and the development of an Extension program emphasis are all key components for a new Extension Agent who is developing their local program.

The primary focus of this Early Career Development presentation will be to offer tips for conducting a community needs assessment and how to work with local Extension committees to develop a long-range education plan for the agricultural community. Different styles for conducting needs assessments such as *Appreciate Inquiry*, *Formal Survey*, and *Informal Focus* groups will be shared. Different management strategies and styles for working with agricultural committees will be presented as well as tips for effective time management and public relations.

The presenting agent has completed his fifth year of Extension work with five years of previous teaching experience at the high school level. The agent currently works with nine local agricultural extension committees (i.e.dairy, agronomy, grape, beef, Master Gardeners, farmland preservation) to conduct the educational program for Ashtabula County, Ohio.

ADMINISTRATIVE SKILLS DEVELOPMENT PRESENTATIONS

TRIALS AND TRIBULATIONS OF A NEW COUNTY AGENT - WHAT HELPED, WHAT DIDN'T

Hejny*, T.A.
University of Nebraska Cooperative Extension, South Central Extension District,
Fillmore County, 972 G Street, Geneva NE 68361

"Trials and Tribulations of a New County Agent - What Helped, What Didn't" is an oral presentation designed for those Cooperative Extension personnel at the state, district and county level whose responsibilities include developing/implementing training programs with emphasis in the development of administrative skills for new Cooperative Extension employees. In addition, this presentation is also designed to assist the new

Cooperative Extension employee in acquiring and developing the administrative skills necessary for early career success.

The presentation shares the new employee training/development program, the experiences and observations of a University of Nebraska Agriculture Extension Educator who began his Cooperative Extension career in January of 1998 and was selected as Nebraska's Agricultural Achievement recipient as the 2001 AM/PIC in Albuquerque, New Mexico.

"Trials and Tribulations of a New County Agent - What Helped, What Didn't" is an interactive oral presentation that includes but is not limited to the following topics: 1. Reports: Travel, Narratives, Electronic Accountability and Reporting System (EARS) and Annua Report of Faculty Activities (ARFA), 2. Action Teams and Program Initiatives, 3. Areas of Specialization or Expertise and Working With Extension Specialists, 4. Educational Programming Units and Extension Districts: Crossing County Liens and District Lines - Proper Etiquette; 5. In-service and Professional Development, 6. My Role in the 4-H Program, 7. Additional Appointments: Extended Education, Student Recruitment, 8. Is Your Office the Front Door to Your State University?, 9. Information Technology and Computer Support Personnel: Establishing a Good Relationship, 1. Working With The Media, 11. Family & Consumer Science Educators, Extension Assistants, Office Mangers and Secretaries: Working Together as a Team, 12. Unit Leader (Agent Chair) Responsibilities, 13. Developing a County Budget, 14. County Commissioner/Supervisor Relationships, 15. Who are the Most Influential Producer in Your County and Are You Serving Them?, 16. On-Campus Training Workshops, 17. Your Local Extension Board and 18. Putting It All Together!

"Trials and Tribulations of a New County Agent - What Helped, What Didn't" will provide to the National Association of County Agricultural Agents members a professional improvement presentation that will enable them to be a more knowledgeable Cooperative Extension professional.

TEACHING AND COMMUNICATIONS

UTILIZING ACTIVE LEARNING TECHNIQUES IN EXTENSION EDUCATION

Grace, * P.E.

Extension Horticulture Agent, Putnam County Cooperative Extension Service, University of Florida, East Palatka, Florida

The literature on adult education indicates that adults who are actively involved in the teaching/learning process learn better. They prefer active methods of teaching and learning as opposed to passive methods. Although much research has been completed in recent years in regard to adult education in general, only a very small number of studies have been conducted regarding teaching methods used by the Cooperative Extension Service in the United States. These few studies, including one I personally conducted in Florida, suggest that increased knowledge in the use of various active teaching methods would enable Extension professionals to enhance their presentations, increase audience participation and stimulate adoption of recommended practices. The purpose of my presentation will be to introduce Extension professionals to various active teaching methods, present examples that have been successful in Florida and provide an opportunity for participants to experience several of the highlighted methods.

EXPANDING THE REACH OF DISTANCE EDUCATION - TEACHING COMPUTERIZED FARM RECORDS FROM OHIO TO WYOMING

Barker, F.J.[1], Cooper*, T.A.[2], Miller*, D.P.[3], Ward, B.W.[4]

[1]Extension Agent, Agriculture & Natural Resources/AMOS, OSU Extension, 1025 Harcourt Rd., Mt. Vernon, OH 43050
[2]University Extension Educator, Agriculture & Natural Resources, University of Wyoming, P. O. Box 601, Basin, WY 82410
[3]District Specialist, Farm Management, OSU Extension, 16714 St. Rt. 215, Caldwell, OH 43724
[4]Extension Agent, Agriculture & Natural Resources,

OSU Extension, 1512 S. US Hwy. 68, Urbana, OH 43708

An opportunity for field agents to use interactive video technology for distance teaching arose when Troy Cooper, University of Wyoming extension educator, approached former Ohio State University extension co-workers, John Barker, Barry Ward and David Miller about teaching a computerized farm record keeping workshop for his clientele in Big Horn County Wyoming. The sites in Caldwell, Ohio and Basin, Wyoming were linked together and supported with technical personnel. Two five-hour sessions were conducted with the Wyoming participants in a classroom equipped with computers and Troy acting as the on-site facilitator. While the teaching was done from Ohio, the Wyoming site determined the flow and speed of instruction. The two sites were able to see one another simultaneously, which enabled the use of on-screen examples and increased teacher-student interaction. Participant comments and evaluations of the program were very positive. The evaluations indicated that the participants liked the use of the interactive technology and would recommend this method of learning to others. Advantages of the program, taken from the survey, included the ability to visually follow examples, receive immediate feedback to questions, interaction with team instructors and having out-of-state expertise available without having to leave their community. The few disadvantages listed related primarily to temporary equipment malfunctions, but did not dampen the participants' overall enthusiasm. The agents involved with this program now feel more confident about using distance learning technology and are exploring additional educational opportunities

CREATING CONTENT FILLED, COUNTY BASED WEB SITES

Dorner,* J. IV[1], Stancil*, G.W.[2], Beer, B.L.[3], Drechsler, P.A. [4], Nagy, S.H.[5]

[1] Area Specialized Agent, Information Management, North Carolina Cooperative Extension, 740 Glover Street, Hendersonville, NC 28792
[2] Area Specialized Agent, Information Management, North Carolina Cooperative Extension, 110 North Street, Wilkesboro, NC 28697
[3] Agricultural Extension Agent, Stanly County, North Carolina Cooperative Extension, 26032-E Newt Road, Albemarle, NC 2800
[4] Area Specialized Agent, Dairy, North Carolina Cooperative Extension, Citizens Resource Center, 1303 Cherryville Hwy, Dallas, NC 28034
[5] Agricultural Extension Agent, Caldwell County, North Carolina Cooperative Extension, 120 Hospital Ave NE/Suite 1, Lenoir, NC 28645

A team of 8 agents and secretaries from different counties came together with a vision. It was to create a model and the tools necessary to enable each county office to have a high quality, user-friendly web site. These web sites would contain local information, county newsletters and links to state resources that were appropriate for that county. Theoretically, each member of this team would spend about 10-20% of their time to build and maintain the websites of up to 40 counties. The staff in each of the participating counties would be responsible for putting information into HTML format (using almost any HTML editor). Methods would be developed so the content portion of documents and newsletters could be uploaded to the site. Agents in the participating counties serve on advisory committees to review documents that are shared between multiple counties and give guidance on the layout, content and design of sections in their discipline.

The team met monthly for training and to develop the overall structure, design, process and policies.

Along the way the team lost members to retirement and work restraints. The state had an $800,000,000 deficit. Travel was cut and job priorities were reset, promised funds for the project never came through. And along the way, new and energetic members were added. Team members developed and used special skills. Setbacks were over come and counties have lined up to come on board.

Some of the county sites that are participating in this project are: http://www.ces.ncsu.edu/caldwell/; http://www.ces.ncsu.edu/forsyth/; and http://www.ces.ncsu.edu/catawba/ .

INTERNET-BASED EXTENSION INFORMATION: BETTER, BEST OR BUST?

Kluchinski, D.
County Agricultural Agent/Associate Professor, Rutgers Cooperative Extension, 930 Spruce Street, Trenton, NJ 08648-4584

Like the rest of the education and business communities, Cooperative Extension has jumped on the Internet

bandwagon. Some of the attractive reasons to produce e-documents and searchable databases are the technologies that can be used, an ability to update and add information rapidly, and potential reductions in publication and handling costs. However, in an attempt to disperse information quickly, far and wide, are we forgetting an important point - is this what our clients want? Have we assumed that Internet-based information is what they need and will use to gain knowledge? The importance of conducting needs assessment and working to integrate e-information into traditional programs must not be overlooked. The experience of developing an interactive equine pasture management web site will be discussed, as well as how Rutgers Cooperative Extension is fine-tuning our equine Extension programs and web site to better meet the needs of our clientele.

USING THE WEB FOR A TEACHING MODULE: AN EXAMPLE

Shelby*, M.E.
Urban Horticulture Extension Agent, University of Florida Extension,
Sarasota County,
2900 Ringling Blvd., Sarasota, FL 34237.

Each year the Sarasota and Manatee County Extension offices teach a combined 11-14 week Master Gardener Training Course. Master Gardener trainees pass the course based on their performance on weekly quizzes, a Final Exam and a Plant ID Exam. The plant material on the Plant ID Exam is covered in sections of three to six plants each week, until all 46 plants have been illustrated and discussed. Then the exam is given near the end of the course. Trainees need opportunities to examine the plant materials in person, but some material is not easily available to all Trainees. Given this situation, this Agent created an online teaching module where each plant on the exam is covered in detail, with pictures. Each page covers the name of the plant, specific characteristics, some historical or interesting information about that particular plant, and locations where the plant may be observed. Trainees access this module by visiting http://sarasota.extension.ufl.edu/Hort/MG/Plntlst.htm. Placing this module on the internet not only allows better access of the information by class participants, but it also allows others the ability to better learn this information and keeps it available to class graduates to access later.

SPECIAL PROGRAM ABSTRACTS:

INTRODUCTION TO MULTIMEDIA TOOLS IN AGRICULTURAL EXTENSION

Newbert, D.
President of Hamilton-Locke, Inc.

This seminar is a quick introduction to new multimedia tools available to Extension agents for client reports, presentations, Internet, webTV, and international educational outreach programs. Topics will include AgExplorer, Microsoft Word, Microsoft PowerPoint, Web development, the future of webTV, and the future of international communications. The seminar is sponsored by Hamilton-Locke, a Utah based company providing information and communication tools for agricultural educators.

INTERNET IMAGING SYSTEM WORKSHOP

Brown, E. A.
Plant Pathologist - Professor Emeritus
3301 Miller Plant Science Building
College of Agricultural and Environmental Sciences
University of Georgia
Athens, GA 30602

This applied workshop will give participants hands on experience with the Distance Diagnostics through Digital Imaging System that has been adopted by five states for image evaluations for plant and animal diagnostic situations. This technology complements what Extension agents already do using the technology of today. LG Media, an image archival library system will also be demonstrated as a component of an agricultural education resource.

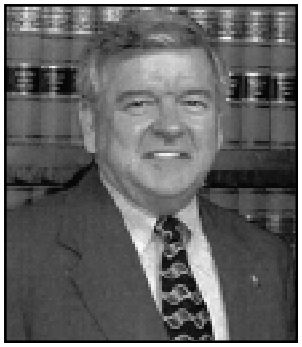
Speaker Profiles

2002 NACAA

87th
Annual Meeting
and
Professional Improvement Conference
Savannah, Georgia

2002 AM/PIC SPEAKER PROFILES
(in alphabetical order)

Luther Beauchamp



A short lawyer with a tall sense of humor, Luther Beauchamp delights his audiences every time. His Grandpa Callaway was well known for his wit. Luther says he inherited half of it.

Beauchamp explains that he was born on the decrease of the moon and his daddy handed out cigar butts. His first book, *"I'll Try To Be Short*", is a collection of humorous stories about various members of his family. His second book, *"Legal Shorts, Not Briefs"* relates humorous events from his days in law school and his more than 30 years of law practice.

Lawyer, author and professional speaker, Luther is also a devoted family man. He and his wife, Vera, have 2 children and enjoy the status of grandparents.

Beauchamp is a graduate of Florida State University and Vanderbilt University School of Law. The main emphasis of his law practice has been in the areas of estate planning and administration and real estate law.

Donnell Brown

Donnell grew up on a ranch in Throckmorton, TX raising beef cattle and quarter horses. He served as vice president of the Texas 4-H, and President of the Texas FFA. He then went on to serve as the National FFA President in 1990. He traveled a full year to 40 states and several foreign countries as ambassadors for youth in agriculture. He also worked with U.S. Secretaries of Agriculture and met with Presidents Ronald Reagan and George Bush.

Donnell is a graduate of Texas Tech University with a degree in Animal Business. Since graduation he has returned to ranch life in Throckmorton County and is actively involved in the families registered cattle business. Donald's responsibilities include marketing, advertising, and genetic management of the 8 breeds of cattle on the ranch.....Angus, Red Angus, Simmental, Simbrah, SimAngus, Senepol, Senegus, and a new 4 breed composite developed at the R.A. Brown Ranch, named Hotlander.

He is very involved in the livestock industry where he is using his leadership skills to help put agriculture in the forefront. Currently he is working on some production agriculture ventures in Brazil in the next international expansion for the ranch.

His workshops and speeches involve humor, personal experiences, facts and thought provoking ideas that entertain and motivate audiences of all ages. He and his wife, Kelli have two sons: Tucker, 8, and Lanham, 5, who will make the 5th generation on the ranch to raise: "cows, kids and Quarter Horses".

Notes from Speech

Dr. Gale Buchanan

Born in Madison County, Fla., Buchanan grew up on a farm growing peanuts, cotton, watermelons, corn, tobacco, and livestock. He went to the University of Florida and earned Bachelor and Master of Science degrees in agronomy. In 1965 he graduated from Iowa State University with a Ph.D. in plant physiology.

For 21 years he taught at Auburn University in the Department of Agronomy and Soils. His primary teaching and research was in weed science. He became dean and director of the Alabama Agricultural Experiment Station in 1980.

In 1986 Buchanan moved to Georgia as the associate director of the Georgia Agricultural Experiment Stations and resident director of the Coastal Plain Experiment Station. He became dean and director of the University of Georgia College of Agricultural and Environmental Sciences in 1995.

Buchanan is recognized by his peers as a leader serving as president of the American Peanut Research and Education Society, Southern Weed Science Society, and the Council for Agricultural Science and Technology. He has served as Chair of the Administrative Heads of Agriculture in the Southern Region and President of the Southern Association of Agricultural Scientists. He is currently Chair of the Board on Agriculture Budget Committee.

Buchanan's career hasn't all been in agriculture. He served in the Army National Guard of the United States for more than 35 years. He was a distinguished military graduate from the University of Florida ROTC program in 1959. During his military career he served in several capacities including commandant of the Alabama Military Academy. He retired in 1991 at the rank of Colonel.

Notes from Speech

Wayne Dollar

The Georgia Farm Bureau Federation, under the leadership of Wayne Dollar, is a major supporter of Georgia Extension and the Georgia Association of County Agricultural Agents.

Wayne is a graduate of the University of Georgia and began his career as a county Extension agent in south Georgia. He currently owns and maintains a farm in Thomas County, Georgia.

He was first elected president of the Georgia Farm Bureau Federation and its eight Affiliate Companies in 1994 for a two year term. In 2000, he was elected to an unprecedented fourth term as president. The Georgia Farm Bureau is the state's largest general farm organization, serving over 336,000 members.

Dr. Colien Hefferan

Dr. Hefferan became Administrator of CSREES on October 7, 2000. She joined USDA in 1979 as an economist with the Family Economics Research Group, Agricultural Research Service. She transferred to the Cooperative State Research Service in 1988, where she served as Deputy Administrator for Natural Resources, Food and Social Sciences. With the establishment of CSREES, Hefferan was named the Deputy Administrator for Competitive Research, Grants, and Award Management, and has also served as Associate Administrator and Acting Administrator of CSREES.

Prior to joining USDA, she served on the faculty at The Pennsylvania State University, as an adjunct faculty member at the University of Maryland, and as a research fellow at the Australian National University in Canberra. She has authored more than 60 research articles and chapters, edited several books on economic issues and trends influencing families and consumers, and spoken widely on issues related to advancing agricultural research and education.

Hefferan has a Ph.D and M.S. Degree from the University of Illinois, and a B. S. degree from the University of Arizona.

Notes from Speech

Dr. Dennis Kopp

A primary responsibility of Dr. Kopp is to serve as section leader for PAS/ Plant Systems and to administer the CSREES component of the National Agricultural Pesticide Impact Assessment Program (NAPIAP). NAPIAP facilitates and supervises the accumulation, publication and distribution of science based information which describes and defines pest management technologies in US agriculture. These data are published and shared with interested citizens, members of congress, EPA scientists, and the representatives of special interest groups. These data regarding pesticides provide a measurable and scientifically based foundation upon which the impact of regulations to agriculture (i.e.. Food Quality Protection Act), public health, environment and the farm and national economy can be evaluated.

As an NPL in the discipline of Entomology, Dr. Kopp provides liaison to various groups and organizations interested in integrated pest management in crop production systems, minor crops pest management issues, environmental stewardship, and the pursuit and teaching of the science of entomology. Dr. Kopp provides agency review of Hatch project in the discipline of entomology and CSREES leadership/liaison for: a) the PAS/Plant Systems Section; b) the USDA/FAS/OICD whitefly management project in the northern Jordan Valley; c) entomological issues related to crop pest management; and d) systematic entomology.

James R. Little

James R. Little is the Administrator of USDA's Farm Service Agency (FSA). As Administrator, Mr. Little is responsible for the administration of farm commodity and conservation programs, farm loan programs, and certain disaster and Federal crop insurance programs. Many FSA programs are financed and carried out through the facilities of the Commodity Credit Corporation (CCC), a wholly-owned Government corporation with a $30 billion line of credit with the US Treasury. Mr. Little also serves as the Executive Vice President of CCC. Previously, Mr. Little served as Treasurer and Controller of CCC. Prior to his most recent appointment, Mr. Little was FSA's Acting Administrator.

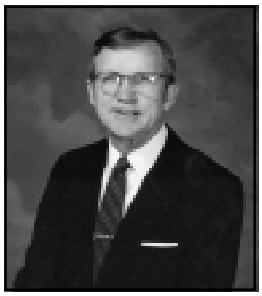
Mr. Little has spent his entire professional career with USDA. Prior to serving in his current position, he was Associate Chief Financial Officer for Financial Operations. In this capacity, he provided oversight to USDA's overall financial operations, with an emphasis on ensuring that USDA's mission agencies complied with United States Government accounting standards and regulations involving assets valued at nearly $120 billion. Mr. Little is a Certified Government Financial Manager.

Mr. Little began his professional career with USDA at the grass roots level serving as a staff accountant with the former Rural Electrification Administration, now a part of the Rural Development mission area. He worked his way up through the ranks, holding leadership positions in the Federal Crop Insurance Corporation, now the Risk Management Agency, and the former Agricultural Stabilization and Conservation Service, now FSA. With more than 31 years of total Federal service, Mr. Little has extensive financial, management, and program experience, particularly with USDA's county-based agencies.

Mr. Little, a native of Charlotte, North Carolina, has a Bachelor of Science degree from the Virginia Polytechnic Institute in Blacksburg, Virginia. He and his wife Bonnie are the parents of one daughter.

Notes from Speech

J. Frank McGill



This session is pleased to feature J. Frank McGill, retired Georgia county agent and state Specialist for peanuts to share his thoughts on the Extension Service and its' place in today's world.

Frank began his service as a county agent in Southwest Georgia and later as the Extension Specialist for Peanuts. During this assignment for 27 years, the peanut yield in the state increased from 800 pounds per acre to 3,200 pounds per acre. He earned total respect from all he served. Many peanut growers would not make a decision regarding their crop until they conferred with Frank McGill. He was appointed chairman of the U.S. Senate Task Force on Peanut Policy and has served as president of the American Peanut Research and Education Association.

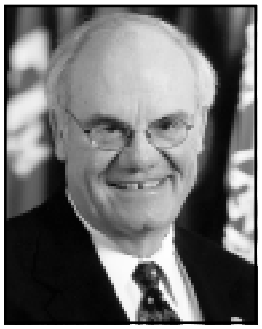
Frank is active in both his church and community affairs. He is a person of sincere spiritual beliefs, having served in numerous lay-person positions.

He was promoted to the rank of full professor and appointed distinguished professor -- an attest to the contributions. His contributions to the farming community are reflected in his receiving the "2000 American/World Agriculture Award Recipient " by this organization two years ago.

Frank McGill is an excellent communicator - "a teacher above all". He has been referred to as "a county agent's specialist".

Extension philosophy and professionalism, a bit of spiritual flavor, fun and laughter – all describe Frank McGill. A man of modesty and humility, Mr. McGill brushes off his awards by saying *"It was the team approach that did the job, and, once a county agent - always a county agent"*.

Barry B. Thompson, PH.D



With the skills of a professional educator, the vision of a great leader and the heart of a native Texan, Barry B. Thompson has been a driving force for education in Texas for 41 years. More than 28 of those years have been devoted to higher education. He also spent 13 years working in the Texas public school system. Dr. Thompson's strong belief is that education is the key to producing knowledgeable, passionate future leaders for our communities, state and nation.

With ancestors on Texas soil since 1846, Dr. Thompson has a great love for the state and education for its citizens. During the 76th Texas Legislative Session, he led the Higher Education Coalition, which generated $7.7 billion for Texas higher education, $1.2 billion of which went tp the A&M System. The odds of hearing his consistent message of access to education for all people are fairly good, he speaks at more than 100 events each year.

Dr. Thompson has served the A&M System since 1975. His dedication to the system's nine universities, health science center and eight agencies is evident in his daily interactions with educators, state and community leaders, students, parents and the general public. Through teaching, research and service, his pledge is to ensure the A&M System truly is the "people's university system."

Notes from Speech

NACAA
Future Meeting Dates

2003	**Green Bay, Wisconsin**	**July 13-17**
2004	**Orlando, Florida**	**July 11-15**
2005	**Buffalo, New York**	**July 17-21**

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