National Association of County Agricultural Agents

Proceedings

88th Annual Meeting and Professional Improvement Conference

July 13 - July 17, 2003 Green Bay, Wisconsin

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NACAA
Report to the Membership 2003

NACAA President

Steven E. Munk
South Dakota

2003 marks the 88th year that NACAA has been in the business of providing opportunities that improve the professional competency of the membership.

Every year of that existence has had issues that make that year unique and there are common issues that thread through each year.

One issue that met both classifications in 2003 was limited funding.

Now limited funding and budget cuts are not new topic that has been around in varying degrees as far back as I know. What made it unique in 2003 was the depth and wide scope impact it had on the Extension System, primarily at the state and local level.

Budget restrictions create a situation where positions are eliminated or reassigned and the terms "buyout" or "early retirement" become very common.

Looking ahead this situation creates opportunities and focus for NACAA. Membership recruitment becomes even more important and in most cases members recruited will be fairly new to the system. This means NACAA needs to make sure that there is professional improvement and leadership opportunities that are tailored for the early career extension professionals. The NACAA committees will play a vital roll in this focus as their structure allows for professional improvement program development that is driven by member needs.

The budget limitations and the economy have influenced NACAA in a number of ways. National sponsorship truly requires a concerted effort now to maintain and to develop new partnerships with sponsors. President Elect FitzSimons addresses this in his report and reinforces the call for all members to assist in securing national program sponsors. The realignment of sponsorship duties started this year allows the Executive Director to work with existing sponsors and creates the continuity that sponsors prefer. This allows the President Elect to focus on expanding and securing new sponsors.

The NACAA Board continues to review costs associated with NACAA operations and to make cost reductions when possible. The board has reviewed past and current financial records and that we now have a truer picture of AM/PIC cost and general association operating cost.

As National President I had the privilege to represent NACAA at various meetings and events this past year. Included were the Annual Meetings of NAE4-H, NAEFCS, ESP, ANREP, National Cattlemen's Beef Association, and two regular JCEP meetings.

The Joint Council of Extension Professionals (JECP) which is made up of representatives from the professional associations, is the primary sponsor of the Regional Leadership Workshops and the Public Issues Leadership Development Conference (PILD). NACAA was the lead Association in 2003 in coordinating the Regional Leadership Workshops. The Regional Directors did a great job of providing a meaningful program and in organizing the details of the meetings.

NACAA had the greatest number of attendees at the 2003 PILD. The 2003 PILD program was one of the best I have experienced, so congratulations to the NACAA representatives and other PILD planning committee members for developing a super program.

This past year I have challenged the board to look at and review how NACAA conducts its business in fulfilling the NACAA mission of professional improvement. This process can be tedious and at times may seem unnecessary. Yet the process allows for a review of the intention and validates the programs conducted to insure they are meeting the needs of the membership.

One example is the committee of past AM/PIC chairs that I have appointed to review what is required to host an AM/PIC, and what would be the best format that will reach and increase the percent of NACAA members that attend an AM/PIC.

Serving as the NACAA President this past year has been a tremendous experience for me both professionally and personally. I have a greater understanding and appreciation for the differences that are unique to each of the four NACAA regions, yet comforted and strengthened by the common belief of the membership in fulfilling the NACAA mission. It is the strong belief in the NACAA mission and the unselfish effort put forth for 88 years by the members that makes NACAA a strong, viable, and legitimate Professional Improvement Association into the future. I will always cherish the opportunity to have been able to serve the membership of NACAA and thankful for the benefits NACAA has made to my Extension Career.

President-Elect

Frank L. FitzSimons, III
South Carolina

As I sit down to write this report and reflect back, it hard to believe that almost a full year has past since we gathered on the river front in Savannah! Yet the tide has ebbed and is now almost at full flood again as we prepare to launch for Green Bay next month.

The year has been a challenge for many within Extension and NACAA to say the least. Continued financially hard times continue to plaque the economy of our country and as a result our Universities.

Many of us have faced the storm of budget cuts and in some states reorganizations within our extension services and colleges. We have been asked to make tough decisions with regards to program priorities and in some cases staffing. Retirement incentive programs, furloughs, restricted office hours and unfortunately in some situations possible reductions in force are having impacts on our NACAA member family. To say that it is not "business as usual" is a definite understatement as we approach the end of another year! Yet, when I look back over my 25 year career I can recall other budget crunch years and we did survive those times and I am confident that Extension and NACAA will survive these tough times as well.

Each office in the ladder of NACAA leadership offers new and different challenges of responsibility.
As you move up this ladder you soon come to realize just what an awesome task it becomes to insure the continued success and strength of our organization. It takes a tremendous commitment on the part of the entire leadership team and the membership to maintain our professional improvement programs at the high levels of scholarship and enjoyment that have come to be expected at our annual meeting and professional improvement conference each year.

As President-Elect it has been a privilege to work with our donors and sponsors during the year. The ongoing support of our partners over the years and the continued recruitment of new partners will continue to insure the success of our professional improvement programs. I should also extend my appreciation to Scott Hawbaker, our Executive Director, for his invaluable assistance. Scott's acquaintance with the agricultural advertising community is broad based and his willingness to work with NACAA in communicating with our partners will strengthen our initiatives in this arena.

As I stated above, economic times continue to be challenging and 2003 has certainly not seen much if any improvement. As we contacted our partners they all expressed concerns with the financial outlooks of their organizations and the markets across the board. The one thing they were all positive about was the importance and value of their relationships with NACAA and the success of our professional improvement programs. The strong participation of our members in our programs and their recognition and acknowledgment of our partners for the sponsorship of these programs goes a long way in the decision making for continuing sponsorships.

I am pleased to say that NACAA continues to enjoy partnerships with many of our longtime partners, some at reduced levels of support due to the hard times but we have seen an increased level of support from Deere & Company and Tru-Green Chem Lawn for their programs. Toro Equipment has come on board as a sponsor and discussions are continuing with several other companies.

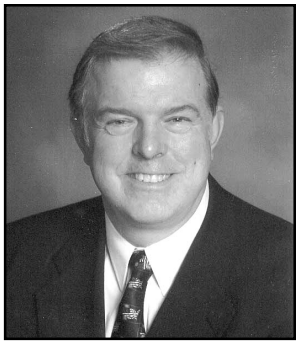
We have had several members across the country working to identify new NACAA partners this year. Last year we established an incentive program to encourage members to recruit new donors and sponsors. I would again challenge our membership with the question "Suppose even one hundred of our almost 4000 members recruited a $2000 donor for NACAA?" We all have contacts across the country. Many times it is that next door neighbor or the morning coffee break buddy or the field demonstration representative contact that leads to a new sponsorship. Make that contact and ask for their partnership. A member recruiting a $2000 partner earns an AM/PIC registration fee. A new partner recruited at the $5,000 - $9,999 level will earn the recruiting NACAA member an AM/PIC registration fee and a $500 voucher to attend the AM/PIC and a member who recruits a new partner at the level of $10,000 and above will earn a registration fee and a $1000 voucher to attend the AM/PIC.

2003 has been a challenging but enjoyable year for me as your President-Elect. I can only hope that I have had some small success in providing leadership in the eyes of our NACAA membership.

While the offices of Secretary, Vice President and President-Elect have helped prepared me for the next step I am still dependent the entire leadership team and ultimately the membership of our organization to guide me in working for the continued growth and success of NACAA in the coming year.

Vice President

Glenn Rogers
Vermont



Hard to believe that it's been a year. It's been a great one due entirely to the wonderful, dedicated group of people in NACAA. The Professional Improvement opportunities in OUR association are great and it's up to each of us to utilize those opportunities as leaders and as participants. I continue to encourage each of you to make NACAA a vital part of your professional career.

During this past year I had the tremendous pleasure to work with Dennis Newton, John Campbell, and Rick Gibson, your NACAA Council Chairs. These three people and the Committee Chairs and Vice Chairs do a tremendous amount of volunteer work for NACAA. When you get the opportunity, tell them "Thank You" for all of their efforts. These three leaders solicit the nominations for Committee Chairs, Vice Chairs, and Council Chair, and bring those recommendations to the Board. However, it doesn't stop there as there are over 850 state volunteers who coordinate the state committee functions and nearly 100 more that serve at the Regional and National level. We congratulate all the new committee members that will be coming on board and a harty "Thank You" to all that have completed your term for sharing your expertise and leadership. We sincerely appreciate all that you do.

The Council Chairs, as part of the EPC, coordinate all the Professional Development programs. Remember that the NACAA Committees are the heart and soul of the organization and active, committed committee members are essential to the vitality of NACAA. It's with your involvement and dedication on the state and National level that the NACAA committee structure works and makes this organization so great.

Again this year, we are facing some difficult financial times. However, this will change. Let's hope it takes place before 2004. It takes patience and innovative ideas to continue to get new sponsorships. On that note, don't forget the incentive program that was instituted just a year ago. Be sure to turn over every stone as just a $2000 sponsorship will qualify for a Registration Fee voucher to the AM/PIC. Agents securing Sponsorships of $10,000 will get a Registration Fee plus $1,000 voucher for the AM/PIC. It's time to start looking "under those stones".

Last year Laura Watt, Electronic Communications Coordinator, along with Scott Hawbaker, put in more time on our NACAA web site and hopefully now we have an electronic mailing list that works. It's a never ending job to keep these lists updated and computers running. Please log on and see what Laura and Scott have done to make our organization more effective.

Part of the work that the Vice President does is to lead the work on the "The County Agent - Special Edition" each winter. "The Special Edition" lists nearly all of the programs and also includes a listing of National, Regional and State Committee contacts. Collecting and collating the state committee contact listings in a timely manner is always a challenge, but it is a critical part of having committees communicate with each state. It could not have been completed without the wonderful work of Sue Bushey, my office Administrative Assistant, and Scott Hawbaker, NACAA Executive Director, who put the information in printed form.

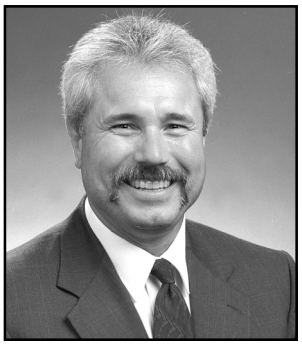
I was able to attend the Northeast Regional Leadership Development workshop in Albany, N.Y. during one of the few warm weeks this winter. (It actually got to 25 degrees!). If you haven't been to one, go. It's a great opportunity to learn more about NACAA, JCEP, and programs from your neighboring states and to take those hints back to your county programs. In addition, the 2005 AM/PIC planning committee discussed their work for the July 2005 event. It will be a great one in Buffalo, N.Y. Make your plans now and see "The Power of Teamwork" sponsored by the Northeast Region.

In May, I attended the PILD Leadership Conference in Washington DC with President Munk, President Elect FitzSimons and Past President Holland. We were able to meet with individuals in key leadership positions, sponsors and USDA program leaders. I encourage all NACAA members to participate in this program. Every Extension employee needs to see where the CSREES headquarters are and put some faces with those names.

As I end my year as NACAA Vice President and working closely with the NACAA committees I am impressed with the professional improvement opportunities that are available. Take part in them whenever you can. Make it a part of your career. You will learn much from it, you can "extend" your teaching nationally, and help your agricultural clients "back home".

Finally, thanks to a great "VAAA" for their support and also to the NACAA membership for giving us the opportunity to give back to a great organization.

Secretary



Mickey P. Cummings
Georgia

It seems like yesterday when we were finishing up our meeting in Savannah and now here we are finishing up a meeting in Green Bay. Many things have happened since the 2002 AM/PIC.

First of all the State Officers Lists have all been updated 3 times since the last AM/PIC. I know that this can be a time consuming activity. But, remember this list is the only way your NACAA Board has of maintaining open communication lines with you. So, thanks for responding to all those emails and letters I sent you requesting updated information.

Thanks to Laura Watts the minutes and actions of all the various NACAA Board Meetings were placed on the NACAA website in a timely fashion. I hope that you were able to take advantage of the postings and read what your NACAA Board has accomplished this year. If you have questions regarding the minutes or Board Actions please call me and I will discuss them with you.

Over the past couple of years NACAA has been faced with a couple of issues. The first issue is the retention of donors. The second issue concerns questions that administrators have concerning the amount of professional improvement that occurs at our AM/PIC. At the present time NACAA is just beginning to reap the benefits of our new committee structure. As a result the amount of professional improvement that occurs at the AM/PIC has vastly improved in recent years. But, how can we prove that fact.

Tom Parslow and the Annual Meeting Committee in Wisconsin decided to evaluate the workshops at the AM/PIC. At the same time your NACAA Board decided we needed to evaluate these workshops. We felt like we could use the data in retention and recruitment of donors. Many of us also feel that we could use the data from the evaluations to show administrators and others the amount of professional improvement that occurs at our AM/PIC. The data can also be used to improve our seminars and workshops. So, we have cooperated with Wisconsin to develop and implement this evaluation. Hopefully, in a few years we will have some data that can be used to make NACAA even stron-

ger. We all know the great amount of work that our committees accomplish. But, we must be able to prove what occurs at the AM/PIC with hard data. Now we'll be able to back up what we already know about the NACAA AM/PIC.

It's been a great year. Your NACAA Board has worked very hard in 2003. Thanks for all the hard work you do. To me the most important aspects of NACAA is communication with membership and committee work. NACAA is strong for these two reasons. Your NACAA Board is constantly trying to find ways to make our organization stronger. Keep up the good work.

Treasurer

George Stancil
North Carolina

It has been three years since I became NACAA Treasurer. Fortunately, I can say that during some very difficult financial times, we have emerged in better shape. When I took office, NACAA was a couple of years into deficit spending. President McManus put together a Deficit Spending Committee. We were charged with finding ways to reduce spending. Generating more revenue was difficult as we were losing sponsors and sponsors were reducing the amount they were giving. There were very very few places we could reduce spending without reducing benefits to the members. That was good; there was no padding in the budget and not enough fat to prepare a decent old-fashioned family Christmas dinner.

Where could it come from? We stopped providing some of the awards that did not have sponsors. That was a must since we lost a $30,000 sponsor that supported many awards. Likewise, meals and banquets were cut that did not have a sponsor. The NACAA Board looked closely at travel and expenses. We are still paying $.30 a mile; it's been a while since that was the IRS rate. And of course we did suggest to the voting delegates they consider increasing dues. The suggested amount of $25 was refused by the delegates and a $15 increase was approved. That was a lifesaver. We had gotten to the point that it was necessary to transfer funds from the investment account to checking, so we could conduct normal business. This year, we were able to put that money back into the invest account. (The investment account was in a CD, at the request of the members it was put into stocks and bonds, poor timing- but it has started building again. Also we decided that that account was set up for the long haul, a ten year period, so we stayed the course).

I have worked with three different NACAA Presidents and Boards, several different Regional directors, three different AMPIC registration methods, 4 different banks, written thousand of checks and handled…well all of the money. It is a nice feeling putting $80,000 to $125,000 in the bank at one time. It's a really nice feeling at the end of the month to get that little computer message, Congratulations, your account balances and your files are reconciled, that's a really nice feeling. And, by the way it happens every month on every account, just as it should.

Thanks to Curtis Grissom, Dave McManus, Eddie Holland, and Steve Munk for their support as president and past presidents. Also thanks to Warren Sifferath, for helping me get started. To all the board members I worked with, thanks. I truly enjoyed the opportunity. It was great for my wife, Pam and me. I think she enjoyed it more than I did. We still face some tough times and difficult decisions. I feel very strongly that your NACAA board will make the best and accurate choices on your behalf. I wish us all the best. And if the President approves it, the check will be "in the mail."

North Central Region Director

Dan Burkhart
Iowa

I was visiting with a neighboring Ag Agent the other day and told him I was getting ready to write my last North Central Regional Director report. I remarked that I was having trouble finding the words to get started. He suggested that I just do it in one sentence and say "This is my last report!" Well, that was enough to get the thoughts flowing! As you already know by now, this report will not be only one sentence.

The last four years in this wonderful NACAA leadership position have flown by quickly. I have learned a lot about our organization. I have also expanded my

knowledge of how Extension across the North Central Region varies between States. However, the Ag Agents are the same wherever I go. All I have to do is walk into a room of Ag Agents and I immediately feel right at home. I have grown to appreciate all the NACAA work done by State Presidents and State, Regional, and National Committee Chairs and Vice-Chairs. They are the keys to making our organization fulfill its Professional Improvement mission. I have also learned that the founders of NACAA were very visionary in developing bylaws and policies. Our organization is ultimately controlled by the members and their voting delegates and not by the National Board. The National Board must work within those guidelines that give NACAA continuity and stability.

State meeting visits have definitely been a highlight of my role as your Regional Director. I have really enjoyed finding out what is happening around our region and sharing the news from the National Board. State budget cuts and the challenge they create in Extension programing continue to be a top concern in most states in the North Central Region. One thing is certain, as Extension budgets change, so will our job descriptions. Our Professional Improvement organization has the flexibility to change with the times. Our subject matter committee structure will be able to change as well. Thanks to foresight of our Futuring Committee, delegates, and National Board, internal structure changes have been made so we can meet future challenges.

Attending Annual Meeting/ Professional Improvement Conferences like Green Bay, Wisconsin create many opportunities for NACAA members to exchange program ideas and learn from co-workers across this great nation. As I have mentioned many times before, 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.

I want to close "My Last Report" with an excerpt from "The Extension Worker." I believe anyone that has been in Extension work can relate to what it says. It was written by Kenneth Warner, formerly an Illinois Extension Specialist for the Bureau of Animal Industry. This bit of philosophy about the Extension worker and their job was sent to all Illinois Extension workers by their Director of Extension, W.G. Kammlade and appeared in the "The County Agent" magazine in 1948. Mr Warner must have been a County Agent!

"You may never be a banker, but most bankers and business-men will be your friends and often will ask your advice. So will hundreds of others. You will never live in a palace but you can expect to have a roof that does not leak. That is especially true because in Extension you'll learn a bit of carpentry along the way. You'll see your name in print so often that the thrill will largely disappear. You will be misquoted so often that it won't hurt much. Some of your days will be a series of arguments, bickering, frustrations, and failures. Then will come the day when some crusty hard shell whom you could never reach will grab you and tell you about the advantages of lime, brag about his hybrid corn, invite you out to see the new cookstove and freezer in the kitchen, and end it all by bawling you out because you haven't put these practical things into your program. That night you'll sleep happily, your wounds healed, your troubles over, your muddy car the grandest chariot any conquering warrior ever had."

Thanks for letting me have the opportunity to be your North Central Regional Director. I have enjoyed every minute of it!

Northeast Region Director

Thomas J. Gallagher, New York

Thanks to NACAA members from the Northeast and especially the New York Association of County Agricultural Agents for putting their trust in me to serve as the Northeast Regional Director of NACAA. It has been a real pleasure traveling around the Northeast (probably the most beautiful region of our country) visiting states like Maine, New Hampshire, Vermont, West Virginia, Maryland, Pennsylvania and of course New York serving as the link between NACAA and members in the Northeast.

While visiting states in the Northeast, I have been most impressed at the many opportunities there are for professional improvement. The sites where the states hold their meetings vary from an ocean side resort, a college campus, to a small museum and art gallery in the mountains of New Hampshire. The places were

very different but what went on at the meetings was the same; professional improvement, personal sharing, partnership building and friendship. During these times of shrinking resources it is more important than ever for our members to continue to expand their expertise and build strong partnerships to help to continue to meet the needs of our many clients and that is exactly what State Associations and NACAA continue to do.

Not to forget our retired members, who are a very important part of our organization, I met with the retired New England group in New Hampshire and Cape Cod, Massachusetts. These ex busters model their meetings after our AM/PIC with a tour day, annual banquet and business meeting. They of course bring their spouses who thoroughly enjoy getting together each year to rekindle many years of friendship. These retired agents, over seventy (70) strong, are very interested in the business of the NACAA and really appreciate having a director attend their meetings to share information and bring back their ideas to the National Board.

I was fortunate this year to have the opportunity to set up and present the Northeast Regional Leadership Workshop on behalf of J.C.E.P. The theme for this year four regional meetings was "Building Excellence For Tomorrow". In the Northeast we spent time learning how to work within the national political process and how to build funding for the programs we need to deliver to our customers.

As a Director of NACAA, I also had the opportunity to serve for two year on the planning committee for the Public Issues Leadership Development Conference (PILD) held in the Washington, D.C. area. Serving in this role I learned a tremendous amount about our National Political System, who our partners are in Washington, and how we can work more closely with them.
Much of my time over the last year has been spent working with the Northeast States getting ready for the 2005 AM/PIC which will be held in Buffalo, New York. The Buffalo meeting will be a total Northeast effort as it was in 1997 in Burlington, Vermont. We had a very successful meeting in Vermont and we look forward to the same in Buffalo.

It is hard to believe that my term as Regional Director is coming to an end. It has been a great experience that has really taught me the value of being a member of NACAA.

I would like to thank the other members of the Board of Directors of NACAA, the many Northeast State Officers and especially Don Kluchinski, Northeast Vice Director for all their help, guidance and friendship. I will be turning over my responsibilities as Director, to Dan Kluchinski from New Jersey in Green Bay, Wisconsin. Dan is an excellent County Agent with excellent leadership skills that will help keep our association strong.

I look forward to seeing all of you in Green Bay, July

Southern Region Director

Fred Miller
North Carolina

Serving NACAA and the Southern Region as Director has been an outstanding opportunity and learning experience for me. I sincerely appreciate the North Carolina Agricultural Agents Association for having nominated me and the other Southern Region states for allowing me to serve and participate in their individual state meetings. It was always a pleasure to represent NACAA at those meetings, renewing acquaintances, and making new friends. While every state's meeting is a little different, there are some common threads including a focus on professional improvement, good camaraderie, and an opportunity to share and learn from peers. Thanks to each of the state associations for their hospitality and efforts to make their NACAA representatives feel like we are a part of your Extension family.

Speaking of "feeling right at home," this year the NACAA Regional Directors had the responsibility of hosting the JCEP Regional Officer's Workshops. The Southern Region meeting was held at the Renaissance Hotel in Asheville, NC with an overall theme of "Building Excellence for Tomorrow". Southern Region participants were exposed to a variety of presentations ranging from "Generation Gumbo" to "Tools of Excellence". Dr. Jon Ort, Director and Associate Dean of the North Carolina Cooperative Extension Service, did an outstanding job setting the stage for the meeting and NCSU's Dr. Lanny Hass received rave reviews as keynote speaker.

President Steve Munk, President-elect Frank Fitzsimmons, and the Southern Region leadership team including Director Doug Wilson and myself and Vice Directors Elmo Collum and Jim Riddell, presented a full plate of "update" information to the State Officers in attendance. Topics shared with the state officers include: 2003 AM/PIC, State flags, new A/V and registration providers, new photographer, donor update, committee vacancies, officer candidates and much more.

As all NACAA members are aware, initial planning for a Galaxy III conference to be held in 2008 has begun and was a major item of discussion in Asheville. Delegates at the AM/PIC in Green Bay will likely make the decision on NACAA's participation in the Galaxy III conference. Southern Region Presidents were given the opportunity at the Officers' Workshop to engage in a dialogue with NACAA leadership concerning this issue. Following this discussion, the state Presidents in attendance expressed their opinion that NACAA should not participate. It is beyond the scope of this report to fully cover the range of this discussion. Suffice it to say that I look forward to a frank and open discussion of NACAA's Galaxy III options during the Voting Delegates' sessions in Green Bay.

Thanks to the above NACAA leaders for their assistance and to the state officers for their attention and participation. Appreciation is also expressed to the North Carolina Association of County Agricultural Agents who provided a "free" airport shuttle service and to the other North Carolina Associations who helped provide a social/hospitality for the attendees.

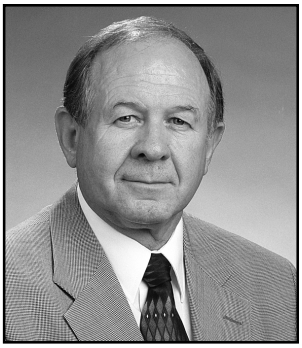
The Spring NACAA Board meeting was held in Corpus Christi, Texas in April and the Texas Association did an outstanding job hosting the Board. Corpus Christi has a lot to be proud of including a busy port featuring its own aircraft carrier, beautiful beaches, a fish hatchery and outstanding Extension personnel to mention a few. It is a beautiful place and one of the few regrets I have as a Regional Director is not having the opportunity to visit with the Texas Association in Corpus Christi at their upcoming Annual meeting due to scheduling conflicts. Thanks to the entire TCAAA but especially those directly involved with hosting us in Nueces County!

Another leadership opportunity shared with Northeastern Region Vice Director Dan Kluchinski was helping to plan the Public Issues and Leadership Development Conference held in Washington May 4-7, 2003. This JCEP-sponsored conference was an excellent opportunity for NACAA members to gain a broader perspective of agricultural and other public issues, increase awareness of our Federal partners and legislators, and better understand the legislative process. Having attended 6 PILD Conferences, I can highly recommend this professional development opportunity. Elmo Collum has replaced me on the PILD Committee and together he and with Dan will be working on making the 2004 PILD the best one yet!

There is currently a new book making the rounds in management circles called, Now, Discover Your Strengths. This book is based on the premise that everyone has strengths and talents but few recognize those talents or try to take advantage of them. Most folks tend to focus on weaknesses and spend their lives trying to repair those flaws without making much headway. In order for NACAA members to be successful, each one should identify personal strengths/talents and then utilize the many professional improvement opportunities offered by NACAA to build upon their existing talents. Similarly NACAA should take an introspective look and continue to build upon the strengths of our organization while taking full advantage of the creative ideas of our membership in order to maintain the long-term viability of our organization.

Southern Region Director

Douglas Wilson



Over the years we have all heard or used the expression "Time flies." This is certainly the case with me. My Extension career began fifteen years ago after twenty two years farming. The Kentucky agents honored me by selecting me as Vice Director candidate from KY. Since becoming Vice Director in Jackson, Mississippi, my life has been a whirlwind of activity and responsibility involving NACAA activities.

During my lifetime I have always been one who felt that individuals should support the organizations or groups that represent them and their interest whether it is work related, social, political or religious. In life there are a few maxims that we remember such as "There is strength in numbers", "A chain is only as

strong as its weakest link", and "Every part and piece of a well designed machine is required for the machine to do the work." With these things in mind, I felt I had a responsibility to my fellow agents in KY, The Southern Region and National Organization to serve, if asked.

After joining the Extension family, I had the opportunity to observe the work and dedication of national board members and officers as they fulfilled their duties and I knew that I had great examples to emulate. I have been impressed with the professional approach and work ethic by every board member with whom I have had the opportunity to work. NACAA membership should feel very secure in the knowledge that the directors and officers forget personal and regional differences and work diligently to do what is best for the organization now and in the future.

I want to personally thank past Director Kenneth White and outgoing Director Fred Miller for taking time to advise and mentor me along the way. Also, I want to thank Elmo Collum, incoming Director from Mississippi, for his assistance and cooperation. Past Presidents David McManus and Eddie Holland were great men to work with and I was impressed with their dedication to NACAA; thanks to both of you. President Steve Munk has been enjoyable to work with and I look forward to a long personal friendship in the future. Incoming President FitzSimons and I have worked to obtain financial support and I look forward to Frank's Presidency.

Since assuming the position as junior director last year in Savannah, I have attended state meetings in Georgia, Mississippi, Alabama, Arkansas and Kentucky. I also attended the National ESP in Lexington, KY, Winter Board Meeting in Green Bay, Spring Board Meeting in Corpus Cristi and Southern Region Officers Workshop in North Carolina.

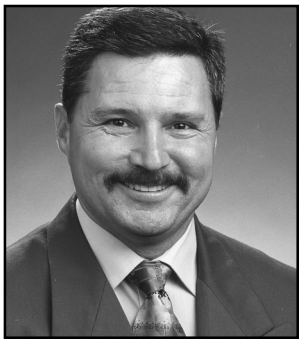
As we travel through life, perhaps the most rewarding thing we will ever do is make new friends and acquaintances. My wife and I want to thank each of you for allowing us this opportunity. We have both made many friends and we look forward each year to AM/PIC to get together with old friends to catch up on work and family.

The Agents here in Wisconsin have been working diligently to bring you a great AM/PIC in 2003. I was impressed with the region and opportunities for professional development and family vacation. Hopefully you will go home refreshed and with a great outlook for the future. While these memories are fresh in your mind, please encourage those back home who didn't attend, especially those new agents in your organization, to make plans to attend Florida in 2004.

Please feel free to contact me, Elmo or any member of your leadership team during the coming year.

Western Region Director

Patrick Torres
New Mexico



As I finish up the first year of my two-year term as Western Region Director I am still in awe of all the good work that occurs throughout this country by the Cooperative Extension System. Just as I've observed and listened to the excellent work that the agents and specialists do as a part of their commitment in their day to day functions as Extension professionals, many of our members are just as committed in helping to make NACAA work for its membership. Throughout the past year I have had the opportunity to find out in more detail how much it takes to keep our association going and it would be very overwhelming if only a hand full of members did the work.

This doesn't include the work that takes place at the regional and state levels. When all that time and effort is added up you can quickly begin to see why NACAA has many opportunities to offer its members.

Speaking of commitment, I would like to commend the committee in the western region comprised of members from Utah, Arizona and Nevada. This past November this committee under the leadership of Chad Reid organized a Western Region County Agents meeting in Las Vegas, Nevada. The purpose of the meeting was to provide members from within region an additional forum in which they can present peer-reviewed papers beyond the state level. This opportunity allowed for papers to be presented by Agents from 8 states for a total of 34 presentations. WELL DONE!

This past February I had the opportunity to meet with state officers from some of the various western states

during the Western Region JCEP Leadership Workshop. As I listened to their state reports, dwindling state budgets seemed to be the common theme with most. But despite this on-going problem and the fear of not knowing whether or not we will still be employed tomorrow, our members continue to serve their clientele with enthusiasm. But as "Change Agents" we too must also be willing to adapt to do what we are mandated through our funding sources.

Perhaps it has been the dwindling state budgets that has contributed to some of the drop in our membership. For those of us who carry on as members of NACAA we must continue to market our association to new Extension employees. We must also persist in stressing all the professional improvement and leadership opportunities that are available, not too mention the scholarship opportunities that NACAA offers. Where else can an individual make a one-time investment of $40 and get up to $2000 worth of benefit? Your professional improvement might even include a trip out of the country. You might ask the members from Arizona or Utah about this.

Additionally, we as members need to keep reminding the administrators within our respective states of the benefits and professional improvement opportunities NACAA has to offer. This can prove to be helpful over the long-run so that they will keep approving our time for us to participate in the AM/PIC and JCEP functions and hopefully even provide us individually with financial support to attend these professional improvement opportunities. If you do decide to visit with your administrator(s) you may also want to present him/her with a copy of the brochure NACAA "County Agents" Extension Educators Dedicated to Professional Excellence which was revised earlier this year. Copies of this brochure can be obtained from your Regional Director or our Executive Director, Scott Hawbaker.

The three Board meetings that I have attended since the beginning of my term have been very enlightening. It is always very interesting to learn how the thoughts and philosophies on issues that we face as an association can be so similar (or different) among the four regions. Nevertheless, the Texas Association did an exceptional job of hosting the Spring Board meeting in Corpus Christi in April. Part of the tour that they provided for the Board included a visit to a busy seaport; an important link that we often tend to overlook as being a key part of the agricultural sector.

Following the AM/PIC in Savannah I began to make my state visits beginning with Colorado. To date I have had the opportunity to visit with seven of the thirteen western state associations with my last visit for the year being with the Washington Association. I certainly appreciate the invitations that have been extended to me to visit those respective states and hope to visit more of them in the coming year.

I look forward to my second year on the Board!

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 Green Bay, Wisconsin. These workshops, scheduled for Tuesday afternoon, July 15, 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 Wisconsin on July 11-12 prior to the AM/PIC.

The Horticulture and Turfgrass Committee is also offering a pre-AM/PIC Seminar and Tour opportunity to study Horticulture in the Green Bay/Milwaukee area on July 12-13. 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 Western United States Area 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 Aquaculture and Sea Grant Committee has worked with the host state to planned an excellent Aquaculture and Seafood Industry Tour on Wednesday, July 16 during the AM/PIC.

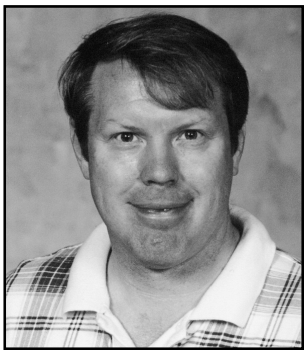
As you can see, much is happening and much more will be happening in years to come as new ideas from members, and new sponsorships and collaborations are developed. There is something for all members that wish to get involved.

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

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

Agronomy and Pest Management

Michael D. Rethwisch



The Agronomy and Pest Management committee has been active this past year in several aspects including the 2003 Remote Sensing and GIS Decision Support Seminar program as activities normally associated with agronomy and pest management professional improvement as part of the NACAA annual meeting.

Regional vice-chairs evaluated and selected regional winners for the 2003 Remote Sensing and GIS Decision Support Seminar program from applications previously selected as state winners by state chairs. Winners for this program in 2003 were:

North Central Region:
F. John Barker III, Mt. Vernon, OH

Northeast Region:
Jeff Carter ,University of Vermont Coop. Extension, Middlebury, VT

Southern Region:
Robert N. Brewer Jr., Hiawassee, GA

Western Region:
David L. Barton, Moscow, ID

Although a pre-conference tour was held in 2002, such a tour will not held due to monies being unavailable for this activity in 2003. A number of activities are still on-going for 2003. These activies include the agronomy and pest management meeting on Monday July 14 and the professional improvement presentations on July 15.

One discussion thrust during the committee meeting to be held on Monday July 14 is expected to be the identification of hand-on activities that will result in professional improvement in one or more areas of agronomy/pest management/crop production. Ideas that have been proposed thus far have included a weed/herbicide "school", intensive trainings about specific new aspects of crop production (technologies, pesticides, genetically modified crops, plant growth enhancers, etc.). Another idea was a presentation com-

petition (with financial support from industry for top presentations) with expectation of encouraging more NACAA members to share research results at the AM/PIC. Sharing of ideas and results is a highly valuable aspect of agronomy and pest management professional improvement, and additional presentations at the annual meeting are necessary to further increase the value of attending the annual meeting. Coming to any clear consensus about these and other suggested ideas may be very difficult to accomplish in light of the crop and pest diversity across the nation. A needs assessment should quite beneficial in guiding the future decisions of this committee.

For the 2003 professional improvement there will be separate sections on agronomy and pest management which will run concurrently. Nine presentations will be made, with four for the pest management section and five presentations for the agronomy area. Topics and speakers are as follows:

Agronomy:

AuxiGro®, a Novel, Proven Plant Growth Regulator Technology for Crop Production. Dr. M.Olav Messersmidt, Emerald BioAgriculture Corporation, 3125 Sovereign Drive, Suite B, Lansing, MI, 48911-4240;

Quarter Century of Agronomic Recommendations Make a Difference. Steve Bartels, Ohio State University Extension, Butler County, 1810 Princeton Road, Hamilton, OH 45011;

*Changing Irrigation and Fertilization Practices Help Farmers Increase Production and Cut Costs***.** Mark Nelson, Utah State University Cooperative Extension, Beaver County, P.O. Box 466, Beaver, UT 84713;

Heritage Crop Research at Rutgers. W. J. Sciarappa, County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Monmouth County, 20 Court Street, Freehold, NJ 07728;

Agricultural Best Management Education and Training in the West Fork - White River Watershed. Julie Speight, CEA-Agriculture, University of Arkansas Cooperative Extension, Washington County, 2536 N.McConnell Avenue, Fayetteville, AR 72704.

Pest Management:

Pesticide Records and Record Keeping. Tommy Williams, Pesticide Program Specialist, USDA Pesticide Records Program, Washington, DC;

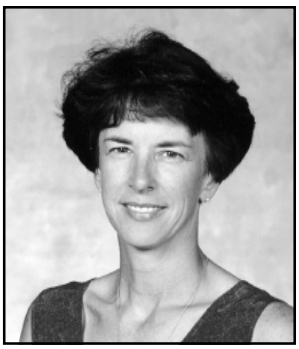
Return on Investment of Cotton Varieties in the South Delta of Mississippi During the 2002 Growing Season. John Coccaro, Area Extension Agent - Crops, Mississippi State University Cooperative Extension, Sharkey County, 120 Locust, Suite 3, Rolling Fork, MS 39159

Where Does Quadris Fit into Louisiana Soybean Production? Dr. Boyd Padgett, Research and Extension Plant Pathologist, LSU Ag Center, 212 Macon Ridge Road, Winnsboro, LA 71295

Integrated Pest Management Poster for Farm Markets. Michelle Infante-Casella, County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Gloucester County, 1200 N. Delsea Drive, Clayton, NJ 08312

Agricultural Economics and Community Development

Laurie Wolinski
Delaware



The Agricultural Economics and Community Development committee is looking forward to seeing friends and colleagues and to meeting new agents in Green Bay. I would like to thank everyone who participated in the Agricultural Economics and Community Development programs that were held in Savannah last summer. The Cotton Marketing Workshop was well supported by the New York Board of Trade, and well received by the agents. The Cotton Marketing Workshop will not be offered this year in Green Bay, but we anticipate that it will be offered again in 2004 in Orlando. Tom Walker, of the New York Board of Trade, believes the Cotton Marketing workshop is very important because of the opportunity that is provided to teach the teachers about the exchange's role in cotton marketing.

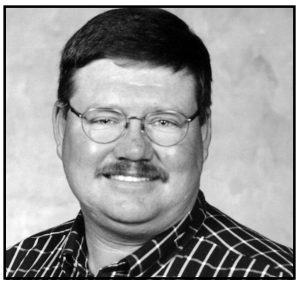
We have a very interesting slate of workshops scheduled for the Tuesday afternoon workshops. Extension programs from several areas of the country will be presented. The topics covered range from

marketing to community development to business decision tools. The topics include: Transfer Management to the Next Generation – A Key for Successful Business, Mid-Columbia Small Farms & Acreage Program, Opportunity Analysis: A Value Added Investment Assessing Protocol, Comprehensive Financial Analysis of Value Added or Farm Expansion Investment Impacts on Farm Resources, Return on Investment of Cotton Varieties in the South Delta of MS during the 2002 Growing Season (**this workshop will also be presented in the Agronomy/Pest Management Session**), Got Risk – A Risk Awareness Curriculum Based Experiential Learning, Interpretation of Small Farm Financial Data via Web Based Computer Tools using 2000/2001 Great Lakes Grazing Network Grazing Dairy Data, A Farm Labor Service – A Win-Win for Farmers, Job-Seekers and Local Communities.

Please join us for the Monday committee workshop, in the KI Center, to help plan, and share your ideas for future programming and focus for Agricultural Economics and Community Development Committee. I want to thank Van Varner, past committee chair, the regional chairs, the state committee chairs, and support staff for all of their help with the program for this year. I want to extend special thanks to Dennis Newton for his support and guidance throughout the year.

Animal Science

Kim Chapman
Utah



Seventeen agents from twelve states participated in the pre-conference tour that the Animal Science Professional Improvement Committee sponsored in cooperation with the 2002 NACAA AM/PIC in Savannah, GA. Agents were exposed to the southern states' poultry industry, the GA State Prison system farms which provide half the food for 42,000 state prisoners, sustainable hog and market goat operations and the world's largest cricket farm. Each stop provided different insights into sustainable agricultural production systems. The tour is designed to provide agents with different aspects and more in-depth discussion of sustainable agriculture, specifically as it relates to livestock, than they might receive during the tours planned in conjunction with the AM/PIC.

This years' tour will include visits to:

- a farm which utilizes rotational grazing and markets their own beef and chicken to area residents,
- Infigen, Inc, a bio-tech company specializing in cloning,
- University of Wisconsin Research Station at Arlington, WI, which has 14 different crop and livestock research units,
- discussion with WI wildlife officials on their efforts to deal with Chronic Wasting Disease,
- a stocker cattle operation which uses all their natural resources to enhance profitability, and
- a cheese plant which specializes in organic cheese and utilizes an in-house, natural waste water treatment system to clean and discharge 7,000 gallons of clean water into an adjacent stream daily.

We are very fortunate to be able to offer the pre-AM/PIC Animal Science tour to NACAA members at no cost due to very generous funding by SARE.

During last years' meetings in Savannah, we were excited to have so many great programs presented to attendees during the Tuesday afternoon Animal Science Seminars. Our capstone speaker for the seminars was Keith McDowell, Director of Meat Procurement for Wal-Mart, who discussed Wal-Mart's Case-Ready Meat Program.
Again we have a great line-up of seminar speakers for the 2003 meetings. Among the presentations will be Jay Binversie, Wisconsin dairy producer and National Outstanding Young Farmer award winner, and Ronald Eustice Executive Director for the Minnesota Beef Council, speaking on irradiated beef.

We look forward to another exceptional program and enjoyable time as we go to Green Bay for the 2003 NACAA AM/PIC!

Forestry & Natural Resources

John Church
Illinois

I. Committee Meetings— the Forestry and Natural Resources Committee met in Savannah, GA at the 2002 AM/PIC. John Church from IL was selected as Chair for 2002-03. Nick Polanin from New Jersey was

thanked for all his efforts leading the committee during the previous year and conducting the BASF tour. Other committee members for 2003 include Kathryn Hopkins, ME; Brian Chandler, LA; and Steve Lewis, NV.

The committee also met once via teleconference to select presentations for AM/PIC and to discuss logistics for meeting in Green Bay.

II. BASF Tour – the committee worked with the Board to initiate contacts with BASF for a 2003 professional improvement tour. BASF chose not to sponsor that event for this year's AM/PIC in the NC region. There may be a possibility in the Southern region for 2005.

III. Training – the committee suggested that two educational sessions be offered at Green Bay to allot adequate time to offer a variety of Natural Resources presentations and Forestry presentations. The committee wants to continue the focus on natural resources in general, as well as forestry. In working with the Green Bay AM/PIC Committee and Board, two sessions with three presentations each will be offered this year.

IV. Awards – The Committee again chose from applicants responding to the Call for Presenters for the AM/PIC to be presenters during the Tuesday seminars. Four applications were received and all were offered the opportunity to present, including Andrew Londo, MS; Chad Reid, UT; Jane Herbert, MI; and Chris Zoller, OH.

In addition to the four applicants, two additional presenters—1 additional NACAA member and 1 non-NACAA organization will be presenting.

The abstracts for the sessions are attached.

V. Plans for 2005 – The Committee will formulate plans for '05 in Green Bay, but there will be discussion regarding future BASF tours. The Committee will need input from the Board whether or if to proceed for Florida regarding contacts to BASF.

VI. Committee Budget – Budget for general committee work is adequate, but will need sponsorships if BASF tour, or similar tour, is to be scheduled again.

Thank you to the Board for this opportunity to serve NACAA! If you have suggestions for future activity, please let our committee know.

Horitculture and Turfgrass

Jerry Goodspeed
Utah

We have 15 participants in the pre-conference tour. We will tour the horticulture sights of Milwaukee and the surrounding area. Bayer sponsors the event.
We have 6 papers being presented at the AM/PIC.
Our RISE/NACAA tour this year is scheduled to go to Las Vegas, San Diego, and Los Angeles. We had 46 apply for the tour, with 19 national winners.

Aquaculture/Sea Grant

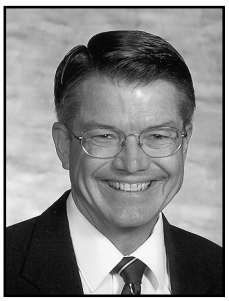
Jamey Clarey
Alabama

The Aquaculture/Sea Grant committee has been active this year preparing for the AM/PIC to be held in Wisconsin. On March 13, I faxed two completed facility and equipment request forms to Jack Trzebiatowski requesting rooms for our committee meeting on Monday afternoon and the committee workshop on Tuesday afternoon.

Chuck Pistis, North Central Vice Chair, and I have talked by phone or e-mail numerous times making plans for the Tuesday afternoon committee workshop and the Wednesday Aquaculture/Sea Grant tour. Thanks to Chuck, the workshop agenda is complete with six speakers from Michigan, Wisconsin, Iowa, Minnesota, and Alabama. This agenda will be sent prior to the May 1 deadline. Chuck worked with the Wednesday tour organizers in Wisconsin and received the ok to include an Aquaculture/Sea Grant on Wednesday. Plans are being made now for this tour.

Currently we have one application for presentation. Past chair Jean Walter is working on securing sponsor, but has been unsuccessful to date.

Extension Development Council Chair



Richard Gibson
Arizona

The Extension Development Council has the unique responsibility within the National Association of County Agricultural Agents to enhance the general professional expertise of its members. One common thread among all NACAA members is the fact that we all share, as Extension Agents and educators, a general charge to bring appropriate educational programs to our clientele. For this reason, it is imperative that our organization continue to provide opportunities for all of its members to strengthen their skills as Extension professionals. This goal underscores one area that effectively separates NACAA from other subject specific professional organizations and provides another compelling reason for the continued vitality and viability of our organization.

There are four committees in the Extension Development Council that are not subject matter specific, but rather cover broad, general Extension-related topics. Each of these topics are addressed by a specific committee. These committees are: Public Relations and Agriculture Issues, Early Career Development, Administrative Skills Development, and Teaching and Educational Technologies.

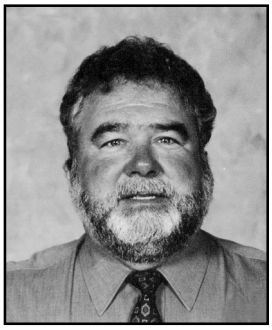
The challenge for the Extension Development Council National Chairs and Vice Chairs, along with the related State committee chairs, is to establish a firm foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. All of the Committees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

This past year the committees have set specific goals and objectives, searched for funding sources, organized nontraditional professional improvement opportunities and assembled an exciting array of educational opportunities at the Annual Meeting/ Professional Improvement Conference. In addition, the Public Relations and Agricultural Issues Committee has made great strides in helping members nominate excellent candidates for the Outstanding Young Farmer Award Program.

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: Scott Daniell - Public Relations and Agriculture Issues; Jeff Carter - Early Career Development; Jack McDaniel - Administrative Skills Development and Michael Pace - Teaching and Educational Technologies.

We hope that you find these committees an invaluable tool to help you become a better Extension professional. That is our goal.

Public Relations and Agricultural Issues



Scott Daniell
Georgia

The PR & AG Issues committee has had an outstanding year. I would like to update our membership on some of our renewed objectives, report on 2002's AM/PIC program and highlight some events that are occurring in Green Bay.

The objectives of the PR & Ag Issues committee are as follows:

-to encourage, support and assist the development and effective implementation of the Public relations and Agricultural issue Committee in state organizations.
-to provide pertinent and timely PR & Ag Issues programs and activities during the AM/PIC annually.
-to assist, encourage and inspire NACAA members to study, research and educationally address PR & Ag Issues at the grassroots level by providing information, leadership and appreciation when possible.
-to encourage the formation of local, regional and national partnerships between NACAA members, government agencies, non-governmental organizations, growers and producers and the public to educationally address public relations and agricultural issues.

SAVANNAH 2002 – "*From the Farmhouse to the Townhouse",* was presented to 80 NACAA participants during July at our annual PIC. Dr. Betty King and Dr. Curtis Absher, University of Kentucky collaborated with the National Issues Forum group to address problems and opportunities with declining farm

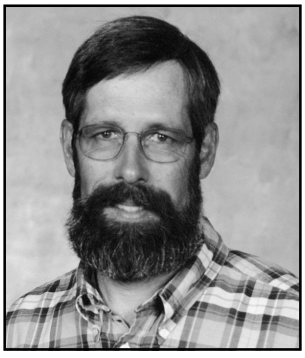
land issues. The program was well received and received fantastic reviews from attendees.

OUTSTANDING YOUNG FARMER - NACAA'S partnership with John Deere and the US Junior Chamber of Commerce resulted in wonderful opportunities for county agents to highlight their state's outstanding young farmers. 25 families were invited to Louisville Kentucky in February 2003 to compete for Top Gun status at this year's National Awards Congress. The PR and AG Issues committee are proud to recognize Tom Donkers of Minnesota, Kevan Comes of Montana, Joan Grimes of Ohio and Jay Binversie of Wisconsin as this year's National winners. Jay is being scheduled to attend NACAA's AM/PIC in Green Bay this July. We're looking forward to hearing what he has to say about the OYF program.

2003 AM/PIC in GREEN BAY - Steve Smutko of North Carolina State University is our featured speaker this year at our Professional Improvement Seminar. Steve will present
"Controversial Issues: How to Get Involved Without Getting Embroiled". Public decisions concerning water quality, waste management and land use can be challenging for Extension professionals and Steve will provide tools and insight to assist us in perfecting solid models to work in these situations. Plan on joining us July 15th at 8:30AM to attend. This years presentation will not be divided into three different sessions.

Early Career Development

Jeffrey Carter
Vermont



The Early Career Development (ECD) committee objectives for 2002-03 included soliciting input and developing means to encourage new and early career members to actively participate in NACAA. The development of the educational sessions for the AM/PIC was the major work of the committee this year. The ECD Committee Vice Chairs for 2002-03 were Tim Schnakenberg (MO) North Central region, Ray Burden (TN) Southern region, Bruce Hinrichs (NM) Western region, and Jeff Carter (VT) Northeast region. If you are interested in the workings of the ECD committee, please come to the Monday afternoon Committee Workshop. Any thoughts and help you may have to offer would be welcome.

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 all the information at these seminars helpful to you regardless the length of service that you have as an agent. Interestingly a show of hands at the Savannah meeting indicates that ECD program attendees were equally divided between groups of agents with 1-2 years, 2-5 years, and over 5 years of service.

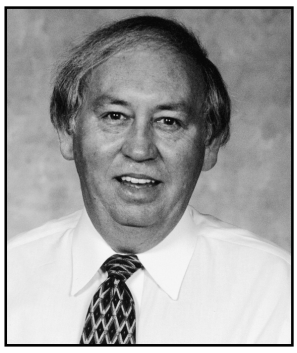
David Marrison of Ohio State University Extension will be giving a presentation on "Making Your Time And Print Media Work For You". The presentation will be focusing on prioritizing tasks, organizing your office by colors, professional scheduling, avoiding interruptions, working with newspaper editors, secrets in taking digital photos for news columns, and an agent's and spouse's perspective of balancing personal and family life.

Brad Brummond of North Dakota State University Extension will give a presentation on "Turning Conflicts Into Diversity". This presentation will focus on how to handle conflicts properly and turn conflict into diversity and create a win-win situation that will create a support structure for the Extension professionals.

Jim Stordahl of The University of Minnesota Extension will be giving a presentation on "A Toolkit for New Extension Educators". The presentation will focus on the practical tools that are used to deal with the onslaught of information and the constant demands on your time. He will be sharing ideas on effective time management with simple low tech tools, as well as tools that take advantage of digital technology.

Administrative Skills

Jack McDaniel
Tennessee



I have gained much this year serving as a national chair for the first time. I could not have made it without the help of many team players. Many thanks are due to the 2002-2003 committee members Louie R. Freeman (Oregon) from the Western Region; Bruce Beck (Missouri)

North Central Region; Earle D. Robbins (Pennsylvania) Northeast Region; and I represented Tennessee from the Southern Region. The committee welcomes two new members coming on board this year in Green Bay. They are: Micheal Heimer (Southern Region) from Texas; and Clif Little (North Central Region) from Ohio.

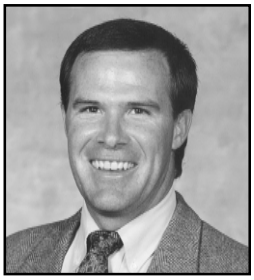
One of the objectives of the committee this year is to communicate to the membership that the programs in Administrative Skills are for field personnel at the entry level, experienced agents, and persons in administrative positions. New agents are welcomed and encouraged to attend these sessions. The program is designed for everyone in Extension.

According to a survey conducted at last year's meeting, most extension people were interested in stress management, time management, and how to cope with budget issues relating to programming. The program for this year was developed based on the results of this survey. Ingrid H. Holmes of the Mayland Cooperative Extension Service and President of the National Extension Association of Family and Consumer Sciences (NEAFCS) will conduct two sessions. One is on Time Management and Priority Setting; and one on Stress Management using Humor. You can learn how to laugh away some stress and enjoy your work more according to Ingrid. A third session is planned for Cost Recovery for Extension Programming. Dr. Jerry DeWitt of Lowa State University and someone (TBA later) from Washington State University Extension will form a panel for an inter-active discussion on how these two states recover some programming costs. If your state has some good suggestions on this, please bring them and share with the group.

Anyone interested in the Administrative Skills Committee is invited to attend the Monday afternoon Administrative Skills Committee Workshop. Your input and suggestions will be greatly appreciated. I hope to see you in Green Bay July 15.

Teaching & Educational Technologies

Michael Pace
Utah



As Extension Educators, we use a variety of methods of teaching our clientele every day. In years past, they were field demonstrations, farm and ranch visits, canning clubs and county fairs. Today its email, cell phones, distance education, PDA's and web sites along with the traditional methods. The Teaching and Educational Technologies Committee have been busy accomplishing our goals from our plan of work for the 2002-2003. We have opened the communication lines between our regional vice chairs and the state associations by using emails, letters and other means of communications.

Activities of our committee this year included submitting articles for *The County Agent* Magazine and finding out what our state associations are doing and passing the ideas along to other state leadership committees. We have also been more aggressive in encouraging members to apply to do presentations for the Teaching and Educational Technologies workshops at the AM/PIC meeting. We have some wonderful presentations that are lined up for the upcoming conference that deal with technology and education. The presentations are "On-line Recertification for Licensed Pesticide Applicators in New Jersey"; "Nebraska Technology Team Uses E-Programming"; "Creative Methods for Horticultural Education: the Use of Television, Video and the Internet to Enhance Cooperative Extension Outreach" and the "Extension Disaster Education Network Program."

Two special workshops have also been scheduled by the committee. Molly Immendorf, Technology Training Specialist with the University of Wisconsin Extension Service will make presentations on a Web-Based Educational Technology program called Blackboard and a second presentation on Using WisLine Web to communicate and collaborate in real-time while being hundreds of miles apart. Both of these programs are currently having much success with Extension programs at the University of Wisconsin.

Our committee will also have two new regional vice-chairs that will be joining us in Green Bay and have been selected for a two-year term. Steve Hadcock will represent the North Eastern Region and Barry Bequette the Western Region. We want to thank them for volunteering to serve on this committee. We also want to thank Andy Dufrense from New York and Mike Pace from Utah for their time and commitment to serve on our committee as we have had a great year and accomplished many things under their leadership and direction.

Program Recognition Council

John Campbell,
Council Chair
Tennessee

As an Area Specialist, assigned to nine counties, I am on the road regularly. One of the things I watch for are the quotes, proverbs, etc. on marquee signs. One I saw recently read, "The road to success is always under construction." I think this fits Extension work pretty well. We should never rest on our laurels and think we have solved all the problems with no new problems to come. Changing technologies, population shifts, the strength or weakness of the agricultural economy, and other factors require all of us to continually learn new things and adapt to new situations. This has been a year of adapting for NACAA. Changes in sponsor support and other factors have caused some of the Program Recognition Council's programs to make significant changes from past years.

The Program Recognition Council committee chairs have worked hard this year to provide opportunities for the membership. I want to thank all of them for their efforts during the past year. Gerald VanBrunt, Extension Programs, Kurt Jones, 4-H and Youth, Lee Miller, Communications, and Greg Solt, Scholarship, complete their terms in Green Bay. Russell Duncan, Professional Excellence, John Payne, Public Relations, and Neil Broadwater, Recognition and Awards will return for another year. Their reports follow. Please take time to read of the work of these committees. Laura Watts, Communications Coordinator, has placed program winners on the NACAA web page. I appreciate her help as well.

The filling of committee vacancies for 2004-2005 has been very challenging this year. The number of members desiring to serve in these positions has dropped significantly. One of the goals of the expanded committee structure a few years ago was to give more people an opportunity to serve in these positions. I know budget uncertainties in many states bring a reluctance to make this commitment. But if we wait for budget problems to be solved before making a commitment, will we ever make another one?

I appreciate the help and support this year from Council Chairs Dennis Newton and Rick Gibson and Vice President Glen Rogers. Scott Hawbaker, Executive Director, also plays a huge role in the success of council programs.

As I complete the second year of my three year term as Council Chair, I again encourage all NACAA members to take advantage of the many opportunities for professional improvement. Another sign read, "Many people are like a wheelbarrow. They go no farther than they are pushed." Don't wait to be pushed!

Recognition and Awards

Neil Broadwater
Minnesota

At the 2002 AM/PIC in Georgia, the Recognition and Awards Committee decided to encourage NACAA members to utilize to a greater degree the use of electronic technology for the 2003 DSA and AA application process. Working with Laura Watts, NACAA Electronic Communications Coordinator, we were able to provide the ability for applicants to fill out their award forms right at the NACAA web site. Applicants could then print out the forms or save them to a disk. This eliminated the need for applicants to either hand write or use a typewriter to fill out their application.

Some citations and forms were faxed on to the next stage of the process, and that is fine, as long as the fax is legible when received. However, many states did submit their recipient citations on disk. This made it less time consuming to edit the citations, move them onto the next stage, and transfer the information into the Awards Program booklet. The committee will continue to refine the electronic application process as necessary, in order to make applying for the DSA and AA awards as simple as possible. Also, it is important to have the process convenient to the applicant, to the committee state chairs, regional vice-chairs and your national chair as we all face many time constraints serving as a County Agent in this fast changing world.

This year we honor 82 NACAA members for the Distinguished Service Award and 58 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. These award recipients are a tremendous example of what the County Agent does throughout the nation to help create better lives for all citizens. Let us take pride in being a member of an organization comprised of such dedicated workers.

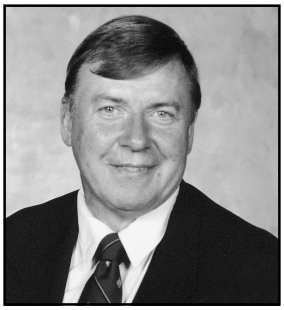
State chairs as well as the regional vice-chairs of this committee put in a lot of time throughout the application process assembling the information in preparation for the Distinguished Service Award and Achievement Award presentations at the AM/PIC. This committee would not be successful in fulfilling its responsibilities, so that NACAA can honor the award recipients at the AM/PIC, without their efforts

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

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



Communications
J. Lee Miller
Pennsylvania

The Communications Committee is pleased to report strong participation in the communications program despite the lack of a national sponsor. The earlier national meeting reminded everyone of the need to meet deadlines to make the program a success.

Though the numbers of entries are down, the winning entries are evidence of the high quality of work and communications that are being conducted by the highly professional educators throughout the country. It is evident that agents are working closely with university personnel to produce high quality materials. Recent technology has enabled us to do a more professional job and make all materials more appealing and readable. Most importantly, the audiences are more readily able to grasp and adapt new ideas or methods to improve their operations or change the quality of their lives. In short, these highly professional communications are having a significant impact on our clientele.

Entering the communications contest is great way to learn and improve your efforts since most reviewers make comments on entries when they are judged. Just because your entry is not produced in a professional print shop or printed on glossy paper is not a reason to dismiss entering the contest. Many excellent materials are produced in county offices and place well in several categories. Imagination, simplicity, creativity, and excellent use of the time and space help entries catch the judge's eye and are effective ways to hold and build your audience.

I hope that you will take a few minutes to view the posters of the winning entries in the poster area and glean some new ideas for your own communications efforts. Also, the abstracts of the winning entries are published in the proceedings. These provide further opportunities to stimulate our own creative minds and improve on our own skills and abilities to heighten our communications. Reading about these successful programs can give us new ideas and approaches for extension programming. We never say "plagiarize" but we often "borrow" ideas from other extension educators to create and improve our programs. This is what puts meaning to our county agents annual meeting and truly makes it a professional improvement conference.

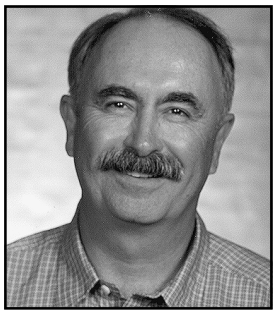
I take this opportunity to thank the regional vice-chairs who have worked diligently over the past years. I appreciate their hard work to help make this program a success. I know that they now know the importance and value of timeliness in keeping deadlines. I especially want to commend Keith Mickler and Gary Gao who are completing their terms as regional vice-chairs. The future challenge of this committee and the membership is to garner support and sponsorship of this program and to continue to motivate and encourage the membership to participate in this valuable learning and professional improvement experience. The

door is open and we welcome your suggestions.

It has been a pleasure and a privilege to serve as the NACAA Communications chair for the past two years. I look forward to continued support of the NACAA leadership and our professional improvement organization.

Extension Programs

Gerald Van Brunt
Arkansas



EXTENSION PROGRAMS
Gerald Van Brunt
Arkansas

Extension Programs offered a new program for the second year in a row. Landscape Horticulture replaced Environmental Use of Pesticides, Urban and Rural. Sponsorship is by TrueGreen ChemLawn. The Remote Sensing and Precision Agriculture sponsor, NASA, increased their sponsorship to include a luncheon during the NACAA AM/PIC in Green Bay.

Other sponsors include John Deere for Farm and Ranch Financial Management, Merial SureHealth for Livestock Production, and Bayer for Crop Production.

Program entries at the Regional level were up slightly from last year, with 62 entries by 77 individuals. We are seeing a trend toward more group entries and multi-state entries.
The Southern Region continues to have the highest number of entries and account for more than half of all entries.

National Winners come from Kansas, South Dakota, Minnesota, Illinois, and Texas. National Finalists came from 12 other states, allowing for 17 states to be represented in the top four awards. Only 3 states had multiple winners this year, down from 8 the previous year.

I have enjoyed being associated with the Extension Programs for the past four years, first as a Vice Chair and for the last two years as the National Chair. I want to thank all of the Vice Chairs I have worked with over the past two years.

I would like to encourage you, our membership, to take a few minutes and enter one of the Extension Program categories. With the broad base of areas, everyone should be able to enter at least one area.

Professional Excellence

Russell Duncan
South Carolina

The committee is responsible
for the peer review of poster abstracts and organizing the poster session at AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. Monsanto is a partial sponsor again in 2003.

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 Donald Fretts'04 from the northeast, Ron Meyer '03 from the West, Robert Brewer '04 from the South, and Craig Haugaard '03 from the North Central.

The poster entries decreased slightly in 2003. We have 86 entries this year compared to 101 in 2002. The North Central has the largest number with 32. The South has 26, the Northeast has 18, and the West has 9.

Awards will be presented at the AM/PIC Poster Session Breakfast. The best papers in each category, Applied Research & Extension Education, will receive the following awards: Best $500 & plaque, Second $250 & plaque, Third $150 and plaque, Regional winners will receive a certificate. Dr. John Anderson, Monsanto Co., is sponsoring the monetary awards for 2003.

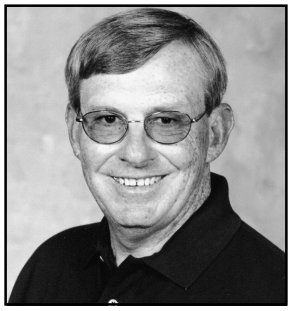
One of the goals of the committee has been to improve the quality of poster entries. Vice chair have been worked with the state chairs/presidents to ensure that posters and abstracts are of the highest quality. Poster abstracts are submitted to the vice chairs. They have the abstracts peer reviewed by at least two(2) to three (3) reviewers to determine whether or not the poster is acceptable. If a poster abstract is rejected, the author is given the opportunity to make corrections or improvements, so that it can be accepted. All rules and

guidelines for the NACAA AM/PIC Poster Session are available on the NACAA website at:

http://www.nacaa.com/prof_imp.htm

The Professional Excellence Committee is also conducting a luncheon workshop during the AM/PIC on Tuesday, July 15, 2003. The workshop will focus on preparing posters using PowerPoint. Dr. Betsy Greene will be the presenter. Using PowerPoint is an excellent way to produce professional results. Participants with preparing posters with PowerPoint can review the finished product and easily make changes prior to actually printing the poster. Through activities such as this, the Professional Excellence Committee hopes to help Poster Session participants produce high quality, competitive results. By doing this we will ensure that the Poster Session remains a focal point of our AM/PIC.

Public Relations



John Payne
Arkansas
Public Relations
John Payne
Arkansas

The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program each year. This program offers members an opportunity to highlight educational programs that improve the understanding of agriculture in their communities. The committee also conducts the annual Squanto Luncheon. This year's Squanto program will be called "First Timers Program". The 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. The Wisconsin group in cooperation with the Public Relations Committee is planning the program for this event. All members attending the National Meeting for the first time are encouraged to attend the First Timers Program.

There were 13 entries in the PRIDE Program this year. Entries were submitted from each of the four regions. All entries were very good and included a variety of educational efforts being conducted throughout the country. Congratulations to Mark Mechling of Ohio the 2003 PRIDE Program Winner. Congratulations to Gregory Solt of Pennsylvania; Stefan Seiter of New Hampshire; and Stewart Runsick of Arkansas who were all National Finalists.

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

Finally, we express our thanks to national sponsors who work with the Public Committee. They are:
Squanto (First Timers Luncheon) – NASCO International;
Public Relations in Daily Efforts (PRIDE) – National Rural Telecommunications Cooperative Association and the National Rural Electric Cooperative Association.

4-H & Youth

Kurt Jones
Colorado

Your 4-H & Youth Committee has been busy since we met in Georgia in 2002! We had an outstanding group of entries from colleagues who are doing excellent youth development work. Our 2003 national winner is a team from Illinois (Daniel J. Jennings, Joe Schwamberger, Greg Clark) who took the challenge of teaching youth about biotechnology and produced a murder mystery to help teach these core concepts to youth. It is impressive to see how innovative our members continue to be in teaching agriculture-related topics to our leaders of tomorrow.

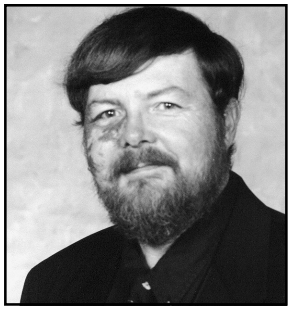
The 4-H & Youth Committee has responded to your request to increase the number of people who can attend the national winner and national finalist seminars. New in 2003, these seminars will take place on Tuesday morning of the AM/PIC. As an added attraction, Pamela Olsen, President of the National Association of Extension 4-H Agents, has agreed to do a presentation on involving youth in community decision-making.

The 4-H Talent Review plans are underway. This

popular event at the AM/PIC continues to excel, as evidenced in Savannah in 2002. This year plans to be even better with improvements in the sound quality, better showcasing the talented North Central Youth!

I look forward to seeing you in Green Bay in July! Look for the display of the award winners in the poster area, and make plans to attend the seminars, committee meeting, and the 4-H Talent Review!

Scholarship



Gregory W. Solt
Pennsylvania

From July 1, 2002 to June 30, 2003, $2612.00 in donations were collected by the scholarship committee. Seventy-seven individual contributions were received to achieve this amount.

The 2002 scholarship auction receipts totaled $5772.50. Sixty-six individuals purchased 110 items at the auction.

Therefore the total collected by the Committee in this period was $8384.50. This money was turned over to the NACAA Educational Foundation.

For the 2002/2003 scholarship year 28 applications representing 137 individuals were received.

Of the 28, 11 were group applications representing 120 members.

The remaining 17 applications were from individual members.

A total of $85,249 in support was requested.

The NACAA Educational foundation, the source of the funds the Scholarship Committee has to award, approved funding of up to but not to exceed $25,200.

The Scholarship Committee met and deliberated Sunday morning, July 28, 2002 for approximately 3 hours. Members of the awards committee each had copies of all the applications for several weeks before this date to become thoroughly familiar with each request.

For the 2002/2003 scholarship year, the scholarship committee recommended 18 awards for a total of $25,115. This broke down into $3440 for seven individual to continue their formal education and $21,675 for 11 individuals and groups to participate in conferences, tours, meetings, etc. The committee was not able to fund 10 requests.

Many thanks to everyone who helped, donated an item or purchased something at the 2002 Scholarship Auction. The total for the sale was over $2000 more than in 2001. Bob Edwards, from North Carolina was the auction chairman. Great work, Bob!

Special Assignments:

Electronics Communications Coordinator

Laura L. Watts
Pennsylvania

Mailing Lists

The ongoing problems with the mailing lists continued this past year. While we had contracted with a commercial vendor to host our mailing lists, they were not able to provide the level of service our organization requires. We now have our mailing lists hosted by Penn State, and are very grateful for their assistance. I appreciate your patience and cooperation during the many tests of our lists. I hope that we will be able to limit the amount of junk mail to our lists through the use of an "Approved Senders" list. For this reason it is important that I have your sending mail address to add to the database, or you will not be able to post messages.

Home Page

The NACAA Home page was moved to our commercial provider in December of 2002. Please remember to update any links you have to it. At that time I also updated the look of the site. Some changes to content included new DSA and AA forms that can be filled out on line and printed, as PDF and MS Word files. Information on the Partnership program was added to

the Sponsor page.

The application form for the Communications Awards programs can be filled out on line and printed. There is also a slide program available which provides guidelines for entering the awards program. This was developed by Lee Miller, Communications Chair.

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

The new membership and promotional brochures are now available online.

Please remember to keep me updated on changes to your email address. Suggestions for the web site are always welcome. Committee Chairs are encouraged to post information helpful to their committee work.

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. Address changes, new member additions and general database changes occur daily - an important part of keeping the database up to date.

This past year has seen even more volume of day to day activities/correspondence with the National Headquarters. During an average week - over 30 phone calls (which require assistance) and 100 e-mails (not junk mail) filter through the office.

During this past year, my role as Executive Director has diverisified to become more active with our existing national donors and to assist the President Elect with securing new donors. I travelled to the National Farm Broadcasters Annual Meeting with President - Elect FitzSimons and began the networking process. Hopefully we will be able to maintain continuity at this meeting and others with our donor relations.

During this past year I have helped with the development of two new recruitment/membership/corporate brochures for NACAA. These are available to state associations and are ideal for showing someone not familiar with NACAA - just what we're all about.

For more information about how NACAA can help you as a member, or however I can assist you, please contact the NACAA headquarters at: NACAA, 252 N. Park Street, Decatur, IL 62523

PROGRAM HIGHLIGHTS
88TH ANNUAL MEETING
NATIONAL ASSOCIATION OFCOUNTY AGRICULTURAL AGENTS
July 13 - July 17, 2003
GREEN BAY, WISCONSIN

88TH ANNUAL MEETING
NATIONAL ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS
July 13 - 17, 2003
Green Bay, Wisconsin

7:00 am - **PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR – Board Buses at 7:00 am**
Place: Lobby West – KI Center

PRE-CONFERENCE NACAA/BAYER HORTICULTURAL WORKSHOP AND TOUR
Place: Breakout Rooms 5 A & B – KI Center
Courtesy: Bayer Advanced LLC

5:00 pm- 8:00 pm **VIP, SPONSORS AND DONORS DINNER**
Place: Railroad Museum
Host: Wisconsin Association of County Agricultural Agents

8:00 am- Noon **PRE-CONFERENCE NACAA/BAYER HORTICULTURAL BREAKFAST AND WORKSHOP**
Place: Breakout Rooms – 5A & 5B – KI Center

9:00 am- 5:00 pm **SCHOLARSHIP SELECTION COMMITTEE**
Place: Breakout Room 1 – KI Center
Presiding: Gregory Solt, Chair Scholarship Committee

9:00 am- Noon **REGIONAL DIRECTORS AND VICE DIRECTORS WORKSHOP**
Place: Auditorium – KI Center
Presiding: Dan Burkhart, North Central Director

9:00 am- Noon **NACAA Awards and Recognition Exhibit Set up**
Place: Pre-Function Lobby – KI Center

10:30 am- Noon **NOMINATING COMMITTEE MEETING**
Place: Breakout Room 3 – KI Center
Presiding: Eddie Holland, Past President

12:00 pm- 6:00 pm **Computer Technology Center Open**
Place: Breakout Room 4 – KI Center

12:30- 2:00 pm **PAST NATIONAL BOARD LUNCHEON DUTCH TREAT**
Place: Breakout Room 7 – KI Center
Speaker: International Agricultural Exchange Vacation or Vocation **-** Ron Atkinson
Coordinator: Don Drost

Noon- 2:00 pm **NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS LUNCHEON AND WORKSHOP**
Place: Ballroom A1 & A2 – KI Center
Presiding: Glenn Rogers, NACAA Vice President
Courtesy: Philip Morris, USA

2:00 pm- 5:00 pm **PROGRAM RECOGNITION COUNCIL WORKSHOP**
Place: Ballroom A1 & A2 – KI Center
Presiding: John Campbell, Council Chair

2:00 pm- 5:00 pm **EXTENSION DEVELOPMENT COUNCIL WORKSHOP**
Place: Ballroom A3 – KI Center
Presiding: Richard Gibson, Council Chair

2:00 pm- 5:00 pm **PROFESSIONAL IMPROVEMENT COUNCIL**
Place: Ballroom A4- KI Center
Presiding: Dennis Newton, Council Chair

1:30 pm- 3:00 pm **STATE OFFICERS WORKSHOP**
Place: Auditorium – KI Center
Presiding: Fred Miller, Region Director

2:00 pm- 5:00 pm **COMMERCIAL AND EDUCATIONAL EXHIBITS**
Place: Exhibit Hall C – KI Center

1:00 pm - 7:00 pm **NACAA POSTER SESSION DISPLAY - OPEN**
Place: Lobby West – KI Center
Coordinator: Russell Duncan – Professional Excellence

1:00 pm- 7:00 pm **AWARDS AND RECOGNITION EXHIBITS DISPLAY 0PEN**
Place: Pre-function – KI Center
Coordinator: Lee Miller, Communications Committee Chair

2:30 pm- 4:00 pm **NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING AND BOARD OF DIRECTORS MEETING**
Place: Breakout Room 3 – KI Center
Presiding: Warren Sifferath, NACAA Educational Foundation President

3:00 pm- 4:00 pm **FIRST TIMER ORIENTATION AND RECEPTION**
Place: Green Bay & Lake Huron Rooms – Holiday Inn
Presiding: Eddie Holland, NACAA Past President
(All first time attendees and spouses invited)

4:00 pm- 5:00 pm **PARENTS ORIENTATION AND YOUTH GET ACQUAINTED PARTY**
Place: Whitney North and South – Days Inn

3:30 pm- 5:00 pm **STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY**
Place: Ballroom B 1-3 – KI Center
Presiding: Mahlon Peterson, Wisconsin, Chair

5:00 pm- 6:30 pm **GET ACQUAINTED DINNER**
Place: Exhibit Hall C – KI Center
Host: Minnesota Association of County Agricultural Agents

7:00 pm- 8:45 pm **OPENING SESSION AND INSPIRATIONAL PROGRAM**
Place: All Ballrooms A & B – KI Center
Presiding: Steven Munk, NACAA President
Opening Activities:
Presentation of State Flags
Message: Dr. Kevin Reilly, Chancellor University of Wisconsin - Extension
Musical Presentation: Sharon Sarazin
Introduction of NACAA Officers
Closing Announcements: Mahlon Peterson – NACAA Annual Meeting Chair

8:45 pm- 10:00 pm **HOSPITALITY**
Place: Exhibit Hall C - KI Center
Host: Ohio Association County Agricultural Agents

9:00 pm- 11:00 pm **STATE PICTURES, DSA & AA PICTURES**
(See schedule in back of program)
Place: Ballrooms A & B – KI Center

MONDAY, JULY 13, 2003

7:00 am- 8:30 am **VOTING DELEGATES BREAKFAST (By invitation)**
Place: Exhibit Hall C – KI Center
Presiding: Mickey Cummings, NACAA Secretary
Courtesy: Toro Ag Irrigation
United Community Banks

7:00 am- 8:30am **PRIDE RECOGNITION BREAKFAST**
Place: Breakout Room 7 – KI Center
Presiding: John Payne, Chair, Public Relations
Courtesy: National Rural Electric Cooperative Association
National Rural Telecommunications Co-op

8:00 am- 6:00 pm **NACAA Poster Display**
Place: Lobby West – KI Center

8:00 am- 6:00 pm **NACAA Awards and Recognition Exhibits**
Place: Pre-Function Lobby – KI Center

8:30 am- 11:45 am **General Session**
Place: Ballrooms B 1-3 – KI Center
Invocation and Pledge of Allegiance:
Paul Hartman, University of Wisconsin Extension, Horticulture Agent, Brown County
Welcome: Carol Kelso, County Executive
Ron Wiederholt , WACAA President
Ellen Fitzsimmons, Associate Dean and Director of University of Wisconsin – Extension

Introduction: National Committee and Council Chairs, Special Assignments And Executive Director

Recognition of Donors and Introduction of New Programs: Frank FitzSimons, President Elect

Presentation by Bidding States for 2007 Annual Meeting And Professional Improvement Conference: Michigan

Greetings from Joint Council of Extension Professionals:
NEAFCS - Ingrid Holmes, President, Maryland
ESP - Bonnie McGee – President, Texas
NAE4-HA - Pamela Olsen – President, Oregon
ANREP - Mike Kroenke – Past President, Wisconsin

Young Farmer Program

Outstanding Service to Agriculture Presentation

KEYNOTE ADDRESS:
Orion Samuelson, Agriculture Services Director WGN Radio, Illinois

10:00 am- 10:30 am **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Wisconsin Association of County Agricultural Agents

11:45 am- 1:15 pm **FIRST TIMER LUNCHEON**
Place: Ballroom A1 – KI Center
Presiding: John Payne, Chair Public Relations Committee
Courtesy: NASCO International
Phil Niemeyer

11:45 am 1:15 pm **EDUCATIONAL TECHNOLOGY SEMINARS**
(Ticket required. Secure at registration area)

USING HAND HELD GPS UNITS IN THE FIELD
Place: Breakout Room 2 – KI Center
Presenter: Greg LaBarge, Extension Agent, Agriculture & Natural Resources,
Ohio State University
Presiding: Bob Stommes, Extension Educator, University of Minnesota Extension Service, Pope County
Courtesy: Spirit Enterprises

Certified Crop Advisor EU Approved

TECHNOLOGY TO PREVENT INJURIES AND ASSIST PEOPLE WITH DISABILITIES IN AGRICULTURE
Place: Breakout Room 1 – KI Center
Presenters: Mark Purschwitz, Director, University of Wisconsin Center for

Agricultural Safety and Health and Extension Safety Specialist; Mark Novak, Agricultural Technologist, National AgriAbility Project; Brad Rein, National Program Leader, CSREES Plant and Animal Systems
Presiding: John Church, Extension Educator, Natural Resources Mgt. University of Illinois Extension Center, Rockford, IL
Courtesy: University of Wisconsin Center for Ag Safety and Health

COMMERCIAL TECHNOLOGY SEMINARS

NEW DEVELOPMENTS IN BEEF PRODUCTION TO MEET CHANGING CUSTOMER NEEDS
Place: Ballroom A2 – KI Center
Presenter: Steven W. Van Lannen, General Manager, Packerland Packing Company, Inc.
Presiding: Dave Wachter, Extension Dairy and Livestock Agent, University of Wisconsin- Extension, Grant County
Courtesy: Packerland Packing Company, Inc.

HYBRID ALFALFA RESEARCH AND DEVELOPMENT
Place: Ballroom A3 – KI Center
Presenter: Paul Sun, Vice-President of Research, Dairyland Seed Company, Inc.
Presiding: Craig Saxe, Extension Agriculture Agent, University of Wisconsin-Extension, Juneau County
Courtesy: Dairyland Seed Company, Inc.

ANIMAL IDENTIFICATION AND INFORMATION SYSTEM
Place: Auditorium – KI Center
Presenter: Neil Hammerschmidt, Wisconsin Livestock Identification Consortium; Glenn Smith, AgInfoLink; Tyler Brown, Global Animal Management
Presiding: Steve Siegelin, County Extension Director, Michigan State University Extension, St. Joseph County
Courtesy: Wisconsin Livestock Identification Consortium

CORN GENETICS TO INCREASE LIVESTOCK PROFITS
Place: Rooms 1 & 2 – Brown County Library
Presenter: Charles M. Brown, President, Brownseed Company
Presiding: Greg Andrews, Extension Agriculture Agent, University of Wisconsin Extension, Pierce County
Courtesy: Brownseed Company

PROFESSIONAL IMPROVEMENT AND SEARCH FOR EXCELLENCE LUNCHEONS

Landscape/Horticulture Luncheon Seminar
Place: Breakout Room 7 – KI Center
Presiding: Mike Hogan, Vice Chair Extension Programs Committee
Presenter: Dotty Woodson, Texas, "Texas Smartscape"
Courtesy: TruGreen Chemlawn

FARM AND RANCH FINANCIAL MANAGEMENT AWARDS PROGRAM
Place: Breakout Rooms 5A & 5B – KI Center
Presiding: Gerald Van Brunt, Chair Extension Programs Committee
Presenter: Craig Haugaard, Minnesota Team, "Marketing Clubs"
Courtesy: John Deere
Host: Cheryl Stevenson-Salley

CROP PRODUCTION LUNCHEON SEMINAR
Place: Ballroom A4 – KI Center
Presiding: Dave Linville, President Chair Extension Programs
Presenter: John Gille, South Dakota, "Exploring Alternative Ag Enterprises"
Courtesy: Bayer Crop Science

1:30 pm - 3:00 pm **PLANNING AND ANALYZING ON FARM RESEARCH**
Place: Breakout Room 4 – KI Center

1:30 pm- 3:00 pm **COMMITTEE WORKSHOPS (For all NACAA members)**

How to Host an Annual Meeting
Place: Breakout Room 3 – KI Center
Presiding: Mahlon Peterson, AM/PIC

Communications
Place: Breakout Room 2 – KI Center
Presiding: Lee Miller, Chair

Extension Programs
Place: Room 121 – Neville Museum
Presiding: Gerald Van Brunt, Chair

4-H & Youth
Place: Room 122 – Neville Museum
Presiding: Kurt Jones, Chair

Professional Excellence
Place: Room 123 – Neville Museum
Presiding: Russell Duncan, Chair

Public Relations
Place: Room #1 – Brown County Library
Presiding: John Payne, Chair

Recognition & Awards
Place: Breakout Room 1 – KI Center
Presiding: Neil Broadwater, Chair

Scholarship
Place: Auditorium – Neville Museum
Presiding: Greg Solt, Chair

Agronomy & Pest Management
Place: Breakout Room 5A – KI Center
Presiding: Michael Retchwisch

Agricultural Economics & Community Development
Place: Breakout Room 5B **–** KI Center
Presiding: Laurie Wolinski, Chair

Animal Science
Place: Auditorium – Brown County Library
Presiding: Kim Chapman, Chair

Forestry & Natural Resources
Place: Green Bay Room – Holiday Inn
Presiding: John Church, Chair

Horticulture and Turf Grass
Place: Breakout Room 7 – KI Center
Presiding: Jerry Goodspeed, Chair

Aquaculture/Sea Grant
Place: Whitney Room South – Days Inn
Presiding: Jamey Clary, Chair

Public Relations and Agriculture Issues
Place: Lake Huron Room – Holiday Inn
Presiding: Scott Daniell, Chair

Early Career Development
Place: Lake Michigan Room – Holiday Inn
Presiding: Jeffrey Carter, Chair

Administrative Skills Development
Place: Lake Superio Roomr – Holiday Inn
Presiding: Jack McDaniel, Chair

Teaching and Educational Technologies
Place: Room 2 – Brown County Library
Presiding: Michael Pace, Chair

1:30 pm- 3:00 pm **LIFE MEMBERS BUSINESS MEETING**
Place: Whitney Room North – Days Inn
Presiding: Bill Hambleton, Chair, Life Member Committee

1:30 pm- 5:00 pm **Agriculture and Natural Resources Program Leaders Meeting**
Place: Auditorium – KI Center
Presiding: Richard Klemme, Associate Dean, Agriculture and Natural Resources University of Wisconsin – Extension

3:00 pm- 3:30 pm **HOSPITALITY – Break - And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West - KI Center
Host: North and South Dakota Association of County Agricultural Agents

3:30 pm- 4:00 pm **All Regions Candidate Meeting**
Place: Ballrooms B 1-3 – KI Center
Presiding: Frank FitzSimons, NACAA President Elect

4:00 pm- 5:30 pm **REGIONAL MEETINGS**
North Central Region
Place: Ballroom A1 & 2 – KI Center
Presiding: Dan Burkhart, Director

Northeastern Region
Place: Ballroom A3 – KI Center
Presiding: Tom Gallagher, Director

Southern Region
Place: Ballroom B1-3 – KI Center
Presiding: Fred Miller and Doug Wilson, Directors

Western Region
Place: Ballroom A4 – KI Center
Presiding: Patrick Torres, Director

5:30 pm- 7:00 pm **FISH BOIL DINNER**
Place: Exhibit Hall C – KI Center
Hosts: Michigan Association of Extension Agents

6:00 pm **Commercial and Educational Exhibits Close**

7:30 pm- 9:00 pm **4-H TALENT REVUE**
Place: All Ballrooms A & B – KI Center

9:00 pm- 10:30 pm **HOSPITALITY**
Place: Exhibit Hall C – KI Center
Host: Nebraska Association of County Agricultural Agents

9:30 pm- 11:00 pm **STATE PICTURES**
Place: Ballrooms A & B – KI Center
(See schedule in back of program)

10:00 pm **WACAA MEETING**
Place: Auditorium – KI Center

TUESDAY, JULY 15

7:00 am- 8:30 am **ACHIEVEMENT AWARD RECOGNITION BREAKFAST**
Place: Ballroom A4 – KI Center
Presiding: Neil Broadwater, Chair, Recognition & Awards Committee
Courtesy: American Income Life Insurance Company
Host: Bill Viar, Director of Marketing

7:00 am- 8:30 am **ADMINISTRATORS BREAKFAST**
(by invitation)
Place: Breakout Room 7 – KI Center
Hosted by: NACAA
Presiding: Eddie Holland, NACAA Past President

7:00 am- 8:30 am **COMPUTER TECHNOLOGY CENTER OPEN**
Place: Breakout Room 4 – KI Center

10:30 am- 1:30 pm **COMPUTER TECHNOLOGY CENTER OPEN**
Place: Breakout Room 4 – KI Center

3:00 pm- 7:00 pm **COMPUTER TECHNOLOGY CENTER OPEN**
Place: Breakout Room 4 – KI Center

7:00 am- 8:30 am **LIFE MEMBER BREAKFAST**
Place: Ballrooms A 1-3 –KI Center
Presiding: Bill Hambleton, Life Member Chair

7:00 am-8:30 am **POSTER SESSION AWARD BREAKFAST**
Place: Exhibit Hall C – KI Center
Presiding: Russell Duncan, Professional Excellence Committee Chair

8:30 am-4:00 pm **COMMERCIAL AND EDUCATIONAL EXHIBITS**
Place: Exhibit Hall C – KI Center

8:00 am-4:00 pm **AWARDS AND RECOGNITION DISPLAY**
Place: Pre-Function Lobby – KI Center

8:00 am-4:00 pm **NACAA POSTER EXHIBIT**
Place: Lobby West – KI Center

8:30 am-10:00 pm **PLANNING AND ANALYZING ON - FARM RESERACH**
Place: Computer Technology Center - Breakout Room 4 – KI Center

Certified Crop Advisor EU Approved

8:30 am-11:40 am **EXTENSION DEVELOPMENT COUNCIL SEMINARS**

PUBLIC RELATIONS AND AGRICULTURAL ISSUES COMMITTEE
Place: Whitney North – Days Inn
Presiding: Scott Daniell, Chair Public Relations and Agriculture Issues Committee

8:30 am-9:25 am **Controversial Issues: How to Get Involved Without Getting Embroiled**
Speaker: Dr. Steve Smutko, North Carolina State University

9:25 am-10:00 am **Break**
Place: Exhibit Hall C – KI Center
Host: Missouri Association of County Agricultural Agents

10:00 am-11:40 am **Controversial Issues Continued**

EARLY CAREER DEVELOPMENT COMMITTEE
Place: Breakout Room 1 – KI Center
Presiding: Jeffrey Carter, Chair Early Career Development Committee

8:30 am-9:25 am **Making Your Time and Print Media Work For You**
Speaker: David Marrison, Ohio State University

9:30 am-10:00 am **Break**
Place: Exhibit Hall C – KI Center
Host: Missouri Association of County Agricultural Agents

10:00 am-10:45 am **Turning Conflict Into Diversity**
Speaker: Brad Brummond, North Dakota State University

10:55 am-11:40 am **A Tool Kit For New Extension Educators**
Speaker: Jim Stordahl, University of Minnesota

ADMINISTRATIVE SKILLS DEVELOPMENT COMMITTEE
Place: Auditorium – KI Center
Presiding: Jack McDaniel, Chair Administrative Skills Development Committee

8:30 am-9:25am **Laugh Your Stress Away and Prioritize Your Time!**
Speaker: Ingrid Holmes, University of Maryland

9:25 am-10:00 am **Break**
Place: Exhibit Hall C – KI Center
Host: Missouri Association of County Agricultural Agents

10:00 am-10:45 am **Laugh Your Stress Away Continued**

10:55 am-11:40 am **Cost Recovery Options for Extension Programming**
Speakers: Dr. Jerry DeWitt, Iowa State University
John Fouts, Washington State University

TEACHING & EDUCATIONAL TECHNOLOGIES
Place: Breakout Room 2– KI Center
Presiding: Michael Pace, Chair Teaching and Educational Technologies Committee

Block 1

8:30 am-9:25 am **On-Line Recertification for Licensed Pesticide Applicators in New Jersey**
Speaker: Nicholas Polanin, New Jersey

9:25 am-10:00 am **Break**
Place: Exhibit Hall C – KI Center
Host: Missouri Association of County Agricultural Agents

10:00 am-10:45 am **Nebraska Technology Team Uses E-Programming**
Speaker: Dennis Kahl, Nebraska

10:55 am-11:40 am **Creative Methods for Horticulture Education: The Use of Television, Video and the Internet to Enhance Cooperative Extension Outreach**
Speaker: Bill Hlubik, New Jersey

TEACHING AND EDUCATIONAL TECHNOLOGIES COMMITTEES
Place: Breakout Room 3 – KI Center
Presiding: Jeff McCutcheon, Committee Vice Chair Teaching and Educational Technologies Committee

Block 2

8:30 am-9:25 am **Extension Disaster Education Network Program**
Speaker: Mark Hansen, Michigan

9:25 am-10:00 am **Break**
Place: Exhibit Hall C – KI Center
Host: Missouri Association of County Agricultural Agents

10:00 am- **Web-Based Educational Technology**
10:45 am **Using the Blackboard Program**
Speaker: Molly Immendorf, Wisconsin

10:55 am- **Using WisLine Web to Communicate and**
11:40 am **Collaborate in Real-time Hundreds of Miles Apart**
Speaker: Molly Immendorf, Wisconsin

PROGRAM RECOGNITION COUNCIL SEMINARS AND AWARD SESSIONS

8:30 am- **Communications Committee Workshop**
11:40 am **and Awards**
Place: Breakout Room 7 – KI Center
Presiding: Lee Miller, Communications Committee Chair

8:30 am- **Scholarship Committee Workshop**
Place: Green Bay Room - Holiday Inn
Presiding: Greg Solt, Scholarship Committee Chair

8:30 am- **4-H Youth Development Workshop and**
11:40 am **Awards**
Place: Whitney South – Days Inn
Presiding: Kurt Jones, 4-H Youth Committee Chair

8:30 am **Load Bus for Soil Ecology Workshop**
Place: Lobby West – KI Center

9:00 am- **SARE – Soil Ecology Workshop**
4:00 pm **Place:** Brown County Agriculture and Extension Service Center
Presiding: Wisconsin and Michigan Soil Health/Ecology Extension Teams
Presenters: Michelle Wander, University of Illinois-Champaign-Urbana; George Bird, Michigan State University; Leslie Cooperband, University of Wisconsin-Madison; Jeff Herrick, USDA-ARS La Jornada, New Mexico
Courtesy: National SARE Program

8:30 am- **DELEGATE SESSION**
11:40 am **Place**: Ballrooms B 1-3 – KI Center
Presiding: Steven Munk, President

Invocation: Elmo Collum, Southern Region Vice Director

Delegate Roll Call: Mickey Cummings, Secretary

Nominating Committee Report:
Eddie Holland, NACAA Past President

Election of Officers

Report and Dues Increase
Recommendation: Jamie Jenkins, Chair Fiscal Committee

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

Scholarship Committee Report: Greg Solt, Scholarship Chair

Participation in 2008 Galaxy III Conference: Steven Munk, President

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

Confirmation of Committee Appointments: Glen Rogers, Vice President

New Business

Annual Meeting Site Selection
Response from Incoming NACAA President: Frank FitzSimons, President-Elect

12:00 pm- **STATE PRESIDENTS AND VICE**
1:30 pm **PRESIDENTS LUNCHEON**
(By invitation)
Place: Ballroom A4 – KI Center
Presiding: Frank FitzSimons, President-Elect
Courtesy: NACAA

11:45 am- **EDUCATIONAL TECHNOLOGY SEMINARS**
1:15 am (Tickets Required. Secure at Registration Area)

Managing Digital Assets in New Era of Public Access
Place: Room 1 - Brown County Library
Presenters: JoAnn Hinz, Assistant to the Dean and Director, Cooperative Extension, UW-Extension and Greg Johll, Director, CE Technology Services, Cooperative Extension, UW-Extension
Presiding: Kristin Kleeberger, Extension Horticulture Educator, University of Wisconsin-Extension, Waukesha County
Courtesy: Spirit Enterprises

Using PowerPoint to Create Effective Educational Posters
Place: Room 2 – Brown County Library
Presenter: Dr. Betsy Greene, Extension Equine Specialist, University of Vermont
Presiding: Craig Saxe, Extension Agriculture Agent, University of Wisconsin- Extension, Juneau County
Courtesy: Spirit Enterprises

Lessons Learned in Distance Education
Place: Breakout Room 1 –KI Center
Presenters: Dan Undersander, Extension Forage Specialist, Dept. of Agronomy, UW-Madison; Troy Salzer, Regional Extension Educator, University of Minnesota Extension Service; Steven J. Drazkowski, Southeastern Regional Extension Livestock Educator, University of Minnesota Extension Service

Presiding: Bob Stommes, Extension Educator, University of Minnesota Extension Service, Pope County
Courtesy: Spirit Enterprises

New and Unique Distance Education to Train Master Gardeners
Place: Auditorium – KI Center
Presenter: Robert Tomesh, Extension Specialist, UW-Extension
Presiding: Steven Siegelin, County Extension Director, Michigan State University Extension, St. Joseph County
Courtesy: Spirit Enterprises

COMMERCIAL TECHNOLOGY SEMINARS

Manure Management Planning For The Future
Place: Breakout Room 3 – KI Center
Presenter: Pat Howell, Area Manager, Eng'd Storage Products Company
Presiding: Thomas Parslow, ANRE Program Leader (Retired), University of Wisconsin-Extension
Courtesy: Eng'd Storage Products Company

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Prime Protection – A Calf Health Program That Works For You
Place: Room 122 – Neville Museum
Presenter: Scott Laufenberg, Fort Dodge Animal Health, Regional Manager, DeFrost, WI
Presiding: Dave Wachter, Extension Dairy and Livestock Agent, University of Wisconsin-Extension, Grant County
Courtesy: Fort Dodge Animal Health

Back to Basics
Place: Breakout Room 2 – KI Center
Presenter: Randy Groff, Manager of Marketing and Communications, IMC Global
Presiding: Donald Genrich, Extension Agriculture Agent, University of Wisconsin-Extension, Adams County
Courtesy: IMC-Global

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Use of Microbial Products in Dairy Nutrition
Place: Room 121 – Neville Museum
Presenter: Bill Kautz, DVM, Director of Technical Services; Chris Hansen, Biosystems
Presiding: Mike Wildeck, Extension Dairy Agent/County Director, University of Wisconsin-Extension, Marathon County
Courtesy: Chris Hansen, Biosystems

11:45 am-1:15 pm **SEARCH FOR EXCELLENCE LUNCHEON SEMINARS**
Remote Sensing/Precision Agriculture Program
Place: Breakout Room 7 – KI Center
Presenter: Larry Myott, Vice Chair Extension Programs
Presiding: Terry Giffen, Illinois, "Program Development of Extension In-Service"
Courtesy: NASA

1:30 pm-3:30 pm **Developing Posters Using Power Point Software**
(Individual help)
Place: Computer Technology Center – Breakout Room 4 – KI Center
Presiding: Dr. Betsy Greene

Livestock Production Luncheon Seminars
Place: Room 123 – Neville Museum
Presiding: Sandra Wick, Kansas "Smith County Livestock Production"
Presenter: Gerald Van Brunt, Chair Extension Programs
Courtesy: Merial/Sure Health

1:30 pm-5:00 pm **PROFESSIONAL IMPROVEMENT SEMINARS**
AGRONOMY & PEST MANAGEMENT COMMITTEE
Place: Breakout Rooms 5 A & B – KI Center
Presiding: Allen Hogen, Vice Chair Agronomy and Pest Management Committee

Block 1 **PEST MANAGEMENT**

1:30 pm-2:30 pm **Pesticide Records and Record Keeping**
Tommy Williams, Pesticide Program Specialist, USDA Pesticide Records Program, Washington, D.C.

2:30 pm-3:15 pm **Break - And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West - KI Center
Host: Indiana Association of County Agricultural Agents

3:15 pm-4:00 pm **Return on Investment Cotton Varieties in the South Delta of Mississippi During the 2002 Growing Season**
John Coccaro, Area Extension Agent – Crops, Mississippi State University Cooperative Extension, Sharkey County, 120 Locust, Suite 3, Rolling Fork, MS 39159

4:10 pm-5:00 pm **Where Does Quadris Fit into Louisiana Soybean Production?**
Dr. Boyd Padgett, Research and Extension Plant Pathologist, LSU Ag Center, Macon Ridge Road, Winnsboro, LA 71295

Integrated Pest Management Poster For Farm Markets
Michelle Infante-Casella, County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Gloucester County, 1200 North Delsea Drive, Clayton, NJ 08312

AGRONOMY & PEST MANAGEMENT
Place: Breakout Room 2 – KI Center
Presiding: Michael Rethwisch, Vice Chair,

Agronomy and Pest Management Committee

Block 2 **AGRONOMY SECTION**

1:30 pm- 2:30 pm **AuxiGro ®, A Novel Proven Plant Growth Regulator Technology for Crop Production**
Dr. M. Olav Messersmidt, Emerald Bio Agriculture Corporation, 3125 Sovereign Drive, Suite B, Lansing, MI 48911-4240

2:30 pm- 3:15 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of County Agricultural Agents

3:15 pm- 4:00 pm **Quarter Century of Agronomic Recommendations Make a Difference**
Steve Bartels, Ohio State University Extension, Butler County, 1810 Princeton Road, Hamilton, OH 45011

Changing Irrigation and Fertilization Practices Help Farmers Increase Production and Cut Costs
Mark Nelson, Utah State University Cooperative, Beaver County, PO Box 466, Beaver, UT 84173

4:10 pm- 5:00 pm **Heritage Crop Research at Rutgers**
W.J. Sciarappa, County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Monmouth County, 20 Court Street, Freehold, NJ 07728

Agricultural Best Management Education and Training in the West Fork-White River Watershed
Julie Speight, CEA-Agriculture, University of Arkansas Cooperative Extension, Washington County, 2536 North McConnell Avenue, Fayetteville, AR 72704

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT COMMITTEE
Place: Ballroom A 3 - KI Center
Presiding: Laurie Wolinski, Committee Chair Agriculture Economics and Community Development Committee

Block 1 **1:30 - 5:00**

1:30pm- 2:30pm **Transfer Management to the Next Generation - A Key for Successful Business**
Presenter: Chris Zoller

Mid-Columbia Small Farms and Acreage Program
Brian Tuck/ Susan Kerr

2:30 pm- 3:15 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of County Agricultural Agents

3:15 pm- 4:00 pm **Opportunity Analysis: A Value Added Investment Assessing Protocol**
Presenter: Jeffery Layman

4:15 pm- 5:00 pm **Comprehensive Financial Analysis of Value Added or Farm Expansion Investment Impacts on Farm Resources**
Presenter: Melvin Brees

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT COMMITTEE
Place: Ballroom A4 – KI Center
Presiding: Tom Benton, Committee Vice Chair Agriculture Economics and Community Development Committee

Block 2 **1:30 – 5:00**

1:30 pm- 2:30 pm **Return on Investment of Cotton Varieties in the South Delta of Mississippi during the 2002 Growing Season ****
Presenter: John Coccaro

2:30 pm- 3:15 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of County Agricultural Agents

3:15 pm- 4:00 pm **Got Risk – A Risk Awareness Curriculum Based on Experimental Learning**
Presenter: Jeff Key

Interpretation of Small Farm Financial Data Via Web Based Computer Tools Using 2000/2001 Great Lakes Grazing Network Grazing Dairy Data
Presenter: Tom Kriegl

4:10 pm- 5:00 pm **A Farm Labor Service – A Win-Win For Farmers, Job Seekers and Local Communities**
Presenter: Richard Levitre

*****THIS PRESENTATION WILL ALSO BE PRESENTED DURING THE AGRONOMY & PEST MANAGEMENT SESSION LATER IN THE DAY.***

ANIMAL SCIENCE COMMITTEE

Place: Theater – Neville Museum
Presiding: Kim Chapman, Chair Animal Science Committee

Block 1 – **1:30pm - 5:00pm**

1:30 pm- 2:30 pm- **FORAGES AND BEEF BREEDING**

Hay Buying Practices on Equine Farms in Eastern Pennsylvania and North and Central New Jersey
Presenters: Everett Chamberlain, New Jersey; Greg Solt, Pennsylvania

Cattleman's Hay Challenge
Presenter: Doug Mayo, Florida

Developing and Breeding Quality Replacement Heifers
Presenter: Jim Crawford, Georgia

2:30 pm- 2:45 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of County Agricultural Agents

2:45 pm - 3:45 pm **MEAT ANIMAL PRODUCTION AND MORTALITY COMPOSTING**

Mobile USDA Livestock Processing For Small Scale Producers
Presenter: Tom Schultz, Washington Southern Ohio Meat Goat Task Force
Presenter: Jeff Fisher, Ohio

You Can Compost What? Disposal of Livestock Mortality And Butcher Waste.
Presenter: Jean Bonhotal

Block 2 **1:30pm - 5:00pm**
Place: Room 123 – Neville Museum
Presiding: Gene Schurman, Vice Chair Animal Science Committee

1:30 pm- 2:30 pm **DAIRY LABOR TRAINING AND MANAGEMENT**
Dairy Employee Short Course
Presenter: Tom Noyes, Ohio

Dairy Employee Education Programs in Michigan
Presenter: Phil Taylor, Michigan

Michigan Dairy Producers Learn Spanish
Presenter: Ira Krupp, Michigan

2:30 pm - 2:45 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of County Agricultural Agents

2:45 pm- 3:55 pm **NUTRIENT MANAGEMENT AND ENVIRONMENTAL CONCERNS**

Phosphorous Management on a Dairy Farm in Maryland
Presenter: Donald Schwartz, Maryland

Lessons From the Large Livestock Controversy in Ohio
Presenter: Glen Arnold, Ohio

National Outstanding Young Farmer Award Winner
"What Will Work For Me"
Presenter: Jay Binversie, Wisconsin Dairy Producer

JOINT ANIMAL SCIENCE SESSION
Place: Neville Theater – Museum
Presiding: Phil Durst, North Central Vice Chair

4:00 pm– 5:00 pm **FOOD SAFETY – IRRADIATION TECHNOLOGY**
America Moves Forward With Irradiated Food
Presenter: Ronald Eustice

FORESTRY AND NATURAL RESOURCES COMMITTEE
Place: Room 121 – Neville Museum
Presiding: Steve Lewis, Committee Vice Chair

Block 1 **1:30pm - 5:00pm**

1:30 pm- 2:25 pm **BMP Awareness For Private Forest Landowners**
Presenting: Dr. Andrew J. Londo, Mississippi

2:30 pm- 3:15 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of Agricultural Agents

3:15 pm- 4:00 pm **Utah Rangeland Website**
Presenting: Chad Reid, Utah

4:10 pm- 5:00 pm **Selected UW Extension Forestry Education Programs and ANREP (Association of Natural Resources Extension Professionals)**
Presenter: Mike Kroenke, Wisconsin

FORESTRY AND NATURAL RESOURCES COMMITTEE
Place: Room 122 – Neville Museum
Presiding: Kathryn Hopkins, Committee Vice Chair

Block 2 **1:30 pm – 5:00 pm**

1:30 pm- 2:30 pm **MICHIGAN WATERSHED MANAGEMENT SHORT COURSE**
Locally Relevant Watershed Education for Michigan Communities
Presenter: Jane Herbert, Michigan

2:30 pm- 3:15 pm **Break – And Meet Poster Authors**
Place: Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of Agricultural Agents

3:15 pm- **Joint Ventures in Farm Bill**

4:00 pm **Implementation and Accountability**
Presenter: Todd E. Breiby, Wisconsin

4:10 pm- **Teaching Landowners Wildlife**
5:00 pm **Management Skills**
Presenter: Chris Zoller, Ohio

AQUACULTURE/SEA GRANT COMMITTEE
Place: Auditorium – KI Center
Presiding: Chuck Pistis, Committee Vice Chair

1:30pm – 5:00pm

1:30 pm- **Introductory Comments and Overview**
2:30 pm **Presenter:** Jamey Clary, Multicounty Extension Coordinator, Alabama Cooperative Extension Office System and Aquaculture/Sea Grant

Regional Aquaculture Centers
Presenter: Dr. Ted Batterson, Director North Central Regional Aquaculture Center, Michigan State University

2:30 pm- **Break – And Meet Poster Authors**
3:15 pm **Place:** Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of Agricultural Agents

3:15 pm- **WATERS - Aquaculture Technology**
4:00 pm **Education Research Services**
Presenter: Dr. Fred P. Binkowski – University of Wisconsin, Sea Grant Institute

Finfish Culture
- **Trout and Salmon**
- **Walleye**
- **Other Potential Species**

Presenter: Dr. Ron Kinnunen – District Sea Grant Extension Agent, Upper Peninsula Michigan, Marquette, Michigan

4:10 pm- **Catfish Culture in Northern Climates**
5:00 pm **Presenter:** Dr. Joe Morris – Fisheries/ Aquaculture Specialist, Iowa State University
Bait Culture –
- **Baitfish**
- **Crayfish**
- **Leeches**

Presenter: Dr. Jeff Gunderson – Program Leader, University of Minnesota Sea Grant, Duluth, Minnesota

HORTICULTURE AND TURFGRASS COMMITTEE
Place: Breakout Room 7 – KI Center
Presiding: Jerry Goodspeed, Committee Chair

1:30 pm- **Floriculture College of Knowledge**
1:50 pm **Greenhouse Grower Career Development Certification Program**
Presenter: Thomas A Dudek, Michigan State University Extension

1:50 pm- **Programming for the Hispanic Landscape**
2:10 pm **Community**
Presenter: Pedro Perdoma, Rutgers Cooperative Extension

2:10 pm- **Using Commercial Deer Repellents to**
2:30 pm **Control Deer Browse in the Landscape**
Presenter: Douglas Tregoning, Maryland Cooperative Extension

2:30 pm- **Break – And Meet Poster Authors**
3:15 pm **Place:** Exhibit Hall C and Lobby West – KI Center
Host: Indiana Association of Agricultural Agents

3:15 pm **-** **Performance of "Mars" Table Grapes on**
3:35 pm **Three Trellis Systems**
Presenter: Sherri Wesson, University of Arkansas Cooperative Extension Service

3:40 pm- **Creative Methods for Horticulture**
4:00 pm **Education: The Use of Television, Video and the Internet to Enhance Cooperative Extension Outreach**
Presenter: William Hlubik, Rutgers Cooperative Extension

4:04 pm- **Development of an Interactive Kiosk**
4:25 pm **Promoting Extension Consumer Horticulture Programs**
Presenter: Lelia Scott Kelly, Mississippi State University Extension Service

4:00 pm **Commercial and Educational Exhibits Close**

5:30 pm- **Dinner**
7:00 pm **Place:** Exhibit Hall C – KI Center
Courtesy: Iowa Association of County Agricultural Agents

7:30 pm- **Silent Auction and Live Auction Item**
9:00 pm **Preview**
Place: All Ballrooms A & B

8:00 pm- **WISCONSIN SINGERS PERFORM DURING**
9:00 pm **SILENT AUCTION**
Place: All Ballrooms A & B

9:00 pm **LIVE SCHOLARSHIP AUCTION**
Place: All Ballrooms A & B

10:00 pm **WACAA MEETING**
Place: Auditorium – KI Center

WEDNESDAY, JULY 16

6:00 am- **BREAKFAST**
8:00 am **Place:** Exhibit Hall C – KI Center
Courtesy : Kansas and Illinois Agricultural

County Agents Associations

6:00 am- **ASSEMBLE FOR PROFESSIONAL**
11:00 am **IMPROVEMENT TOURS**
Place: Exhibit Hall C – KI Center
(Check tickets for departure time)

7:00 am- **COMPUTER TECHNOLOGY CENTER**
7:00 pm **Place:** Breakout Room 4 – KI Center

5:00 pm- **WISCONSIN TAILGATE PARTY BARBECUE**
7:00 pm **Place:** Shopko Hall
Host: Wisconsin Association of County Agriculture Agents

10:00pm- **WACAA Meeting**
Place: Shopko Hall

THURDAY, JULY 17

7:00 am- **NATIONAL COMMITTEE MEMBERS**
8:30 am **BREAKFAST**
Recognition of Retiring Chairs, Vice Chairs and Special Assignments
Place: Ballrooms A1 & A2
Presiding: Glenn Rogers, NACAA Vice President
Courtesy: United Soybean Board

7:00 am- **COMPUTER TECHNOLOGY CENTER**
6:00 pm **Place:** Breakout Room 4 – KI Center

8:00 am- **REGISTRATION**
5:00 pm **Place:** Registration Area – KI Center

8:30 am- **Council Chairs to Meet With Their Council**
10:00 am **Place:** Council Chair Hotel Room

9:00 am- **GENERAL SESSION**
11:45 am **Place:** All Ballroom B – KI Center
Presiding: Steven Munk, President

Invocation: Bill Hambleton, Chair Life Members Committee

Presentation of Pinnacle Award
Presenter: Glen Rogers, Vice President
Recipient: Larry F. Tranel, Iowa State University Extension
Courtesy: NACAA

President's Report: Steven Munk, President
15 minute break Exhibit Hall C - KI Center

Recognition of Retiring Officers and Installation of Incoming Officers, Vice President, Secretary, Treasurer, Directors and Vice Directors
Presenter: Eddie Holland, Past President

Lead With Your A.C.E.S.
Speaker: Wayne Humphreys

Capstone Speaker: The Agent of the 21st Century – Richard Klemme, Associate Dean, Agriculture and National Resources, Cooperative Extension, University of Wisconsin

9:00 am- **Poster Display**
4:00 pm **Place:** Lobby West – KI Center

9:00 am- **NACAA Awards and Recognition Display**
4:00 pm **Place:** Pre-Function Lobby – KI Center

9:45 am- **Break**
10:0 am **Place:** Exhibit Hall C and Lobby West – KI Center

Host: Wisconsin Association of County Agricultural Agents

PUBLIC POLICY EDUCATION LUNCHEONS AND WORKSHOPS

Thursday, July 17, 2003
11:45 am – 3:00 pm

Coexistence of Sustainable and Biotech Agriculture
Place: Ballroom A1 – KI Center
Presenters: Mark Edelman, Iowa State University and David Patton, Ohio State University
Presiding: Lee Cunningham, Extension Administrator, University of Wisconsin-Extension, Dane County
Courtesy: National SARE Program and Farm Foundation

Land Use Agriculture and Natural Resources
Place: Ballroom A2 – KI Center
Presenters: Loretta Singletary, University of Nevada-Reno; Pat Corcoran, Oregon State University
Presiding: Steve Siegelin, County Extension Director, Michigan State University Extension, St. Joseph County
Courtesy: National SARE Program and Farm Foundation

Balancing Private Property Rights and the Public Good
Place: Ballroom A3 – KI Center
Presenters: Robert Gorman, University of Alaska-Fairbanks

Tim Kelsey, Pennsylvania State University
Presiding: Carl Duley, Extension Agriculture Agent, University of Wisconsin-Extension, Buffalo County
Courtesy: National SARE Program and Farm Foundation

Balancing Animal Agriculture for the Economy, Community, and Environment
Place: Ballroom A4 – KI Center
Presenters: Brad Lubben, Kansas State University; Hal Harris, Clemson University

Presiding: Craig Saxe, Extension Agriculture Agent, University of Wisconsin-Extension, Juneau County
Courtesy: National SARE Program and Farm Foundation

Managing Chronic Wasting Disease for Recreational and Commercial Use Deer and Elk and Its Impact on Rural Economics
Place: Auditorium – KI Center
Presenters: Amy Seidl, Colorado State University
Presiding: Robert K. Cropp, Extension Agriculture Agent, University of Wisconsin-Extension, Pepin County
Courtesy: National SARE Program and Farm Foundation

1:30 pm- 3:00 pm **ASSOCIATION POLICY COMMITTEE MEETING**
Place: Breakout Room 7 – KI Center
Presiding: Jamie Jenkins, Chair, Policy Committee

3:30 pm- 5:00 pm **Alpha Gamma Rho Alumni Reunion**
Place: Auditorium – KI Center

5:00 pm **DSA & AA RECIPIENTS AND OTHER PARTIES LISTED ASSEMBLE FOR BANQUET**
Place: Exhibit Hall C – KI Center

DSA AND AA

PAST OFFICERS

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

BOARD OF DIRECTORS/HEAD TABLE

6:30 pm- 9:00 pm **ANNUAL BANQUET**
Place: All Ballrooms A & B – KI Center
Presiding: Steven Munk, President

9:15 pm- 11:00 pm **PRESIDENT'S RECEPTION**
Place: Exhibit Hall C – KI Center

10:00 pm **WACAA MEETING**
Place: Auditorium – KI Center

FRIDAY, JULY 18

8:00 am- 5:00 pm **NACAA BOARD MEETING**
Place: Breakout Room 7 – KI Center

SATURDAY, JULY 19

8:00 am- Noon **NACAA BOARD MEETING**
Place: Breakout Room 7 – KI Center

Poster Session

Applied Research

2003 NACAA

88th
Annual Meeting
and
Professional Improvement Conference
Green Bay, Wisconsin

Poster Session Abstracts

Applied Research Category

MONITORING TEMPERATURES AND HUMIDITY in FARROWING FACILITIES

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

Sows can suffer from acute and persistent exposure to elevated ambient temperatures and humidity. Studies have shown that ambient temperatures in excess of 80 degrees can decrease conception rates and embryo survival in swine herds. Summer heat stress in sows is typically the major contributing factor to summer infertility.

A trial was conducted in July and August to measure heat and humidity levels in farrowing rooms on three farms utilizing different sow cooling systems. One facility had a cool cell, another facility had drip coolers and the third facility only utilized air to keep sows comfortable. Each farrowing room had an air volume exchange in excess of 500 cubic feet per sow per minute.

The study was conducted for 63 days and participating swine producers documented the conception rates of the sow groups after they left the farrowing rooms during this trial. Each of the seven farrowing rooms had three turns. Temperatures and humidity were measured on an hourly basis using data loggers located in the farrowing rooms. A data logger was also located outside each building, within 10 feet of the air inlet, to record outdoor temperature and humidity levels.

The cool cell (three farrowing rooms) and the drip system (two farrowing rooms) facilities were both equally effective in reducing heat stress to maintain sow conception levels. The facility utilizing only air to cool the sows (two farrowing rooms) experienced a 28% decrease in conception rates during this trial.

IMPACT OF AZOXYSTROBIN (ABOUND 2.08 F) USED IN- FURROW TO MANAGE DISEASE IN PEANUTS

Barentine, R.B. *[1] and Kemerait, R.C. [2]

[1] Pulaski County Extension, Hawkinsville, GA. 31036
[2] Department of Plant Pathology, University of Georgia , Tifton , GA. 31793

Field trails were established on the Hardy Farm, Pulaski Co., to assess impact of an in-furrow application of azoxystrobin (Abound 2.08F, 7 fl oz/ A). Peanut, cv. 'Gregory', was planted on 26 Apr 2001 and cv. ' NCV-11' was planted on 27 May 2002. Alternating strips of treated and untreated plots were replicated four times. Diplodia collar rot (*Lasiodiplodia theobromae)* was the predominant seedling disease. A very slight, but not significant, increase in stand occurred where Abound 2.08F was applied; however in 2002 there was significant reduction in dead seedlings in plots treated with Abound verus untreated (8.0 and 32.5 plants/ 100ft, respectively.) In 2001 and 2002, there was a reduction (not statistically significant) in southern stem rot at harvest where Abound had been applied in-furrow. Yields in plots treated with Abound were significantly greater (5110.3 lb/A) than in untreated plots (4934.0 lb/A) in 2001. Plots treated with Abound yielded (4433 lbs./A) and untreated plots yielded (4120 lbs./acre) in 2002. Yields were combined across plots, therefore, statistical analysis was not possible.

PERSISTENCE OF NON-TOXIC ENDOPHYTE FESCUE IN S.E. OHIO

Barker, D.J.[1], Penrose*, C.[2], Sulc, R[1], Little, R.[3], Samples,D.[4]

[1]Hort. & Crop Science, OSU, Columbus, OH 43210
[2]OSU Ext. Morgan Co. Box 179 McConnelsville, OH 43756
[3]OSU Ext. Guernsey Co. 1112 Wheeling Ave. Cambridge, OH 43725
[4]OSU Ext. Jackson Co. Box 110 Jackson, OH 45640

The fungal endophyte *Neotyphodium coenophalum* is abundant in tall fescue (*Festuca arundinacea*) and one strategy to alleviate detrimental effects on livestock is to plant endophyte free (EF) varieties. Re-invasion of toxic tall fescue has led to the recommendation of non-toxic endophyte (NT) fescue. Two locations (90 miles apart) in S.E. Ohio were seeded April 2001 with EF (100% EF seed) and NT fescue (82% NT seed) (each

three replications). Seed samples were grown in a greenhouse and tested for toxic and NT endophytes prior to plot seeding. On 9/7/01 the EF fescue had an average of 8.3% reinvasion of toxic fescue and 80% NT fescue. In Sept. 2002, trends had not changed. Alkaloid testing on the fescue indicated that there had been not significant change in NT endophyte levels. If trends continue, the NT fescue will resist re-invasion of toxic fescue better than EF fescue.

EVALUATION OF FORAGE SPECIES AND CULTIVARS UNDER SIMULATED INTENSIVE COST OF PRODUCTION FOR CORN & SOYBEANS – THERE IS STILL A DIFFERENCE!

Breece*, Donald J., Ph.D.
*District Specialist, Farm Management
Ohio State University Extension
Suite 208, 303 Corporate Center Drive
Vandalia, OH 45377

One would think that today's production systems for corn and soybeans are exact, that little difference should exist in production costs. Round-Up Ready seed, reduced tillage, GPS, IPM and the like make crop production systems merely a recipe to follow, with little expected variation. Not so, according to a detailed analysis of 23 western Ohio farms.

Using FINPACK enterprise analysis and RANKEM percentile ranking, wide difference in production costs were found. Yet, the farms were closely located, with similar soils, climate and supplier support. Comparisons between the 30th and 80th percentiles were used to eliminate extreme variations. The return to assets (ROA) averaged 4% for the 23 farms, but ranged by 6.9% from a low of .5% to a high of 7.4%. Direct expenses per acre for corn ranged $65.81 between the 30th and 80th percentiles and $61.80 for soybeans. Seed, fertilizer, chemical and land rent costs per acre graphically demonstrated most of the differences in cost control between farms and the dramatic effect on returns.

SUPPLEMENTAL AIR DISTRIBUTION IN GREENHOUSES: IMPACTS ON TOMATO PRODUCTION

Buschermohle*, M.J.[1], Wills, J.B.[1], Honea, G.S.[1], Straw, R.A.[2]
University of Tennessee Agricultural Extension Service
[1] Department of Biosystems Engineering and Environmental Science. 2506 E. J. Chapman Dr., Knoxville, TN 37996-4531.
[2]Department of Plant Sciences and Landscape Systems. 2431 Center Dr., Knoxville, TN 37996-4561.

Hydroponic greenhouse tomato growers are experiencing reductions in yield and fruit quality due to inadequate heat distribution, high humidity levels and low concentrations of CO_2 within the dense plant canopy. A prototype air distribution system that incorporates a series of fans and perforated ducts that redistributes relatively warm dry air from above the plant canopy to the base of the plant canopy was developed for use in commercial greenhouse tomato production systems. The purpose of this experiment was to determine the effectiveness of this prototype air distribution system in improving greenhouse environmental conditions. The prototype air distribution system was installed in a 30' x 96' greenhouse. Research findings from this treatment house were compared to an identical 30' x 96' control house for the fall 2002 and spring 2003 tomato crop. Set points for the thermostats that control the ventilation and heating systems were identical in both greenhouses. Relative humidity, temperature, carbon dioxide concentration and light intensity were recorded hourly at identical locations in each house. Electricity, fuel, and water consumption were separately metered for each greenhouse. All tomatoes were graded and weighed throughout the harvest period. Trends in environmental conditions and the weight, grade, and quality of harvested tomatoes were statistically analyzed at the end of each testing period. An economic analysis was performed to determine if this prototype air distribution system can improve the profitability of greenhouse tomato production systems.

PRECISION AGRICULTURE APPLICATIONS FOR NORTHEAST AGRICULTURE

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.
1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
3 Agricultural Agent, Northampton County Extension

Service, 88 Hector Lane, Lehighton PA 18235
4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

In receipt of a $154,000 grant, the team conducted a comprehensive applied research program on farms in Pennsylvania and New Jersey.

These technologies were tested for practicality and economic value on typical farms in the region:

· Grid soil sampling using GPS and variable rate fertilizer application.
· Weed mapping using GPS and site-specific herbicide application.
· Three different GPS guidance systems.
· Remote sensing using radio controlled model helicopters, transmitting live color video to in-field monitors.
· Direct injection field sprayers, radar application rate control for field sprayers, drift control technology, etc.

An average of 17% less fertilizer was applied on grid sampled/variable rate fields, while retaining equal or greater yields. Twenty to eighty percent less chemical was applied when using weed mapping and site-specific sprayer application. Using GPS guidance systems, sprayer overlap was reduced from 18" to 6", a 66% reduction. One farm using a guidance system saved $500 of foam making liquid. Live video and still photos taken by model helicopters were used to identify early season crop conditions and problems. They proved practical only when used as part of a comprehensive scouting program.

Seven producer sprayers were converted to anti-drift technology and their experience was collected and summarized via survey. An economic analysis is available for each tested technology.

METHOD AND ECONOMICS OF USING AMMONIATION TO ADD NUTRIENT QUALITY TO LOW-QUALITY ROUGHAGES.

Crawford*, J. F.[1], and Klehdeen , R.[2]

[1]County Extension Agent, Univ. of Georgia Cooperative Extension Service, 350 Bldg. 1, Rm. 132, Moultrie, Georgia 31768
[2]Farmer/Cooperator, Bay community, Colquitt County.

Hay remains the principle winter feed for beef cattle in the Southeast and quality hay is the mainstay for meeting a cow's nutrient requirements. Due to drought, quantity and quality of hay can be deficient requiring the use of expensive supplemental feeds. These trials demonstrate the feasibility of ammoniation, a proven process for increasing hay quality, to economically enhance feed value of poor quality crop residues and grass roughages that would otherwise not be baled.

Bales of rye straw, poor quality mixed grass, fair-good quality bermudagrass, wheat straw, rye with straw and frosted bermudagrass were ammoniated. Crude protein (CP) and TDN were analyzed before and after injecting anhydrous ammonia into a sealed stack.

Ammoniation increased CP levels 28-84% (one sample tripled in value) while TDN was increased 7.4 and 8.9%. In all cases, available but unacceptable roughage was made into a highly usable feed at a cost of $7.33/bale. If this process could increase quantity of winter feed by 15% thereby preventing the elimination of 10% of our breeding herd, it could add over $200,000 to our county cattle income.

WATER QUALITY MONITORING ON BIG CEDAR CREEK - A 303d LISTED STREAM

Fielder, * J. K.[1], Vendrell, P. F.[2], Bush, P. B.[3], Smith, R.[4], Lowe, D. B.[5], and Sears, H. F.[6]

1Putnam County Extension Coordinator, University of Georgia, 302 W. Marion St., Eatonton, GA 31024, 302 W. Marion St., Eatonton, GA 31024-1112
[2]Program Coordinator, Feed and Environmental Water Lab, University of Georgia, 2300 College Station Rd., Athens, GA 30602-4356
[3]Program Coordinator, Pesticide and Hazardous Waste Laboratory, University of Georgia, 2300 College Station Rd., Athens, GA 30602-4356
[4]Research Coordinator I, Pesticide and Hazardous Waste Laboratory, University of Georgia, 2300 College Station Rd., Athens, GA 30602-4356
[5]Baldwin County Extension Coordinator, University of Georgia, 121 N. Wilkinson St., Ste. 102, Milledgeville, GA 31061-3308
[6]Jones County Extension Agent, University of Georgia, PO Box 400, Gray, GA 31032-0400

Big Cedar Creek in Putnam County has been listed as a 303d impaired stream due to excessive fecal coliform levels. The Big Cedar Creek Watershed above the highway 129 bridge is primarily a wildlife management area with minimal livestock or human impact. Since

many 303d listed streams have questionable or limited data, further field sampling is required to verify existing data or generate data to make further assessments of water quality in the impaired portion of the stream. The objective of this study was to monitor fecal coliform levels in Big Cedar Creek to determine if streams are in compliance with EPA standards.

The site locations are: Site 1--U.S. Forest Service Road, Union Hill Church Road, above impacted stream segment; Site 2--Below confluence of Cedar Creek and Hog Creek, below primitive camp location; Site 3--200 yards above 129 bridge; Site 4--Highway 129 bridge, GA-EPD sampling site; Site 5--Below low density (<1 cow/acre) dry lot dairy farm on Big Cedar Creek; and Site 6--Highway 212 bridge, lower end of impacted stream segment. Land use upstream of the Highway 129 bridge is primarily wildlife management area with little or no human impact. A Holstein dry lot cattle farm, with cattle exclusion fences (100 feet from stream) is located between highway 129 and 212 bridges.

The uppermost sampling station in the National Forest contained a geometric mean for *Escherichia coli (E. coli)* in excess of the 200 MPN/100 ml action level during March and June sampling periods. The sites at highway 129 bridge were above the geometric mean of 200 MPN standard during the June and September samplings. The *E. coli* geometric mean for all sites is below the guidelines of 500 MPN/100 ml in free flowing freshwater streams. Only one observation was above 4,000 MPN/100 ml (Site 7, October 10, 2002). This study provides a background estimate of *E. coli* levels in clean water streams of the lower Piedmont for future TMDL development. In addition, all P values were <0.06 mg/L, conductivity ranged from 80 to 120 FS/cm per and K ranged from 1.42 to 2.65 mg/L.

GRAZING MANAGEMENT IN WESTERN MARYLAND

Fultz*, S.W.[1], Schwartz, D.M.[2], Poole, T.E.[1], Semler, J.W.[2], and Momen, B.[3]

[1]Maryland Cooperative Extension (MCE) Frederick County Office, 330 Montevue Lane, Frederick, MD 21702
[2]MCE Washington County Office, 7303 Sharpsburg Pike, Boonsboro, MD 21713
[3]Department of Natural Resources Sciences and Landscape Architecture, University of Maryland, College Park, MD 20742

Livestock graziers and extension agents in the mid-Atlantic region have been concerned with the application of grass variety trial data collected under hay-type harvest management for use in variety selection for intensive grazing management systems. In September 1999, thirty-eight perennial grass varieties (seven fescues, 11 orchardgrasses, 11 perennial ryegrasses, and nine blends or other species) were planted using a complete randomized design with four replications per variety. Plots were harvested 10 times in 2000, and six times each during the dry years of 2001 and 2002. No irrigation was used. To simulate grazing, plant material was harvested when plots were six to eight inches high or about 2400 pounds of dry matter per acre. A flail-type harvester was used leaving a two to three inch residual. Total dry mass was highest for the fescues, followed by the orchardgrasses, and then the ryegrasses. Stand counts were completed twice annually. In addition to data collection, the plots have been used as discussion points during 12 pasture walks, seminars and trainings for producers and seedsmen, five trainings for NRCS, Forest Service, and Extension personnel and two experiment station field days. Livestock producers, seedsmen, and educators in 16 states and six countries have requested the data. Data has been crucial in grazier decision-making in the region.

2001 OHIO GREEN INDUSTRY SURVEY

Gao, G.Y.[1], Smith, J.J.,[2] Chatfield, J.A.[3]

[1]County Chair, Horticulture Extension Agent, and Associate Professor, Ohio State University Extension-Clermont County, P.O. Box 670, 1000 Locust Street, Owensville, OH 45160
[2]Office Manager, Ohio State University Extension-Clermont County, P.O. Box 670, 1000 Locust Street, Owensville, OH 45160
[3]Assistant State Specialist, Department of Horticulture and Crop Science, and District Specialist and Associate Professor, Ohio State University Extension-Northeast District Specialist, 1680 Madison Avenue, Wooster, OH 44691.

A sales survey entitled "2001 Ohio Green Industry Survey" was conducted from December 2001 to May 2002 to document the economic importance of the nursery and landscape industry in 2001 in Ohio. It was designed to measure changes in the industry from

previous studies conducted by Tim Rhodus and Jim Hoskins in 1988, 1992, and 1996 (Rhodus and Hoskins, 1997).

Based on our survey results, estimated value of overall sales by certified nursery stock dealers and producers in Ohio was $2.79 billion for 2001. The annual growth rate is 8.5% between 1996 and 2001. Of this total, approximately $2.19 billion was from licensed nursery dealers and $599.4 million from licensed nursery producers. During 2001, the sales in Landscape Services in Ohio totaled $1.16 billion (combined total for Landscape Construction/Installation and Landscape Maintenance,) $209.6 million more than the figure of $945.6 million in 1996. The total number of employees in the nursery industry was estimated at 96,576 for 2001 with a payroll of $882.9 million. The nursery and landscape industry contributed an estimated $274.9 million in taxes in 2001.

This survey is a snapshot of the green industry in Ohio since it does not include arborists, sod producers, lawncare companies, discount chain stores, and plant health care and maintenance companies, etc. In fact, the Ohio Department of Agriculture estimates that the nursery, landscape, floriculture, turfgrass production, and processing of plant product output in Ohio was $24.6 billion in 2001 and is the largest segment (37%) of agricultural economic activity in Ohio.

EVALUATION OF BROADCAST APPLICATIONS OF VARIOUS CONTACT INSECTICIDES

Gavin*, J.C.[1] Loftin K[2], Shanklin D.[3] , and Hopkins J,[2]

[1] U of A Cooperative Extension Service. 100 1st St., Warren, AR 71671
[2]U of A Cooperative Extension Service, Pest Management Section, PO Box 391, Little Rock, AR
[3]U of A Cooperative Extension Service, School of Forest Resources, PO Box 3468, Monticello, AR 71656

The objective of this trial was to evaluate the efficacy of broadcast applications of 0.0103% fipronil granules, 0.1% cyfluthrin granules, 0.2% imidacloprid granules, and two rates of cyfluthrin/imidacloprid liquid against red imported fire ants, *Solenopsis invicta*.

At one day post-treatment the imidacloprid granular, cyfluthrin/imidacloprid 3 oz/acre liquid, and cyfluthrin granular treatments had statistically significant fewer fire ants than the untreated control. The estimated percent reduction was 90, 66, and 45 for imidacloprid granular, cyfluthrin granular and cyfluthrin/ imidacloprid 3 oz/acre liquid, at day 1 post treatment, respectively. The imidacloprid granular treatment maintained control through 7 days. The bifenthrin and fipronil granular treatments showed significant reduction at 3 days.

Fipronil treatment was the only insecticide treatment to show a statistically significant reduction in fireants and the proportion of mounds containing brood (egg, larva, pupa). This amounted to a 56% reduction when compared to the untreated control.

Survey of Tennessee Poultry Farms to Determine the Production and Use of Poultry Manure

H.C. Goan, L. Warren and B. Park[2]
[1]Animal Science Department
[2]Agricultural Economics Department
The University of Tennessee

On January 12, 2002, the Environmental Protection Agency (EPA) published a proposal to revise and update animal waste and water quality regulations for concentrated animal feeding operations (CAFO). After public review, EPA published the final regulations on February 12, 2003. Because of some requirements in the final regulations, it is important to know the location, amount and utilization of manure on Tennessee poultry farms.

A survey of Tennessee poultry farms was conducted to obtain data about the location, number and type of poultry farms, and third-party manure haulers. In addition, poultry producers were asked to provide estimates about the amount of poultry manure produced and utilized in the owner's farming operation; the amount of poultry manure moved off-farm by the farm owner; the amount of poultry manure moved off-farm by nearby farmers, and the amount of poultry manure moved off-farm by third-party poultry manure haulers. Poultry company service technicians provided assistance with the survey by contacting poultry producers under their supervision.

The survey revealed there were 727 poultry farms in Tennessee that produced an estimated 232,204 of poultry manure annually. Approximately 123,412 tons of poultry manure were used in the farm owners' operation; 49,282 tons were moved off-farm by poultry manure haulers; 33,852 tons were moved off-farm by the farm owners and; 25,658 tons were moved off-farm by nearby farmers.

The movement of poultry manure off-farm probably will increase, because of CAFO regulations that require manure to be land-applied based on soil phosphorous levels and crop phosphorous needs. Because of naturally occurring high soil phosphorous conditions in some areas of Tennessee, poultry producers in those areas may have to limit the amount of poultry manure being used on their own farms. Six counties have been identified having poultry farms and high soil phosphorous levels, resulting in the possibility of having to transport poultry manure out of the county.

The information obtained in the poultry manure survey was used in (1) developing and implementing Extension animal waste programs; (2) updating Tennessee's CAFO regulations, (3) providing information to EPA for the final CAFO regulations, and (4) developing an educational program for third-party poultry manure haulers.

A NEW INNOVATIVE APPROACH TO MEASURING THE CHANGE IN STREAM TEMPERATURE FOR RIPARIAN PLANTING PROJECTS

Godwin*, D.C.[1], Miner, J.R.[2]
[1]Oregon State University Extension Service, 3180 Center Street NE Room 1361, Salem, OR 97301
[2]Bioengineering Department, Oregon State University, 116 Gilmore Hall, Corvallis, OR 97331-3906

Forested riparian buffers have been created along many streams in Oregon to lower summer stream temperatures and improve water quality for juvenile rearing of cutthroat and steelhead trout. Monitoring these changes in vegetation and related water quality is essentially nonexistent and statistically "weak". Furthermore, monitoring techniques have not addressed the natural spatial variability, as the stream flows down the valley, and the temporal variability among days, months, and years. We are offering a new innovative monitoring technique for small streams that measures summer temperature changes based on a riparian planting project. A 10-meter wide forested riparian buffer was created along a 1000-meter stream. The project area was fenced in 1995 and planted in February of 1996. In the summer, the stream is approximately 0.75 meters wide and 0.15 meters deep. A typical analysis showed a decrease in daily maximum temperatures of up to 10°F between 1995 and 2002. It also showed a decrease in the 7-day average of maximum temperatures from the low 70's to below the 64°F state standard for water quality limited streams. An additional, new monitoring technique was implemented that compared an upstream 100-meter forested control reach to a 100-meter treatment reach located directly downstream within the 1000-meter project area. This more statistically robust approach accounted for spatial and temporal variations and showed a decrease in maximum temperatures of up to 9°F, and a decrease in diurnal fluctuations of up to 5°F for the treatment reach between 1996 and 2002.

WEED CONTROL USING THE SIOUX WEED BLASTER STEAMER AND MECHANICAL CULTIVATION IN PLASTIC CULTURE STRAWBERRIES

Gourd*, T.R. [1], and Ferrell, T.[2]

[1]Agriculture Agent, Colorado State University Cooperative Extension in Adams County, 9755 Henderson Road, Brighton, CO 80601
[2]Producer, Berry Patch Farms Certified Organic Pick Your Own Farm Market, 13785 Potomac Street, Brighton, CO 80601

Weeds are a chronic problem associated with organic strawberry production in Colorado. Plastic mulch helps reduce weeds within the beds of strawberries; however, the greatest weed threat comes from weeds growing at the edge of the plastic beds. The purpose of this study was to examine whether steam treatments in the late spring could reduce the occurrence of weed populations spreading under the edge of plastic mulch of strawberry beds. Weeds were steamed using the trailer mounted Sioux Weed Blaster Steamer. Mechanical cultivation control involved using a gas powered Stihl trimmer. Hand weeding (hoeing) was also employed along the plastic mulch edge. After three weed control applications of either steam, mechanical cultivation or hand weeding, the following was observed: The hand weeded treatment gave the best

control of weeds with at least 80% control of all weed species tested. Mechanical cultivation gave 80% control of kochia, 45% control of dandelion and 70% control of downy brome. Steaming weeds using the Sioux Weed Blaster Steamer weed control device gave little to no control of kochia, poor control (50%) of dandelion, and 85% control of downy brome. Applications of steam did not appear to damage the plastic mulch. The Sioux Weed Blaster Steamer tested in this experiment did not control weeds at a level required by commercial growers. After three applications, a statewide burning ban prevented further steam treatments. Drought conditions could have played a major role in steam weed control efficacy and possibly reduced the benefit of the steam applications.

SANDBUR CONTROL IN BERMUDAGRASS PASTURES

Griffin, B.,* Milliken, R.S, Boyd, J.W.
University of Arkansas Cooperative Extension Service, Little Rock, AR 72203

Sandbur (*Cenchrus echinatus*) is a weedy grass problem for many bermudagrass (*Cynodon dactylon*) hay producers that farm sandy soils along the Arkansas River. Although the forage quality of sandbur is equal to that of bermudagrass, the burs can cause physical discomfort to both livestock and producers. In addition sandbur infested hay is very difficult to market. Producers have had very limited herbicide options for selective control of sandbur. The nonselective herbicide glyphosate can be used at low rates to control weedy summer grasses. However, glyphosate provides poor control of sandbur and can cause crop injury to the bermudagrass if it is not applied properly. In 2002 the herbicide imazapic was labeled for weedy grass control in bermudagrass pastures. Three demonstrations were conducted in 2002 to evaluate glyphosate and imazapic for sandbur control.

Two tests were initiated on July 22, 2002 to evaluate herbicide effectiveness to control sandbur in the seedhead stage of growth. Another test was initiated on August 1, 2002 to evaluate control of stubble height sandbur after hay cutting. The tests were conducted using a CO2 backpack sprayer, treating 10' by 25' plots, each treatment was replicated three times.

In all three demonstrations imazapic was applied at rates of 2, 3, 4, and 6 oz/ac (ounces per acre) and glyphosate was applied at 8 oz/ac. Imazapic at 8 oz/ac gave 98-100% control of sandbur regardless of the stage of growth. Imazapic at the lower rates controlled 80-95% of the sandbur in all three tests. Glyphosate was ineffective regardless of the stage of growth.

Although imazapic is an effective postemergence herbicide for control of sandburs, crop injury does occur when imazapic is applied to bermudagrass. The average level of stunting for the 6 oz/ac rate is 30% at 30 days after treatment. As would be expected, the rate of recovery was closely related to subsequent rainfall and fertilization.

WATER, LABOR AND COST SAVINGS WITH MULTIPLE INLET RICE IRRIGATION

Hamilton*, M.K.[1], Tacker, P.L.[2],

[1]Poinsett County Extension Office, University of Arkansas, Cooperative Extension Service, 302 N. Main St., Harrisburg, Arkansas 72432
[2]University of Arkansas, Cooperative Extension Service, PO Box 391, Little Rock, Arkansas 72203

Arkansas ranks 1st in rice production and 4th in irrigated acres. Poinsett County is the largest rice producing county in Arkansas and is a "critical" groundwater area due to significant declines in groundwater.

On-farm demonstrations indicate Multiple Inlet Rice Irrigation (MIRI) helps producers improve water management to address declining water levels and increasing irrigation costs. Potential water management improvements include: quicker flooding, improved fertilizer/herbicide efficiency, water savings and reductions in pumping cost, runoff, labor and cold water rice. MIRI uses irrigation tubing to distribute water proportionately across the field by simultaneously releasing water into each paddy (area between levees) rather than cascading the water from the top of the field to the bottom.

Poinsett county demonstrations included MIRI comparisons to conventional irrigation. One comparison showed that the field with MIRI required 18% less water and saved 400 gallons of diesel fuel. Equipment problems on another comparison caused the loss of the first 4 weeks of irrigation data but water savings with MIRI was still 17%. A third comparison resulted in water savings of 42% and 44% on fields with MIRI. MIRI averages 25% water savings and 30% labor savings. These average savings on 1 million

acres would save 217 billion gallons of water and $18 million.

KEY WORDS: POULTRY LITTER, PHOSPHORUS, PHOSPHORUS INDEX, GLOBAL POSITIONING SYSTEM

Johnson*, E.T., Maryland Cooperative Extension, PO Box 1836, Salisbury, Maryland 21802-1836

The purpose of this study was to determine if grid sampling would find areas of different soil fertility levels the same compared to traditional soil testing. This study was conducted in Wicomico County, Maryland using traditional, University of Maryland Soil Test Guidelines and the Phosphorus Index compared to using GPS sampling in conjunction with the Phosphorus Index. The study involved 220 acres sampled by three methods. A phosphorus index established in Maryland was used in this study to assist in determining the amount of nutrients that can be applied using poultry litter. Global Positioning Systems (GPS), traditional soil testing, and sampling by soil type were used in this study to achieve the best possible Phosphorus index score for each field. The analysis of variance (ANOVA) concluded that there were no significant differences between the three sampling methods tested, according to the P index. Pearson correlation (r) resulted in a positive relationship between soil type and the Phosphorus index score of r=0.99 at the 95% confidence level.

IMPACT OF INTEGRATED PEST/CROP MANAGEMENT PROGRAMS ON NORTHERN NEW JERSEY FIELD AND FORAGE CROP FARMERS

Kluchinski, D.*[1], Brennan, M.[2], Drewes, D.[3] and Morgart, T.[4]

[1]County Agricultural Agent, Rutgers Cooperative Extension of Mercer County, 930 Spruce Street, Trenton, NJ 08648-4584
[2]Associate for Program Development, Office of Research, NJAES and Cook College, Rutgers University, New Brunswick, NJ
[3]Principal Planner, North Jersey Resource Conservation and Development Council, Clinton, NJ
[4]Soil Conservationist, USDA-Natural Resources Conservation Service, Frenchtown, NJ

Various commercial and government subsidized scouting programs have been offered to New Jersey field and forage crop producers over the past 15 years, however, no systematic survey of the perceived benefits and impact of these programs had been conducted. A survey of northern New Jersey grain and forage producers that were or are enrolled in an Integrated Crop/Pest Management (ICM/IPM) scouting program was conducted in 2001-2002. The objective was to determine the perceived benefits and impact of these programs on the respondent's operation, regulatory compliance and their willingness to continue with such programs. Seventy-seven percent of respondents indicated profits increased, 39% felt their compliance with environmental regulations increased, 80% stated they got better at managing pesticide use, 92% improved fertilizer management, 60% indicated that crop yields had increased, 68% indicated improvements in crop quality, and 84% indicated increased confidence in the value of ICM/IPM techniques. Ninety-two percent indicated that they had received economic benefits from various adopted practices and 81% of those said this was sufficient enough to motivate them to continue using ICM/IPM practices. This and other information from the survey will be used to assess current IPM/ICM programs and assist in the development of new and improved programs.

RENIFORM NEMATODE CONTROL IN COTTON

Komar*, S.J.[1],Wigley, P.D.[1]., and Kemerait,R.C.2.

[1]Calhoun County Extension Service, The University of Georgia Cooperative
Extension Service, Morgan, GA 31766. [2] Department of Plant Pathology,
The University of Georgia, Tifton, GA 31793

A split-plot experiment was conducted to evaluate reniform nematode *Rotylenchulus reniformis* control options in cotton. Main plot treatments included, 1,3-dichloropropene (Telone II) injected behind the sub-soil shank and no Telone application. Sub plot treatments included, oxamyl (Vydate C-LV), two at planting rates (3.5 and 6 lbs) aldicarb (Temik 15G), and a split-application of Temik (6 lbs AP + 7 lbs 45 DAP). All treatments provided a numerical reduction in nematode population 28 DAP. The addition of Telone II provided a significant reduction in nematode population in all treatments (P= 0.05). Nematode populations increased above treatment threshold levels 75 DAP in all treatments with the

exception of two lowest rates of Temik. The addition of Telone II increased yields in all treatments by nearly 100 pounds per-acre, with the greatest yields being recorded in the Telone plus Vydate and the Telone plus Temik (6 lbs AP + 7 lbs 45 DAP). Differences were observed in net returns per-acre ranging from $18 to $ 90 over the control (Temik 3.5 lbs AP).

REGIONAL MULTI-STATE INTERPRETATION OF SMALL FARM FINANCIAL DATA VIA WEB BASED COMPUTER TOOLS FEATURING 2000 AND 2001 GREAT LAKES GRAZING NETWORK GRAZING DAIRY DATA

Kriegl,* T.[1], Endress, J.[2], Tranel, L.[3], Tigner, R.[4], Booker, R[5]., Bivens, B.[6], Nott, S[7]., Rudstrom, M.[8], Bishop-Hurley, G.[9], Grace, J[10]., Noyes, T.[11], Little, C.[12], Kyle, J.[13], Williams, J.C.[14], Molenhius, J.[15], Frank, G[16].

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

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 150 individual management intensive rotationally grazing dairy farms contributed data to this project in 2000 and/or 2001. This largest and most comprehensive set of data for grazing dairy farms on the continent shows that the grazing dairy system is economically competitive.

The up to date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be found at http://cdp.wisc.edu. Some data has also been collected from organic dairy farms and from custom heifer-raisers.

The financial data in this report has been widely distributed to participating farmers, county extension agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states. Additionally, the report has been added to all of the county NRCS technical guides and Farm Service Agency farm loan officers' handbooks in Wisconsin.

The approach in this project can be expanded beyond grazing dairies to result in a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all enterprises in the future.

1 Farm Financial Analyst, UW Center for Dairy Profitability, 1675 Observatory Drive, Madison, WI 53706.
2 Farm Management Extension Educator, University of Illinois, Rockford Extension Center, 417 Ware Avenue, Suite 102, Rockford, IL 61107.
3 Livestock field specialist, Iowa State University Extension, 14742 Hwy 20 West, Suite 2,
Dubuque, IA 52003.
4 Northeastern IA Farm Management Specialist, Iowa State University Extension, 104 East Main Street, New Hampton, IA 50659.
5 Extension Educator, Purdue University, 112 West Jefferson, Room 304, Plymouth, IN 46563.
6 Agricultural Agent, Michigan State University Extension, 1699 Lansing Avenue, Jackson, MI 49202-2296.
7 Extension Specialist, Michigan State University Extension, 416 Agriculture Hall, East Lansing, MI 48824-1039.
8 Agricultural Economist, University of Minnesota, West-Central Experiment Station, State Highway 329, PO Box 471, Morris, MN 56267-0471.
9 Postdoctoral Research Specialist, University of Missouri Agronomy Extension, 206 Waters Hall, Columbia, MO 65211.
10 Farm Business Educator, Cornell Cooperative Extension, 3 East Pulteney Square, Bath, NY 14810.
11 Extension Dairy Agent, Ohio State University Extension, 428 West Liberty Street, Wooster, OH 44691.
12 Agricultural Agent, Ohio State University Extension, 1112 Wheeling Street, Cambridge, OH 43725.
13 Provincial Grazier Specialist, Ontario Ministry of Agriculture and Food, 322 Kent Street West,
Lindsay ON K9V 4H7.
14Agricultural Agent, Penn State Extension, 118 Main Street, Wellsboro, PA 16901
15 Business Analysis and Cost of Production Lead for the Ontario Ministry of Agriculture and Food
R.R. #3, 95 Dundas Street, Brighton, ON K0K 1H0.
16 Interim Director, UW Center for Dairy Profitability, 1675 Observatory Drive, Madison, WI 53706.

SOUTHERN OHIO MEAT GOAT TASK FORCE

Fisher*,J.C., Mangione, D.A., Nye, L.A., Dugan, D., Lewandowski, R., Samples, D., and Joslin, W. The Ohio State University Extension. Correspond to: 120 South Market Street, Waverly, Ohio 45690. pike@osu.edu

The Mission of the Southern Ohio Meat Goat Task Force is to enhance the production and marketing of meat goats through educational and practical experience. The task force is directed by personnel of the Ohio State University Extension and also consists of producers, multi-disciplinary OSU faculty, and seeks input form Allied Industry and other interested persons. A total of 263 farm operators participated in

three educational events, increasing their awareness about meat goats as a viable income generating enterprise for small farms. A study tour explored market alternatives in Pennsylvania and New York targeting ethnic markets. Growing U.S. population diversity will create millions of dollars worth of ethnically driven marketing opportunities for local farmers. County surveys of meat goat producers indicate that 100% have increased their awareness of value added ethnic markets and diet preferences for meat goats. During 2002, counties experienced as much as a ten-fold increase in the number of meat goats. Continuing activities of the task force involved arranging multi-state marketing arrangements and alliances, development of ethnic niche markets, and promotion of goat production in the region. Producer education involves production meetings, development of a newsletter, video, and website and establishment of a state-wide producers association.

COMPARISON OF SUPPLEMENTATION FOR FINISHING LAMBS ON PASTURE

Little*, C.[1], McCutcheon, J.[1]

[1]Department of Extension, The Ohio State University, Columbus, OH, 43210-1066, U.S.A.

In an effort to reduce cost and increase profits, many shepherds are investigating alternative low cost supplements which complement stockpiled fescue pasture when finishing lambs. At the Eastern Ohio Resource and Development Center, Caldwell, Ohio, we evaluated animal performance, the cost of using two methods for supplementation for finishing lambs, carcass merit and cost per pound of gain using self feeders on pasture. The two self feeder systems evaluated included: pasture with corn/soybean meal supplementation and pasture with soy hull supplementation. Three replicates of each feeding system were used for two years with lambs randomly assigned to groups. Animal performance was not significantly different for the two treatments. The cost of the two treatments did show some differences. Lamb carcasses were also not significantly different. Despite indications in published literature the animals consuming higher fiber energy source found in soy hulls did not significantly outperform animals consuming the corn based ration.

GROWTH OF TWO TREE SPECIES INFLUENCED BY INCORPORATION OF GRANULAR SULFUR

Mickler,* K.D[1]. and Ruter, J.M[2].
[1]University of Georgia Cooperative Extension Service Grady County, Cairo, GA 39828
[2]University of Georgia Department of Horticulture, Tifton, GA 31793

Red maple (*Acer rubrum*) and Willow oak (*Quercus phellos*) seedlings were grown in 5 gallon containers amended with granular sulfur at the rates of 0, 0.33, 0.66, 1.0, and 2.0 lbs per cubic yard. Substrate pH and electrical conductivity were measured monthly with the Myron-L AG-6 pH/conductivity meter. Final growth data was measured after nine months. Final height and stem diameter of red maple was not influenced by rates of sulfur at or below 1.0 lb per cubic yard. At the 2.0 lb rate, final height, stem diameter, and shoot dry mass decreased 37%, 62%, and 370%, respectively. Growth of willow oak decreased at rates greater than 0.33 lb per cubic yard. The 2.0 lb rate of sulfur killed all willow oaks five months into the study. Due to excessive soluble salts and decreases in pH, rates greater than 0.66 lbs per cubic yard of granular sulfur are not recommended for pine bark-based substrates.

CONTROL OF ALTERNARIA LEAF SPOT OF MUSKMELON

Mitchell, B.R.[1], Griffeth*, L.A.[1], Harrison, W.E.[1], and Langston, D.B.[2]
[1]Mitchell County Extension Agent, University of Georgia Cooperative Extension Service, P.O. Box 73, 28 N. Court St., Camilla, GA 31730
[2]Extension Plant Pathologist, University of Georgia Cooperative Extension Service, Department of Plant Pathology, Tifton, GA 31793

Cantaloupe producers have problems in south Georgia with alternaria leaf spot. This study evaluated nine different treatments in a commercial drip-irrigated field during the 2002 growing season in Mitchell County, Georgia. 'Athena' seeds were planted on black plastic-covered beds on April 11, spaced 24 inches apart on beds spaced 6-ft from center to center.

The experiment utilized a randomized complete block design with 4 replications. Fungicide plots were 30-ft long and utilized a 6-ft buffer zone between plot ends. Mature fruit at full- and half-slip stages were harvested from the center 20 ft of each plot on June 10, 12, 14, 17, 19, and 21. Each week one harvest was chosen

from which soluble solids (Brix) were measured on three fruit from each plot using a hand-held refractometer.

Alternaria leaf spot was first observed on June 3 at low levels. Dry weather during the experiment inhibited the disease from spreading initially, but disease progressed more rapidly after 1.0 inch of rainfall on June 7, and non-treated plots were almost completely defoliated by the last harvest. Actigard-treated plots demonstrated phytotoxicity after the first treatment and appeared as white, necrotic flecks on approximately 50% of the leaf area. All fungicide treatments significantly suppressed alternaria leaf spot compared to the non-treated check with no clear advantage demonstrated among any of the treatments. Actigard significantly reduced total marketable yield due to phytotoxicity. No significant differences were observed in Brix measurements.

ON-FARM RESEARCH PROGRAM FOR VALUE-ENHANCED CORN AND SOYBEANS

Nafziger, E.D[1], Morrison, J.A.[2], Roegge, M.D.[3], and Bellm*, R.C.[4]
[1]Professor, Department of Crop Sciences, University of Illinois, Urbana, Illinois 61801
[2]Extension educator-crop systems, University of Illinois Extension, 417 Ware Avenue, Suite 102, Rockford, IL 61107
[3]Extension Unit educator-crop systems, University of Illinois Extension, 330 South 36th Street, Quincy, IL 62301
[4]Extension educator-crop systems, University of Illinois Extension, 200 University Park Drive, Suite 280, Edwardsville, IL 62025

During the 2000 – 2003 cropping seasons, 98 on-farm corn trials and 102 on-farm soybean trials were conducted in 36 Illinois counties to compare yields and expected economic returns from different value-enhanced corn hybrids and soybean varieties. The objective was to compile yield and grain quality data on cultivars with different value-enhanced traits, and to compare these specialty crops with conventional elite hybrids and varieties grown under the same conditions. Yield, average commodity price and production cost, and the premiums paid for specific value-enhanced traits were used to calculate the differences in adjusted gross income, and added value per acre for the value-enhanced cultivars versus their conventional counterparts. These trials were conducted under a wide range of locations and environments, which should make the results useful to producers in different parts of the state. Producers can utilize these findings as an indicator to assess the performance and potential economic returns of these value-enhanced crops within their own farming operation. However, weather conditions and other factors may affect the predictability of future performance.

A MARKETING SYSTEMS APPROACH TO REMOVING DISTRIBUTION BARRIERS CONFRONTING SMALL-VOLUME FRUIT AND VEGETABLE GROWERS

Rhea*, A.J., Eastwood, D.B.[1], Brooker, J.R.[1], and Hall, C.

Agricultural Extension Service, The University of Tennessee, Knoxville, TN 37996, U.S.A.
[1] Department of Agricultural Economics, The University of Tennessee, Knoxville, TN 37996, U.S.A.

Small-volume growers have difficulty meeting the purchasing requirements of outlets that favor larger scale growers. Market development is a complex process, dependent to a significant degree on the simultaneity of the interaction between buyers and sellers. As part of an Initiative for Future Agriculture and Food Systems research project, produce growers were surveyed during the first six months of 2002. The survey provided an opportunity to examine the behaviors of small-volume produce operations in a rapidly changing marketing channel. Produce growers in the state were identified with the help of county Extension agents, resulting in 1,483 operations in the target population. Producers were interviewed either through personal interviews, county grower meetings, or mail. A total of 189 questionnaires were returned for a response rate of approximately 12 percent. East Tennessee had a higher concentration of commercial fruit and vegetable grower respondents relative to the distribution of operations identified by Extension agents. Questions focusing on decisions about what to plant, post-harvesting handling, current marketing activity, and anticipated changes in the produce industry were included in the survey. The questionnaire asked about growers' use of feedback from marketing agents in deciding what to plant. Produce growers included in the sample were more likely to be older operators with diversified

enterprises. Extension was cited as a useful source of information regarding several aspects of produce production. Limiting factors were harvest labor availability, market outlets, prices received, labor management, labor housing, and irrigation. Results led to a comprehensive overview of the produce industry in Tennessee from the growers perspective with regard to all facets of production and marketing. Research findings from the study are being used to design and implement an improved fruit and vegetable educational programs.

WATER QUALITY IN DRAINAGE DITCHES INFLUENCED BY AGRICULTURAL SUBSURFACE DRAINAGE

Richards, R.P.[1] and McCall*, R.D.[2]
[1]Senior Scientist, Water Quality Laboratory, Heidelberg College, 310 E. Market Street, Tiffin, OH 44883
[2]Watershed Management Agent, The Ohio State University Extension, N.W. District, 1219 W. Main Cross, Findlay, OH, 45840

With reductions in point sources over the last 30 years, non-point sources are now the most important contributors to nutrient pollution of rivers and streams in the Midwest. In northwest Ohio, subsurface drainage of agricultural lands is an important source of water and nutrients to drainage ditches, which are the headwaters of rivers and streams. The goal of this research was to characterize water quality in typical drainage ditches at times when flow is dominated by inputs from subsurface drainage. These times are characterized by intermediate levels of flow, neither the highest, which are associated with storm runoff, nor the lowest, which typically occur during dry periods in the late summer and fall. Water samples were taken approximately once per month at sixteen sites within the upper Portage River watershed in northwest Ohio. 240 samples were obtained between May 2001 and November 2002. Samples were analyzed for suspended sediment, phosphorus and nitrogen species, and major ions. Concentrations were generally comparable to those in larger rivers in the area, though concentrations of suspended solids were lower. Concentrations were similar from station to station: greater differences were seen from month to month than from station to station. Total nitrogen/ total phosphorus ratios are much higher than would be ideal for biological assimilation of these nutrients. This suggests that nutrient uptake will be phosphorus-limited, and much of the nitrogen will not be taken up by the aquatic ecosystem. Unless denitrification is an active process at these times, substantial nitrogen export is to be expected.

TUCKER SARE 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 began using an 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 to look at precision farming strategies. 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 for a three year study which began in 2000. The demonstration included intensive soil sampling, variable rate fertilizer and lime applications and yield mapping with the use of a yield monitor. Two fields were selected to use in conducting this demonstration. One of the fields was divided into five treatments in order to compare different variable rate fertilizer and lime applications as well as whole field fertilizer and lime applications. Several teaching methods including meetings and field days were used in getting this information to the local farmers and agri-businesses.

TRANSITIONING VEGETABLE SOYBEANS TO ORGANIC PLASTICULTURE

Sciarappa,* W.J.[1], Lee, T.C.[2], Nitzsche, P[3]., Simon, J.[4], Wang, M.[5]
[1]County Agricultural and Resource Management Agent
Rutgers Cooperative Extension of Monmouth County, 20 Court St., Freehold, NJ 07728

[2]Center for Advanced Food Technology, Rutgers

University, New Brunswick, NJ 08901
[3]County Agricultural and Resource Management Agent, Rutgers University, New Brunswick, NJ 08901
[4]Department of New Crops and Natural Plant Products, Rutgers University, New Brunswick, NJ 08901
[5]Department of New Crops and Natural Plant Products, Rutgers University, New Brunswick, NJ 08901

Agronomic soybeans (*Glycine max)* are produced primarily for animal forage or industrial oil use. Vegetable soybeans (*Glycine max*) are specially bred for human consumption. These high protein beans are traditionally cultivated in Asian countries and known as edamame. In transitioning this new crop for Northeastern agriculture, a modern American plasticulture system was tested with organic production methods. Barley straw was used for weed suppression between the rows and organically approved compounds were used for pest management.

Sixteen varieties from Japan, China and Taiwan were pre-treated with a rhizobium inoculant and then planted in a randomized block design with four replications on May 30, 2002. The planting pattern was a staggered double row with plants spaced 6" apart. Forty-inch plasticulture beds were mounded 6-8" high with trickle irrigation. All plots were organically fertilized with 200 pounds of 3-4-3 NPK dehydrated chicken manure broadcast pre-plant and 50 pounds of actual nitrogen/acre through the drip six weeks after planting. This organic system set the stage for excellent growth, very high pod yields and outstanding bean quality.

Ten varieties reached maturity within 90 days of planting in growing zone six. The remaining six varieties were harvested within 120 days. The horticultural traits among these varieties showed considerable difference in total yield and individual bean size, shape, color and weight. The average weights ranged from 1 to 3 grams per bean. Eleven of these 16 cultivars appear to have the horticultural properties for successful cultivation and marketing in the Mid-Atlantic region.

FULL AND REDUCED FUNGICIDE SPRAY TREATMENTS ON DP1 PEANUT VARIETY

Tankersley*, T. B.[1], Beasley, J.[2], Brenneman, T.[3], Kemerait, B.[3], Rucker, K.S.[1], Smith, N.[4]

[1]Tift County Extension Office, University of Georgia, Tifton, GA 31794
[2]Department of Crop & Soil Sciences, University of Georgia, Tifton, GA 31794
[3]Department of Plant Pathology, University of Georgia, Tifton, GA 31794
[4]Department of Agricultural and Applied Economics, University of Georgia, Tifton, GA 31794

Controlling foliar and soil-borne diseases in peanuts costs producers in Tift County annually over 1.2 million dollars. Reducing the disease control input cost for peanut producers would increase peanut profitability. New peanut varieties are being developed with emphasis on disease resistance and high yields. A new peanut variety, DP1, was evaluated for its disease replications in a randomized block design with three treatments. Treatment 1 included a minimum fungicide program, Treatment 2 a 50% reduced fungicide program and Treatment 3 was a full season fungicide spray program. Peanuts were rated for foliar and soil borne disease. Yield and grade were evaluated for each treatment. Results indicated no significant differences in yield and disease ratings among the full spray and 50% reduced spray treatments. Significant yield and disease ratings differences were documented between the minimum spray treatment plots (treatment 1) and full and reduced treatments.

USING COMMERCIAL DEER REPELLENTS TO CONTROL DEER BROWSE IN THE LANDSCAPE

Tregoning,* D.W.[1], Kays, J.S.[2]
County Agricultural Agent and Regional Extension Specialist,
[1]Maryland Cooperative Extension, Montgomery County Office, 18410 Muncaster Road, Derwood, MD 20855
[2]Western Maryland Research and Education Center, 18330 Keedysville Road, Keedysville, MD 21756

Damage to ornamental plants by white-tailed deer (*Odocoileus virginianus*) has increased dramatically over recent years. Commercial deer repellents have become increasingly popular as a means to keep deer damage at tolerable levels. Eight different commercial deer repellents were tested for effectiveness over a three-year period (2000-2002) in Maryland. The

repellents were sprayed on ornamental plants over the winter months (January thru March) in areas known for high deer populations. Japanese yews, azaleas and English yews, all highly favored as food sources for deer, were used as the trial plants. The potted plants were fastened to the ground by driving a stake through the root-ball, pot and then into the ground. A digital photograph was taken of the plant against a white background from the same location each week for a period of 10 to 12 weeks. A software-imaging program converted each photo into a binary image where all plant material against the white background appears black. The imaging program measured the number of black pixels, which represented vegetation. As deer browsed the plant material, the loss of plant material was measured by the reduction in the number of black pixels from one photo to another. The change in black pixels was analyzed over the course of the study period. The performance of different repellents compared to untreated plants and each other was evaluated by site over the testing period. As a group, the commercial deer repellents performed well in the mid-Atlantic region.

FUNGICIDE TREATMENT EFFECTS ON THE INCIDENCE OF SOILBORNE DISEASES IN PEANUT

Wigley*, P.D.[1], Komar S.J.[1] and Kemerait, R.C. ,[2]
Calhoun County Extension Service, University of Georgia, Morgan, GA 31766. [2]
Department of Plant Pathology, University of Georgia, Tifton, GA 31793-0748.

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 and 2002 growing seasons in Southwest Georgia. No difference in *Cercosporidium personatum and Cercospora arachidicola* leafspots was observed among treatments. White mold (*Sclerotium rolfsii)* pressure was light during both years resulting in less than one hit per 50 foot of row in any replication. All treatments numerically reduced the incidence of soilborne disease when compared to the chlorothalonil only plots. Among treatments, Azoxystrobin (Abound) provided significantly better control of *Rhizoctonia solani* and *Lasiodiplodia theobromae* with 45 to 59 percent fewer diseased plants per 50 foot of row than the control plots during the 2001 season. No differences were observed in disease control during the 2002 season. Yields were increased significantly in the Azoxistrobin (Abound) treated plots during the 2001 season. A significant yield response was observed in both the Abound and Montero plots during the 2002 season.

Poster Session

Extension Education

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Poster Session Abstracts

Extension Education Category

MAKING CONSREVATION TILLAGE WORK: A SYSTEMS APPROACH

Barentine* R.B.
Pulaski County Extension Service, University of Georgia,
P.O. Box 240 Hawkinsville, Georgia 31036.

The depressed farm economy has many farmers in looking at conservation tillage as a means to survive. Their goal is to reduce cost, while maintaining the high production levels of conventional tillage. Growers are also facing the issues of erodible land, nutrient management, and water quality. Through the years, farmers haven't been very successful with conservation tillage. No system had met all these criteria. To address these issues, information on conservation tillage was gathered from extension research and conservation tillage alliances. It was determined that cover crops, equipment set-up, soil fertility, and weed control are keys to making conservation tillage work. To educate farmers, a "systems approach" was introduced, stressing the importance of implementing all factors of production. Educational efforts included conferences, field days, and newsletters.

INSECT CONTROL PRACTICES AND COST TRENDS FROM THE LOUISIANA SOYBEAN RESEARCH VERIFICATION PROGRAM, 1994-2001.

Baldwin*, J.L.[1], Guidry, K. M.[2] and Morrison, W. C.[3]
[1] Extension Entomologist, Department of Entomology
[2] Extension Agriculture Economist, Department of Agriculture Economics
[3] South Central Regional Director, Louisiana Cooperative Extension Service
LSU AgCenter, Baton Rouge, LA 70803

The Louisiana Soybean Research Verification Program (LSRVP) consisted of selected commercial production fields from various soybean-producing parishes from around the state. Although producer cooperators agreed to follow all Extension recommended production practices during the course of the season, this report will be restricted to the insect control data. The number of LSRVP fields varied from 7 to 15 per year during the 1999 to 2001 period. The average number of insecticide applications per year was 1.15 per acre, and ranged from 0.7 to 1.6. The average cost of insect control per year was $9.09 per acre, and ranged from $4.39 to $13.39. The percentage of total direct production cost attributed to insect control ranged from 4% to 11% per year. There was a general trend toward increased insect control costs during the 8-year period, but there was also a general trend toward increased yields. The overall average cost for insect control was higher on Group V soybeans compared to Group IV, and higher on irrigated soybeans compared to non-irrigated. The stink bug complex was the most costly insect to control in 6 years, while the soybean looper was the most costly to control in 2 years. There was a general trend toward more applications and higher costs for stink bug control during the 8-year period.

USING GLOBAL POSITIONING SYSTEMS TO ENHACE A CROP SCOUTING PROGRAM

Barker III,* F. J.

Extension Agent, Agriculture/AMOS Innovative Programs, The Ohio State University Extension – Knox County, 1025 Harcourt Rd, Mt. Vernon, Ohio 43050.

Technology currently exists allowing farmers to vary the application rates of crop inputs throughout a field. These practices are creating vast and sweeping changes on many Midwestern farms. This technology allows such inputs as herbicide, insecticide, fertilizer, manure, seeding rates, etc. to be altered at any particular point in a field, thereby reducing the potential for over application of these inputs. Combining a regular, systematic crop scouting program with the ability to vary pesticide applications according to exact location within a field should reduce pesticide usage. This not only improves the profit margin on any given farm, but also allows for more environmentally sound practices to be adopted. The objective of this 2-year study was to evaluate the use of Global Positioning Systems (GPS) in conjunction with a regular,

systematic, crop scouting program to pinpoint weed locations.

The fields were divided into two nearly equal parts. Each field was scouted utilizing GPS equipment to document exact weed locations. Once weed data had been collected, herbicide application decisions were developed utilizing the following criteria:
1) One side of the field was farmed according to the producer's normal production practices.
2) Herbicide applications were made based on GPS scouting data.

Many farmers believe this technology is too costly and thus have not added it to their operation. The results of this research show herbicide cost were reduced by as much as $10.40/Acre and herbicide application reductions of 31 to 44% were documented with no apparent yield reductions.

A WIN, WIN, WIN, SITUATION – ESPECIALLY FOR STUDENTS

Bateman, K. R.
County Extension Director, Johnston County
North Carolina Cooperative Extension
806 North Street, Smithfield, NC 27577

A stormwater wetland constructed on the Smithfield-Selma Senior High School Campus reduces nitrogen and other pollutants that would flow into the already environmentally impaired Neuse River. This wetland helps the Town of Smithfield with its requirement to identify retrofit sites. It serves as a demonstration site for Cooperative Extension to educate new clientele, engineers, on water quality improving techniques. Most important this site is an outdoor classroom for high school environmental science classes. Students learn about biology and the environment, but they also learn how to conduct research and defend their results. This project was partially funded through a grant from the North Carolina Division of Water Resources and was a joint venture among the Smithfield-Selma High School Administration, the Johnston County Board of Education, the Town of Smithfield, the Natural Resources Conservation Service and Cooperative Extension's Neuse River Educational Team.

KARST PROJECT IN MONROE COUNTY

Birkey*, Ned

Monroe County MSU Extension Office
963 South Raisinville Road
Monroe, MI 48161

Karst is an eastern European term for sinkhole. About twenty percent of the world has bedrock that is subject to dissolution, including Monroe County, Michigan. The Monroe County MSU Extension office, in cooperation with the Monroe-Lenawee Groundwater Stewardship Program has a three-year karst educational initiative.

Educational objectives include; a winter educational meeting for public officials, followed by a spring tour of sinkholes and other karst features in Monroe County. A second educational objective has been an intensive effort to dye trace Big Sink, the most prominent karst feature in Monroe County. The reason for this effort is because we do not know what direction the surface water flows once it goes underground from the sinkhole. With about 14,000 households in Monroe County still using drilled wells for their drinking water source, the direction of the groundwater flow is very important.

Because Monroe County has an intensive use of land, potential contaminants entering the groundwater could adversely affect a significant number of people and businesses. There is the potential to contaminate the drinking water of people who use well water from any contaminants of water entering sinkholes.

Monroe County also has artesian wells, springs, abandoned wells, drainage wells and quarries scattered around the county, which are all areas that can affect the quality of groundwater. Everyone who lives and works here must do all that they can to protect the quality of surface and groundwater.

A RAPID FIELD DIAGNOSIS FOR HIGH NITRATE LEVELS IN FORAGES

Cash,* S.D. [1], Snyder, G. [2], Lane, T. [3], and Phillips, D. [4]

[1]Animal & Range Sciences Department, Montana State University, Bozeman, MT 59717
[2,3,4]Montana State University Extension Service County Agricultural Agents, Roosevelt County[2], Culbertson, MT 59218; Toole County[3], Shelby, MT 59474; Fergus County[4], Lewistown, MT 59457

Cereal forage crops have gained rapid acceptance for livestock producers in Montana and the northern Great Plains. In dryland farming systems, several varieties of cool-season cereals such as wheat, barley, oat, triticale and spelt are excellent hay crops. Currently, there are several hundred thousand acres of cereals harvested as hay, and these are displacing traditional alfalfa or alfalfa-grass mixes on dryland. Unfortunately, when these crops are grown under droughty conditions, cereals can accumulate levels of nitrate (NO_3) that are toxic to livestock. High forage nitrate levels can cause many chronic symptoms, but in extreme cases result in abortions and death. Several laboratory or field tests are used to test forage nitrate levels. In Montana, a qualitative nitrate "spot" test has been used since the 1960's. In 2000, we formalized the MSU Extension Service "Nitrate QuikTest", and this program requires annual training and certification similar to that for pesticide applicator licensing. All training materials and examinations are available both on-line and hard copy. Since 2000, we have certified 54 people in 31 counties to use the QuikTest, and over 2600 field tests have been conducted for producers. The Nitrate QuikTest has had an immediate impact in Montana counties where livestock producers have avoided animal losses of several million dollars annually due to feeding high-nitrate hay.

FIELD CROP ALERTS: AN INNOVATIVE, FARMER-FRIENDLY ICM FACT SHEET SERIES

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.
1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
3 Agricultural Agent, Northampton County Extension Service, 88 Hector Lane, Lehighton PA 18235
4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

Integrated Crop Management can be explained as: 1) Identify the problem/pest; 2) Determine economic thresholds to decide if action is needed; and finally 3) If needed, select a remedy.

Each fact sheet, in this series of over twenty fact sheets, addresses one problem. It includes graphs, color photographs, descriptions, etc. to help identify the problem/pest. It includes information needed to determine if economic thresholds have been reached or not. Then, a list of suggested actions/remedies are presented.

All this is done on one side of one sheet of paper to make it easy to read, easy to print, and easy to use. The fact sheets were originally mailed to producers throughout the production season, timed for each fact sheet to arrive approximately one week before the anticipated arrival of the problem/pest. After the initial mailing (which was in support of a comprehensive ICM program being conducted at the time), fact sheets have been used at meetings, with individual assistance to provide follow-up information, and have been collected into a pest management notebook. The fact sheets are available on Penn State University's ICM web site and are linked from many other Extension web sites.

Fact sheets are added each year. Farmer surveys report these are one of the most useful written materials they have received from Extension. Agents find individual fact sheets posted throughout the county, including feed mills, graineries, farm shops and farm offices.

EVALUATION OF PENTIA™ AS A COTTON PLANT GROWTH REGULATOR ON DP 555 BG/RR

Coccaro*, J.C.[1], McCarty, W.H.[2]

[1] Mississippi State University Extension Service, 120 Locust, Rolling Fork, MS 39159, U.S.A.
[2] Department of Plant and Soil Sciences, Mississippi State University, Mississippi State, MS 39762, U.S.A

The objective of this experiment was to compare the effects of Mepiquat Chloride (MC), Pix Plus (MC and the bacteria *Bacillus cereus*), and Pentia (mepiquat pentaborate) on a specific cotton (*Gossypium hirsutum* L.) variety – Delta and Pine Land 555 BG/RR (DP 555 BG/RR)- for growth, earliness and yield. Compared with the untreated control, each of the plant growth regulators reduced plant height. Pentia and Pix Plus reached 60% open boll stage earlier and had numerically higher yields compared to the MC treatment or the untreated control.

THE UTILIZATION OF GLOBAL POSITIONING SYSTEM (GPS) IN AGRICULTURE AND YOUTH

EDUCATIONAL PROGRAMS

Combs,* K. J.
County Extension Agent-Agriculture,
University of Arkansas Cooperative Extension Service,
P. O. Box 118, Dardanelle, AR 72834

Global Positioning System (GPS) is a tool that can be utilized by agricultural producers and 4-H youth as tools of technology. The adoption of GPS by producers and youth can be an effective tool in farm management and youth educational programs. Adoption by producers can assist them in more efficient utilization of their farm land and also in management of timber land. Educational programs were planned , conducted, and evaluated to train clientele of Yell County in the efficient utilization of GPS. The audience for this training were producers and youth. Educational workshops were conducted by Extension specialists and County Extension staff. Educational demonstrations utilizing GPS and yield monitors were utilized to demonstrate the technology to producers and to measure fields and crop yields. Color maps of demonstration plots were printed. GPS was also utilized to mark and measure plots in demonstrations. Maps of demonstration locations and Gypsy moth trap locations were developed and printed in color. Specific workshops were also conducted for county youth. Surveys were conducted of the program participants. Program participants indicated that they had learned to utilize and navigate successfully with the use of GPS. A survey was conducted of local merchants that sell GPS equipment. The merchants all reported the sales of GPS units to increase after the workshops were held.

FLORICULTURE COLLEGE OF KNOWLEDGE GREENHOUSE GROWER CAREER DEVELOPMENT CERTIFICATE PROGRAM IN SPANISH

Dudek, T.A.*[1], Draheim, S.L.[2], Himmelein, J.M.[3], Krauskopf, D.M.[4], Runkle, E.S.[5], and Willie, C.G.[6]

[1]District Horticulture and Marketing Agent, Michigan State University Extension, 333 Clinton Street, Grand Haven, MI 49417
[2]Michigan State University Extension, 15308 Mercury Drive, Grand Haven, MI 49417
[3]District Horticulture Agent, Michigan State University Extension, 201 West Kalamazoo Ave, Kalamazoo, MI 49007
[4]Extension Integrated Crop Management Agent, Michigan State University Extension, 6th Floor, 640 Temple Street, Detroit, MI 48201
[5]Assistant Professor and Extension Specialist, Department of Horticulture, Michigan State University, East Lansing, MI 48824-1325
[6]Visiting Assistant Professor, Julian Samora Research Institute, Michigan State University, East Lansing, MI 48824

The Floriculture College of Knowledge Greenhouse Grower Career Development Certificate Program in Spanish is the first educational program in the United States developed for Spanish speaking greenhouse employees. The program developed by the MSU Extension Floriculture Area of Expertise team offers 12 modules in Spanish for greenhouse employees who want to expand their technical knowledge and skills for career advancement. It is a unique partnership that brings together MSU Extension staff, industry and community partners to deliver education and training to a non traditional audience in their first language. A twelve module curriculum was translated into Spanish and we located Spanish resource materials written at an appropriate literacy level to supplement the curriculum. Presenters were identified to deliver the curriculum in Spanish. There were 245 registrations from 15 greenhouses firms enrolled in the first year program. Owners were supportive of the program and paid the fees for their employees. As a result employers noted the participants demonstrated greater knowledge on the job, ask more technical questions and offered recommendations for addressing problems in their respective greenhouses.

Ten students completed all 12 units and received certificates in 2002 at a special evening program which included family members.

The program has received the MSU-All University Excellence in Diversity Team Award and the MSU-Extension John Hannah Award for Program Excellence.

"INTRODUCTION TO HORTICULTURAL THERAPY"

Flahive DiNardo, M. *1
1 Rutgers Cooperative Extension of Union County, 300 North Ave East, Westfield, NJ 07090

The Rutgers Master Gardeners of Union County, NJ have offered an 8 session program, "Introduction to Horticultural Therapy", to 50 agencies, schools, hospices, and nursing care facilities that serve people

with disabilities in Union County since 1994. The program has two target audiences, one being professionals and their staff who work with disabled youth and adults. The other audience is people who are physically and mentally challenged, including clientele with Cerebral Palsy, strokes, Alzheimer's disease and senile dementia. One of objectives of the program is to introduce program administrators, their staff and clientele to horticultural therapy. The second objective is to provide training to the administrators and their staff so that horticultural therapy becomes an on going program at their facility. The third objective is to teach people with disabilities basic horticultural skills such as plant propagation and care and floral arranging. The program has been successful at meeting its objectives. Several facilities have incorporated horticultural therapy programs into their activities schedules. Program Administrators noted that attendance at the programs is high. In nursing care facilities, clients leave their rooms, socialize with each others and share their small gardening projects with friends and family. Youth enjoy interacting with the Master Gardeners and are proud of their new skills.

USING A TIRE SIDEWALL REMOVER TO REDUCE THE RISK OF WEST NILE VIRUS ON FARMS

Fultz, S.W., Dairy Science Extension Agent, Maryland Cooperative Extension
Frederick County Office, 330 Montevue Lane, Frederick, MD 21702-8200

To reduce mosquito-breeding sites on farms, a tire sidewall remover was purchased in February 2002 and made available to county farmers at no cost. County Extension newsletters, radio programs and press releases advertised its availability. This agent transported the unit and provided instruction on proper use, allowing the opportunity to observe and discuss current silage management practices and how they may be improved. WNV fact sheets, tire-recycling information, alternative ballast suppliers, and silage production and management guides were given to participants. The sidewall remover was used on 22 farms to cut 20,500 tires. A post-use survey showed 100% would recommend other producers use the machine, 70% used the treads and sidewalls, 40% reported fewer mosquitoes, and 20% purchased/acquired alternative ballast material. Two farms had problems due to hard tires. Using a scoring system of 1 to 5 (1=best), the producers rated the training on proper equipment use, usefulness of printed material, convenience of machine use, and the effectiveness of sidewall and tread as ballast 1.00, 1.44, 1.55 and 1.89, respectively. When asked how much they would pay to use a tire sidewall removing machine, 42% would pay up to 25 cents per tire, 17% would pay 26 to 50 cents per tire and 42% would prefer a flat rate of $50 per farm. If a private contractor were available to cut tires, 27% would not hire them, 45% would pay less than 50 cents, and 18% would pay 51 to 75 cents per tire. Sixty-four percent improved silage management practices.

SO YOU WANT TO RAISE THORNLESS BLACKBERRIES - JUST HOW MUCH TIME DO YOU HAVE?

Gastier,* T.W.[1] and Graham, G.W.[2]
[1]Huron County Agriculture and Natural Resources Agent, 180 Milan Avenue, Norwalk, OH 44857
[2]Northeast Ohio District Extension Natural Resources Specialist, 1680 Madison Avenue, Wooster, OH 44691

Agricultural enterprise budgets have been available to assist agents in helping farmers considering crops or livestock new to their farming operation, and for rural non-farm residents interested in utilizing "a few acres." Extension personnel from Ohio as well as most other states maintain and update budgets for a wide variety of enterprises. Many are available online in the "Enterprise Budget" section of the New Farm web site (http://newfarm.osu.edu). Labor requirements are included in some budgets albeit without mention of the "timing" of those requirements. Speciality crops tend to involve seasonal labor peaks. Hired labor can meet those requirements in commercial operations. However, families hoping to include and utilize family members may find themselves pinched for time during the harvest of a perishable commodity. Summer family activities such as vacations, camping, sports and other can conflict with labor needs. This project is making available, through the creation of "labor calendars," planning tools for agents helping clientele to look beyond the potential profit bottom-line to matching available family labor with specific labor requirements. These labor calendars are to be posted on the New Farm web site and made available in Ohio in hard copy form for Extension use.

Promoting Pasture Improvement & Grazing Through On-Farm Demonstrations

Gildersleeve, R.R. [1], Compton, M. S. [2], Haugen, V.J. [3] and Wachter, D.L. [4]

[1]Agriculture Agent, Iowa County UW Extension, 222 N. Iowa St., Dodgeville, WI 53533
[2]UW Basin Educator, 258 Gardner Hall, 1 University Plaza, UW-Platteville, Platteville, WI 53818
[3]Agriculture Agent, Crawford County UW Extension, 111 West Dunn St., Prairie du Chien, WI 53821-1995
[4]Dairy & Livestock Agent, Grant County UW Extension, 916 E Elm Street, Fairgrounds, Box 31 Lancaster WI 53813

Pasture-based farming systems are well suited to the hilly terrain of southwest Wisconsin, but farmers have been reluctant to move from dairy and livestock production relying on stored forages to managed grazing systems. With support from a Multi-Agency Land and Water Education Grant, on-farm demonstrations and educational outreach were designed to show farmers the benefits of pasture improvement and to encourage use of managed grazing systems.

Four species (kura clover, reed canary grass, perennial ryegrass and white clover) were selected based on their forage potential. Seed was provided to 10 farms in a four county area (Crawford, Grant, Iowa, Lafayette), where six 1 acre demonstration plots representing various combinations of the species were established and incorporated into each farm's existing managed grazing system. Establishment methods selected by each farm represented a variety of practices used in our area. Host farms also recorded management practices including fertilization, grazing frequency and weed control.

We monitored establishment of each species and organized pasture walks during each growing season. The plots were used for discussions with participants on pasture species selection, fertilizer use, establishment techniques, weed control and grazing management with 10 to 25 participants attending each pasture walk. Updates on the progress of the plots were provided at local grazing meetings and field days, reaching 30 – 50 producers per event. The demonstration renewed interest in establishment of improved pasture species and grazing management in southwest Wisconsin. A short publication is in preparation that will detail the experiences of each farm.

IMPLEMENTATION OF TMDLs IN KANSAS

Graber*, R. W.[1], Christian, M.L.[1], Frisbie, R. L.[1], George, H. C.[1], Hargrove, W. L.[2], Buchholz, D. D.[3]

[1]Watershed Specialist, K-State Research & Extension, Kansas State University, Manhattan, KS 66506, U. S. A.
[2]Director, KCARE/KWRI, Kansas State University, Manhattan, KS 66506, U. S. A.
[3]Assistant Director, Extension Ag and Natural Resources, Kansas State University, Manhattan, KS 66506, U. S. A.

The Clean Water Act of 1972 required states to set water quality standards based on designated uses, such as public drinking water, fish and wildlife, recreation, agriculture, industrial, etc. It also required states to identify and set priorities on waters not meeting those standards including streams, rivers, reservoirs, lakes and wetlands.

If one or more pollutants are found to exceed the water quality standards for a given body of water, a Total Maximum Daily Load (TMDL) for that body of water must be established. A TMDL is the maximum amount of pollution a water body can receive without violating water quality standards.

The state of Kansas has identified priority sub-basins needing TMDL implementation and water quality restoration. The state is taking a voluntary compliance approach to meeting TMDLs. K-State Research and Extension is providing a lead role in the TMDL implementation process by hiring seven Extension Watershed Specialists. These specialists are assigned to high priority TMDL watersheds in order to educate and motivate local citizens to take water quality restoration and protection actions.

Watershed specialists provide general public information and education programs to raise local awareness. Educational methods include:

- Public presentations to civic, business, conservation, environmental and agricultural groups
- Booths, exhibits, and materials for public events
- Newsletters, news releases, publications and radio programs
- Video and TV PSA
- Demonstrations, field days and tours
- Local workgroups
- Individual farm assessments and consultations

Accomplishments in public awareness/education are identified in terms of activities conducted.

Partnerships with a variety of private and public organizations including major funding through an EPA 319 grant administered through the Kansas Department of Health and Environment has made this project possible.

THE SELF-GUIDED HORSE FACLITY ANALYSIS: A PROACTIVE SAFETY EDUCATION TOOL FOR EQUINE FACILITIES

Greene,* E.A.
Department of Animal Science, University of Vermont, Burlington, VT 05405

The Self-Guided Horse Facility Analysis is designed to help stable owners or users evaluate the risks at facilities and prevent accidents involving themselves, clientele, visitors, and horses at their barn. The goal of this easy to use booklet is to provide a proactive, educational tool that will alert barn owners and users to dangerous environments or procedures with checklists. When problems are identified, it allows for either a change in the facility or the procedure. By helping people identify high-risk areas and the potential liability that exists, this tool should decrease the exposure of equine enthusiasts to accident or injury through education.

This publication was created for a "Lawsuit Avoidance Workshop" that was funded through an Agricultural Development Grant (2001). The original material was further developed and published in the current format in 2002. Since then, this peer-reviewed publication has been utilized in state and national invited presentations, and has been utilized by horse leaders and specialists in at least eight states (over 450 have been distributed). The American Youth Horse Council, American Medical Equestrian Association, and others have endorsed the guide. The United States Eventing Association incorporated it into their national Instructor Certification Program in the fall of 2002. The author is responsible for approximately 65% of the content, and 100% of the editing, design and formatting.

ASSESSING MICHIGAN LIVESTOCK PRODUCERS CHANGES A YEAR AFTER ATTENDING MANURE MANAGEMENT SYSTEMS PLAN DEVELOPMENT WORKSHOPS

Gould, M.C.[1], Krupp I.J.[2], Robb G.W.[3] and Wylie, P.W.[4]
[1]Agriculture and Natural Resources-Nutrient Management Agent and [2]Area Extension Dairy Agent, Michigan State University Extension, 333 Clinton Street, Grand Haven, MI 49417 [3]Area Extension Dairy Agent and [4]Agriculture and Natural Resources-Field Crops Agent, Michigan State University Extension, 108 Chestnut Street, Allegan, MI 49010

During the winter of 2001-2002, small group workshops were held around Michigan to help livestock and poultry producers improve manure management through developing farm-specific Manure Management Systems Plans (MMSP). Workshops were structured to calculate manure production and utilization on the farm (Excel® spreadsheet) and complete a MMSP (Word® document). A post-then-pre survey (n=94) was developed to measure the effectiveness of these workshops in changing producer attitudes, knowledge and skills. Mean score differences for the questions were calculated and determined to be significant at $p<0.05$ using the paired *t*-test. The five largest changes were:

- Increased understanding of becoming environmentally assured" through the Michigan Agriculture Environmental Assurance Program (MAEAP).
- Increased understanding of conformance with Michigan Right to Farm guidelines.
- Increased willingness to develop a Comprehensive Nutrient Management Plan (CNMP).
- Increased confidence in managing manure by following the Generally Accepted Agricultural Management Practices for Manure Management and Utilization.
- Increased willingness to maintain a recordkeeping system.

A follow up survey of producers (n=26) was conducted in 2003 to assess their management changes as a result of developing a MMSP. The top five changes were: start to keep manure application records, reducing commercial fertilizer use, developed a manure spreading plan, stopped spreading manure on fields testing > 300 lbs. phosphorus/acre, and improved current manure application recordkeeping. Seven farms began development of a CNMP. Seventy-five percent of the respondents thought that their manure plan will help them reduce or minimize

accidental manure releases. The substitution value of manure nutrients for fertilizer averaged $10.50/acre or $106,000 on 10,150 acres. The MMSP workshops effected management changes on livestock farms that had a positive impact on the environment.

RUSH SKELETONWEED IN MONTANA; A MODEL FOR ISSUE OWNERSHIP

Halpop,* J.H.
Montana State University Extension/Sanders County, P.O. Box 189, Thompson Falls, MT 59873

THE ISSUE. "Pre-adapted" exotic species, combined with vast Western landscapes and a general lack of awareness has allowed invasive plants to become widely established over the past century. Experience has taught us that an emphasis on new invaders is a key component for successful weed programs.

Rush Skeletonweed, (*Chondrilla juncea*), was first identified in Sanders County, Montana in 1991. Montana considers Rush Skeletonweed a category III species, designating the action objectives of awareness, education, detection and immediate action for eradication. By 1993, a task force had been established to coordinate activities towards meeting those objectives. Effort was made to bring to the table all those interests that had a stake regarding the presence and future of this new invader.

THE MODEL. Using our Rush Skeletonweed experience as a model, the process began with *Awareness* in the form of a simple plant identification. Soon thereafter *stakeholders* were identified and brought to the table. This initial *task force* began a process of *strategic planning*, to identify and gather needed resources. Alternatives and consequences were evaluated. A clear objective of these efforts was *plan implementation*, in the form of education, public awareness and site monitoring protocols. The Task Force meets twice annually *evaluating* and *updating* the Rush Skeletonweed plan.

The Rush Skeletonweed Task Force, represents many kinds of interests and has brought significant resources to an important issue regarding Montana's landscape. Over time the Task Force has evolved, with different members assuming leadership roles. Task Force partners maintain a vested interest in the success of this project. Approximately 120 "sites" are actively monitored in a two county area. Grant and County funds in excess of $250,000 have been spent in support of this project. Earlier in the project, the role of the Sanders County Extension office was identifying local and state ownership, and assisting with "process development". More recently it has evolved to supporting the leadership of task force members.

Task Force Partners include:
Sanders & Lincoln County Weed Districts and Weed Boards
Montana State University Extension/Sanders County
Montana Department of Agriculture
Montana Noxious Weed Trust Fund Advisory Council
Sanders & Lincoln County Boards of County Commissioners
Kootenai National Forest
Private Landowners
University of Montana-Biology Department
Montana State University
Montana State-Wide Noxious Weed Education & Awareness Campaign

NORTHEAST GEORGIA FARM FAMILY AG AND HEALTH EXPO 2002

Harris*, J.M.[1], Beusse, W.C.[2], Josey, R.W.[3], Patrick, S.R.[4], Smith, S.A.[5], Shirley, M.A.[6], Sheppard, G.A.[7], Waldorf, R.F.[8].

[1] White County Extension Coordinator, Cleveland, GA 30528
[2] Dawson County Extension Coordinator, Dawsonville, GA 30534
[3] Franklin County Extension Coordinator, Carnesville, GA 30521
[4] Habersham County Extension Agriculture and Natural Resource Agent, Clarkesville, GA 30523
[5] Hall County Extension Agriculture and Natural Resource Agent, Gainesville, GA 30501
[6] Jackson County Extension Coordinator, Jefferson, GA 30549
[7] Lumpkin County Extension Coordinator, Dahlonega, GA 30533
[8] Stephens County Extension Coordinator, Toccoa, GA 30577

Agriculture consistently ranks as one of the nation's most hazardous industries. In just one year, there were 490 fatalities and 20,430 other injuries from mishaps involving farm operators and their families. Farm families also often don't have time to spare for routine medical care; couple this with a lack of medical insurance, and the stage is set for a health disaster. It has been shown that more education and better safety

devices on machinery are needed to reduce farm accidents and improve farmers' overall health. To address the issue of farm family health and safety, a committee was formed to plan a health and safety exposition. This committee was composed of Extension agents, healthcare workers, and farm community members. Over $3,000 was received from local supporters to help cover expenses. The evening event was held at a local high school, and included free health screenings. Safety demonstrations were presented throughout the evening. Approximately 265 farm family members participated in the event, with over 160 individuals receiving health screening (650 screenings were performed). Of the known screening results, 27% were abnormal. Individuals with abnormal results were provided with information and advice from participating health care workers. Farm families also viewed over 30 health and safety exhibits.

ASOTIN COUNTY YOUTH COMMISSION YOUTH ACTIVITY RETREAT- A PROGRAM PROMOTING POSITIVE CHOICES REGARDING THE USE OF ALCOHOL, TOBACCO AND DRUGS BY TEENAGE YOUTH.

Heitstuman, M.D.
Asotin County Extension Chair, Washington State University Cooperative Extension, PO Box 9, Asotin, WA 99402

A one-day program was held to promote positive choices among teenage youth living in Asotin and Garfield Counties in Washington State. The educational retreat focused on the student's perceptions regarding the use of alcohol, tobacco, and legal and illegal drugs. The Asotin County Youth Commission, a 15-member council consisting of junior high and high school youth leaders, organized the program. Youth deemed at-risk to begin or to continue to use alcohol, tobacco products, and drugs were invited to participate in the one-day retreat by youth commission members. Recommendations to participate in the program were also made to at-risk youth by school counselors, local law enforcement agencies, and other community agencies. A pre-test, post-test and one-month follow-up survey were administered to all participants and analyzed. Comparisons were also made between the responses of youth commission members and the participants deemed at-risk prior to the administration of the pre-test survey. Follow-up is planned to determine the long-term effectiveness of the program.

THE MICHIGAN WATERSHED MANAGEMENT SHORT COURSE: LOCALLY RELEVANT WATERSHED EDUCATION FOR MICHIGAN COMMUNITIES

Herbert, J.

District Water Quality Agent
Michigan State University Extension
W. K. Kellogg Biological Station Land & Water Program
3700 E. Gull Lake Dr.
Hickory Corners, MI 49060

The Michigan Watershed Management Short Course features a facilitated, community-driven agenda development process resulting in a locally relevant watershed education experience. It equips participants with the knowledge, skills, and confidence to address local land use and water quality issues. A manual for host communities entitled, *Bringing the Michigan Watershed Short Course to Your Community,* provides guidance on all aspects of program development and delivery.

A facilitated local community planning team is provided with a generic agenda and "fills in the blanks" by identifying local examples and speakers to illustrate the following concepts:

- Basic watershed science
- Relationships between land use and water quality
- Regulatory frameworks
- Local access to useful watershed information and resources
- Watershed and land use planning

The result is a locally relevant watershed education experience for community decision makers, stakeholders and other interested citizens.

Hosted by nine Michigan communities since 1997, the Short Course continues to generate positive reviews. MSU Extension agents, specially trained in facilitating the Short Course, provide assistance and evaluation services to host communities. Each group is evaluated for changes in behavior and confidence to address watershed issues. This poster illustrates the process and details evaluation results based on macro-indicators statewide.

COMMUNITY PARTNERSHIPS FOR RURAL AND FARM HEALTH & SAFETY

Hogan,* M.P., Simeral, K.D.

A day-long rural and farm health and safety educational program was developed and implemented at a farm field day which attracts over 5,000 youth and adults each year. The project relies on a partnership between Extension and several rural healthcare providers in a rural Appalachian county in eastern Ohio which lacks hospital facilities.

The program features farm and rural health and safety educational programs, exhibits, displays, health screenings, a mock farm accident rescue demonstration, and an extensive experiential learning activity for youth. Approximately 1,000 youth complete this experiential program each year.

Follow-up evaluations with participants indicate that participants have increased their awareness and understanding of farm and rural health and safety issues. Local emergency response personnel report increased knowledge and skills for farm accident rescue, and local healthcare providers report an increased understanding of local healthcare needs and issues.

EDUCATING AMISH ON BEST MANAGEMENT PRACTICES (1998-2002)

Hoorman, J.J.
Water Quality Extension Agent, Ohio State University Extension One Courthouse Square Suite 40, Kenton, Ohio 43326

The Amish are a religious subculture who make their living primarily from diversified livestock farms. Water quality problems include misapplication of manure and fertilizer, over-grazed pastures, livestock in streams, stream bank erosion, and contaminated wells. With a USDA grant, the Ohio State University (OSU) Extension began educating the Amish on Best Management Practices (BMP's). Major objectives were: 1) to educate 200 Amish families on BMP's, 2) develop 100 nutrient management plans, and 3) test drinking water for 100 Amish wells and conduct stream monitoring. A monthly newsletter (Focus on Farming) was developed to educate the Amish family on BMP's. The newsletter is sent to 222 Amish families and 76 Extension personell in 13 states. Sixteen hundred farm visits have been made since 1998. The results were that a hundred eight Amish nutrient management plans (1000+ soil samples, 7,500 acres) were completed. Thirty replicated manure test plots were used to teach efficient manure management. Management Intensive Grazing (MIG) concepts were taught with seventeen (94%) of eighteen dairy farmers using MIG (saving $7500 in feed cost per farm) in one community. Well water testing on 204 Amish wells was conducted with 72 (35.3%) testing positive for total coliform bacteria and 19 (9.3%) positive for *E.Coli*. Stream monitoring discovered high phosphorous levels and low biological activity in streams without livestock exclusion. Ten thousand feet of fencing was voluntarily constructed to exclude livestock from streams. Outcomes included gain in knowledge, change in attitudes, and 75% to 90% adoption rates for selected BMP's.

BERMUDAGRASS SCHOOL, A IN DEPTH LOOK AT HOW TO GROW BERMUDAGRASS

Bates, Gary E[1] and Jones*, James E.[2]

[1] Associate Professor - Plant Science and Landscape Systems, University of Tennessee Agricultural Extension Service, Knoxville, TN 37996

[2] Area Specialist - Farm Management, University of Tennessee Agriculture Extension Service, Livingston, TN 38570

As times change and farmers look at producing improved forage crops or alternatives means of farm income, producers needed an educational program on Bermudagrass production. Thus, University of Tennessee Ag Extension Service developed a three-day intensive program to educate farmers on all of the details on growing Bermudagrass. This three-day program takes farmers through soil preparation to seeding practices to chemical applications to production costs, and wraps up with a tour a current Bermudagrass operation. We cover all the aspects of Bermudagrass production in complete detail. In each session, participants are encouraged to ask questions and share, if any, experiences they have had growing Bermudagrass.

There have been three Bermudagrass schools held across Tennessee, with 65 producers attending. Completed surveys of producers attending these schools have found that 98% of those who attended felt better able to produce Bermudagrass. Also, as a result

of participating in these schools, growers planned to increase Bermudagrass production by 266%. This increase in production when valued at $350 per acre will result in an increase of $568,750 in farm income for the participants.

GRASSLAND EVALUATION CONTEST TEACHES ARKANSAS 4-HERS VALUABLE MANAGEMENT SKILLS

Keaton*, M.D.[1], Speight, J.D.[2], Jennings, J.A.[3], Andrews, M.C.[4], Griffin, D.J[5]., Haller, B.W.[6]

[1] University of Arkansas Cooperative Extension Service, Baxter County, Mountain Home, AR 72653

[2] University of Arkansas Cooperative Extension Service, Washington County, Fayetteville, AR 72704

[3] University of Arkansas Cooperative Extension Service, Little Rock, AR 72203

[4] University of Arkansas Cooperative Extension Service, Van Buren County, Clinton, AR 72031

[5] University of Arkansas Cooperative Extension Service, Searcy County, Marshall, AR 72650

[6] University of Arkansas Cooperative Extension Service, White County, Searcy, AR 72143

The Grassland Evaluation contest, which was established in Missouri in 1991, was implemented in Arkansas in 2000 as a pilot program with hopes that the contest would expand to a statewide contest. This contest teaches 4-Hers how to evaluate grassland conditions and make management decisions regarding livestock production and wildlife habitat of those areas. There are four main sections of the contest, including grassland condition, plant and weed identification, soil evaluation and wildlife habitat evaluation.

In 2000, 4-H teams from three counties participated in a pilot state contest. Two of those teams placed 1st and 2nd at the national contest, which was held in Missouri. In 2001, seven 4-H teams competed in the contest and Arkansas placed 1st, 2nd and 3rd at the national contest. By 2002, participation had increased to 12 teams entered in the state contest and Arkansas again placed 1st, 2nd and 3rd at the national contest in the 4-H division.

This contest has become a valuable tool for educating Arkansas youth on the value of agriculture and the many factors involved in animal production. Each year, the number of youth participating in the program has increased. Training opportunities associated with the contast have imporved forage management skills for county agents and have increased participation by youth from a wider geographic area of the state. A statewide stearing committee made up of count agents that participated in the previous year's contest reviews the programs and sets guidelines for the following year.

DEMONSTRATION AND TRIAL GARDEN

Keeney, K. M.*

University of Kentucky Cooperative Extension Service, McCracken County, Paducah, KY 42001, U.S.A.

Due to a need within the community to increase the knowledge of horticulture, the McCracken County Extension Agent for Horticulture has, for the past four years, trained individuals in becoming volunteers in service to the community through the Master Gardener Program. The Purchase Area Master Gardeners Greenhouse Area Demonstration and Trial Garden has become an example in how volunteers can make things happen. It began with an educational greenhouse, donated by the City of Paducah, to be used in the Master Gardener Program; the McCracken County Fiscal Court leased the acreage, and the area was designated for research and demonstration projects.

In the past year, the Master Gardeners, along with the County Agent for Horticulture, have garnered donations, grants, hardgoods, seeds, plants donated from local nurseries, national growers, and the University, and supplies totaling over $21,560. They have spent over $18,000 of their own funds raised through educational programs, rare plant auctions, plant sales, and donations in order to implement the work needed to expand horticulture education in the Purchase Area. Five thousand ninety one Master Gardener volunteer hours have been recorded for this past year. According to IndependentSector.ORG, the value of volunteer time for the year 2002 has increased to $16.54 per hour. The hourly value is updated yearly and is based on the average hourly wage for workers published in the Economic Report of the President. This figure is then increased by 12% to estimate fringe benefits. This totals $84,205 in volunteer service to the community in just one program sponsored by the

Cooperative Extension Service.

This garden was chosen as one of five across the Commonwealth in 2002 to be designated as a Kentucky GROW (Gardening for Recreation Or Work) Garden, which allows Master Gardeners and Agents to give programs that aid the general public in horticulture therapy. Three such programs were given in 2002, to a total of 54 participants. More workshops have been scheduled for 2003, as well as the installation of a disabilities–friendly section for individuals to use to their advantage.

Evaluations have been conducted by personal survey of 30 regular volunteers on what they have learned through hands-on trainings at the Demonstration Gardens, with 96.66% (29) reporting a change in the way they amend their soil, 93.33% (28) amending their method of irrigation, and a total value savings of $6,750 through their own educational training from the Cooperative Extension Service, by implementing the same practices into their own home garden.

"OPPORTUNITY ANALYSIS": A VALUE ADDED INVESTMENT ASSESSING PROTOCOL

Layman,* J. D.[1], Sporleder, T.L.[2]
[1]Extension Agent, Value Added, Ohio State University Extension, Columbus, OH 43210
[2]Professor, Department of Agricultural, Environmental, and Development Economics, The Ohio State University, Columbus, OH 43210

As farmers across the United States decide to take part in the vertical integration of the agricultural industry and they increase the amount of resources that they allocate to investment past the farm gate they are going to need to make decisions in areas that are unfamiliar to them. The potential for inordinate amounts of opportunity costs exists in such a scenario. In Ohio and states contiguous producers will have the opportunity to join Heartland Agdeavor, an agricultural association of producer, partner, and affiliate members. One of the member benefits is the recommendation of potential investment opportunities following the conduction of an "Opportunity Analysis". This analysis begins once an opportunity is formally presented to the association. Next the Executive Director informs the chair of the Project Taskforce of the opportunity. The chair then has the members of the taskforce evaluate the opportunity, review any available documentation, score the opportunity, and report their score to the chair. The chair compiles the scores and reports the results to the Executive Director and to the Board of Trustees. The board then decides whether or not to recommend the offer to the full membership for their personal consideration. The end result is an investment opportunity for Heartland members that has undergone some scrutiny and may be worthy of member consideration.

PRE/POST TESTING WITH MORE IMPACT

La Barge*, G.A.

Extension Agent, Ohio State University Extension-Fulton County, 135 Courthouse Plaza, Wauseon, OH 43567

Pre/Post testing of participants to measure learning impact is one common method of evaluation used in lecture programming. Pre/Post test are typically designed as multiple choice or true/false questions that give participants the opportunity to select the correct answer by chance, or with low confidence in the answer selected. This project attempted to compensate for the guessing that occurs when participants are offered choices to the questions asked in test, by asking them to further answer for each question whether "Yes, I knew the correct answer" to the question or "No, I am guessing". The audience was farmers and Certified Crop Advisors participating in a Basic Soil Fertility Course being offered in 2001 by Ohio State University Extension. A total of 40 valid Pre/Post comparisons were gathered during the three workshops held. Under traditional scoring of the test where all correct answers were counted as correct the average score was 52% on the pre-test. When answers that were marked "No, I am guessing" were counted as incorrect answers the average correct score was 37% a reduction of 15% or two questions. In the post test the traditional average score was 88% and 87% where guessing was excluded. Thus the guessing excluded method showed a 50% increase in correct answers compared to 33% for traditional test scoring. The greatest difference in actual score using this method was for the pre-test with post-test scores being nearly identical. The "guessing/not guessing" qualifier can prove to be a useful tool to better measure the true learning impact of participants in certain pre/post testing situations.

FARM LABOR SERVICE PILOT – A WIN-WIN PROPOSITION FOR FARMERS, JOB-SEEKERS AND LOCAL COMMUNITIES

LeVitre, Richard A.

Extension Specialist-Dairy Herd Management, Farm Labor Management, University of Vermont Extension, Howe Center Business Park, 1 Scale Avenue, Ste 55, Rutland, VT 05701

The Vermont Farm Labor Service Cooperative (VFLSC) and the University of Vermont Extension (UVM EXT) identified the need for an organized temporary workforce for Vermont dairy farms. Through the partnership of the newly formed cooperative and Extension, the Vermont Farm Labor Service Pilot was developed.

This pilot program was designed to match workers with part-time, temporary farm employment opportunities. It would determine the practicability of a farm labor service in the areas of market viability, technical feasibility, and profitability. Extension, through the pilot, focused on the incubation of the farm labor service itself allowing the farmer run cooperative to concentrate on its organizational development.

Extension raised the awareness of an agricultural temp service concept, secured funding, and provided supervision of the pilot coordinator hired to identify prospective farm clients and the labor pool. The cooperative board remained active in an advisory capacity,

The twelve-month pilot provided both quantitative data, qualitative measurement of impacts, and exposed some difficult roadblocks, such as using an honor system for referrals.

Immeasurable benefits have included media coverage and subsequent public image building of farm employment opportunities within the dairy industry and the identification of the continued need for human resource management training.

The Vermont Farm Labor Service pilot created a momentum within the Vermont dairy industry of a new paradigm of employment.

ASSESSING COMMUNITY NEEDS USING THE DELPHI TECHNIQUE

Lewis*, S.R.
Extension Educator, University of Nevada Cooperative Extension, Post Office Box 338, Minden, Nevada 89423

Community needs are assessed to identify education targets and direct programming efforts. Knowledge of the needs most important to a community is critical to effective education program planning. A modified Delphi technique was used in Douglas County, Nevada, to identify and prioritize 154 needs facing individuals, families, and the community. Specific needs in the areas of environment, growth, health care, safety, citizenship and economy were prioritized as the most important in the county. This assessment approach demonstrates a comprehensive inexpensive and fairly easy means of collecting valuable information. Assessment results can be used by Extension to plan and justify programming and other entities by providing a good starting point from which to embark upon a planning process.

GEORGIA MASTER NATURALIST PROGRAM

Perdue, G.[1], Moulder, D.[2], Tyson, W.[3], Poenicke F[4], and Linvill*, D.L.[5]

[1] University of Georgia - Cooperative Extension Service Agent, Ludowici County Extension Service, PO Box 549, Courthouse Annex, Highway 57, Ludowici, GA 31316
[2] University of Georgia - Cooperative Extension Service Agent, Pembroke County Extension Service, PO Box 250, 131 N., College Street, Pembroke, GA 31321
[3]University of Georgia - Cooperative Extension Service Agent, Springfield County Extension Service, PO Box 308, Truetlen Building, 403 North Pine Street, Springfield, GA 31329
[4] University of Georgia - Cooperative Extension Service Agent, Chatham County Extension Service, PO Box 9866, Savannah, GA 31412
[5] University of Georgia - Cooperative Extension Service Agent, Chatham County Extension Service, PO Box 9866, Savannah, GA 31412

The Georgia Master Naturalist Program (GMNP) is an environmental educational program developed for the citizens of Georgia who want to further understand the holistic process of the environment and the interactions thereof. The second phase of the Georgia Master Naturalist Program is to develop a volunteer base to further educate the public on a wide variety of environmental programming. The GMNP is a hands-on educational environmental program that is located in many different areas located throughout the

state of Georgia. Many different areas of the state will be examined such as swamps, sand ridges, ponds, mountains, rivers, wet lands, cities, rural areas, and others. All of these different areas will be discussed with regard to animal life, plant life, their habitat, water quality, and the interaction of all. Each area will be visited for one day, although some areas may require two days, with experts/specialists teaching individual segments for the study area for that day. The coordinator of a specific excursion will be responsible for the selection of a team of experts for the educational program. The team's duties will include site selection, objectives, gathering of educational materials, directions, time allocation, and other activities. The coordinator will select educators who have specific knowledge in the selected topic areas and coordinate all the activities so that they blend together into a holistic concept of the study area. All information shall be unbiased, research based information.

GRAZING PRACTICES ADOPTED BY "PASTURES FOR PROFIT SCHOOL" ATTENDEES

McCutcheon,* J.S.[1], Samples, D.[2] and Penrose, C.[3]
[1]Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Knox County. 1025 Harcourt Rd., Mt. Vernon, OH 43050
[2] Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Jackson County. 275 Portsmouth St., Jackson, OH 45640
[3] Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Morgan County. 6A W Main St., McConnelsville, OH 43756

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

Ten teaching outlines with slides and fact sheets were developed for the "Pastures for Profit Schools" by IFM team members. Over 85 "Pastures for Profit Schools" have been taught across Ohio for eleven years with more than 2000 participants. End of program questionnaires have been used at each school but no formal follow up 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 practices participants were actually adopting on their operations. Survey results showed that since attending the school 88 % of respondents reported rotating livestock more often than they did before the school. 57% reported stockpiling forage for winter grazing. 37% reported using annuals in their grazing system. They reported increasing their acres managed for grazing by 1,670 total acres. Average acreage managed for grazing by respondents was 122 acres. They also reported increasing the number of animals grazed by 1,260 animal units.

INITIATING A COUNTY-WIDE GEOGRAPHIC INFORMATION SYSTEM IN RURAL OHIO

Mechling, M.W.
Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Muskingum County, 225 Underwood Street, Zanesville, OH 43701

One major recommendation of the Muskingum County Farmland Preservation Task Force in 2001 was the establishment of a Geographic Information System (GIS) office in the county. A local GIS committee formed consisting of Muskingum County and City of Zanesville officials. Several principles were agreed to early in the process including: the GIS would be compatible for all governmental agencies, only one system would be used for both county and city, all agencies and offices would work together and no duplication of effort would occur.

The committee researched how other counties had organized their GIS departments. A grant from the National Association of Counties was received for GIS mapping software. The GIS committee recommended to the County Commissioners to raise the real property conveyance fees in the county by $1 per $1000 of selling price of properties to fund needed equipment and personnel. The Commissioners voted to support this increase, thus creating a revenue stream for the system. The GIS committee developed a bid package for aerial photography of the county. Five companies from across the country presented their proposals to the committee. One was selected and the county was aerially photographed in April, 2002. Public meetings were held in February, 2003 to demonstrate the uses and benefits of the GIS to the community.

Continuing issues that the GIS committee is dealing with include hardware and software needs, physical location and space, accessibility to and charging for information by public and private entities, flow of information and funding.

MAKING THE CONNECTION FROM "HOOF TO RAIL" FOR YOUTH LAMB CARCASS EVALUATIONS

Mickel, R.C.
County Agricultural Agent and Area Livestock Agent, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822

During the last ten years, over twelve hundred youth and adult growers have attended an annual "lamb carcass" evaluation program from across the state. The on-rail evaluation program emphasizes carcass attributes that can be implemented in the selection of future market-lambs and the subsequent breeding flock. The analysis of individual carcass animals and the related breeding has demonstrated a relationship of various live subjective confirmation traits to on-rail objective carcass measurements. Although one individual carcass trait may be critical to the carcass placing, the composite of all the measurements of the entire lamb carcass are key to the overall evaluation and ultimate placement among a group of contemporary's.

Growers attending the carcass evaluation have implemented selection criteria that combine pedigree, phenotype(s), and specific breeds that they ascertain are connected to the carcass evaluation results. The overall improvement in the lamb carcasses, has been a result of the implementation of the "on-hoof to rail" trait relationships developed by the program.

LAMB CARCASS EDUCATION PROGRAM FOR NORTHEAST OREGON SHEEP PRODUCERS

Mills*, R.R.[1,2], Thompson, J.M.[2], and Walburger, K.[2]
[1]Umatilla and Union County Area Livestock Extension Agent, Oregon State University Extension Service, 721 SE Third, Suite 3, Pendleton, OR 97801
[2]Department of Animal Sciences, Oregon State University, Corvallis, OR 97331

A lamb carcass education program in conjunction with the Umatilla County Fair was established in 1990 as a carcass value information feedback system for purebred and commercial sheep producers in northeast Oregon. The program provides the opportunity for participants and other producers to evaluate value-determining factors of market lambs and correlate live animal characteristics with the carcasses from the same lambs. With the consolidation of the packing industry in the US, few opportunities remain for livestock producers to correlate live animal characteristics with the value determining carcass characteristics from the livestock they produce. This is especially true in the lamb industry.

Following the live animal evaluation of these commercial lambs at the Umatilla County Fair, detailed lamb carcass data, including ribeye area is collected and analyzed. Each year producers participate in a "cooler program" where the data is presented and the carcasses are reviewed. This provides an immediate feedback system on the carcass merit of lambs produced in northeast Oregon. With a 13 history (1990-2002) the program provides a consistent benchmark for producers and a method for determining the long-term improvement in their genetics, selection, and feeding programs. The data and results from this program confirms that genetics and management / production systems currently exist in the US lamb industry to produce high quality, lean, heavily muscled lamb that can be competitive with other sources of human dietary protein.

NORTHERN MICHIGAN SMALL FARM CONFERENCE

Moore*, S.J.[1], Middleton, J., Ash, M., Fouch, S., McClure, D., Glenn, D.

[1]Antrim County MSU Extension, P.O. Box 427, Bellaire, MI 49615

The Northern Michigan Small Farm Conference has proven to be a successful way to reach small farms and product agriculture producers. This year, in its' 4th year, the conference attracted over 400 participants. The program's success stems from the cooperative efforts of a diverse group of people, organizations and agencies that are dedicated to the survival of Michigan's small farms. The conference has also been successful in attracting support from granting agencies, underwriting over one half of the conference costs. The Small Farm Conference provides both researched based information and "Farmer to Farmer" type programs in the format. Topics help participants gain skills in production, marketing, and business management. Keynote speakers from several states have been involved in the program, as well as valuable break out sessions geared toward "getting the job done". A trade show allows individuals to discover tools that will help them in their business, while topic tables at lunch allowed for the sharing of the collective

wisdom in the group. A conference web site enables individuals to view the conference schedule, download registration forms, or register for a trade show booth. Detailed evaluations are conducted each year to determine the program's success, needed changes, and topics for the coming year.

COMMUNICATION AND EDUCATION ISSUES RELATED TO HISPANICS IN THE LANDSCAPE COMMUNITY

Perdomo,* Pedro
County Agricultural and Resource Management Agent, Rutgers Cooperative Extension, P.O. Box 900, Morristown, NJ 07963-0900

The makeup of the New Jersey landscape labor force is becoming increasingly multi-ethnic. There are approximately 200,000 people working in the green industry in the state. Industry surveys show that approximately 50 to 60% or 100,000 landscapers are Hispanic. English may not be spoken proficiently by many of these laborers. Many issues related to cultural and societal differences suggest that it is difficult for them to learn English quickly. These facts indicate that education and communication need to be incorporated into developing educational programs.

The education of the Hispanic workers in their own language increases job skills and improves efficiency. Agent Perdomo, in cooperation with the Office of Continuing Professional Education, offered programming that educated the employee in their own language. Spanish language classes included general turf management, pruning of trees and shrubs, plant identification, hazardous tree identification, and basic pesticide training. One hundred eighteen employees preregistered for the classes between April 2002 and March 2003. Landscape contractors rely heavily on non-verbal forms of communication, such as hand signals or demonstrations to get a job done. This requires increased supervision reducing efficiency and profitability of the business. An alternative approach to these forms of communication is to teach supervisors key Spanish terms and phrases used by the landscape community. This also benefits the supervisor when working with seasonal or short term employees that may not speak much English. One class a year is offered and is limited to 30 people to allow for better interaction between instructor and attendees.

WILLIAMSON COUNTY AGRICULTRAL EXPOSITION – STRATIGICALLY LOCATED EXPOSITION CENTER AND AGRICULTURE EDUCATION CENTER

Perry*, J. D.

The University of Tennessee Agricultural Extension Service
Williamson County Office
4215 Long Lane, Suite 200
Franklin, TN 37064

The Williamson County Agricultural Exposition Park is a $15 million exposition/education center constructed totally with county funds. A recognized need for improved facilities for the Williamson County 4-H Program and agricultural education programming was the initiative for the complex.

A key to funding and completion of this project was the support of the agricultural community and county government leadership. Other groups supporting this project include the Chamber of Commerce, Farm Bureau, and various civic clubs.

The result of this effort is a state of the art agriculture and multi-purpose facility with a seating capacity of 4200. This 120,000 sq. ft. facility is located on 105 acres visible from I-65, and within 2 miles of the south 840 loop 20 miles south of Nashville, TN. The facility is estimated to provide an economic benefit of $2-3 million to the local economy annually. Over 20,000 residents benefited from the facility in one weekend, as 5 high school graduations were held there in the spring of 2002.

The facility is turned into a classroom for agriculture annually for an Ag-in the Classroom activity that has included as many as 1750 3rd graders, teachers, and parents. Three classrooms with seating capacity from 40-300 gives this facility the flexibility to host many different types of activities.

Other activities hosted include the annual meetings of the Tennessee Cattlemen's Association and TN. Beekeepers Association. Numerous workshops for landscapers and turf professionals have been conducted and over 200 master gardeners have been trained in this facility.

This center provides offices for the Williamson County Office of the University of Tennessee Agricultural Extension Service. These facilities include distance diagnostic equipment, a pesticide training classroom, and a library of agricultural and extension pub-

lication.

SUMMER ADVENTURE WEEK: A MULTIDISCIPLINARY APPROACH TO ENVIRONMENTAL EDUCATION IN SOMERSET COUNTY, NJ.

Minch, D.[1], Polanin, N.[2],* Rothenburger, L.[3], Ward, C.[3]

[1]Family and Consumer Science Educator
[2]Agriculture & Resource Management Agent
[3]4-H Agent
Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

Since 1993, Rutgers Cooperative Extension (RCE) faculty and staff in Somerset County, New Jersey have conducted a weeklong youth day camp - Summer Adventure Week (SAW). Each year, daily activities are planned around a central theme – science, environmental education, food safety and agricultural production, etc. All county RCE personnel actively participate by planning a day, teaching a workshop, or training teen counselors. SAW has enhanced the abilities of staff and volunteers to develop, utilize, and / or expand teaching, outreach and evaluative skills. RCE personnel partner across program areas (4-H Youth Development, Family and Consumer Sciences, Agriculture & Resource Management), thus becoming more familiar with strengths and challenges of each program area. This program has also become a successful marketing tool for RCE, as youth, teens, and parents learn about resources and opportunities offered. Participant fees for SAW cover all costs (transportation, food, entrance fees, etc.) including equipment and materials that benefit all program areas throughout the year. Program Goals & Objectives include experiential learning to enhance life skills, fostering teamwork and cross discipline understanding, science literacy, and developing leadership skills. Over the past ten years, 686 youth attended the camp, while 111 teens served as peer counselors. Parents ranked the program as a very valuable educational opportunity (96%), and offers programs their children could not get elsewhere (92%). 91% of the participating youth rated the program as "great," an excellent opportunity to develop leadership skills (89%), self-confidence (83%), and an understanding / interest in working with younger youth (92%).

PREVENTING ACCIDENTAL PESTICIDE EXPOSURE IN HOUSEHOLDS

Schuster, Charles F.
Extension Educator, Commercial Horticulture
Montgomery County Office
Maryland Cooperative Extension
18410 Muncaster Road
Derwood, Maryland 20855

Pesticide exposure within a household continues to be a concern in the agricultural industry. This exposure comes from the applicators' improper cleanup after application and inappropriate laundering of pesticide contaminated clothing. Education of pesticide applicators and handlers regarding this risk is important to the health and well being of the individuals with whom they reside.

Digital photos will be used to demonstrate pesticide exposure through the use of an Ultra Violet sensitive cream (Glowgerm or Glitterbug) and a black light. Exposure to a simulated pesticide (the hand cream) will demonstrate the movement of chemicals from one object to another. Application of the hand cream and the black light will detect the actual exposure. The theme of this poster is the ease with which applicators' unknowingly carry pesticide traces to their residences, and the risk of exposing others through improper laundering of contaminated clothing.

FORAGES FOR HORSES

Sherman, R.[1], Fisher*, J.[2], Samples, D.[3]

1. Extension Agent; ANR, Scioto Co. 602 7th St. Portsmouth, OH 45662 sherman.76@osu.edu
2. Extension Agent; ANR & CD, Pike Co. 120 S. Market St. Waverly, OH 45690 fisher.7 @osu.edu
3. Extension Agent; ANR, Jackson, Co. P.O. Box 110 Jackson, OH 45640 samples.1@osu.edu

The "Forages for Horses" program is designed for the person who has the responsibility of care for horses whether it be the single horse in the backyard or the professional stable manager. Direct contacts with clientele indicated their need for information related to forage production, management and utilization. Often, traditional agronomic programs under-serve this audience. The authors designed a curriculum that entailed two evenings of lecture and a day for a pasture walk to observe and apply what was learned.

The agents developed and taught topics of "Species Selection for Hay and Pasture", "Plant Growth Physiology", "Tall Fescue Management Concerns", and "Hay Quality and Storage". Extension equine specialists taught sessions on "Basic Equine Nutrient Needs", and "Poisonous Plants" while NRCS personnel taught "Soils and Fertility" and "Pasture Establishment and Renovation". Extensive resource notebooks were developed for participants. The agents have conducted five such programs in their district to date with two more planned in 2003. Over 101 persons have participated in these programs. Evaluation of the programs has indicated that 98% of the participants felt that the topics met or exceeded their expectations. Likert scale evaluations of the authors' presentations ranked 4.29 to 4.60 (1 = not useful; 5 = very useful). Open responses indicated a greater need for programs in equine management and forage topics of rotational grazing and interpreting a forage test for purchasing hay.

COMMUNITY PLANNER CERTIFICATION PROGRAM- LAND USE EDUCATION FOR PLANNING COMMISSION MEMBERS

Slack*, V.K.[1]

[1]Whitley County Extension Office, Purdue University, 115 South Line Street, Columbia City, IN 46725, U.S.A.

Purdue Extension plays a defining role in Indiana planning and zoning decisions. By law, Extension ANR Educators serve on the 63 county plan commissions in jurisdictions that have adopted planning and zoning laws. The Community Planner Certification Program was created.
to enable citizen members of planning boards to increase their decision making skills

An innovative delivery system was used utilizing fourteen educators and seven receiver sites for a simulcast program via the Asynchronous Transmission Machine Network. There were nineteen presentations from twelve agencies/ departments.Thirteen and one half hours of instruction were completed in three evenings. The Community Planner Certification Program was a collaboration with Purdue Extension, Indiana Farm Bureau, Inc., Indiana Land Resources Council, and Ball State University.

Ninety-three people benefitted from the simulcast.There were 79 paid participants plus 14 from the Purdue Land Use Team. One hundred percent (100%) indicated they would recommend the program. Participants rated the educational content as 38.9% excellent, 57.63% good, 3.38% fair, and 0% poor. Pre-test responses indicated 8.88% could name two Purdue Land Use Team products. Post-test responses increased to 68.33%. Pre-test responses indicated 33.33% could name three Indiana laws affecting planning or zoning. Post-tests increased to 90.00%. Pre-tests reflected that
77.77% of the participants could name two factors which affected the cost of development. Post-tests increased by 5.56% to 83.33% total. When asked what they learned to apply to their community:

- 6 indicated better communication
- 5 indicated increased public involvement
- 4 indicated updating their comprehensive plan.

DECEMBER 4-H DAIRY CAMP

Sorrell*, W.M.[1], Thygesen, J.H.[2], Marchand, S.G.[3]

[1]University of Vermont Extension, Burlington, VT 05405
[2]Spring Brook Farm, Reading, VT 05062
[3]Shelburne Farms, Shelburne, VT 05482

Continuing the education of 4-H members throughout the year is a constant challenge. This first dairy camp was held in December 2002 to provide dairy members the opportunity to meet other youth from a different part of the state, experience farming by doing the work and discussing other 4-H activities.

Hands-on learning is a basic way for 4-H members to grasp the understanding of how dairy farming is a lot of hard work. Members were responsible for feeding, haying, milking the cows, and cleaning the barn. They also had workshops on picking your 4-H project, judging and participated in a quiz bowl contest. Intermingling the workshops and chores with fun activities and free time allowed the members a chance to get to know each other in a non-competitive way. There are many other non-dairy experiences that happen in 4-H that the members were not aware of. This informal setting was a chance for members to learn and ask questions.

A roundtable discussion with the youth on the last day of the camp was a non-stressful way for the members to evaluate the experience. The members reported on increased knowledge of the dairy industry. Many of them are planning on participating in non-dairy events. Out of this experience the leaders learned that

youth not living on a farm are unaware of some of the hazards that can occur. A training course is now scheduled for June 2003 as a pilot program for expansion to other counties as well as more camps.

MID-COLUMBIA SMALL FARMS AND ACREAGES PROGRAM

Tuck*, B.V.[1], Kerr, S.R. [2], Castagnoli, S.P.[3], and Helgerson, O.[4]

[1]Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058
[2]Washington State University Cooperative Extension-Klickitat County, 228 W. Main St., MS-CH-12, Goldendale, WA 98620
[3]Oregon State University Extension Service-Hood River County, 2990 Experiment Station Drive, Hood River, OR 97031
[4]Washington State University Cooperative Extension-Skamania County, P.O. Box 790, Stevenson, WA 98648

Demographic and economic trends in the Mid-Columbia region of Oregon and Washington have resulted in increased demand for Extension programs for small producers and alternative agricultural enterprises. In 2000, OSU and WSU Extension agents from four Mid-Columbia counties developed a cooperative regional effort to combine technical and financial resources and provide a cost-efficient and effective response to this demand. Since the inception of the Mid-Columbia Small Farms and Acreages program, a bi-monthly newsletter has been published; it is now distributed both electronically and as a paper copy to over 1,000 small farmers and agency staff in a twelve-county area of the Columbia Basin of Oregon and Washington. The Mid-Columbia Small Farms and Acreages Web site hosts the newsletter and serves as a library of technical papers, newsletters, and other resources for small farmers and public and private agencies; it receives over 2000 hits per month. Thirty-five technical papers have been developed on topics such as livestock production, timber management, pasture management, tree fruit and small berry production, weed control, irrigation and financial management. More than 1800 small farmers and landowners have participated in 27 regional educational programs. A USDA SARE professional development program grant was secured to support educational program development in the region. Local, regional and national presentations have been given about this program. Results of program evaluations and a reader survey continue to shape the direction of the program, which will evolve to serve the changing needs of the residents of the Mid-Columbia region.

2003 CONSERVATION TILLAGE AND TECHNOLOGY CONFERENCE (CTTC)

Wilson,* G.W.[1], Reeder, R.C.[2], Hoorman J.J.[3], Smith, J.M.[4], McCluer, G. E.[5], Sundermeir, A. P.[6]
[1]Agriculture and Natural Resources Extension Agent, Ohio State University Extension, Hancock County, 7868 CR 140 Suite B, Findaly, Ohio 45840
[2]Department of Food, Agricultural, & Biological Engineering, Ohio State University, 200 Agr. Eng. Bldg. 590 Woody Hayes Dr., Columbus, Ohio 43210-1057
[3]Water Quality Extension Agent, Ohio State University Extension, Hardin County, One Courthouse Square Suite 40, Kenton, Ohio 43326
[4]Agriculture and Natural Resources Extension Agent, Ohio State University Extension, Auglaize County, 208 S. Blackfoot Str., Wapakoneta, Ohio 45895
[5]Agriculture and Natural Resources Extension Agent, Ohio State University Extension, Hardin County, One Courthouse Square Suite 40, Kenton, Ohio 43326
[6]Agriculture and Natural Resources Extension Agent, Ohio State University Extension, Wood County, 440 E. Poe Rd. Suite 101, Bowling Green, Ohio 43402

A Conservation Tillage and Technology Conference (CTTC) was held at Ohio Northern University in Ada, Ohio. The purpose was to educate agricultural producers and consultants on conservation tillage and agricultural precision technology. Thirty hours of certified crop advisor (CCA) credits were offered on crop, soil and water, nutrient and pest management during concurrent sessions. A total of 827 particpants from seven states attended fifty sessions by fifty speakers over a two-day period. About 75% of participants were attending for CCA credits and about 25% were from out-of-state. Speakers included university and government agency personell, consultants, exhibitors, and farm panels.

Topics on agricultural precision technology included variable rate technology, auto steering/ controlled traffic, bar-coding, and yield monitors. Crop management sessions included soil density, vertical tillage, stand uniformity, planter adjustment, and no-till/strip till farmer panels. Soil and water issues were controlled drainage, sub-irragation, and how fertilizer and pesticides applications impact water quality. Presentations on lime, fertilizer placement, and manure applications were covered under nutrient

management. Carrover herbicides, weed management, slugs, corn rootworm, and soybean disease management were discussed under pest management.

Responses from 138 evaluations (16.7% return rate) using a Likert Scale (1=Disagree, 5=Agree) indicated an average score of 4.39 for the statement that speakers were well- prepared and presented useful information and 4.49 for the statement that a two-day conference is ideal for this type of meeting. Agricultural producers estimated the economic impact of the two-day conference to their operation was $3175 (average) with a range of zero to $14,000.

Extension Programming Evaluation Using Logic-Model

A survey was mailed to 400 residents to identify needs and concerns in the county. The identification of these concerns and needs were further studied and confirmed by the extension committee made of vegetable and cotton growers, seed industry and agricultural businesses. Problems identified were integrated pest management, soil and plant nutrient management and irrigation management. Subsequent steps consisted of carrying out an Extension program to respond to the growers' concerns. Eight workshops were organized from 2000 to 2003 and focused on vegetable and cotton crops. The evaluation and sampling design were constructed and distributed to workshop participants (participants were asked to evaluate input/ output/ outcomes and impacts of the extension program. The percentage of returned survey was greater than 50 %. The same questions were asked throughout the workshops. Every attempt was made to invite the same speakers to present at each workshop so that participant's response was not influenced by individual speaker's performance or popularity. From 2000 to 2003 there has been consistent increase in people's satisfaction regarding the quality of information provided by Yuma County Cooperative Extension for Vegetables and Cotton programs. Results from three year evaluation indicated that the outreach program made a significant impact on clientele farming decisions.

WORKSHOP HELPS FAMILY BUSINESSES TRANSITION MANAGEMENT

Zoller*, C.T.[1], Erven, B.L.[2], McCutcheon, J.[3], Mechling, M.[4], Miller, D.[5], Siegrist, H.[6],
[1]Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Tuscarawas County, New Philadelphia, OH 44663
[2]Department of Agricultural, Developmental and Environmental Economics, Ohio State University, Columbus, OH 43210
[3]Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Knox County, Mt. Vernon, OH 43050
[4]Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Muskingum County, Zanesville, OH 43701
[5]District Specialist, Farm Management, Ohio State University Extension, East District, Caldwell, OH 43724
[6]Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Licking County, Newark, OH 43055

Assisting small family-owned businesses was the focus of two "Building On Your Success As A Family Business" workshops. The workshops were the result of a farm management program conducted in the East District in 2002. Developed by Ohio State University Extension Agents and Specialists, the objective of the workshops was to help family businesses transition management from the senior generation to the junior members of the business. The need for this workshop was identified through personal observations, discussions with family business owners and professionals who assist these businesses.

A diverse mix of more than fifty family business members attended the workshops. Participants included livestock and grain farmers, greenhouse operators, construction, excavation, seed and fertilizer sales and dry goods retail businesses.

During the workshops agents and specialists taught six separate sessions. These included: "Understanding the Critical Skills of Managers"; "What Managers Do and Why?"; "How Do You Get the Next Generation Ready?"; "How Do We Create Opportunity?"; "How Do We Share Responsibility?"; and "How Can We Be Honest With Ourselves and Our Business?". Following each presentation was a question and discussion period which helped the program flow and interrelate the topics. These questions were designed to address the conceptual, technical and interpersonal skills required of managers.

A post-workshop evaluation was conducted. Participants indicated they would take information from the workshops to set goals for their businesses, improve communication among family business partners, use the presentations as a foundation for their business road map and challenge the traditions in the family business.

Award Winners

2003 NACAA

88th
Annual Meeting
and
Professional Improvement Conference
Green Bay, Wisconsin

EXTENSION PROGRAMS COMMITTEE NATIONAL JUDGING RESULTS

2003 NACAA SEARCH FOR EXCELLENCE WINNERS

NAME	STATE	REGION	CATEGORY	AWARD
Sandra L. Wick	Kansas	North Central	Livestock	Nat Winner
Jim Crawford	Georgia	Southern	Livestock	Nat Finalist
Larry Howard	Nebraska	North Central	Livestock	Nat Finalist
Stan Windham	Alabama	Southeast	Livestock	Nat Finalist
Dennis Cash	Montana	Western	Livestock	State
Jeffrey C. Fisher	Ohio	North Central	Livestock	State
Ira Krupp	Michigan	North Central	Livestock	State
Jerry M. Langbehn	Wyoming	Western	Livestock	State
Brian S. Newman	Kentucky	Southern	Livestock	State
Joan S. Petzen	New York	North East	Livestock	State
Ken Salkeld	Indiana	North Central	Livestock	State
Donald M. Schwartz	Maryland	North East	Livestock	State
J. Craig Williams	Pennsylvania	North East	Livestock	State
John P. Gille	South Dakota	North Central	Crop	Nat. Winner
Sandra L. Wick	Kansas	North Central	Crop	Nat. Finalist
Team:				
Donna L. Foulk	New Jersey	North East	Crop	Nat. Finalist
Gregory W. Solt	Pennsylvania	North East	Crop	Nat. Finalist
Everett A. Chamberlain	New Jersey	North East	Crop	Nat. Finalist
Robert C. Mickel	New Jersey	North East	Crop	Nat. Finalist
Team:				
Jerry Neufeld	Idaho	Western	Crop	Nat. Finalist
Ben Simko	Oregon	Western	Crop	Nat. Finalist
Steve Reddy	Idaho	Western	Crop	Nat. Finalist
Tim Davis	Idaho	Western	Crop	Nat. Finalist
Lynn Jensen	Oregon	Western	Crop	Nat. Finalist
Larry Hull	New York	North East	Crop	State
Gary Gao	Ohio	North Central	Crop	State
Larry Stauber	Arkansas	Southern	Crop	State
Gregory Hardison	Gerogia	Southern	Crop	State
Tinsley H. Gregg	Alabama	Southern	Crop	State
Jeffrey Stapper	Texas	Southern	Crop	State
Kevin Rose	Tennessee	Southern	Crop	State
John Fulton	Ilinois	North Central	Crop	State
Gary Michel	Indiana	North Central	Crop	State
Mark Arena	South Carolina	Southern	Crop	State
Williams Schall	Florida	Southern	Crop	State
Gregory Solt	Pennsylvania	North East	Crop	State
Kenneth Bateman	North Carolina	Southern	Crop	State

Team:				
Craig Haugaard	Minnesota	North Central	Farm Mgn.	Nat. Winner
Kirby Hettver	Minnesota	North Central	Farm Mgn.	Nat. Winner
Bret Oelke	Minnesota	North Central	Farm Mgn.	Nat. Winner
J. B. Coltrain	North Carolina	Southern	Farm Mgn.	Nat. Finalist
Eleanor Foerste	Florida	Southern	Farm Mgn.	Nat. Finalist
Steven D. Johnson	Iowa	North Central	Farm Mgn.	Nat. Finalist
Michael Vogt	Kansas	North Central	Farm Mgn.	State
Roger Betz	Michigan	North Central	Farm Mgn.	State
John P. Gille	South Dakota	North Central	Farm Mgn.	State
Paul Dietman	Wisconsin	North Central	Farm Mgn.	State
Stephen Brown	Alabama	Southern	Farm Mgn.	State
David Nowlin	Oklahoma	Southern	Farm Mgn.	State
James E. Jones	Tennessee	Southern	Farm Mgn.	State
Team:				
Kevin W. Brooks	Illinois	North Central	Farm Mgn.	State
Ruth Hambleton	Illinois	North Central	Farm Mgn.	State
Jim Endress	Illinois	North Central	Farm Mgn.	State
Team:				
Brian Callahan	South Carolina	Southern	Farm Mgn.	State
Howard Hiller	South Carolina	Southern	Farm Mgn.	State
Terry W. Griffin	Illinois	North Central	Remote Sensing	Nat. Winner
Kevin L. Rose	Tennessee	Southern	Remote Sensing	Nat. Finalist
Ken Combs	Arkansas	Southern	Remote Sensing	Nat. Finalist
Team:				
Donna L. Foulk	New Jersey	North East	Remote Sensing	Nat. Finalist
Gregory W. Solt	Pennsylvania	North East	Remote Sensing	Nat. Finalist
Everett A. Chamberlain	New Jersey	North East	Remote Sensing	Nat. Finalist
Robert C. Mickel	New Jersey	North East	Remote Sensing	Nat. Finalist
Skip Thompson	North Carolina	Southern	Remote Sensing	State
Dotty Woodson	Texas	Southern	Landscape Hort	Nat. Winner
Lelia Scott Kelly	Mississippi	Southern	Landscape Hort	Nat. Finalist
Jack Kelly	Arizona	Western	Landscape Hort	Nat. Finalist
Willie O. Chance III	Georgia	Southern	Landscape Hort	Nat. Finalist
Ken Salkeld	Indiana	North Central	Landscape Hort	State
Gary Gao	Ohio	North Central	Landscape Hort	State
Paul Hartman	Wisconsin	North Central	Landscape Hort	State
F. Brian Smith	South Carolina	Southern	Landscape Hort	State
Particia Grace	Florida	Southern	Landscape Hort	State

Search for Excellence - Livestock National Winner

SMITH COUNTY ANIMAL AGRICULTURE - LIVESTOCK PRODUCTION PROGRAM

Wick,*Sandra L.[1]
[2]Smith County Agricultural Agent,
K-State Research and Extension,
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 significance is extremely vital to the county. Producers in the livestock industry need access to educational programs, research-based information on marketing their products, information on purchasing their inputs, and the proper management techniques to operate an efficient and profitable operation. My main emphasis is on the cow/calf enterprise of the beef industry. In the last three years, numerous workshops and seminars have been held to provide the producer with information so they can make educational decisions for their operation. If producers are unable to attend, the workshops are videotaped and are available for checkout along with being shown on the local cable channel. The programming on the local access channel has allowed us to have regular scheduled programs every Thursday evening at 7:00 p.m. The last three years, I have had 7,243 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.

National Finalist - Livestock

SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION

Crawford*, J.F.[1]

[1] County Extension Agent, University of Georgia Cooperative Extension Service, 350 Building 1, Rm 132, Veterans Parkway. North, Moultrie, Georgia, GA 31788

Extension livestock programming focuses on cattle which has the most producers and largest percentage of county livestock income. Feedback from producers, agri-businessmen and advisory committees assist in monitoring management levels and planning educational activities reaching a broad spectrum of producers.

Completion of nutrient management plans for livestock operations qualifying under mandatory and voluntary regulations, farmers new to the cattle business, effects of drought on forage and the production of quality replacement heifers were problems addressed in the past three years.

Farm trials, clinics, field days and presentations at producer meetings are primary learning activities while posters, media and personal contacts serve to reinforce concepts and recommendations for educational effectiveness.

100% of CAFO's requiring a nutrient management plan are in compliance. Ammoniation trials, rotational grazing and improved grasses have been demonstrated as viable ways to increase quality forage and alleviate the effects of drought. Farm trials with cattle implants, parasite control and heifer development have been conducted to provide options for cattlemen to add to their profitability. Use of implants is up 14% and use of calf management techniques has increased 20%.

Programming emphasis has been placed on quality replacement heifer development since this is a realistic approach to overall herd improvement. There are currently seven trial herds using a prescribed protocol and the number of herds retaining heifers has increased 43% and 584 more raised heifers, a 32% increase, will be bred this year in county herds.

National Finalist - Livestock

EXTENSION LIVESTOCK ENVIRONMENTAL MANAGEMENT PROGRAM PROVIDES EDUCATION

Howard*, Larry F.
Cuming County Extension - University of Nebraska
PO Box 285, West Point NE 68788-0285

The "Extension Livestock Environmental Management" program has provided education to livestock producers in Cuming County, Nebraska and the surrounding area. Programs have explained the environmental regulations, provided tools for producers to increase their environmental steward-

ship and showed the value of livestock nutrient management. Information was delivered with a variety of teaching methods including workshops/seminars, tours, hands-on demonstrations, individual consultations, self assessments, computers, internet, satellite conferences, home study courses, radio programs and the news media.

Livestock environmental management issues continue to have a major emphasis in programming efforts. Extension continues to bring current information and the latest research and findings to the producers and related agribusinesses to help them excel in their operations and adapt technologies and ideas that will enhance the environment.

This approach has been successful because it has involved a team approach consisting of Cooperative Extension staff at the county and state levels, livestock producer groups, agribusinesses, ag lending, regulatory agencies and most importantly the local livestock producer. Efforts will continue to help build an even stronger livestock for this area with an increased awareness for environmental stewardship practices.

National Finalist - Livestock

LIVESTOCK PRODUCTION - MARKETING FOR PROFIT - INVESTING FOR THE FUTURE

Windham, * Stan
Coffee County Agriculture Agent
Alabama Cooperative Extension System, #5 County Complex,
New Brockton, AL 36351

Marketing and investing are two areas needed for financial success in the livestock business but have always been two of the most neglected. The marketing and investing program started in Coffee County, Alabama provided an opportunity for ranchers and farmers to adjust to a more profitable marketing format and to invest these profits for the future. Marketing and investing options are covered at meetings, posted in mass media and e-mail, and discussed one on one through out the county. Experts from the Extension Service and around the area are used to directly help producers. A conservative figure of 75 producers were directly impacted by this program with many more involved in a less direct manner. Beef and pork producers have marketed smarter, invested wiser, and diversified more as a result of this program.

Search for Excellence - Crop Production National Winner

ABSTRACT

Gille*, John P.

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

EXCELLENCE IN CROP PRODUCTION

Union County, South Dakota is a very intensive cropping county, with 108,840 acres of corn for grain, 2960 acres of corn for silage, and 112,000 acres of soybeans produced last year. The average farm has 450 acres of corn and 300-350 acres of soybeans each year.

Farmland values have risen from $1102 per acre in January 2000 to a present average value of $1408 per acre in January 2003. When the Educator came to Union County in 1989, the average land value was $890 per acre. Economics are playing a critical role in all our crop management decisions.

The Union County Extension Service has conducted several excellent programs over the last three years. This entry will highlight 3 specific program efforts, and these are:

1. An Alternative Ag Enterprise Program held in January, 2000 at Yankton, SD
2. Ag Marketing Programs and the Crop Production Clinics
3. Crop Production and Enterprise budgets one-on-one with producers, and fact sheets to aid grain producers

A special effort has been made the last 3 years to stress the economics behind crop production. We also strive to broaden producer's knowledge of Best Management Practices (BMP's) and reduce the soil losses in Intensive Cropping Systems.

By monitoring producer's progress, and involving them actively in program planning, the Extension Service will continue to be a solid resource for everyone seeking research-based and accurate information.

National Finalist - Crop Production

SMITH COUNTY CROP PRODUCTION - CROP PRODUCTION PROGRAM

Wick,*Sandra L.
Smith County Agricultural Agent,
K-State Research and Extension,
218 South Grant, Courthouse,
Smith Center, KS 66967

Crop production makes up approximately 64% of the total farm income for Smith County and contributes $30 million to the economy. With this information alone, the importance and significance is extremely vital to the county. Producers in the crop production enterprise 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. Smith County crop producers deal with issues and are faced with many decisions throughout the growing season and I am always looking for ways to help producers make more knowledgeable and sound decisions. My main emphasis is on the agronomic aspect of production agriculture. In the last three years, I have organized 13 demonstration plots illustrating five different crops produced in Smith County which includes wheat, grain sorghum, sunflowers, corn and soybeans. Soil testing is an important component of the test plots. I emphasize this to producers so they can relate this to their own operations. On average, the information producers receive from their soil testing has saved them from 10% to 25% on their fertilizer costs. All demonstration plots were harvested separately with the data being distributed to local producers to use in selecting consistent performing varieties for Smith County. In the last 3 years, I have had 9,156 personal contacts with producers providing them with research based information to help them make educational production decisions. Many educational workshops are provided for producers. If producers are unable to attend, the workshops are videotaped and are available for checkout along with being shown on the local cable channel. I also provide information for producers in my monthly newsletter along with my bi-monthly personal column with topics dealing with crop production.

National Finalist - Crop Production

FIELD CROP ALERTS: AN INNOVATIVE, FARMER-FRIENDLY ICM FACT SHEET SERIES

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.
1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
3 Agricultural Agent, Northampton County Extension Service, 88 Hector Lane, Lehighton PA 18235
4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

Integrated Crop Management can be explained as: 1) Identify the problem/pest; 2) Determine economic thresholds to decide if action is needed; and finally 3) If needed, select a remedy.

Each fact sheet, in this series of over twenty fact sheets, addresses one problem. It includes graphs, color photographs, descriptions, etc. to help identify the problem/pest. It includes information needed to determine if economic thresholds have been reached or not. Then, a list of suggested actions/remedies are presented.

All this is done on one side of one sheet of paper to make it easy to read, easy to print, and easy to use. The fact sheets were originally mailed to producers throughout the production season, timed for each fact sheet to arrive approximately one week before the anticipated arrival of the problem/pest. After the initial mailing (which was in support of a comprehensive ICM program being conducted at the time), fact sheets have been used at meetings, with individual assistance to provide follow-up information, and have been collected into a pest management notebook. The fact sheets are available on Penn State University's ICM web site and are linked from many other Extension web sites.

Fact sheets are added each year. Farmer surveys report these are one of the most useful written materials they have received from Extension. Agents find individual fact sheets posted throughout the county, including feed mills, graineries, farm shops and farm offices.

Canyon County, 501 Main, Caldwell, Idaho 83605; (208) 459-6003, Fax (208) 454-6349

National Finalist - Crop Production

Treasure Valley Pest Alert Network Alerts Growers to Current Pest Outbreaks

The Situation
Southwest Idaho's Treasure Valley of spans several county borders and crosses the Idaho border into eastern Oregon. This valley contains one of the largest contiguous irrigated agricultural production regions in the Northwest. Irrigation projects support a diversified production, processing and marketing economy with dozens of crops. In 2000, the farmgate value of crop production in Canyon County was approximately $200 million. In 1999 the farmgate value of crop production in Malheur County, Oregon was $86.4 million. Adding the gross income of commodities produced in the adjacent counties of Owyhee, Payette and Washington pushes the direct farmgate value of this industry to nearly $400 million dollars annually.
A wide range of economically important disease, insect, and noxious weed pests exist within this complex agro-ecosystem. Pest management and crop protection issues are extremely important from economic, environmental and human health perspectives. Based on University of Idaho Enterprise Budget Sheets, on average 15 to 20 percent of the cost of production of Treasure Valley crops are taken up by pest control inputs. These inputs include pesticides, custom applications, and management overhead amounting to tens of millions of dollars annually. Pest control applications are most beneficial when used in a timely fashion. Issues of environmental protection, applicator and farm worker safety, and reduced input costs created a critical need for an improved area wide information network to support integrated pest management practices.

Our Response
It is difficult to rapidly disperse pest outbreak information over a wide geographic region such as the Treasure Valley. Knowledge of current pest condition information is usually scattered among growers and crop professionals. An interactive Internet-based site called TVPestAlert.net was developed by University of Idaho and Oregon State University Cooperative Extension System faculty members to deliver timely crop pest information across the Treasure Valley.

The website is designed to receive information from any grower, field representative, or other subscriber by e-mail, fax, or telephone. Submissions are verified by University of Idaho or Oregon State University Extension faculty before posting to the web site. An e-mail notice is automatically sent to all subscribers who are interested in the affected crop. The e-mail identifies the crop and pest, and where to obtain the alert. Alerts are automatically linked to research based pest identification, life cycle, IPM, and control information on the web.

The Treasure Valley Pest Alert Network is an innovative IPM tool designed to increase communication and improve management decisions when pest outbreaks arise in the Treasure Valley. Growers benefit from timely and accurate information on the occurrence of pest outbreaks and appropriate control measures. Without timely information, crop losses can occur. One strategy to minimize losses from pests is to apply pesticides whether they are needed or not. While blanket applications of pesticides or even organic controls can be effective for pests that occur every year, they are not cost effective for many pests that irregularly reach economic thresholds. Crop yield, quality and environmental benefits are assured and input costs minimized through timely pest control information.

Program Outcomes
The website became operational in March of 2001 and received 5,899 visits during the course of the growing season. There are currently 114 subscribers to the site and 51 pest alert messages were posted from March to late September 2001.

One grower shared about his use of the website and how he personally benefited from it. In mid August an alert about black bean aphids in sugarbeets was posted after the information was reported by The Amalgamated Sugar Company (TASCO). The grower said he was not aware these insects were pests in sugarbeets. He decided to check his fields and found the aphids at an uneconomic level. He then worked with his field representative from TASCO to monitor the aphid population until they judged it was sufficient to warrant an insecticide application. In another example, onion growers were using fungicides to treat fields experiencing a problem that was undiagnosed. After a diagnosis was made, growers learned through TVPestAlert.net that the problem was Iris Yellow Spot Virus and there is no treatment. At that point, they stopped the unnecessary fungicide applications.

A formal evaluation of the website was conducted at the end of the 2001 growing season. One of the survey questions asked of subscribers was "Give an example of how this website helped you during the year?" Following are a few of the responses we received: 1) *"it alerted us of a possible problem. We were not aware of a situation until message/information was received."* 2) *"alerted me to new virus on onions (iris yellow spot)."* 3) *"not only did we receive notification in a timely manner, but also its general location and treatment"* 4) *"kept me alert on bugs in alfalfa seed and problems in onions and beets."*

Future

Operation of the website will continue during the 2002 field season. Crop coverage will be expanded to commercial tree and fruit crops.

Cooperators
Steve Reddy, Washington County Ext. Educator
Brad Geary, U of I Potato/Onion Specialist
Ben Simko, Malheur County Extension Agent
Lynn Jensen, OSU Onion/Potato Specialist
Clint Shock, Malheur Exp. Station Supt.

For More Information
Jerry Neufeld, Extension Educator
University of Idaho
Canyon County Extension
501 Main Street
Caldwell, Idaho 83605
Phone: 208.459.6003, Fax: 208.454.6349
E-Mail: jerryn@uidaho.edu

02neufeld-treasure.doc
2002

Search for Excellence - Farm Management National Winner

Haugaard, C., Hettver, K., Oelke, B.
Swift County Extension Service
P.O. Box 305
Benson, MN 56215

MARKETING CLUBS

EDUCATIONAL OBJECTIVE

This program manages multiple marketing clubs that were formed as a result of demand generated from a one-day marketing seminar that the team on Haugaard, Hettver, and Oelke conducted three years ago. The clubs have the following objectives:

1. To help producers gain a working knowledge of the following cash marketing tools: basis contracts, forward contracts, hedge to arrive contracts, and minimum price contracts.

2. To help producers to gain a working understanding of the futures and options markets and how they can be utilized to manage risk.

3. To give the farmer members the tools needed to write and implement a marketing plan.

PROGRAM ACTIVITIES

In the winter of 2000 the team of Haugaard, Hettver and Oelke did a series of one-day risk management seminars. These seminars were conducted at 28 sites in west central Minnesota and generated a great demand for ongoing risk management education. After exploring various ways to meet this demand it was decided to move ahead with marketing clubs and to do so in a manner that satisfied the University of Minnesota's newly created entrepreneurial approach to extension. It was decided that the cost for each club would be $5000/year and that the fee was to be divided amongst the club members. It was also decided that the clubs would be structured to have a local sponsor who would be responsible for collecting the individual membership checks, arrange for a meeting place, be responsible for the snacks, and most importantly for sending out the meeting reminders. A list of producers interested in marketing clubs had been generated as a result of the earlier seminar activity and those producers were then sent a letter inviting them to a meeting to explore the interest in forming a club. Using this approach eight clubs were formed with a total of 136 members. The clubs meet 16 times a year for an hour and a half each time. The meeting consists of a formal presentation on a specific topic and then a time of peer sharing, examination of local markets, and market outlook.

TEACHING METHODS

In an attempt to reach all of the club members various teaching methods are employed. These include the

use of a formal presentation, the handing out and review of printed material, a peer sharing and teaching approach, the assignment of mentors to new club members, and the use of an interactive marketing simulator. We feel that this plethora of teaching methods is designed to be inclusive of all the learning styles of the members.

RESULTS

At the first club meeting each member was given a short test to ascertain their marketing knowledge. The average test result of the members in the eight clubs was 63%. The test was given again at the end of the first year and the average score for the eight clubs was 97%. By that measure the clubs seem to have met one of their objectives, giving the members a working knowledge of the cash, futures, and options markets. While this was an important goal, even more important from an economic impact perspective was getting the members to write and follow a marketing plan. University research has shown that nationally only ten percent of farmers write a marketing plan and only three percent of farmers actually follow a marketing plan. The same research also shows that two-thirds of all the grain that was sold in 2001 was sold in the bottom one-third of the market. In 2002 all 136 members wrote a marketing plan for a total of 164,016 acres covered by a marketing plan.

IMPACT STATEMENT

In a survey that was conducted during January of 2003 to try and discern the implementation rate of the marketing plans we found that sixty-one percent of the club members had implemented their marketing plan. A total of 4,729,589 bushels of corn were sold using a marketing plan in 2002 while club members marketed 1,401,372 bushels of soybeans under a marketing plan in 2002. When examining the average selling price of the grain marketed under the marketing plans in relation to the price of grain at harvest time we found that on average our club members sold corn for $0.21/bushel higher than the harvest time price while the soybean sales were completed at a level that on average was $0.17/bushel higher than the spot market at harvest time. When applied to the bushels that were marketed under the marketing plans the club members realized an increase in total income of $1,231,446.90 because of their willingness to write and implement a marketing plan. A couple of unique situations came up during the course of the year that were evaluated during the marketing clubs. The first of these items was in August and September when the Chicago Board of Trade grain futures made an unseasonable move higher. A discussion was held in all of the marketing clubs during this time about the writing of covered calls against any unpriced production as a way to capture increased value for your crop. This is an advanced strategy that most club members did not feel sufficiently comfortable with to implement. Twelve club members did feel comfortable enough in their knowledge base to go ahead and implement the strategy. The members wrote covered calls at a $3.00 strike price on a total of 935,000 bushels of corn. They received an average premium of $0.14/bushel on these options, which eventually expired worthless, netting the club members who wrote them a total return of $130,900. Finally, a number of club members are cattle feeders who have traditionally not employed risk transference methods on their cattle in the feedlot. When the cattle market reached historically high levels, Kirby Hettver did a study of historical levels and created a histogram that detailed the odds of the market moving up and down from the current market level. This was disseminated to club members and resulted in 3900 head of cattle being hedged. Since those hedges were placed on the market has dropped $10/cwt. The timely placing of the hedges resulted in increased income of roughly $468,000 to the club members who raise cattle.

EVALUATION

The evaluation for the marketing clubs has come through several means. First we have the pre-club test and then the same test given at the one-year anniversary of the club. Secondly a survey was conducted to see how many people had written marketing plans and what the implementation rate was. Finally, and perhaps most importantly, we feel that we get feed-back on the value of the clubs every year when we ask the members if they want to keep the club going and if so to write a check to support the ongoing work of the club for another year. Thus far all of the clubs have renewed and in fact will be expanding by another four clubs in 2003/2004 due to the high demand for this educational format.

National Finalist - Farm Management

SIGN-UP DECISION MAKING UNDER THE 2002 FARM BILL

Coltrain*,J.B.[1]

[1]County Extension Director, Martin County Center
North Carolina Cooperative Extension Service
205 East Main Street, Williamston, NC 27892

The Farm Security and Rural Investment Act of 2002 represented two major changes for Martin County farmers. The first was the peanut quota buyout and conversion to an acreage base program. The second was the one time opportunity for farmers to update acreage base, plus an opportunity to update yields for Counter-Cyclical Payments. Making a wrong decision could prove to be very costly over the life of the Farm Bill. A program was designed to educate farmers about the ramifications of the Farm Bill for peanut production and to assure that farmers would sign-up for the best option for Direct and Counter Cyclical Payments. Program activities included meetings, newsletters, news articles and one on one work with farmers. The heart of the program was an Excel spreadsheet developed by the agent called Govtprog02. This multiple tab spreadsheet answers many questions about the new farm programs and their financial significance for a given farming operation. Perhaps the most significant result of this program was that farmers were made aware of the large financial consequences of decision making under this Farm Bill. Govtprog02 has been used with 139 farmers to choose the best option for sign-up in the government program. The potential value of choosing the best sign-up option for these farmers exceeded $4 million over the life of the Farm Bill.

National Finalist - Farm Management

CYA - COVER YOUR ASSETS

Foerste, E.C.[1],*, Gamble, S.F.[2], Hogue, P.J[3], and Price, W.M.[4]

[1]Osceola County Natural Resources Extension Agent II, University of Florida Extension, 1921 Kissimmee Valley Lane, Kissimmee, FL 34744
[2]Volusia County Livestock Extension Agent IV, University of Florida Extension, 3100 E. New York Ave, Deland, FL 32724
[3]Okeechobee County Livestock Agent III, University of Florida Extension, 458 Hwy 98 N, Okeechobee, FL 34972
[4]Lake County Livestock Extension Agent I, University of Florida Extension, 30205 SR 19, Tavares, FL 32778

CYA-Cover Your Assets was a 6 hour workshop dedicated to increasing private land owners and agricultural families awareness of financial tools that are available to preserve family farm and ranch assets, including estate planning and conservation easements. This program also provided a forum for an update of the new farm bill programs, specifically the Conservation Reserve Enhancement Program (CREP), Environmental Quality Incentatives Program (EQIP), and the Noninsured Crop Disaster Insurance Program (NAP). The program was planned cooperatively by the University of Florida/IFAS Extension, Florida Farm Bureau, Florida Cattleman's Association and Florida Farm Credit. Speakers included USDA/FSA representatives, natural resource management consultants, nonprofit conservation organizations, local agribusinesses and local government officials. Attendance exceeded over 70 people representing over 600,000 acres. The workshop included speakers, panel discussion and open question and answer session. A $30 registration fee per family included extensive resource manual and lunch. The manual was provided to all participants and speakers. Sponsorships covered printed materials, lunch and refreshment breaks. Forty-six (46) participants completed evaluations at the end of the program. Of those completing forms, 98% (45) indicated they would recommend the workshop to others, 44 would share the information with others, 96% (44) gained knowledge about preserving family lands, 89% (41) gained knowledge about conservation easements and 89% (41) indicated they now know where to go to get more information. Based on feedback from participants and speakers, a follow-up program is scheduled in the future. There have been additional requests to duplicate this program.

National Finalist - Farm Management

CHANGE AGENT IN AN ERA OF CHANGE

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

Information dissemination and educational programs regarding the 2002 Farm Bill was led by Iowa State University Extension (ISUE) in partnership with the Iowa USDA Farm Service Agency and the Iowa Farm Bureau Federation. Statewide more than 250 meetings and workshops were conducted with over 20,000 in attendance. The ISUE Farm Bill Web Site received more than 22,500 visits and the Farm Bill Payment

Analyzer was downloaded more than 28,000 times. The result of these efforts impacted the majority of Iowa's 90,000 farms, and an additional 500,000 individuals nationwide were reached.

Steven Johnson played a leadership role in these educational efforts. Some of his accomplishments include conducting more than 100 educational presentations with over 7,500 participants, developing training material and teaching 6 computer workshops, posting more than 60 responses to farm bill related questions for the Farm Business Discussion Group on the web site: www.agriculture.com, serving on a "panel of experts" for a radio call-in show broadcast statewide and was featured in an article that provided commodity program sign-up recommendations that appeared in the Mid-February issue of *Successful Farming* Magazine.

A written evaluation of participants attending the computer workshops was completed. In addition, a phone survey of a random sample population of 1,000 attendees at various meetings, seminars and conferences in Central Iowa was also conducted. The average respondent on these evaluation tools placed a value for the financial benefit they received from these educational offerings at more than $1,000 per farm operation.

Search for Excellence - Remote Sensing National Winner

PROGRAM DEVELOPMENT FOR EXTENSION IN-SERVICE TRAINING IN PRECISION AGRICULTURE

Griffin*, T.W., University of Illinois Extension, 480 S Deer Rd, Macomb, IL 61455

The objectives of the precision agriculture (PA) program are threefold: 1) conduct applied PA research for demonstrations, 2) educate and train extension professionals in the use of PA hardware and software, and 3) educate extension professionals in benefits and methods of PA as realized in applied research and demonstrations. Applied PA research has been conducted to gather data for demonstration and training of extension professionals and farmers. Although most precision work has been in row cropping systems, uses have been successful in grazing animal science. While working with Extension professionals on rational cattle grazing systems, the potential for PA in pasture management was realized. Along the process of data collection and demonstration, a capstone senior level course in PA was developed. PA concepts and decision-making in on-farm scenarios are taught to 41 students from all majors. *Extension's Role in Precision Education* is being presented to the Extension Crops, IPM, and Farm Management teams where reasons farmers give for lack of PA adoption are reported. Terry Griffin was selected on his aptitude to train other Extension professionals in PA as a national winner in the 2002 remote sensing and GIS decision support seminar, where he received PA equipment and software to further his PA education efforts. After in-service workshops, all participants requested follow-up workshops in PA computer software use and in-field training.

National Finalist

THE UTILIZATION OF GLOBAL POSITIONING SYSTEM (GPS) IN AGRICULTURE AND YOUTH EDUCATIONAL PROGRAMS

Combs,* K. J.
County Extension Agent-Agriculture,
University of Arkansas Cooperative Extension Service,
P. O. Box 118,
Dardanelle, AR 72834

Teaching new technology and facilitating the adoption of new technology in agriculture and 4-H youth programs is the primary objective of Extension Agents. Global Positioning System (GPS) is a new tool that allows one to determine precisely their location on the earth and measure any movement from that position through the use of GPS technology and the satellites that allows GPS to be functional. As Extension agents, it is necessary that educational programs be conducted in a manner relevant to the clientele of their county or service area. The objectives of educational programs were to facilitate the adoption of GPS by area clientele.

Educational programs were planned and conducted for county clientele. A field day was conducted to teach the basics of the use of GPS for producers and youth. Participants were trained in the principles in which GPS works. Field exercises were conducted in order to let clientele use the handheld GPS units in order to find points that had been pre-

determined. Also the participants were to mark waypoints and swap GPS units and find the waypoint. Later a one day training was conducted to train participants in the use of GPS. Classroom sessions were conducted on the use of GPS and then participants went out in the field to demonstrate their skills. Again participants were to find pre-determined points. After accomplishing this participants were given GPS units and instructed to mark waypoints. After marking waypoints, participants swapped units and were asked to find the waypoint set by another participant. An additional workshop was conducted for 4-H youth. The training for the youth was conducted in a similar manner as that previously described.

Field demonstrations were conducted to further demonstrate the utilization of the technology. As agronomic field demonstrations were put out, the location of the demonstrations were marked with GPS. The plots were also marked with GPS and the area of the plots were determined by the GPS measurements. Plots were also measured by conventional measurement tools such as a rolling tape and tape measure to determine the accuracy of the GPS measurement. All plots were determined to be accurately measured by GPS. In addition, work was done with an equipment dealer to install a demonstration yield monitor on a cooperators combine at harvest time. With the yield monitor we were able to monitor and map out the yields of crops harvested with that combine, therefore identifying areas of the field in which the yield was lower. The producer was able to mark these areas with GPS and implement necessary management practices in the low yield areas of the field to correct problems in the field.

Gypsy moth trapping is also conducted by County Extension staff. An accurate means of determining the exact location is needed when checking and taking up traps at the end of the trapping season. Marking with GPS also allows entomologists to visit the locations were Gypsy moths were found without the Extension Agent being present. As the traps were put out in the spring, the exact location of the trap was marked with GPS. A map of the area was made of the trap locations in case it was needed by entomologists after the traps were checked and removed at the end of the season.

Another use of GPS was in marking of a brush control demonstration. Four spot treatments of brush control herbicides were used in a demonstration. Plots were randomized in order to facilitate the treatment of all brush species with all herbicide treatments. The individual brush species and treatments were marked with GPS. A plot plan map could then be printed to view the various treatments and species present in each treatment. This demonstration is a two year demonstration and will be on going. Due to the nature of a two year demonstration it is also becomes necessary to be able to locate the individual treatments at evaluation time.

Evaluation of GPS educational programs was done by informal surveys. Program participants were asked if they had adopted the practices that had been taught and demonstrated. Adoption rate was high. Also as a part of the survey, local retailers of GPS equipment were surveyed to determine if clientele were purchasing GPS equipment. Retailers reported that sales of GPS equipment rose significantly after each training session was conducted.

National Finalist - Remote Sensing

REMOTE SENSING AND PRECISION AGRICULTURE

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.
1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
3 Agricultural Agent, Northampton County Extension Service, 88 Hector Lane, Lehighton PA 18235
4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

In receipt of a $154,000 grant, the team conducted a comprehensive applied research program on farms in Pennsylvania and New Jersey.

These technologies were tested for practicality and economic value on typical farms in the region:

· Grid soil sampling using GPS and variable rate fertilizer application.
· Weed mapping using GPS and site-specific herbicide application.
· Three different GPS guidance systems.
· Remote sensing using radio controlled model helicopters, transmitting live color video to in-field monitors.
· Direct injection field sprayers, radar application rate control for field sprayers, drift control technology, etc.

An average of 17% less fertilizer was applied on grid sampled/variable rate fields, while retaining equal or greater yields. Twenty to eighty percent less chemical was applied when using weed mapping and site-specific sprayer application. Using GPS guidance systems, sprayer overlap was reduced from 18" to 6", a 66% reduction. One farm using a guidance system saved $500 of foam making liquid. Live video and still photos taken by model helicopters were used to identify early season crop conditions and problems. They proved practical only when used as part of a comprehensive scouting program.

Seven producer sprayers were converted to anti-drift technology and their experience was collected and summarized via survey. An economic analysis is available for each tested technology.

Search for Excellence - Landscape National Winner

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

TEXAS SMARTSCAPE * A LANDSCAPE AND MAINTENANCE PROGRAM USING NATIVE AND ADAPTED PLANTS TO CONSERVE WATER AND REDUCE WATER CONTAMINATION

The Texas Community Future Forum identified the water contamination and landscape water conservation as a major issues in Tarrant County. Water samples taken during storm events showed the majority of non-point contamination was from fertilizer, pesticides, and soil erosion. After collecting storm water samples for several years, the City of Fort Worth Environmental Management department determined the majority of the contamination was from homeowner's landscapes. Tarrant County has a population of 1.5 million and is part of a Metroplex with 5.2 million. Tarrant County is a major part of the water shed into the Trinity River System which provides a majority of the drinking water for the Dallas-Fort Worth Metroplex.

Dotty Woodson, Horticulture County Extension Agent, collaborated with North Central Texas Council of Governments * Strom Water Committee, Tarrant County Health Department * Storm Water Division, Tarrant Regional Water District, Texas Parks and Weston Gardens to establish a landscape horticulture program to educate and demonstrate how each individual homeowner could landscape and maintain their landscape using methods to reduce water contamination and conserve landscape water.

National Finalist - Landscape

HOME LANDSCAPE DESIGN SHORT COURSE

Kelly, L.S.
Mississippi State University Extension Service, North Mississippi Research and Extension Center, PO Box 1690, Verona, MS 39759

Evaluation surveys conducted at consumer programs indicated there was an immediate interest and need for more information on developing and implementing a home landscape plan. The feedback provided through the Producer Advisory meetings and through other industry contacts indicated that landscape professionals thought the public was not sufficiently aware of the advantages of consultation with a professional during all phases of the landscape design process. It has been the general consensus of industry businessman that the public did not know enough about the basics of proper selection and placement of plant material, plant culture and soil preparation to realize the benefits of a properly designed and maintained landscape. A Home Landscape Design Short Course was developed and conducted to meet the objective of familiarizing the homeowner with the process of planning and designing a landscape plan utilizing the expertise and services of landscape professionals. The short course was conducted for four nights (4 hour sessions). Landscape professionals were invited to assist the homeowner with their plan on the last night of class. Evaluations indicated that ninety-two percent of the students said they would visit a landscape professional to assist them further with their home landscape as a result of this short course. One hundred percent of the landscape professionals felt their participation in the short course would benefit and promote their businesses/industry. The goal of providing pertinent information to the consumer and at the same time promoting and supporting the green industry was reached by the development and delivery of the Home Landscape Design Short Course.

National Finalist - Landscape

THE ARIZONA CERTIFIED NURSERY PROFESSIONAL PROGRAM

Kelly, J. J.*

Commercial Horticulture Agent
University of Arizona Cooperative Extension, 4210 N. Campbell Avenue, Tucson, AZ 85719

The Arizona Certified Nursery Professional program is a cooperative effort of the Cooperative Extension, the Arizona Nursery Association, and nursery industry in Pima County, Arizona. It provides a venue for the technical education of Green Industry professionals and an opportunity to earn the title of Arizona Certified Nursery Professional. It offers a research-based educational experience on the latest information on the nursery industry and an overview of areas of horticultural expertise. Classes are held for 3 ½ hours for four weeks followed by a written and practical exam. Instruction methods include slides, Power Point, lectures and hands-on techniques. The program has been attended by 74 green industry professionals working for many large and small retailers. The interface of the public with these extension-educated professionals is an avenue for the further transfer of the latest research-based information on the proper selection and aftercare of ornamental plants. An unexpected result of the training is the marked increase of contacts between Extension and the nursery industry. A survey conducted at the end of the training indicates a marked improvement in the student's perceived knowledge of the nursery industry. Fifty-eight percent of those taking the certification exam passed and received their Arizona Certified Nursery Professional designation.

2003 Search for Excellence in 4-H & Youth Programming Winners List

National Winner

Daniel J. Jennings, Joe Schwamberger, Greg Clark – Illinois
SOLVING CRIMES, FEEDING THE WORLD, CURING DISEASE AND DEVELOPING NEW CAREERS AT BIOTECHNOLOGY CAMP.

National Finalists

Deborah Clute – New York
NEW YORK STATE JUNIOR DAIRY LEADER PROGRAM

Kevin Heaton – Utah
PARTNERING PROVIDES THE MEANS FOR QUALITY ENVIROMENTAL EDUCATION FOR RURAL YOUTH

Nicholas Polanin – New Jersey
GREEN INDUSTRY VOCATIONAL TRAINING FOR AT-RISK YOUTH IN NEW JERSEY

North Central Regional Finalists

University of Nebraska Cooperative Extension / Local 4-H Cyber Fairs, Tracy Behnken – Nebraska
LOCAL 4-H CYBER FAIRS: ENHANCING TECHNOLOGY AND COMMUNITIES

Amy Kruse, Chuck Langner, Kim McGraw, Don Guthmiller – South Dakota
YOUTH AG DAY – A LEARNING EXPERIENCE DESIGNED TO CREATE AWARENESS OF THE IMPORTANCE OF AGRICULTURE FOR THIRD GRADE STUDENTS

Northeast Regional Finalists

Carol Schurman – Pennsylvania
TEACHING AGRICULTURE AND ANIMAL SCIENCE PRINCIPLES TO YOUTH IN SOUTHWEST PENNSYLVANIA

Southern Regional Finalists

Rebecca Jordi – Florida
4-H SUMMER YOUTH CAMPS IN ENTOMOLOGY, ORNITHOLOGY, & FORESTRY

Lelia Scott Kelly – Mississippi
THE MISSISSIPPI 4-H JUNIOR MASTER GARDENER PROGRAM

Greg Whitis – Kentucky
EXPLORE McCREARY COUNTY 2002

Western Regional Finalists

Kim Fabrizius – Colorado
4-H LEASE A GOAT PROGRAM

Scott Nash – Idaho
ULTRASOUND EDUCATION IN 4-H LIVESTOCK PROJECTS

State Winners
VIRGINIA – Jim Orband

2003 AMERICAN/WORLD AGRICULTURE AWARD RECIPIENT

Orion Sanuelson
WGN Radio

Orion Samuelson is heard on WGN Radio, where he has served as Agricultural Services Director since 1960. He and his associate, Max Armstrong, present 28 agricultural reports daily on WGN and the Agri-Voice Network of 50 stations. Orion is also heard daily on more than 260 radio stations with his syndicated *National Farm Report* and on 110 stations with his syndicated *Samuelson Sez* and is seen weekly on 190 commercial TV stations on *U.S. Farm Report*. The syndicated show, produced and hosted by Orion, started in 1975.

His life-long commitment to agriculture has been recognized by organizations in all segments of agri-business. In May of this year, Orion was named a Laureate of the Lincoln Academy of Illinois and received the Lincoln Medal from Governor George Ryan ... the highest award bestowed by the state of Illinois. A week later at the University of Illinois Commencement, President James Stukel, on behalf of the University, presented Orion with the Honorary Degree of Doctor of Letters. In January of 1998, the American Farm Bureau Federation honored Orion and Bob Dole with the AFBF Distinguished Service Award. At the 1997 Illinois State Fair, Governor Jim Edgar changed the name of the Junior Livestock Building to the *Orion Samuelson Junior Livestock Building* as a tribute to Orion's nearly 4 decades of service to the agricultural youth of Illinois. In October of 1994, Orion was honored as "Man of the Year" by Heifer Project International on its 50th anniversary. He has received the National 4-H Alumni Award and the Honorary FFA American Farmer Degree, is an honorary member of Alpha Gamma Rho, the agriculture fraternity and in 1985, Orion was inducted into the Scandinavian Hall of Fame.

Orion has traveled internationally to 43 countries to cover agricultural production and trade for his radio and television shows ... countries include Australia, Malaysia, Singapore, Scotland, England, Hungary, France, Denmark, India, Norway, Sweden, Austria, Canada, Mexico, Japan, Korea, Taiwan, Hong Kong, Philippines, Thailand, Peoples Republic of China, Brazil, the former USSR, Vietnam and Indonesia. He has also been involved in four official government trips. In October 1989, Orion traveled to Taipei to receive the International Communicator of the Year Award from the President of the Republic of China.

2003 NACAA PINNACLE AWARD WINNER
For Outstanding Humanitarian Service

Larry Tranel exemplifies the "**pinnacle**" of humanitarian service. Larry has served his **profession** well as surveys recognize Larry for his "very professional" and "empathetic" approach with client needs. He is past recipient of the National Farm and Ranch Financial Management Award; NC Region Search for Excellence Award; and Iowa's New Professional Award. The depth and breadth of his work shows as Larry has:

- Taught over 800 dairy producers and over 150 lenders and advisors to better analyze financial statements and calculate costs of dairy production.
- Authored the DAIRY TRANS computerized analysis program used in 17 states.
- Authored the "Sharemilking in the Midwest" publication and software.
- Assisted 125 producers to reduce costs through use of management intensive grazing.
- Initiated and coordinates 4-State Extension's Upper Midwest Grazing Conference annually.
- Facilitated "getaway retreats" for 40 farm couples enhancing emotional intelligence, decision-making, planning and communication skills.
- Assisted 60 producers to adopt a computerized record analysis system.
- Taught 122 dairy producers to reduce somatic cell counts by 18% equating to a $198,239 increase in profit.
- Organized 30 milking parlor tours for 1,032 participants with cited impact of remodeling Iowa's dairy industry.

Larry is a great family and community role model with his wife, Tina, and six children as primary recipients of his humanitarian activities. In 2002, Larry donated 250 hours of labor from 3-5 am to a disabled cancer patient to keep his dairy operating. In 2003, he donated 60 hours of time to a neighbor who lost his son in an auto accident.

In addition, Larry presently serves his local **school and church** in these and other ways:

- Valuing Relationships, Coordinator (sexual abstinence education for youth and parents).
- High School Youth Group, Coordinator
- Youth Music Ministry, Coordinator
- Parish Council, Past President
- Marriage Preparation Program, Facilitator/ Speaker
- Christian Experience Weekends, Leader/ Speaker
- Holy Name Society, Member
- Knights of Columbus, 3rd Degree Member
- RENEW 2000, Past Co-Coordinator/Speaker
- Girl's Basketball and Softball Head Coach
- Teens Encounter Christ Retreat, Past Spiritual Director
- Multi-School Collaboration Committee, Chair
- School Education Council, Member
- Diocesan Diaconate Institute, Member/ Speaker
- Appalacian Youth Service Trip, Co-Leader
- Church's Center for Land and People, Committee Member
- National Right to Life, Member

Larry has served in various **civic** organizations including Habitat for Humanity, Jaycees and Kiwanis. He also served as President of Dickeyville-Kieler Lions and continues to devote himself to Lions Club.

Larry has participated in **international** work to assist the plight of the poor assisting the Latin American Mission Program as a missionary in Mexico. He has traveled as part of his Extension program to Canada, Ireland and New Zealand. Larry volunteered with CNFA to Moldova to assist their production agriculture and is an Honorary Member of Bread for the World. He and his family participate with Children International, sponsoring children from India with various life necessities.

Thus, Larry Tranel indeed exemplifies the "**pinnacle**" of humanitarian service.

2003 NACAA Distinguished Service Award Winners

North Central Region — 21

State	Name
Illinois	N. Dennis Bowman
	W. Dean Jones
Indiana	Steve Nichols
Iowa	Greg Brenneman
	Kelvin Leibold
Kansas	Warren W. Bell
	Dana Belshe
Michigan	Paul Gross
	Norman L. Myers
	Daniel Rossman
Minnesota	David J. Resch
	Jerrold Tesmer
Missouri	Glen Easter
	Keith Hawxby
Nebraska	Noel L. Mues
	Dewey W. Teel
North Dakota	Terrance Lykken
Ohio	Terry L. Beck
	David H. Samples
South Dakota	Craig Rosenberg
Wisconsin	Vance Haugen

Northeast Region — 7

Delaware	no applicant
Maine	no applicant
Maryland	Paul L. Gunther
New Hampshire	no applicant
New Jersey	Everett A. Chamberlain
New York	David Grusenmeyer
	Lisa H. Kempisty
Pennsylvania	Norman G. Conrad
	Dan F. McFarland
Vermont	no applicant
West Virginia	David J. Workman

Western Region — 11

State	Name
Alaska	Robert F. Gorman
Arizona	Edward C. Martin
California	no applicant
Colorado	A. Wayne Cooley
Hawaii	no applicant
Idaho	Charles C. Cheyney
Montana	David L. Bertelsen
Nevada	Alice M. Crites
New Mexico	Jeff Bader
Oregon	Randy Mills
Utah	Jeffrey E. Banks
Washington	John D. Fouts
Wyoming	William R. Taylor

Southern Region — 43

State	Name
Alabama	Rickey G. Hudson
	Bobby Wallace
Arkansas	Henry M. Chaney
	Mark Keaton
Florida	Charles L. Brasher
	Robert C. Hochmuth
	Edward Wayne Jennings
Georgia	Ted G. Dyer
	Chuck Ellis
	Tim Flanders
	R. Dewey Lee
	Gregory A. Sheppard
	David Spaid
Kentucky	Robert Amburgey
	Darrell Simpson
Louisiana	Earl Johnson
	R. David Neal
	Myrl W. Sistrunk
Mississippi	Alan Blaine
	Clayton Rouse
	Stanley Wise, Jr.
North Carolina	Roger N. Cobb
	Curtis D. Fountain
	David Joe Goforth
	Royce Hardin
	Kenneth N. McCaskill
Oklahoma	Walter Bruce Bigger
	David L. Nowlin
South Carolina	John W. Irwin
	Donald G. Manley
Tennessee	Gregory S. Allen
	Thomas Kennard Hill, Sr.
	Jeffery W. Smith
	William B. Wyatt
Texas	Dirk Aaron
	Mark Arnold
	Tom Benton
	Michael Heimer
	Truman Lamb
	Ron Leps
	Richard R. Minzenmayer
Virginia	Eric Eberly
	Steven Blake Hopkins

2003 NACAA Achievement Award Winners

North Central Region — 12

Illinois	**Stanley Solomon, Jr.**
Indiana	**John E. Woodmansee**
Iowa	**Jerry W. Chizek**
Kansas	**Glenn E. Brunkow**
	Kurt Werth
Michigan	**Mark L. Seamon**
Minnesota	**Craig Haugaard**
Missouri	no applicant
Nebraska	**Rosie Nold**
No. Dakota	**Rick Schmidt**
Ohio	**Jefferson S. McCutcheon**
So. Dakota	**Valerie Mitchell**
Wisconsin	**Ron Wiederholt**

Northeast Region — 8

Delaware	no applicant
Maine	**Kathryn M. Hopkins**
Maryland	**Bryan R. Butler Sr.**
New Hamp.	no applicant
New Jersey	**William J. Bamka**
New York	**James Grace**
Pennsylvania	**Dwane L. Miller**
	Linda I. Spahr
Vermont	**Wendy M. Sorrell**
W. VA.	**Mary Beth Bennett**

Western Region — 9

Alaska	**Phil Kaspari**
Arizona	**Christopher Jones**
California	no applicant
Colorado	**Tom E. Fey**
Hawaii	no applicant
Idaho	**Kenneth N. Hart**
Montana	**Dennis Cash**
Nevada	**Don Breazeale**
Oregon	**Marni L. Porath**
Utah	**Michael G. Pace**
Washington	**Mark D. Heitstuman**
Wyoming	no applicant

Southern Region — 29

Alabama	**M. Kent Stanford**
	Kevan Tucker
Arkansas	**Brian W. Haller**
	Katherine A. Teague
Florida	**Anna Paulette Tomlinson**
	Joe Walter
Georgia	**Keith D. Mickler**
	William D. Skaggs
	Richard A. Wheeler, Jr.
Kentucky	**Richard Estill Bowling**
	Joanna Coles
Louisiana	**William A. Carney, Jr.**
	Guy Boyd Padgett
Mississippi	**Glenn Hughes**
	Dr. Erick Larson
North Carolina	**Samuel E. Groce**
	Joanna Radford
	Lisa J. Wimpfheimer
Oklahoma	**Hailin Zhang**
South Carolina	**Mark J. Arena**
	Charles Victor Privette, III
Tennessee	**Ranson E. Goodman**
	Jonathan Rhea
Texas	**Blaine M. Jernigan**
	Robert K. Pritz
	Rebel Lee Royall
	Larry Spradlin
Virginia	**J. B. Daniel**
	Daniel L. Goerlich

2003 P.R.I.D.E. Awards Program Winners

2003 Public Relations in Daily Efforts

Mark	Mechling	National Winner	Ohio
Gregory	Solt	National Finalist	Pennsylvania*
Dwane	Miller	National Finalist	Pennsylvania*
Duane	Stevenson	National Finalist	Pennsylvania*
Stefan	Seiter	National Finalist	New Hampshire
Stewart	Runsick	National Finalist	Arkansas
Jim	Smith	State Winner	Colorado
Matt	Glewen	State Winner	Wisconsin
Keenan	Turner	State Winner	Kentucky
Robert	Behnkendorf	State Winner	Iowa
Robert	Mickel	State Winner	New Jersey*
Everett	Chamberlain	State Winner	New Jersey*
Donna	Foulk	State Winner	New Jersey*
Peter	Nitzsche	State Winner	New Jersey*
William	Sciarappa	State Winner	New Jersey*
Dan	Kluchinski	State Winner	New Jersey*
Leslie	Hulcoop	State Winner	New York*
Jill	Knapp	State Winner	New York*
David	Smith	State Winner	New York*
Clark	Israelsen	State Winner	Utah
John	Gille	State Winner	South Dakota
Edward	Ayers	State Winner	Georgia

*Denotes team entry

National Winner - PRIDE

Mechling, M.W.

Extension Agent, Agriculture and Natural Resources, Ohio State University Extension, Muskingum County 225 Underwood Street, Zanesville, OH 43701

A number of different methods were utilized that improved the understanding of agriculture in Muskingum County, Ohio. Muskingum County's agriculture is diverse, with beef, dairy and the green industry representing the most important commodities in terms of cash receipts. The community is experiencing increasing residential growth. Fewer individuals have a connection with agriculture.

As a result of a community-wide needs assessment, improved agricultural literacy was identified as an issue that should be emphasized more. County agricultural agencies including OSU Extension identified the need to bring farm and non-farms interests together for discussion of local issues.

Public relation objectives included providing the opportunity for agricultural commodity groups to promote their products, creating a community forum to discuss agricultural issues, maintaining an active media presence and providing opportunities for the community to learn more about local agriculture.

Many different activities have improved the understanding of agriculture by the community. An Agricultural Awareness Breakfast was held on a monthly basis to discuss topical issue so interest. A Farm-City Day was held on an annual basis that provides the opportunity for county agricultural groups to demonstrate the importance of agriculture to the community. Regular appearances on local television and radio as well as a weekly column in the local newspaper have provided many

opportunities to improve the community's understanding of agriculture.

Responses from Farm-City Day surveys have demonstrated how individuals have learned more about agriculture. Participants in the Agricultural Awareness Breakfast have indicated through a survey how the breakfast's speakers and topics have improved their understanding of agriculture. Planning committees have indicated that the objectives are being met.

National Finalist - PRIDE

ADVENTURES IN AGRICULTURE - A mall event to help the community better understand agriculture.

Solt*, G.W.
Agricultural Agent, Northampton County Extension Service, 88 Hector Lane, Lehighton PA 18235

Northampton County has a population of 250,000 non-farm residents, yet has a large agriculture industry. The county is #7 in soybean production and #9 in corn for grain and wheat production in the state.

Farm-urban conflicts were on the rise. A better relationship between the agriculture community and the non-farm community was needed.

Adventures in Agriculture is a mall event held in February each year. Thirty thousand county residents visit the mall each weekend over the winter. Thirty-five exhibitors interacted with these 30,000 visitors. Exhibitors included Grange, Extension, 4-H, PPA, Farm Bureau, agricultural industry, farmers, etc. Each exhibit had an interactive component. Exhibits included educational and "recreational" activities.

Results: over four years, more than 100,000 persons were reached. On a pre post survey of seventy persons, on a ten point scale, the following changes were noted: 1) Feelings/attitude toward agricultures increase two points; 2) Feelings/attitudes toward preserving agricultural land increased three points; 3) Understanding of agricultural operations increased three points.

When asked to identify things learned from a list of items: 12% learned about the high cost of farm equipment, 37% learned of farm regulations, 25% learned the influence of weather on agriculture, and 22% trespass and litter problems for agriculture.

National Finalist - PRIDE

CITIZEN PANEL ON GENETICALLY MODIFIED FOOD

Seiter,* S.[1], Kelly, T.[2]

[1] Department of Plant Biology, University of New Hampshire
[2] University of New Hampshire Office of Sustainability Program

A statewide extension program using a citizen panel approach responded to widespread concerns about the use of genetically modified crops. A citizen panel is a participatory process of citizen engagement and learning. The objectives of this program were to develop an understanding of the GMO technology among citizens and to facilitate a way for citizens to contribute to public policy governing the use of this technology. We engaged twelve citizens from all walks of life in a five-month learning process that involved weekend retreats, extensive reading, and a multi-day consensus conference with experts. Four hundred community members attended the conference. During the conference citizens cross-examined the experts and wrote a report including key findings and recommendations, which were presented during a meeting with the press. A 30-minute NH Public Television and an eight-minute show on NH Public Radio aired about the conference. One thousand copies of a 4-page report were professionally designed, printed, and distributed widely to decision-makers, educators, and agricultural professionals. Two thousand copies of a tri-fold brochure were designed by panel members and distributed at public meetings and food retail outlets. We also facilitated citizens' presentation at agricultural trade-shows and other venues. Experts suggested that citizens displayed an extraordinary comprehension of technical as well as social issues surrounding GM foods. A post-program evaluation survey also revealed a high degree of learning. Because of self-motivated outreach activities by the citizens we achieved a significant multiplier effect leading to education of a large audience throughout the state and beyond.

National Finalist - PRIDE

PRIDE PROGRAM

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

Lawrence County is big in agriculture. Sales from agriculture commodities contribute more than $75 million to the local economy annually. Non-farmers make up 88% of the county population. They have a limited understanding of the agriculture industry. In order to recognize agriculture as the largest industry in the county and to achieve a better understanding of agriculture in the community, the agriculture committee of the Chamber of Commerce was formed. The committee, made up of farmers, agriculture business representatives and community leaders, was formed for the purpose of showing appreciation to our county farmers, recognizing agriculture as an industry and to increase the public perception and understanding of agriculture through education. I have been the chairman of this committee for the past year.

Our first activity developed after establishing our goals. The Lawrence County Agriculture Expo, now in its third year, is an annual event that has successfully achieved our purpose. The Expo is a forum in which new research can be presented to farmers, the public can find out what agriculture is all about, and businesses can showcase their products and services. Attendance at the event has grown from 200 the first year to over 600 this year. The Expo is an activity that helps us work toward a better understanding of agriculture in the community.

COMMUNICATIONS AWARD PROGRAM - 2003

CLASS 1 RADIO

National Winner

NATIONAL WINNER

RADIO—KSL RADIO GREENHOUSE SHOW

Sagers, Larry A.
Extension Regional Horticulture Agent, Utah State University Extension Service, Thanksgiving Point Office, 3003 N. Thanksgiving Way, Lehi, Utah, 84043-3406

The KSL Radio Greenhouse Show is a five hour show running from 8 a.m. to 11 a.m. every Saturday. The primary format of the show is listeners' questions. Subject matter is dependent on their questions and season of the year. The listeners are able to access the show via one of 10 phone lines, e-mail, or fax. The author has co-hosted the show for 17 years and fielded 40,000 calls. It is rated as the most widely listened to weekend radio program in the State of Utah and the most popular garden programs between Denver and the West Coast. Last year, it was voted Utah's most entertaining radio program by the Utah Broadcaster's Association. KSL is a 50,000 watt clear-channel station and received calls or letters from listeners in the eleven western states plus South Dakota and Canada. The tape is a copy of an on-air segment of the March 8, 2003 program taped at the station as it was broadcast.

NATIONAL FINALIST

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 February 26, 2003. 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 approximately 13 minutes.

NATIONAL FINALIST

SOMERSET COUNTY JOURNAL - AGRICULTURAL OUTREACH VIA RADIO

Polanin, N.

County Agriculture & Resource Management Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

The "Reinventing Agriculture Education for 2020" initiative in Somerset County, NJ revealed the need to strengthen agricultural literacy, increase the value placed on agricultural careers, and increase educational opportunities on agricultural history, the current industry, and production challenges. Furthermore, research for the Somerset County Agricultural Retention and Development Master Plan of 2000 revealed 24% of Somerset's land base is devoted to agriculture, with nearly 50% of total sales from nursery and greenhouse production. County population growth is expected to add 56,000 new residents by 2010, leading to land conversion of between 9,000 and 28,000 acres, depending on lot size. To address these and other projections and educational needs, Agent Polanin promoted agricultural education efforts as the featured radio guest on 99.1 WAWZ FM *Somerset County Journal*. The 15-minute program was taped at WAWZ's studio in Zarephath, NJ on Wednesday, 9/18/02 and aired on Saturday evening, 9/21/02 at 6pm. This broadcast aired one day prior to an annual agriculture open house, "Ag in Action," which hosted over 1,000 visitors in a 4-hour period. Star 99.1 WAWZ FM covers the greater metropolitan New York City area, with translators at 94.1 & 106.5 FM in Newburgh, NY and 93.7 & 106.9 FM in Middletown, NY. Star 99.1 WAWZ FM is available to the nearly 6 million citizens in the broadcast area. This radio station is the ministry of Pillar of Fire International, an agricultural landowner within Somerset County, www.wawz.org.

NATIONAL FINALIST

Williams*, L. L.

Extension Horticulture Agent, Okaloosa Cooperative Extension Service, 5479 Old Bethel Road, Crestview

In an effort to provide environmental horticulture information to a greater number of people in Okaloosa County, the agent taped two radio presentations each week. Each program was between two to four minutes in length.

The agent recorded the programs at the Extension Office and WAAZ-FM radio station in Crestview broadcasted them.

The radio station broadcasted one of the programs twice each Monday and the other twice each Friday to a potential listening audience of approximately 250,000 people. The coverage area included all of Okaloosa County and parts of surrounding counties.

One hundred four radio programs were recorded during the year. Because each program was aired twice by WAAZ, a total of 208 broadcasts could be heard each year.

The radio programs allowed the agent to efficiently reach a larger audience with research-based information. The programs have been an excellent tool for informing the public on certain local issues, such as hurricane preparedness, cold weather protection, outbreaks of pine beetles, etc. Based on comments from listeners, the programs have been effective in providing research-based information to a growing number of people and have introduced new people to Extension.

CLASS 2 PUBLISHED PHOTO

NATIONAL WINNER

NACAA COMMUNICATIONS AWARDS PROGRAM-PUBLISHED PHOTO

Marrison, David L. [1]
[1] Agriculture and Natural Resources Agent, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The enclosed photo was used as part of the Agricultural Page in the Ashtabula County Star Beacon on Monday, July 15, 2002. The photo and cutline were submitted electronically to support the agent's weekly agriculture column on OSU Extension's short season corn test plot. The photo was taken on a Sony Mavica-FD83 digital camera using a fine resolution at 1216 x 912 pixels.

The Agent's weekly column is used in conjunction with news releases submitted from the various Ashtabula County agricultural organizations. Additionally, the agent has been requested to submit two photos each week. During the past year, the agent has had 52 personal columns, 173 photos, and 62 special news releases published.

Cutline
Toddler-High by the 4th of July. Analese Marrison, daughter of County Agent, David Marrison helps her dad check this year's short season test plots over the holiday weekend to make sure that the corn is knee-high"

NATIONAL FINALIST

Macie,* J-L
Rockdale County Extension Coordinator, University of Georgia Cooperative Extension Service, 1329 Suite C Portman Drive, Conyers GA 30094, U.S.A

Water quality is an important issue in Rockdale County as we recently completed our own reservoir that will provide the counties water through 2030. 4-H'ers chose to participate in River's Alive. They cleaned a stream behind the library. The 4-H'ers also tested the steam for macroinvertibrates. The photo shows 4-H'ers using a dip net to sample for aquatic insects as well as cleaning trash out of the stream. The photo was taken with a Sony Mavica Steadyshot digital camera.

NATIONAL FINALIST

FIRE BLIGHT IN APPLE 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

This picture was taken and published to educate readers about Fire blight in Apples. I receive numerous calls every year pertaining to fire blight. I fact it is my number one call concerning apple tree diseases. Fire blight is a disease that once visual signs appear it is too late to apply pesticides. Chemicals must be applied before and during bloom to control fire blight. The photos were taken with a Yashica FX 103 35mm camera with a Yashica 35-105 macro lens using natural light. Fuji Provia 100F was the slide film of choice. The slide was converted to a jpeg file by scanning it

with an Epson 2400 Photo scanner. The article and picture was then sent via e-mail to both local weekly newspapers. They have a circulation of 10,200. The picture was printed with a HP Deskjet 932C on photo grade paper. The agent found the diseased tree, took the picture, scanned the slide, prepared the article and picture, and e-mailed them to the newspapers.

NATIONAL FINALIST

OREGON HAY PRODUCERS COME TOGETHER FOR OREGON HAY AND STRAW KING CONTEST

Porath*, M.L.

Lake County Extension Agent, Department of Rangeland Resources, Oregon State University Extension Service, 103 So. E St., Lakeview, OR 97631

The Oregon Hay and Straw King Contest is an annual event co-sponsored by the Oregon Hay and Forage Association and Oregon State University Extension. The event is a traveling event which takes place in different parts of the state each year during the month of October. Hay producers submit forage samples to undergo laboratory testing, as well as a full bale to be examined and scored on physical attributes by two expert judges. The full day is spent judging the bales, and educating producers about the quality attributes of marketable hay. Six different classes of hay are judged including grass, timothy, grass/legume, cereal, cereal/legume and grass seed straw. The day culminates in an awards ceremony recognizing winners in each category as well as the overall "Hay King". This picture summarizes the many opportunities provided by the Oregon Hay and Straw King Contest, and draws interest from potential future participants. The photo illustrates that the event provides an excellent opportunity for the judges to interact with the hay producers, providing input on the ins and outs of the final package. Additionally, producers get the chance to "catch up" with other producers from throughout the state. The photo was taken with a digital camera by the author, and submitted electronically to local and regional papers. This color clipping was published in The Capital Press which is a regional agriculture newspaper publication. This picture was also published in the Lake County Examiner. The author along with other OSU Extension faculty assisted the contest committee with planning and execution of the event.

CLASS 3 SLIDE SET

National Winner

Slide Set, Transparencies, or Computer Generated Graphics Presentation

NATIONAL WINNER

2002 MASTER GARDENER TRAINING - WOODY PLANT CULTURE AND CARE

Hruskoci*, J.D.

Cooperative Extension, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

This entry is a PowerPoint presentation I developed for the purpose of teaching the Woody Plant Culture and Care portion of our Master Gardener Training last year. I have continued to build and improve upon this presentation over the past 12 years, originally starting with slides, then building toward a power point presentation with animated graphics. I start with some introductory slides about the size and age of trees drawing from a trip I made to visit the giant sequoia trees of California's Yosemite National Park. I then discuss the general anatomy and physiology of woody plants and explain how a thorough understanding of this will help to understand some typical cultural practices of trees and shrubs.

I finish with a discussion of pruning practices and aspects of wound closure.

Most of the pictures included in this presentation I have personally taken with my Nikon camera, and I developed the computer graphic illustrations using Lotus Freelance, then importing them into Power Point. Please excuse some of the over-riding text, as many of the slides are animated and build slides in the actual presentation.

The presentation was made before a group of 60 Master Gardeners. I also provided them with copies of the handouts to take home for future reference. When surveyed, 50 individuals indicted an increase in knowledge gained of an average of 3 out of 10 points.

NATIONAL FINALIST

GYPSY MOTH EDUCATION – TEACHING MATERIALS FOR MASTER GARDENER SPECIAL-

IST AND EXTENSION AGENTS

Team Members

Pam Bennett, Ohio State University Extension, Clark County
Joe Boggs, Ohio State University Extension, SW District
Jane Martin, Ohio State University Extension, Franklin County
Amy Stone, Ohio State University Extension, Lucas County
Curtis Young, Ohio State University Extension, Allen County

Summary

The Gypsy Moth Education Teaching Materials were developed as part of the Ohio State University (OSU) Extension Master Gardener gypsy Moth Specialization Program. OSU Extension, The Extension Nursery, Landscape, and Turf Team (ENLTT), and the Ohio Department of Agriculture (ODA) collaborated ot offer this intensive educational program to enhance the knowledge and skills of Master Gardner Volunteers.

Twenty-four Master Gardener Volunteers from across the state of Ohio participated in a three day training program at the ODA Headquarters in Renoldsburg, specifically focused on Gypsy Moth, Lymantria dispar. The teaching materials were prepared so that the trained volunteers could assist with the gypsy moth educational efforts in their local communities. The materials were designed that volunteers could utilize the entire program, or smaller portions of the program depending upon the amount of time that was requested for the presentation. The target audiences included: local Master Gardener Programs; the general public; garden clubs; community groups and organizations; and in and after school youth groups.

The teaching materials notebook included a complete slide set, a CD Rom with the Power Point Presentation, program handouts, and detailed note pages. The team developed the presentation materials based on the materials presented during the specialization. The group met to develop and review the materials in person and via conference calls.

Participants volunteered an additional 30 hours beyond the local requirement to maintain their Master Gardener status. Their efforts included presentations, programs, or projects, specific to Gypsy Moth Education. The teaching materials that were developed as part of the Master Gardener Gypsy Moth Specialization were distributed to all county Extension offices in Ohio.

NATIONAL FINALIST

Woods E. Houghton
1304 West Stevens
Carlsbad, NM 88220
Eddy County

Objective: Educational visual aid for Pruning workshop also used as a hand out.

This was developed as a visual aid for pruning workshops, which are given each year in two location in Eddy County. On the average 25 to 40 people are in attendance at theses workshops. Last year however there were over 75 people at the Carlsbad workshop. The audience is homeowners and a few professional landscapers.

NATIONAL FINALIST

Sand Manure Separation Principles

Krupp,* I.[1]
[1]Extension Dairy Agent West Michigan
Michigan State University Extension
333 Clinton Street, Grand Haven, MI 49417-1492

Sand is a popular bedding used on Michigan dairy farms in free stall dairy facilities. Sand bedding is considered the gold standard of bedding, because its inorganic nature retards development of microorganisms, which can cause mastitis in dairy cattle. Sand bedding also increases cow comfort in free stalls as it provides a cushion for the cow to lie down on. Sand in free stalls also provides increased footing for cows to move around on concrete floors. As good as sand bedding is for cows it's very difficult to handle in liquid manure systems. You cannot pump sand as it damages pumps, making liquid manure handling a difficult task indeed. Sand manure separation prior to storage of manure has become a viable alternative to handling sand and manure together.

West Michigan dairy farmers need to know the principle of sand manure separation and the equipment needed to perform this task. A PowerPoint program was recently developed to promote the use of sand bedding in dairy cattle free stall barns at winter dairy meetings. The PowerPoint program shows producers the benefits of using sand bedding and the prin-

ciple of sand manure separation. The PowerPoint program also discusses the equipment required to separate sand from manure.

Dairy producers learned the changes they may need in their existing manure system to facilitate sand manure separation.

The PowerPoint presentation was prepared by this agent on a laptop computer.

CLASS 4 DIRECT MAIL PIECE

National Winner

NATIONAL WINNER

Herbert, J.

District Water Quality Agent
Michigan State University Extension
W. K. Kellogg Biological Station Land & Water Program
3700 E. Gull Lake Dr.
Hickory Corners, MI 49060

This direct mail piece was created to promote a two-day workshop entitled *Naturally Stable: Soil bioengineered erosion control for lakes and streams.* The target audience was landscape design-and-build professionals and contractors. The workshop was developed in response to reported frustrations on the part of lake and stream front property owners in hiring landscape designers with soil bioengineering expertise. The workshop included one day of classroom instruction and a second day of hands-on experience under the direction of nationally recognized experts. By the end of the second day, 22 dirty but proud participants had stabilized approximately 250 linear feet of shoreline using two different soil bioengineering techniques.

This piece was created and duplicated in-house using field office equipment. The author developed text and layout. Approximately 100 were distributed by direct mail to potential participants.

NATIONAL FINALIST

HANDS-ON INSECT PEST IDENTIFICATION WORKSHOPS: A DIRECT MAIL PROMOTIONAL PIECE ADVERTISING WORKSHOPS FOR FARMERS

Roos, D.L.
Agricultural Extension Agent for Sustainable Agriculture, North Carolina Cooperative Extension, Chatham County Center, P.O. Box 279, Pittsboro, NC 27312

The flyer entitled "Hands-on Insect Pest Identification Workshops" is a direct mail promotional piece used to advertise two farmer workshops conducted by the agent. The color flyer was mailed to approximately 50 county agricultural agents in the region for posting in their offices. Bright colors were used to provide an eye-catching design that would stand out on a bulletin board and attract potential registrants. A black and white version of the flyer, printed on color paper on a high-quality digital printer, was inserted into a newsletter and mailed to approximately 250 farmers and gardeners. The color paper allowed the insert to stand out while printing in black and white saved time and money. All flyers were mailed in August, one month before the first workshop. A total of 110 farmers registered and attended the two workshops. The flyer was created by the agent using Microsoft Publisher.

NATIONAL FINALIST

NORTHEAST GEORGIA FARM FAMILY AG AND HEALTH EXPO 2002

Harris*, J.M.[1]
[1] White County Extension Coordinator, University of Georgia Cooperative Extension Service, 1241 N. Helen Hwy., Cleveland, GA 30528

Agriculture consistently ranks as one of the nation's most hazardous industries. In just one year, there were 490 fatalities and 20,430 other injuries from mishaps involving farm operators and their families. Farm families also often don't have time to spare for routine medical care; couple this with a lack of medical insurance, and the stage is set for a health disaster. It has been shown that more education and better safety devices on machinery are needed to reduce farm accidents and improve farmers' overall health. To address the issue of farm family health and safety, a committee was formed to plan a health and safety exposition. This committee was composed of Extension agents, healthcare workers, and farm community members. Over $3,000 was received from local supporters to help cover expenses. The evening event was held at a local high school, and included free health screenings.

Safety demonstrations were presented throughout the evening. Approximately 265 farm family members participated in the event, with over 160 individuals receiving health screening (650 screenings were performed). Of the known screening results, 27% were abnormal. Individuals with abnormal results were provided with information and advice from participating health care workers. Farm families also viewed over 30 health and safety exhibits.

This direct-mail piece was designed by the White County Extension staff. As Chairman of the Expo Planning Committee, I was responsible for all aspects of the event, including planning and designing the direct-mail promotional piece. The pieces were distributed in several ways; some examples include: direct mailed by the U.S. Farm Service Agency, Fieldale Poultry Company, Georgia Farm Bureau, Cobb Poultry Company, Georgia Healthy Farmers Program, AgGeorgia Farm Credit, and eleven county extension offices throughout Northeast Georgia. Over 250 farm family members attended this event and 656 health screenings were performed.

NATIONAL FINALIST

COMMUNITY PLANNER CERTIFICATION PROGRAM-LAND USE EDUCATION FOR PLANNING COMMISSION MEMBERS

Slack*, V.K.[1]

[1]Whitley County Extension Office, Purdue University, 115 South Line Street, Columbia City, IN 46725, U.S.A.

Objectives:

Purdue Extension plays a defining role in Indiana planning and zoning decisions. By law, Extension ANR Educators serve on the 63 county plan commissions in jurisdictions that have adopted planning and zoning laws. The Community Planner Certification Program was created to enable citizen members of planning boards to increase their decision making skills, to learn about changing environmental impact, to implement new methods for local planning and zoning, and understand the power of informed decisions.

Purpose:

An innovative delivery system was used utilizing fourteen educators and seven receiver sites for a simulcast program via the Asynchronous Transmission Machine Network. There were nineteen presentations from twelve agencies/departments. Thirteen and one half hours of instruction were completed in three evenings. The Community Planner Certification Program was a collaboration.

Ninety-three people benefitted from the simulcast.There were 79 paid participants plus 14 from the Purdue Land Use Team. One hundred percent (100%) indicated they would recommend the program. Participants rated the educational content as 38.9% excellent, 57.63% good, 3.38% fair, and 0% poor. Pre-test responses indicated 33.33% could name three Indiana laws affecting planning or zoning. Post-tests increased to 90.00%. Pre-tests reflected that 77.77% of the participants could name two factors which affected the cost of development. Post-tests increased by 5.56% to 83.33% total. When asked what they learned to apply to their community:

- 6 indicated better communication
- 5 indicated increased public involvement
- 4 indicated updating their comprehensive plan.

Preparation:

I created the tri-fold brochure in Microsoft Publisher. That included content, layout, graphics, and design. The brochure was saved as a PDF file and 4000 pieces were professionally printed by Purdue Printing Services. The brochures were distributed by the four collaborators (Purdue University, Ball State University, Indiana Farm Bureau, Inc., and Indiana Land Resources Council) via mail and meetings.

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, One Bergen County Plaza - 4th fl, Hackensack NJ 07601-7076

Gardening is the number one leisure activity in America. In Bergen County there is great variety in the ways people garden. In addition to traditional in-ground gardens, there are rooftop and balcony gardens, patio gardens, container gardens and theme gar-

dens (e.g. Japanese, organic, native plants, etc.). Not to be left out are gardens used by people with disabilities where adaptive tools and raised beds enable those in wheelchairs to participate. The purpose of this personal gardening column is to make all readers feel more confident and comfortable about gardening. Information on plant culture and pest control is presented in a friendly ready-to-use format. This garden column appears each week in the 'Lifestyles' section of *The Record.* An estimated 1,000,000 subscribers read the column which has been running continuously for thirteen years. A large number of county residents who use our Garden Hotline (staffed by Master Gardener volunteers) refer to the garden column when calling in with their questions. The feedback from the public makes it clear that readers believe they are making wiser decisions, particularly in the area of pesticide use, as a result of the garden column.

NATIONAL FINALIST

Ellis, S. H.

Macon County Unit, University of Illinois Extension,
Decatur, Illinois 62526

This column appears each Wednesday in the Decatur (IL) Herald & Review, a daily newspaper of 35,000 circulation in Central Illinois. It is written solely by Stu Ellis, Unit Leader, of the Macon Unit of University of Illinois Extension. Since the column appears in a metropolitan newspaper, it is designed to appeal to both an urban and rural audience. The column is the only regular agricultural feature published in the paper, since a farm writer is not part of the newspaper staff, and there are no other Extension columns or articles published. Information for the column is gleaned weekly from the author's current adventures, and loosely intertwined with his experiences as a farm boy.

With the agricultural impact upon the local economy, most readers will have some appreciation for these weekly communiqués, and find them relative to their daily lives. These weekly columns serve to keep the public eye on Extension, and usually draw a large number of personal and e-mail comments from readers. The newspaper staff has been quite complimentary of the columns, and helped select the candidate columns for this competition. The columns are submitted to the newspaper by e-mail on Monday for publication on Wednesday, which has the second highest readership of the daily editions.

NATIONAL FINALIST

GULF COAST GARDENING - A WEEKLY NEWSPAPER COLUMN

Mullins,* D.E.
Santa Rosa County Extension Horticulture Agent,
University of Florida
6263 Dogwood Drive, Milton, FL 32570

This weekly newspaper column is one of our most efficient means of quickly reaching the gardening public. The objective is to deliver information that results in successful landscapes and gardens without negatively impacting the environment.

The selection of each topic is based upon seasonal considerations and also approximately 200 gardening questions received each week at the local Extension office. The gardening column is written and sent to the mass media each Monday. I prepare it on a word processor at the County Extension office using the Microsoft Word format. It is transferred to a secretary for proof reading, and is then sent electronically to 5 newspapers and 2 web sites. The region covered is south Alabama and the panhandle of Florida, from Pensacola to Tallahassee.

Weekly newspaper readership of this gardening column during the past year was approximately 150,000. One web site reported 5,000 "hits" per month, and a second site reported approximately 500 per month.

NATIONAL FINALIST

Harris, S.[1]

[1]County Extension Agent
Alabama Cooperative Extension System, Tallapoosa County,
125 N. Broadnax Street, Room 23, Dadeville, AL 36853

The objective to writing and publishing a personal newspaper column is to report and provide information to the clientele of Tallapoosa County and Alabama as part of the duties and guidelines of Extension.

Many of the newspaper articles for my personal column were written to provide people with seasonal information and educational tips regarding home gardening, insect & plant disease control, wildlife management, 4-H activities, and Extension news and events. All articles were written to be informative and educa-

tional yet have an entertaining and personal touch. Numerous compliments, comments, and responses via telephone calls, emails, and personal contacts have been received from publishing a weekly personal column.

All newspaper articles for the personal column were written, typed, and edited by Shane Harris in the Tallapoosa County Extension office. The word processing software used was Microsoft Word '97. A hard copy of the article was printed using the office's Xerox Document Centre and was proofread before publishing by Mitzi Moran, County Administrative Assistant. A copy of each personal column was faxed, as well as, emailed to *The Outlook* and *The Dadeville Record,* the two local newspapers in the county. The two articles submitted for the personal column were published in Sunday editions of *The Outlook*, which has a circulation of about 5,400, and in the weekly edition of *The Dadeville Record,* which has a circulation of about 2,000. With the addition of our county Extension web site, the personal columns are also published and featured each week on our home page.

CLASS 6 FEATURE STORY

National Winner

JUST WATCHIN' 'EM GROW: MEET JOHNNY AND SHARON ANGELL

Goerlich, D.L. Virginia Cooperative Extension, Halifax County Office, P.O. Box 757, Halifax, Virginia, 24558-0757.

Forest landowner profiles are incorporated as part of the Virginia Cooperative Extension forestry and natural resources educational program for several reasons: Extension programs that serve broad geographic regions rely heavily on program volunteers and forest landowner networks to assist with disseminating science-based management information; forest landowners that are unable or unwilling to attend a formal educational program due to poor health, lack of time, or suspicion of government will often look to their peers for management information, and; profiles allow for sharing successes along with a brief story of the people involved. Extension program volunteers Johnny and Sharon Angell are down-to-earth folks with a sound land conservation ethic and wonderful story to tell. This story was shared in the winter 2002/2003 *Virginia Forest Landowner Update*, and the January/February edition of *Forest Landowner* magazine. The combined audience for these periodicals represented 32,300 forest landowners, professionals, and others with an interest in forest management. The Angells have since received six calls from other landowners interested in discussing aspects of land management highlighted in the articles. The editor of *Forest Landowner* likewise received several calls, indicating that the Angells' story touched many hearts. The interview was taped using a SONY microcassette recorder, and subsequently transcribed, typed, and finalized in Microsoft Word by the author. The author used a SONY digital camera—model MVC-FD85—to take the photographs used in the article. The final manuscript and images were submitted to both publications via Eudora e-mail software.

NATIONAL FINALIST

Japanese Knotweed Feature Story

Extension Agent, Horticulture/Integrated Pest Management
Thomas M. Butzler
Pennsylvania
Clinton County

Japanese knotweed, an invasive plant, is becoming more of a problem in central Pennsylvania. Not only is it proliferating along the waterways but is showing up in agricultural and urban settings.

Two recent questions from county residents spurred me to write a newspaper article on Japanese knotweed. A local grower had a weed problem in his field and I identified it as Japanese knotweed. It appears he tried to fill in low spots and unknowingly used soil containing Japanese knotweed rhizomes. A few days later a resident called about a strange plant in their front yard. Japanese knotweed was emerging from rhizome infested soil brought in to bring yards up to grade to a new road height.

The objective was to highlight problems with this invasive weed in the region. I created a press release with several digital photographs and sent the material, on August 29, to the *The Express* of Lock Haven. The newspaper liked the story, but wanted a picture of me standing in a patch of Japanese knotweed. A photographer met me at a location for some additional photographs. The article was published on September 14, 2002. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the news article and future programming will in-

clude information on Japanese knotweed.

NATIONAL FINALIST

GRASS BASED LIVESTOCK ENTERPRISES TAKING OFF

Petzen, J.S.[1]

[1]Cornell Cooperative Extension - Allegany/ Cattaraugus Counties, Ellicottville, NY 14731, U.S.A.

This feature article in "Cornell Cooperative Extension - Allegany & Cattaraugus Counties" was written with two objectives in mind; to stimulate consumer understanding and interest in purchasing grass-based livestock products from local producers, and to encourage producers to learn about grass based production methods and consider implementing them. Example local grass-based farms were featured in the article written by the local extension agriculture issue leader. Input for the article, with respect to potential health benefits of grass-based foods rich in omega-3 fatty acids, was provided by Extension Colleague, Nutrition Educator, Linda Burton. Consumer targeted evening seminars attracted 123 people to sample grass-based products raised by local producers and learn from nationally known grass-based farmer, Joel Salatin about the health and community benefits of purchasing and eating local grass-based products. Since the consumer seminars, producers who demonstrated products have reported new customer contacts from participants. All day producer workshops attracted 142 growers and family members to learn from Salatin about the production methods he employs on his Virginia farm for raising poultry, hogs, beef, sheep, and rabbits. Several workshop attendees participated in recent beginning farmer workshops. The newsletter is written collectively by local extension educators. Layout is done in the local extension office, with the executive director serving as editor. It is reproduced by a local newspaper and bundled and delivered to post offices by local extension staff. The "News" is distributed by drop postal shipment to every family and business in the two county region, 65,000 copies in all.

NATIONAL FINALIST

Marrison, David L. [1]

[1] Agriculture and Natural Resources Agent, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The enclosed was submitted by the agent as a feature story to the ***Farm and Dairy*** and was published in the Thursday, January 2, 2003 edition. The ***Farm and Dairy*** is a weekly paper published on Thursday and is dedicated to the rural way of life in Ohio, Pennsylvania, and West Virginia. The newspaper is independently owned and has served the rural community since 1914. The paper has a distribution of 60,000 homes and businesses. The story and photo were submitted electronically. The photo was taken on a Sony Mavica-FD83 digital camera using a fine resolution at 1216 x 912 pixels.

This feature story was written by the agent to give tribute to the farmers' best friend (their dog). OSU Extension has been making connections with our agricultural community since 1917. Some of these connections have been in helping farmers learn the newest advances in agriculture and business management while others (connection) are just by knowing what it means to be a farmer. This article was about a connection, not scientific but from the heart.

CLASS 7 INDIVIDUAL NEWSLETTER

National Winner

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 several locations around Vermont.

The June issue markets the annual maple tour offering a professional improvement opportunity to producers and highlights the annual maple production season.

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. From the June issue, more than 400 attended the Vermont Maplerama for the weekend long tour.

The newsletter is printed by a commercial printer and mailed by the specialist office staff.

NATIONAL FINALIST

N.E.W. HORTICULTURE NEWSLETTER

Hartman, P.A.

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

The objective of this individual newsletter is to provide timely information on horticulture educational opportunities and horticulture information. The target audience is horticulture professionals and Master Gardeners. The newsletter is mailed to 130 individuals. Issues for April and December 2002 are submitted. The entry was typed in Word in the Extension office and duplicated on the office photocopier.

NATIONAL FINALIST

THE AG BAG — SMITH COUNTY AGRICULTURAL NEWSLETTER

Wick,*Sandra L.[1]

[1] Smith County Agricultural Agent,
K-State Research and Extension,
218 South Grant, Courthouse,
Smith Center, KS 66967

The objective of my newsletter is to inform and educate producers of Smith County. The purpose is to provide current, up-to-date information to the producers to allow them to maximize their profits whenever possible. Even though producers have a wide range of farm publications with information, I feel the Cooperative Extension Service should and does provide research-based, unbiased information that is vital to the producer. This information is distributed on a timely basis every month to the producer. The content of the newsletter will vary. I try to cover the most timely topics that are pertinent on a particular month. I distribute my monthly newsletter to 670 Smith County producers. Several times during the year, I receive additional questions on information that was printed in the newsletter. I prepare the entire newsletter in our office from a word processor and it is reproduced on a copier.

NATIONAL FINALIST

MISSISSIPPI MASTER GARDENER STATE ASSOCIATION NEWSLETTER

Kelly, L.S.
Mississippi State University Extension Service, North Mississippi Research and Extension Center, PO Box 1690, Verona, MS 39759, Lee County.

The Master Gardener State Association newsletter is published twice a year—a spring/summer issue and a fall/winter issue. The objective is to provide statewide news on activities, projects, trainings and other events of interest to Master Gardeners. It also provides a forum for publication of gardening tips, recipes and other information contributed by Master Gardeners. The applicant serves as the editor and publisher of the newsletter. The applicant also writes a column and contributes articles when needed. The audience would be all Master Gardeners in the state as well as other interested parties. The newsletter is published on campus by the publications department. Twelve hundred copies are distributed throughout the state twice a year. It is also available in a downloadable format on the Mississippi State University Extension Service Master Gardener website.

CLASS 8 TEAM NEWSLETTER

National Winner

Birkey*, Ned M., and Stanger, Jennie

Monroe County MSU Extension Office
963 South Raisinville Road
Monroe, MI 48161

The objective of the Monroe County Extension Network newsletter is to communicate to clientele in Monroe County about the Monroe County Extension programs. The office publishes one, combined newsletter that is issued once a month. Anyone who belongs to 4-H, or who wishes to receive this newsletter can do so, free of charge.

Farmers, agribusinesses, Master Gardeners and rural residents are among the audiences targeted by this team. The mailing list also includes the mailing lists

of the Monroe County Conservation District and the USDA Farm Service Agency for Monroe County. The current mailing list is about 6,000 households.

Each staff member has an assigned amount of pages to write. The front page is open to all staff, who then collectively decide which articles go there. All staff submit calendar items for the back page. For the Monroe County Network newsletter, both MAEA members, Ned Birkey and Jennie Stanger, have one page each, pages 6 and 7 respectively.

All articles are written by the authors and submitted electronically to a secretary, who uses PageMaker to assemble the articles into a newsletter format. Once completed, the newsletter is sent electronically to a commercial printer, who also processes the mailing of the newsletters from their location.

In the two entries provided, one team member wrote a front-page article. All articles on pages six and seven are written by team members. Additionally, team members submitted some calendar items on page eight.

NATIONAL FINALIST

CORNELL COOPERATIVE EXTENSION - ALLEGANY & CATTARAUGUS COUNTIES

Kempisty, L.H.[1], O'Brien, L.A.[2], Petzen, J.S.[3], Sprague ,D.A.[3]

[1]Cornell Cooperative Extension - Chautauqua County, Jamestown, NY 14701, U.S.A.
[2]Cornell Cooperative Extension - Allegany/ Cattaraugus Counties, Belmont, NY 14813, U.S.A.
[3]Cornell Cooperative Extension - Allegany/ Cattaraugus Counties, Ellicottville, NY 14731, U.S.A.

The newspaper of Cornell Cooperative Extension - Allegany/Cattaraugus Counties is published quarterly and distributed to each home and business in the two county region, 65,000 copies in all. Marketing of Cornell Cooperative Extension by providing timely information of interest to local residents is the objective of this multi-disciplinary newspaper. The newspaper is used as a vehicle to raise awareness on important topics and to stimulate interest in Cornell Cooperative Extension educational activities. Since implementation of the newspaper, extension enrollment has increased by 15 to 20 families with each issue. Registration for workshops and seminars resulting from the promotion in the newspaper tends to run nearly 20% of both local and regional events. Educators receive frequent positive feedback from friends and neighbors about the quality and value of information presented. The newsletter is written collectively by local extension educators. Layout of the newsletter is done in the local extension office with the Executive Director serving as editor and program area staff alternately supervising the agriculture, horticulture, and natural resource sections. It is reproduced by a local newspaper and bundled and delivered to post offices by local extension staff.

NATIONAL FINALIST

EXTENSION IN THE CITY – REAL LEARNING FOR REAL LIFE A QUARTERLY NEWSLETTER FOR TARRANT COUNTY, TEXAS RESIDENTS

Johnson*, K. D.[1], Byrom, E. L[2], and Woodson, D.A.[3]

[1]County Extension Agent-Agriculture and Natural Resources, Texas Cooperative Extension, Tarrant County, Fort Worth, Texas 76102
[2]County Extension Agent-Urban Development, Texas Cooperative Extension, Tarrant County, Fort Worth, Texas 76102
[3]County Extension Agent-Horticulture, Texas Cooperative Extension, Tarrant County, Fort Worth, Texas 76102

The Extension In The City quarterly newsletter is developed by the Extension staff in Tarrant County, Texas to provide timely information on a wide array of subjects and is mailed to 3,289 key stakeholders. The above authors provide technical subject matter in their field of expertise; agriculture, environment and horticulture respectively to coincide with the publication schedule of the newsletter. The columns are prepared and submitted electronically in WordPerfect format to the office manager who then compiles the submitted documents into the final newsletter form. Final printing is accomplished at the Tarrant County Graphics department.

NATIONAL FINALIST

THE JERSEY GARDENER - A NEW CONSUMER HORTICULTURE PUBLICATION

Polanin, N.

County Agriculture & Resource Management Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

There has been widespread need and support for a coordinated statewide consumer horticulture outreach program in New Jersey. Several county-based newsletters, publications and other media exist as communication with Master Gardener volunteers or to the general public for local outreach. This constituency is the largest clientele group for Rutgers Cooperative Extension. In an effort to coordinate consumer horticulture educational efforts similar to that accomplished for commercial clientele through the use of modern media technology, *The Jersey Gardener*, a statewide publication for home gardeners and consumer horticulture education was launched in 2002. An on-line version of the Jersey Gardener accompanies the full printed subscription-based publication. Paid subscriptions in 2002 totaled 45, while the on-line version, located at www.rce.rutgers.edu/pubs/jerseygardener/ logged 12,722 downloads as of January of 2003. The Internet site will continue as a marketing tool and secondary source of issues as additional subscriptions to the full printed version are received. These quarterly issues feature research-based horticultural information for gardeners in New Jersey and the northeast. Rutgers University and Rutgers Cooperative Extension faculty and Master Gardener volunteers are featured authors. Topics presented address seasonal issues and relate current Rutgers faculty research projects for the home horticulturist's use. Digital pictures in *.jpeg or *.tiff format are also included. Articles are submitted as *.txt documents, edited in Microsoft Publisher and converted to Adobe Acrobat (*.pdf) files for printing, on-line viewing, and downloads.

CLASS 9 VIDEO/TV PRESENTATION

National Winner

Bill Blackston, South Carolina, Lexington County

The "Lexington County: A Unique Blend of Farm and City" production grew out of a need to educate the citizens and policy makers of the Lexington County. This county sits next to Richland County where Columbia, the state capitol is. The entire metro area is a metropolis with over a one half million population and growing rapidly. Lexington is one of the fastest growing counties in the state due to its beautiful natural resources, Lake Murray, and its finest South Carolina school systems. At this same time Lexington is ranked number one in agriculture in South Carolina. We have a thriving poultry system and the states largest vegetable row crop system. Our year around collards production and vegetables travel as far away as New York City.

Having this type of dynamic population growth along with agriculture being a major industry as you well knows causes many growing pains. Most recently an example would be, after a 4-year drought who will get the valuable water resources both stream flow as well as aquifers.

Knowing that good education based on fact is part of the answer both for a general population as well as the persons elected to make land use decisions it was imperative that we take an innovative approach to education.

A partnership was derived with the Lexington County Farm Bureau education board and we set out to produce and very upbeat educational tape that could be used in multiple ways for all types of audiences.

The local extension office provided statistical information and personnel time, the Clemson Communications department provided the expertise to put together a first class production and the Farm Bureau committee provided the conceptual concepts and helped right the scrip. They also provided the dollar resources to produce the Lexington County: A Unique Blend of Farm and City tape. When the concept was brought to the table we were looking at a $30,000 plus cost prohibitive project if we used commercial outlets. When we used Clemson's resources the production cost was cut to a little over a thousand dollars. To support our cost advertisement was sold and credits were give on the tape.

The master copy was duplicated and given to local schools, FFA classes, shown at county and municipal council meetings, civic clubs, chamber meetings and used at Farm City Week educational events.

To date this wonderful tool is still multiplying our educational efforts to make sure that all citizens of this rapidly changing demographic society understand the complexities of our agriculture system and benefits to the county both historically and for the future. It clearly points out the interdependence of the these sectors of populations and how they can live in harmony and yet still thrive.

I would like to give credit to the other team members on this project:
Lexington County Farm Bureau Education Committee, Clemson University Communications Department, Sam Cheatham, and the other Lexington Agriculture Agents.

c: Lex. Co. Unique Blend of Farm and City

NATIONAL FINALIST

Womack, W.M. County Extension Agent - Horticulture, Texas Cooperative Extension - Nueces County, Robstown, TX 78380.

The objective of this video public service announcement was to remind the citizens of Corpus Christi and surrounding areas that landscape water conservation is easy to implement, and that community water conservation starts with an individual commitment. The PSA concept was based on a realization that people often listen in sound bytes, and that repeating the same, concise information would make a larger impact on individual behavior than a single, comprehensive television program. Suggestion specifically mentioned were using mulch, using large water droplet sprinklers and watering at the right time of day. These easy tips are tips based on the seven principles of Xeriscape which have been promoted in the Corpus Christi since 1992 due to our semi-arid environment, sporadic drought conditions and water restrictions. Individual commitment was emphasized with the statement "If we all save a little, we save a lot." It also increased community awareness of resources available through Extension.

I wrote the script and appeared in the P.S.A. and partnered with the City of Corpus Christi Water Department on the production and distribution. The filming and editing was contracted out to a local production company, Quadrant Productions.

The City of Corpus Christi Water Department believed in the quality and potential impact of this product that they invested $1500 in production costs and $ 10,000 in advertisement plus a 1:1 PSA match resulting in approximately 500 television spots aired. The P.S.A. was filmed in July and ran on local national affiliates and on cable stations during August and September, 2002. The timing was critical since rains in July and August changed the perception of citizens that water conservation wasn't as important as in June or early July when the region was 10 inches below normal precipitation and entering Phase II of water restrictions. It ran again in February and March of 2003 as spring gardening began.

NATIONAL FINALIST

NEILL, K.C.
Agricultural Extension Agent
North Carolina Cooperative Extension Service
3309 Burlington Road
Greensboro, North Carolina 27405

Japanese beetles, introduced to North America some 187 years ago, continue to reach havoc in our landscapes each year.

All portions of North Carolina continue to struggle with this pest problem. While not devastating to ornamentals, the skeletonized foliage left behind is disturbing to most homeowners and disrupts the visual quality of the landscape. The peak season for their destructive habits in North Carolina is mid summer, with beetles emerging as early as May in the eastern part of the state.

Almanac Gardener, a UNC television program that runs from April until June, provided the perfect opportunity to reach a large viewing audience with information on identification as well as suggestions on the best control methods for this disparaging pest By reaching a viewing audience of 75,000 we have captured viewers' attention about this damaging pest and given them options for control.

NATIONAL FINALIST

THE VERMONT DAIRY FARM OF THE YEAR

LeVitre, Richard A.
Extension Specialist - Dairy Herd Management and Farm Labor Management, University of Vermont Extension, Howe Center Business Park, 1 Scale Avenue, Ste 55, Rutland, VT 05701

The introduction of the **Vermont Dairy Farm of the Year** to the public via the University of Vermont Extension's *ACROSS THE FENCE* (*ATF*) weekday television program successfully promoted the award winning farm and Vermont's dairy industry.

As administrator of the Vermont Farm of the Year

competition, this author understands the importance of honoring the winner, promoting strong agricultural/public relations, and the need to provide the viewing public with an opportunity to "visit" an award-winning farm.

The *ATF* program was developed and coordinated by this author, including arrangements for a daylong taping session at the farm. The farm family was prepared for interview questions that highlighted their farm, including farming practices, challenges, and successes. The program included this author, farm family members, and the local Extension specialist.

This author worked closely with *ATF* producer Will Mikell and videographer Keith Silver to create the scope and tone of the program. The footage was edited to fifteen minutes and aired August 8 and October 16, 2002 on WCAX, Channel 3. The television program reaches over 22,000 viewers in Vermont, Eastern New York, and Western New Hampshire. Excerpts of the program were included in the 2002 *ATF* highlights show.

CLASS 10 FACT SHEET

National Winner

Beth A. Clawson,Michigan, Van Buren County

Objective: The creation of the "Building A Compost Pile" a fact sheet that would act as both an interpretive guide to the compost demonstration booth at the 2002 fair and provides basic instructions to build a compost bin at home later.

Purpose: To provide the citizens of Van Buren County brief educational information about composting that would complement the interpretive demonstration booth set at the annual County fair. It also serves as an overview of how to build a compost pile instruction sheet. The compost interpretive signs and a wood and wire bin were moved to the front garden at the field office and serves as a constant interpretive demo for all who enter. The instruction/fact sheet remains available by the door.

How entry was prepared: The sheet was created in Office 2000 Word. It can be printed in either color or as a black and white. It is printed on 8-1/2 x 14 inch paper of which the county has an existing aging stock. Thereby reducing the cost of new purchases of paper, and using up old stockpiles of paper. Any color paper from that stockpile is acceptable for this publication. It is being printed in house by field staff using either the Cannon Color Laser Copier 1150 or a Cannon Image Runner 550 and folded with a table top folder, all in house.

How distributed : The guide is distributed per request, to groups and from an information rack at the office.

Number distributed: Since July 2000, approximately 350 copies.

NATIONAL FINALIST

SWEDE MIDGE (*Contarinia nasturtii* Kieffer) FACT SHEET: ALERT OF A NEW INSECT PEST OF CRUCIFEROUS VEGETABLES.

Kikkert*, J.A.[1], Hoepting, C.A.[2], and Shelton, A.M.[3]

Cornell Cooperative Extension, [1]Vegetable Program in Ontario, Wayne, Yates, and Steuben Counties, 480 N. Main St., Canandaigua, NY 14424, and [2]Lake Plains Vegetable Team, 20 South Main St., P.O. Box 150, Albion, NY 14411.
[3]Department of Entomology, Cornell University, New York State Agricultural Experiment Station, Geneva, NY 14456.

Swede midge is a tiny fly whose voracious larvae destroy growing tips of cruciferous plants. The insect was unknown in North America until 2000, when it was identified as the cause of devastating crop losses in Ontario, Canada. Because western NY directly borders infested areas in Canada and also leads U.S. cabbage production ($80 million annually), there is serious concern that swede midge has or will become present in NY. Cornell Cooperative Extension took the lead to alert and educate the NY agricultural industry about this potential pest. Funding was secured from NYS IPM for production of a fact sheet. Information was obtained from Canadian and European colleagues, and two trips to infested areas in Canada. The text was written by Shelton and edited by Kikkert and Hoepting. Kikkert took the lead in overall production, securing photographs and permissions, coordinating with the production unit at the NYS Agricultural Experiment Station, and overseeing distribution. The fact sheet premiered at the 2003 NYS Vegetable Conference, February 11th, where it was handed-out to the 150 cabbage session participants. An additional 800 to 1,000 copies were distributed through county extension offices and newsletters. Forty-five

copies were mailed to other states. Global distribution is at <http://www.nysipm.cornell.edu/factsheets/vegetables/cruc/sm.pdf>. The fact sheet has been critical in alerting and educating farmers, crop consultants, USDA-APHIS inspectors, and extension educators both locally and nationally. Ultimately, we have lessened the chance that swede midge will go undetected or be unknowingly spread to non-infested areas, and reduced the risk of crop loss.

NATIONAL FINALIST

Womack, W.M. County Extension Agent - Horticulture, Texas Cooperative Extension - Nueces County, Robstown, TX 78380.

The 2001 Nueces County Master Gardener Annual Report was developed in April 2002 to highlight this highly successful volunteer program. The objective was to show the impact of Master Gardener Volunteers in Nueces County. The fact sheet provides information on the organization's mission and affiliation with Texas Cooperative Extension, the diversity of our volunteer base, statistics of 2001volunteer hours and their monetary equivalent, and volunteer projects including a highlight of our Learning To Grow School Garden Program.

It was designed with both potential volunteers and legislative officials in mind. It was initially presented to the Nueces County Commissioner's Court and as an informational and interpretation piece in conjunction with National Volunteerism Week. It was then used at informational events including the Spring Garden Festival, Garden Council Home Tours, and the Botanical Gardens Fall Plant Sale. It was also available as a handout through the Nueces County Extension Office and was included in the informational packet sent out to all prospective Master Gardener interns for the fall 2002 class. Over 600 were distributed between April and October.

The 2001 Master Gardener Fact Sheet was developed using WordPerfect® 8.0 with Extension logo from the Texas Cooperative Extension website. It was designed to be easily reproduced in-house on a Canon® NP 6085 copier.

NATIONAL FINALIST

FORESTRY & NATURAL RESOURCES EXTENSION PROGRAM: SERVING VIRGINIA'S SOUTHERN PIEDMONT

Goerlich, D.L. Virginia Cooperative Extension, Halifax County Office, P.O. Box 757, Halifax, Virginia, 24558-0757.

A brochure describing the background, mission, and program highlights of the Virginia Cooperative Extension central district forestry and natural resources educational program serves several purposes: to introduce new and prospective participants to the program; to provide existing program participants with a progress report, and; to inform audiences that the program continues to strive for excellence despite state financial woes that have significantly impacted Virginia Cooperative Extension and other agencies. The author designed the brochure using Adobe PageMaker 6.5, and printed a master copy using an HP2500C color inkjet printer. The author subsequently produced 513 black and white copies on a Mita DC-3585 copy machine and folded them using a Martin Yale Autofolder. Office staff mailed these copies to forest landowners and professionals on February 4, 2003 along with a newsletter describing new forestry and natural resources extension publications, current projects, and upcoming events. Fifty color brochures were then printed on the HP2500C and distributed to members of the Halifax County Economic Development Council, Halifax Soil and Water Conservation District, and new program participants over the following two-week period. District office staff produced 100 additional copies on their color copier for future distribution, bringing the total number produced thus far to 663.

CLASS 11 PUBLICATION

National Winner

Preserving Old Barns

Porter, J.C.

Extension Professor and Dairy Specialist, University of New Hampshire Cooperative Extension, Merrimack County, 315 Daniel Webster Highway, Boscawen, NH 03303

Gilman, F.E.

Extension Agricultural Engineer, Emeritus, University of New Hampshire, Cooperative Extension and life-time member

Old barns are rapidly disappearing from the New Hampshire countryside due to neglected maintenance and the sale of the structures for building components. This is a concern in N.H., because old barns are part of the constructed landscape that provides a back drop for the state's tourism industry. The N.H. Barn Advisory Committee was established in 1999 and shortly after that they asked Francis Gilman, a retired coworker, and myself to write a book on barn preservation. It needed to be readable and provide barn owners with an appreciation for their structures and some instruction on repair and maintenance. The primacy audience was N.H. residents, but it was written to be applicable to all of New England. The book was fully illustrated to make it practical and easy to read, and the photos focused primarily on examples of N.H. Barns. We started from scratch writing this book and relied on several reference books for the accuracy of the historical information. We did most all of the photography for the book and a volunteer sketched the line drawings. A hired graphic designer helped to put the pieces together in an orderly format and did the lay-out work in preparation for printing. The book was edited by educators, writers, contractors and historians for accuracy and grammatical correctness. The book was published by the University of New Hampshire Press. The 4,000 copies were marketed through the University Publication Office and distribution by the authors. Nearly all of the copies have been sold and a second printing is being planned. The book has achieved its goal of educating barn owners and raising the awareness of old barns. The book has been distributed throughout the state and region and is now considered a primary resource for barn owners in the area.

NATIONAL FINALIST

POCKET GUIDE TO GOOD GARDENING

Robson, David
Extension Educator, Horticulture
Springfield Center
University of Illinois Extension
Springfield, IL 62791

Objective: To provide an easy quick reference to basic gardening information with an emphasis on pesticide use for homeowners.

Purpose: The entrant proposed the guide as a horticulture team project, with the entrant taking the lead in coordinating the development of the publication including:

- § Contacting state specialist authors for Pesticide topics
- § Authoring horticulture sections on plant care, selection, pruning, watering, mulching and Pesticide/Fertilizer Application
- § Editing material for content and space by other authors
- § Developing the hanging "flip" pocket-size hanging format and promoting the concept
- § Working closely with state graphics editor and designer to achieve the look of the final product
- § Maintaining a positive approach (and leadership/coach/cheerleader) that the pamphlet would be finished (this six month process eventually morphed into 20 months.)
- § Working with campus to develop a means of distribution of final products.

Through the budgetary process of the horticulture team, each unit in the state was able to receive 10 to 50 copies of the brochure free of cost, depending on unit population. This resulted in the distribution of 5,000 copies.

The brochure is being marketed to garden centers and nurseries for purchase.

NATIONAL FINALIST

Polomski, Robert F.

Extension Associate/Consumer Horticulture Information Coordinator, Department of Horticulture, P. O. Box 340375, Clemson University, Clemson, SC 29634-0375

This Clemson Extension publication titled *Home Vegetable Gardening* (EC 570) was created by me, Dr. Richard Hassell, State Vegetable Extension Specialist, and Dr. Anthony Keinath, Extension Vegetable Pathologist. We completely revised this publication com-

pared to the previous twelve-year-old version by expanding and updating the content and improving its design.

I co-edited this publication and authored several sections. I also assumed the role of project coordinator, guiding this effort from its inception to its completion.

Home Vegetable Gardening was created for new and seasoned gardeners interested in establishing and maintaining a vegetable garden in South Carolina. This "user-friendly" book has many helpful charts, such as the Planting Chart on p. 5 and the "Recommended varieties for South Carolina" table on p. 12.

Besides conventional gardeners, we also wanted to address the needs of organic gardeners by including information on organic fertilizers and other "nonchemical" cultural techniques, which includes the cultivation of pest resistant varieties.

We emphasize Integrated Pest Management in *Home Vegetable Gardening*. Besides devoting a section to IPM on p. 63-64, we mention a variety of easy-to-follow IPM practices throughout the book. For example, to encourage gardeners to rotate their vegetables to reduce insect and disease buildups, we included a table on "Vegetables and their families" on p. 2 and organized the vegetables in the "Tips on Growing Selected Vegetables" section by family (p. 25-62).

Clemson Extension printed 5,007 copies for distribution throughout the state.

NATIONAL FINALIST

EVERS RESERVOIR WATERSHED PROPERTY OWNER'S HANDBOOK

Morse, J.V.

Environmental Horticulture Agent, University of Florida, Manatee County Cooperative Extension Service, 1303 17th Street West, Palmetto, FL 34221

Objective: To educate and inform citizens living in a critical watershed about environmentally-sound, research-based methods of cultivating plants, promoting integrated pest management, conserving resources and providing natural habitat for wildlife in the home garden and landscape, and to show the relationship between gardening practices and watershed environmental health, including water quality and water quantity. Purpose: To educate and inform citizens living in a critical watershed about the relationship between gardening practices and watershed environmental health including water quality and water quantity and to market the Extension Service as the experts for them to call upon for information. Agent received a grant to fund the printing and mailing of this publication in 2002. Agent revised a previously team-written publication "Manatee Reservior Property Owner's Handbook" for easier readibility using language suitable for a general homeowner audience and larger print size. These handbooks are currently being direct mailed to 8,071 homeowners in the Evers Reservoir watershed along with a pre-mailing postcard, introductory letter and publication list. The handbook was professionally printed by an outside service while the pre-mailing postcard, letter and publication list were produced by office staff.

CLASS 12 WEB PAGE

National Winner

ON-LINE PESTICIDE SAFETY TRAINING AND RECERTIFICATION FOR LICENSED PESTICIDE APPLICATORS

Polanin, N.[1], Hamilton, G.[2] Hlubik, W. T.[3], Convery, S.[4]

[1]County Agriculture & Resource Management Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807
[2]Specialist in Pest Management, Rutgers Cooperative Extension, 93 Lipman Drive, New Brunswick, NJ 08901
[3]Agricultural and Resource Management Agent for Middlesex County, Rutgers Cooperative Extension, 390 George Street, 8th Floor, New Brunswick, NJ 08901
[4]Program Assistant, Rutgers Cooperative Extension of Middlesex County, 390 George Street, 8th Floor, New Brunswick, NJ 08901

Successful distance education needs to address the constraints modern lifestyles have placed on available time for consumers and professionals to participate in "traditional" Extension programs. This project developed an Internet site dedicated to training licensed professionals on the proper use and storage of pesticides. Following a clientele review during early 2002, the revised website, www.ifplantscouldtalk.rutgers.edu/

pesticide_education was launched in June of 2002. The website features written and narrated script along with digital imagery, and was designed for NJDEP licensed applicators to attain 1 Core credit. According to *WebTrends* Analysis Suite 7.0, the site has had 1,531 "views" and 963 "visitors." Over the same time period, thirty-nine (39) NJ licensed applicators completed the website and registered with NJDEP for license credits. The website was also presented "for credit" via CD-ROM to 65 attendees at the NJ Vegetable Grower's Association annual meeting in January of 2003. Pre- and post-evaluative questionnaires and survey results indicate high levels of user satisfaction (95%), the importance and convenience of taking an online course (90%), and that the website provides an adequate learning experience (85%). This site was partially funded through the 2001 Research, Group Study and Professional Improvement Grant program of the NJ Chapter of the National Association of County Agricultural Agents (NACAA). Additional support has been obtained from the Northeast IPM Coordinators and the Department of Extension Specialists at Cook College. The site uses Macromedia Flash 4.0 and digital imagery from a Nikon CoolPix 885 digital camera and the USDA on-line photo library.

NATIONAL FINALIST

SHEEP HOME STUDY COURSE HOME PAGE

Barkley, M.E.

Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

The Sheep Home Study Course is a six lesson course developed to teach sheep producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This home page welcomes sheep producers to the course and provides them with links to more information about the course as well as a link to a registration form. Over the past 12 months, the county website on which the sheep home study course home page is located has been accessed 43,725 times, with an average of 3,644 times per month. Fifteen sheep producers are currently enrolled in the web-based course. In the past two years 38 sheep producers completed the web-based course. Materials from the website are also available in printed form through a postal service option of the Sheep Home Study Course. Results of a follow-up evaluation from the home study course in 2001 showed that 95% of participants adopted at least one new management practice as a result of taking the course. The home page was prepared using Dreamweaver, Fireworks, and Photo Deluxe software. Pictures came from scanned and digital photos. Entrant wrote publications available through the website, took photos, formatted the publications for the web, and loaded the publications to the Bedford County website.

NATIONAL FINALIST

Susan Meeker, Illinois, Tazewell County

Created in 2002, the Conservation Reserve Enhancement Program (CREP) website http://www.ilcrep.org is the most comprehensive source of information for this conservation program available to the public. The goal of the website is to provide the most current information available for both the Federal and State side of the program. Individuals from around the world can access the site and learn the primary goals of the program, eligibility requirements for enrollment, financial incentives offered by the Federal and State contracts, whom to contact to enroll and which conservation practices qualify. The "Contact Us" section provides visitors to the site with instant access to professionals who will answer their questions and concerns. USDA Service Center staff and State Agency individuals can access enrollment documents and download PowerPoint presentations in the non-public sector of the site.

The following agencies were consulted regarding content of the CREP website Illinois Department of Natural Resources, Illinois Environmental Protection Agency, Illinois Farm Service Agency, Natural Resources Conservation Service, Illinois Department of Agriculture, Illinois Farm Bureau, The Nature Conservancy, US Fish and Wildlife, Ducks Unlimited, Pheasants Forever, Soil and Water Conservation Service and University of Illinois Extension.

The website was written, created, designed and is maintained by Jodie Tate, Traci Vaughan and myself.

NATIONAL FINALIST

ARIZONA 4-H YOUTH GARDENING WEBSITE

Bradley*, L.K[1].

[1]Extension Agent, Urban Horticulture, The Univer-

sity of Arizona Cooperative Extension, Maricopa County, 4341 E Broadway Road, Phoenix, AZ 85040

The University of Arizona 4-H Youth Gardening site [http://ag.arizona.edu/youthgardens] is designed to provide information on how to create and manage a successful youth gardening program. It contains an overview of University of Arizona youth gardening programs, extensive information on gardening in the Southwest, 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 a directory of youth gardens, an interactive calendar of events, spotlight on successful programs, current announcements, program sponsors, and a variety of useful resources.

CLASS 13 LEARNING MODULE/ NOTEBOOK

National Winner

Team Members:
1) Robert Burns (primary), University of Tennessee, Biosytems Engineering & Environmental Science, Knox County, Tennessee
2) Lara Moody, University of Tennessee, Biosytems Engineering & Environmental Science, Knox County, Tennessee
3) George Grandle, University of Tennessee, Biosytems Engineering & Environmental Science, Knox County, Tennessee

Abstract:

The University of Tennessee Agricultural Extension Service (UTAES) and Tennessee NRCS have developed a certification program for Comprehensive Nutrient Management Plan (CNMP) Technical Service Providers. The NRCS requires CNMPs to be prepared within their agency, or by a certified third party provider. Due to the expected increase in permitted concentrated animal feeding operations (CAFOs) under the new regulations and the new stipulations in the 2002 Farm Bill, third party Technical Service Providers are expected to play a vital role in the development of CNMPs. As such, it is important that an adequate number of third party technical service providers recognized by NRCS are available to producers to meet this need.

Tennessee has developed a third party CNMP Certified Specialist program that meets the national NRCS Conservation Planning Policy requirements (Part 409). The focal point of the certification process is the successful completion of the CNMP Development Course offered by The University of Tennessee Agricultural Extension Service in cooperation with Tennessee NRCS. The UT Agricultural Extension Service developed the course with input from the Tennessee NRCS and industry consultants. A team of instructors selected from across the country teaches the course.

The three-day course focuses on teaching the knowledge required to prepare a CNMP and provides comprehensive coverage of animal waste management systems. The course includes new federal CAFO regulations, CNMP plan preparation, waste management systems, installation and maintenance of earthen storage structures, dead animal management, strategic planning, nutrient budgeting and removal, conservation practices, emergency action plans and a discussion of sample CNMPs. A notebook containing course presentations and reference materials is assembled for each course. The notebook for the 2003 CNMP Development course has been submitted with this entry. Included with the notebook is a 120 MB reference disc. It contains software and larger reference materials not contained in the notebook.

The 2003 course was taught on February 12 – 14, in Nashville, Tennessee. The annual short course was designed to facilitate interaction between the attendees and the instructors as well as the attendees and various industry representatives. Having a conference type setting and providing attendees with all course materials gave us the ability to cover a large amount of material in a short period of time. It encouraged audience participation and provided the speakers with 'real-time' feedback from the attendees. This year there were 86 people in attendance. The audience consisted of engineers, extension agents, crop consultants, industry representatives, Certified Crop Advisors, and NRCS representatives. They represented 24 states and 3 countries.

This year, 100 notebooks were assembled. In October 2002, course instructors met in Knoxville, TN to discuss the courses agenda and content. During January, instructors submitted materials for the notebook. Then, we edited, printed and organized the materials. The Graphic Arts Department at the University of Tennessee duplicated and hole-punched the mate-

rials. During the week before the course, duplicated materials are returned to us from Graphic Arts, and the notebooks are assembled.

The course notebooks are distributed to the attendees at the conference. Materials contained in the notebook are discussed during the conference.

NATIONAL FINALIST

Emily Revels – Consumer Horticulture AgenT, Mecklenburg County, 700 N. Tryon Street, Charlotte, NC 28202

Objective of the Learning Module:
To educate the consumer on pesticide safety, we must provide technical information and research based information in a simple, easy to use context. We must have trustworthiness and credibility with the consumer. We must provide the information so as to allow the consumer to become educated and make correct and safe choices.

Goal:
The goal is to provide excellence in consumer pesticide safety education and therefore have an end product of an educated consumer.

This learning module was developed for education of master gardeners and consumers.

The first series of programs have been as part of Master Gardener continuing education and as workshops for "Successful Gardener."
Media flyer for "Successful Gardener" workshop is included.

Approximately 140 consumers/master gardeners have been through the learning module. In every workshop/class, 100% of the attendees said they have learned something new and all say it is a topic we should never stop hearing about.

Consumer Pesticide Safety workshops/classes have been planned for 2003.

This learning module was prepared by Emily Revels.

NATIONAL FINALIST

Callahan, B.J.
Pickens County Extension Office
Hiller, H.H.
Oconee County Extension Office
Howard, D.
Greenville County Extension Office

OBJECTIVE: The Equine Care and Management Program was held on January 20th, 2003, from 1:00p.m. until 5:00p.m. at the Greenville County Council Chambers in Greenville, SC, and was targeted at newcomers to the equine industry, including homeowners, 4-Her's, and potential large-scale producers. The program was planned on this particular date, which was Martin Luther King Day, intentionally, so that as many people as possible would be able to attend since many schools and offices were closed. The objectives for offering this course were to educate participants in the areas of basic equine fundamentals, forage selection and grazing techniques, treatment of fescue toxicity with Domperidone, and current health issues. By attaining the knowledge offered at this program, participants will maximize the implementation of their personal goals.

PURPOSE: Upstate South Carolina has long been known for its high density of beef cattle. However, according to agriculture census data, the horse industry is making a major positive move in the area as well. As Cattlemen's groups offer year-round opportunities for the novice beef producer, beginning equine producers have not had as many sources of which to turn. It is for this reason that the Extension offices in Pickens, Oconee, and Greenville decided to develop and offer the Equine Care and Management Program. Our plans will be to offer this program annually; while making appropriate updates to subject matter based on current demands.

We wanted to create an educational notebook that the participants could take to use as a reference. Because the program was designed for beginners, and because we wanted to maximize attendance, it was critical that we kept the cost as low as possible. We also thought it would be advantageous to create some extra notebooks to keep in the Extension offices to sell to future equine enthusiasts. Therefore we three designed and developed the notebooks ourselves.

PREPARATION AND DISTRIBUTION: We con-

tributed equal amounts of time and effort in the development and assembly of the notebook. The information that was put in the 3-ring binders to create the notebooks was collected from a plethora of sources including: Clemson Extension, Rutgers Extension, NC State Extension, the Horse Industry Handbook, Cleveland Park Animal Hospital, and self-generated pages. Also, two printed publications, *Understanding Forage Quality* and *Hay Storage and Feeding* were included. The literature was grouped by subject matter and put in the order that it was to be discussed at the meeting, which made the notebook easier to follow. We added a cover sheet, end label, note-pages, and dividers as finishing touches on our product.

Once the notebook was assembled, we met at the Extension Office and put together 50 notebooks. We did all of the work, including printing, duplicating, hole-punching, and stuffing.

Results of the program were very positive. We had a total of 41 people in attendance. This number was higher than anticipated, considering each of these participants was in the beginning stages of their particular operation. We also had 6 4-H members and leaders in attendance, which will undoubtedly share the learned knowledge with other 4-Hers. 100% of the participants rated the program as "excellent", and the participants claimed that the program would save "thousands" of dollars. Also, as a result of the program, we now have a much larger "horse" mailing list.

NATIONAL FINALIST

Stepping Stones to Lawn Care

Robson, David
Extension Educator, Horticulture
Springfield Center
University of Illinois Extension
Springfield, IL 62791

Objective: To provide basic turf grass care information to homeowners.

Purpose: Many homeowners pride themselves on their lawns, while others only dream of what their lawns could or should be. Many of the Extension units have expressed the need for some form of programming in the spring or fall to provide the information to their clientele.

It was decided that the best means of providing information, and helping the homeowner retain the information, was to develop a series of home-study lessons, in essence creating a series of modules that would address the various aspects of lawn care establishment and maintenance.

A series of ten lessons were written by the entrant and reviewed by another horticulture educator. The goal was to create material that could be read within 5 to 10 minutes. Lessons would be mailed to participants once or twice a week. An eleventh lesson was created after initial audiences suggested information on Lawn Care Companies was needed.

Promotional material was created for the units, including a tri-fold brochure and four news releases.

Units received four laser-printed lessons at a time (to minimize mass mailing of all lessons at once and maintain the home-study approach) personalized with their individual office addresses. Copies were duplicated at unit offices and mailed to clientele.

Within the past year, 14 county units have used the materials with three quarters using the material in August for fall lawn care. More than 300 homeowners were provided the information.

NACAA
Member Presentation Abstracts

2003 NACAA

88th
Annual Meeting
and
Professional Improvement Conference
Green Bay, Wisconsin

AGRONOMY AND PEST MANAGEMENT PRESENTATIONS

QUARTER CENTURY OF AGRONOMIC RECOMMENDATIONS MAKE A DIFFERENCE

Bartels*, Steven R.
Extension Agent, Agriculture and Natural Resources
Ohio State University Extension, Butler County
1810 Princeton Road
Hamilton, OH 45011

A quarter century of gathering production information, cost, and yield information has encouraged farmers to make changes in production practices used to grow corn in Butler County, Ohio. Each year farmers receive published information showing those who use university recommendations are at or near the top in yield, cost of production, and profit per acre. Over time farmers have adopted recommended procedures as this study demonstrates. The study compares practices in five year increments from 1977-2001, demonstrating change over time. Factors examined include: crop rotation, date of planting, amount of purchased fertilizer, number of kernels dropped and the resulting number of plants at harvest, the kind and amount of tillage and the use of soil insecticides. The change in practice toward university recommendations produced an estimated increase of $78 per acre for the producer.

RETURN ON INVESTMENT OF COTTON VARIETIES IN THE SOUTH DELTA OF MISSISSIPPI DURING THE 2002 GROWING SEASON

Coccaro*, J.C. [1], Smith H.R. [2]

[1]Mississippi State University Extension Service, 120 Locust, Rolling Fork, MS 39159, U.S.A.
[2] Delta and Pine Land Company, Scott, MS 39054, U.S.A.

Cotton varieties containing the Bollgardä technology have been on the increase since its introduction in 1996. There has been a further need in the cotton industry to reduce input costs, increase yield, fiber quality, provide an efficient means of pest control and generate net dollar returns. However, little information exists evaluating the multi-dimensions from technologies that include the impacts from the individual cotton variety. The objectives were to compare performance and net dollar returns of technology containing cotton products (BG/RRä and Roundup Readyä varieties) to conventional cotton varieties. The objective was to further explore the performance of the new Delta and Pine Land 555 BRä. Delta and Pine Land 555 BRä provided one of the highest yields across all locations during 2002 while offering the greatest net returns. This was due partially to the high yield and stable fiber properties. When comparing the performance of the technology containing products to conventional products, it was observed in 2002 the BG/RRä products provided a higher net return followed by the conventional and Roundup Readyä products at $465.00, $425.00 and $366.00 per acre. Further fiber property evidence indicates that fiber is driven by the individual variety and not necessarily by technology.

INTEGRATED PEST MANAGEMENT POSTER FOR FARM MARKETS

Infante-Casella,* M.L.[1], Nitzsche, P.[2], Ingerson-Mahar, J. [3], Holmstrom, K.[4]
[1]County Agricultural and Resource Management Agents, Rutgers Cooperative Extension of Gloucester County, 1200 N. Delsea Dr., Clayton, NJ 08312
[2]County Agricultural and Resource Management Agents, Rutgers Cooperative Extension of Gloucester County, PO Box 900, Morristown, NJ 07963-0900
[3&4]Rutgers Cooperative Extension Office of Pest Management, New Brunswick, NJ 08901

An Integrated Pest Management (IPM) poster was developed in response to farmers asking to educate customers. Unlike organic producers who widely advertise their produce as organically grown, very few farmers using IPM practices advertise their produce as IPM grown. Therefore, a tool was needed to begin educating the public on IPM produce. Posters were displayed in ten farm markets in New Jersey. To evaluate the public's awareness of IPM, a pre-posted questionnaire card was attached to a take-home fact sheet titled "What Is IPM?". Responses indicated that the posters and fact sheets stimulated public interest. Ninety-five percent of the customers did not realize that the farm they visited used IPM practices. Ninety-seven percent felt that IPM was a positive practice for farmers. Ninety-eight percent said the poster helped them to better understand IPM. Seventy-five percent replied that they would like to learn more about IPM,

and 47% indicated that they would prefer to purchase IPM produce. Additionally, the poster was well received by the participating growers and there have been many inquiries about further distribution or availability. The poster is general enough to be used in other states and is available through the Rutgers Cooperative Extension Office of Pest Management http://www.pestmanagment.rutgers.edu.

CHANGING IRRIGATION AND FERTILIZATION PRACTICES HELP FARMERS INCREASE PRODUCTION AND CUT COSTS.

Nelson,* R.M.
County Director/Agriculture/Youth Agent, Utah State University Extension, Beaver County, P.O. Box 466, Beaver, Utah 84713-0466

Recently many farmers in Beaver County have changed their irrigation systems to more efficiently irrigate their crops. Center irrigation pivots are being widely used. Many farmers have questions on how to most efficiently run their pivots. Dr. Bob Hill, Utah State University Irrigation Specialist, and I visited together and came up with an education program to help farmers evaluate their pivots and then show them how they can increase their crop production by making changes in their pivot systems and how they manage them. The first year using graduate students, we audited seven center pivots in Beaver County. We summarized and graphed the information for each producer. Because of this program was so successful the first year and we could see that was an educational need, I applied for and received a grant to evaluate an additional 20 center pivots in 2002. We received $14,539.85 to complete the audits and to conduct a series of soil tests to determine if producers were over or under fertilizing their fields. In 2002 we evaluated 21 pivots. We held an irrigation field day each year where a total of 72 farmers came and learned about improving their irrigation systems. During the second field day I reported on the results of the soil tests. They showed that phosphorus levels were low on 25% of the alfalfa fields and that 45% of the alfalfa fields were in the high or very high category. The results of the soil tests show that the farmers can increase production or cut fertilizing costs by conducting soil tests each year. One farmer reported that by making the changes we suggested he was able to increase his crop production by one ton per acre. On his 220 acres he was able to gross an additional $22,000.

WHERE DOES QUADRIS FIT IN LOUISIANA SOYBEAN PRODUCTION?

Padgett*, G.B.[1], Schneider, R.W.[2], Whitam, H.K.[2], S.D. Weston[3], and K. Collins[4]

[1]Northeast Research Station, Macon Ridge Location, LSU AgCenter, Winnsboro, LA 71295
[2]Department of Plant Pathology, LSU AgCenter, Baton Rouge, LA 70894
[3]Louisiana Cooperative Extension Service, LSU AgCenter, Lake Providence, LA 71254
[4]Louisiana Cooperative Extension Service, LSU AgCenter, Rayville, LA 71269

Soybean is important to the agricultural economy of Louisiana, but foliar diseases (aerial blight and Cercospora blight) and pod diseases (anthracnose and pod and stem blight) can reduce yield and quality. In 2002, loss to diseases was estimated at 15% or 3.5 million bushels. Foliar-applied fungicides reduce disease incidence and severity, but are not always economical. Consequently, producers must determine when a fungicide is needed. To complicate matters, Benlate, the fungicide of choice, is no longer available, thus limiting available products. Therefore, LSU AgCenter research and extension scientists conducted research from 2000 through 2002 to help producers determine when a fungicide is needed and to assess the effectiveness of alternative fungicides. Quadris fungicide were evaluated in producer fields and on three experiment stations located in different soybean-producing regions of Louisiana. Quadris was applied at 6.0 or 9.0 fluid ounces/A applied at pod initiation (R3) and/or pod elongation (R5). Aerial blight was prevalent in south Louisiana, while Cercospora blight predominated in northeast Louisiana. Pod disease epidemics developed at both locations. Six fluid ounces/A of Quadris effectively controlled aerial blight when applied to soybean at R3; however, an application at R5 was best for managing Cercospora blight. During periods of high disease pressure, fungicide applications improved yields two to 13 bushels over non-sprayed soybeans. This research demonstrated that during periods of increased disease pressure, 6.0 fluid ounces of Quadris effectively controlled soybean diseases, but application timing was dependent on the diseases present. This information was disseminated to producers at local and regional meetings allowing them to make better management decisions to maximize economic returns.

HERITAGE CROP RESEARCH AT RUTGERS

Sciarappa,* W. J.
County Agricultural and Resource Management Agent
Rutgers Cooperative Extension of Monmouth County,
20 Court St., Freehold, NJ 07728

The objective of the PowerPoint 2002 presentation is to better inform our agricultural clients of relevant extension programs at Rutgers. Over 300 specialty growers and 60 vegetable extension agents from New Jersey, Pennsylvania, Delaware, Maryland, New York, Virginia and New England have viewed various versions from 2001–2003. Our program bridges production, promotion and purchasing of ethnic-heritage crops.

New York and New Jersey rank second and third in the continental United States with ethnic populations of 20.4% and 17.5% respectively. In order to capitalize upon these emerging markets, our Vegetable Research Working Group has made rapid progress in evaluating the horticultural properties and sales opportunities of new crops from foreign lands. Our team has focused upon Asian, Hispanic, Russian European, African, Caribbean and Korean vegetables. These ethnic specialty vegetables have unique culinary, nutritive and health benefits that meet changing market demands and form a profitable market niche favoring locally-grown, small-farm fresh produce.

This video-embedded graphical presentation visualizes and verbalizes current research and demonstrates field production techniques. All work was performed in the county office including the insertion of the video clips from the Rutgers TV production "If Plants Could Talk." Global marketing issues and local marketplace avenues are discussed in this virtual format. The presentation can also be viewed on the Monmouth County and State University Extension websites. Viewer interest has been especially intense, sustained and stimulating. As a result, an accelerated transition from commodity vegetable production to specialty niches has occurred in the last four years of this program.

AGRICULTUAL BEST MANAGEMENT EDUCATION AND TRAINING IN THE WEST FORK – WHITE RIVER WATERSHED

Speight, J.D.*

University of Arkansas Cooperative Extension Service,
Washington County. Fayetteville, AR 72704

In 1999, funding from an EPA 319 grant was received to address best management education in the West Fork of the White River (WF-WR) in Washington County Arkansas. This grant was a result of The Arkansas Unified Watershed Assessment ranking the Beaver Lake Basin as the number one priority for watershed restoration and the WF-WR being classified as an impaired stream.

The goal of this project has been to provide educational assistance and programs to the agricultural landowners in the watershed on effective ways to reduce sediment loading into the river. Best management practices including soil sampling, nutrient analysis of broiler litter, rotational grazing, forage variety selection , weed control and winter annual overseeding programs have been used to develop forage programs that reduce the potential for sediment to leave pastureland and enter the river.

On-farm demonstrations including intergated pest management, overseeding of various clover varieities, spring herbicide treatment for bermuda release, pond management, and sprayer calibration have been beneficial as well.

The youth education component addresses education of youth within the watershed on basic educational activities. Five school districts and two 4-H clubs have participated in educational programs.

Public edcuation is also important in providing landowners up-to-date information on the status of the project, on-going demonstrations, educational programs and interaction with Extension personnel. 14 different organizations or clientel groups have attended these meetings.

ANIMAL SCIENCE PRESENTATIONS

HAY BUYING PRACTICES ON EQUINE FARMS IN EASTERN PENNSYLVANIA AND NORTH AND CENTRAL NEW JERSEY

Chamberlain*, E.A.1, Mickel*, R.C.2, Solt*, G.W.3, Foulk*, D.L.
1County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949
2County Agriculture and Resource Management Agents, Rutgers Cooperative Extension, PO Box 2900, Flemington, NJ 08822-2900
3 Agricultural Agent, Northampton County Extension Service, 88 Hector Lane, Lehighton PA 18235
4Agriculture Program Associate, Rutgers Cooperative Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823-1949

Seven hundred and thirty surveys were sent to horse owners and stable managers in East Central Pennsylvania and North and Central New Jersey. One hundred and thirty-three surveys were returned. The data collected is summarized and is quite useful for agricultural service personnel in program planning and hay producers for market enhancement.

Information shared includes where customers purchased their hay, prices paid, hay feeding programs on horse farms, customer buying preferences regarding type of hay crop, size of bale, etc., attitude toward curing, preservatives, herbicide use and insecticide use. Also reported was value placed on delivery method, color, consistency of supply, etc. In all, over twenty-six parameters were tested.

The discussion includes development of the survey instrument, implementation of the survey, an interpolation of the raw data and examples of how the data was used by educators and producers.

CATTLEMEN'S HAY CHALLENGE

Mayo,* D.E. [1], Blount, A.

[1]Jackson County Extension, 2741 Pennsylvania Ave., Suite 3, Marianna, FL 32448-4014

A hands-on forage quality demonstration was developed to give producers an opportunity to compare visual appraisal and their knowledge of forage varieties against chemical forage analysis and electronic feed balancing to determine the ultimate economic values of various stored forage samples. **Objective:** To make producers aware of the usefulness of having their forages tested for quality and to learn the economic value of producing quality hay. **Methods:** Twelve samples were collected of commonly used forage grasses from 9 different farms. Large samples were taken and placed in Rubbermaid containers. Core samples were sent to the Forage Testing Lab at Ona for chemical quality analysis. The analysis results were combined with a scenario and entered in to the Oklahoma State Cowculator feed balancing program. The hay and silage was then divided into cost categories and the least cost ration for each forage sample was determined. Cattlemen were given a scenario for purchasing hay or silage to maintain the body condition of a 50-cow herd for 61 days during a drought. They were asked to rank samples in each price category and then select the overall best sample, which was the most economical. **Results:** The vast majority of cattlemen were unable to determine the most economical forage sample to match the given scenario without having the forage test results. **Conclusions:** Producers learned the economic value of forage testing. Exit surveys indicated that over 90% of the producers whoa participated intended to have their hay tested for quality in the future.

DEVELOPING AND BREEDING QUALITY REPLACEMENT HEIFERS

Crawford*, J.F.[1]

[1]County Extension Agent, Univ. of Georgia Cooperative Extension Service, 350 Bldg.1, Rm. 132, Veterans Pkwy North, Moultrie, GA 31768

Quality heifers are necessary for expanding herds or replacing cull cows to improve herd profitability. These quality replacement heifers are not of sufficient number in our county to supply the need.

Univ. of Ga. HERD (Heifer Evaluation and Reproductive Development) protocol was proven effective at test stations but needed to be performed on a county level at a farm more typical of the average cattleman.

Our initial farm trial used slightly adapted HERD protocol on 76 potential replacement heifers that were weighed, divided into three groups, and put on

supplemental feed where necessary. Heifers were evaluated for growth, disposition, reproductive tract score, pelvic size and muscling. All heifers reached at least 90% of target weight by breeding and had a conception rate of 94% and 90% unassisted births. Two estrus synchronization techniques were used and the time from first to last calf born was reduced significantly in both treatment groups demonstrating the successful use of synchronization with natural breeding.

Extension programming emphasis has been placed on quality replacement heifer development and there are now 7 county trial herds (403 heifers calving in '02-03) using a prescribed protocol. The number of herds retaining heifers has increased 43% and 584 more raised heifers, a 32% increase, will be bred this year in county herds.

SOUTHERN OHIO MEAT GOAT TASK FORCE

Fisher*,J.C., Mangione, D.A., Nye, L.A., Dugan, D., Lewandowski, R., Samples, D., and Joslin, W. The Ohio State University Extension. Correspond to: 120 South Market Street, Waverly, Ohio 45690. pike@osu.edu

The Mission of the Southern Ohio Meat Goat Task Force is to enhance the production and marketing of meat goats through educational and practical experience. The task force is directed by personnel of the Ohio State University Extension and also consists of producers, multi-disciplinary OSU faculty, and seeks input form Allied Industry and other interested persons. A total of 263 farm operators participated in three educational events, increasing their awareness about meat goats as a viable income generating enterprise for small farms. A study tour explored market alternatives in Pennsylvania and New York targeting ethnic markets. Growing U.S. population diversity will create millions of dollars worth of ethnically driven marketing opportunities for local farmers. County surveys of meat goat producers indicate that 100% have increased their awareness of value added ethnic markets and diet preferences for meat goats. During 2002, counties experienced as much as a ten-fold increase in the number of meat goats. Continuing activities of the task force involved arranging multi-state marketing arrangements and alliances, development of ethnic niche markets, and promotion of goat production in the region. Producer education involves production meetings, development of a newsletter, video, and website and establishment of a state-wide producers association.

MOBILE USDA LIVESTOCK PROCESSING FOR SMALL-SCALE PRODUCERS

Schultz*, T. R.[1], and Dunlop, B.[2]
[1]Washington State University Cooperative Extension-San Juan County, 221 Weber Way, Suite LL, Friday Harbor WA 98250
[2]Lopez Island Farm, 193 Cross Rd., Lopez, WA 98261

In recent years the meat processing industry has become more consolidated resulting in fewer locations where farm livestock can be processed under USDA inspection. This has created a crisis for small livestock producers who cannot afford to transport small numbers of animals long distances for processing. The current system also makes it difficult to direct market or wholesale inspected meat products in the communities where they are produced. Seven years ago a few farmers in San Juan County, WA began talking about how to increase profits raising livestock. This resulted in a new mobile meat plant that field slaughters livestock on-farm under USDA inspection. The unit is the first of its type in the nation. This project was led by a local nonprofit organization with help from producers, retailers, and WSU Extension Faculty.

The availability of local meat processing, allows producers to add value to their products and more easily market these to upscale restaurants, specialty meat shops, farmer's markets, and directly to the consumer. Producers can also choose how to finish their animals depending on customer demand. More customers today are looking for grass finished and Ònaturally-raisedÓ meats believing they have increased health benefits. The unit is owned by a nonprofit organization and is operated by a new producers cooperative.

YOU CAN COMPOST WHAT? DISPOSAL OF LIVESTOCK MORTALITY & BUTCHER WASTE

Bonhotal*, J.B.[1], Williams, J.C.[2]

[1]Cornell Waste Management Institute, Department of Crop and Soil Science, Rice Hall, Cornell University, Ithaca, New York 14853
[2]Penn State Extension, Tioga County, 111 Main St, Wellsboro, PA 16901

Butchers and dairy/livestock farmers are finding it increasingly difficult to find disposal for mortality on the farm and meat residuals from custom butchering.

The well-established rendering industry, that was depended upon for pick up of carcasses, butcher waste, fats, oil and bones, is currently in a tough market situation. Prices for disposal of carcasses and meat by-products have risen by 50%. Producers have waited up to five days for rendering firms to pick up carcasses if their area has service at all.

Passively aerated static pile composting is proving to be a good method for managing these wastes. It is simple, takes less time than dragging a carcass out back or burial, uses basic farm equipment, and is cost effective. This method helps protect ground and surface water by reducing pathogens in properly managed piles and is being included in Confined Animal Feeding Operation plans. Research on pathogen reduction is showing promising results. The temperatures achieved during composting will kill or greatly reduce most pathogens, reducing the chance to spread disease. Properly composted material is environmentally safe and a valuable soil amendment for growing certain crops.

Cornell Waste Management Institute has developed a 20-minute video, "Natural Rendering: Composting Livestock Mortality & Butcher Waste," a 12-page fact sheet and a set of posters that are being used in educational programs. Interest in mortality/butcher waste compost has been expressed in all areas of the country.

DAIRY EMPLOYEE SHORT COURSE

Noyes*, T.E.[1], Thornton, R.B.[2], Zoller, C.[3]
[1]OSU Extension Wayne County Dairy Agent, 428 West Liberty St., Wooster, OH 44691
[2]Dairy Technology Coordinator, Ag Tech Institute, 1328 Dover Rd., Wooster, OH 44691
[3]OSU Extension Tuscarawas County Agriculture & Natural Resources Agent, 419 16th St SW, New Philadelphia OH 44663

The economic forces in agriculture have resulted in many family dairy operations expanding thereby requiring the hiring of employees. Most dairy farm owners do not have the time or teaching skills to adequately train employees, therefore, Extension saw a need for the development of a Dairy Farm Employee Short Course.

This two day employee short course developed six years ago includes general topics on dairy management including heat detection, cow health, animal behavior, farm safety, employee and employee relations taught during the first day. The second day specialized topics for milkers include mammary gland anatomy, milking equipment over view and trouble-shooting mastitis control and milk procedures are taught. A tour to a dairy farm to observe milking and cow handling is conducted.

To date over 120 dairy farm employees have graduated from the short course. Participant's evaluations with the following quotes reveal the success of the program. "I'll go back to my place of work a better, more rounded milker." "It gave me a better understanding of all the factors that go into milking cows." A survey of employers revealed quotes, "I observed a better performance due to a greater understanding. They required less supervision."

Plans are underway to expand the short course to a second location and to offer it translated into Spanish. Each participant receives a notebook with reference material on topics taught in the short course.

DAIRY EMPLOYEE EDUCATION PROGRAMS IN MICHIGAN

Taylor*, P.E.[1], Robb G.W.[2] and Bolinger, D.J.[3]

[1]Area Extension Dairy Agent, Michigan State University Extension, Suite One, 551 Courthouse Drive, Charlotte, MI 48813 [2]Area Extension Dairy Agent, Michigan State University Extension, Extension, 108 Chestnut Street, Allegan, MI 49010, [3]Area Extension Dairy Agent, Michigan State University, Suite G 100, 100 East State St, St. Johns, MI 48879

The Dairy Employee Education Program (DEEP) offers local classes conducted by MSU field and campus staff to improve employees' understanding of specific farm tasks. Improved animal performance & profitability are the goals of the program. The programs include classroom instruction and hands on labs conducted on the farm. DEEP has six active modules that include *Feeder Training*, *Calf Care Schools*, *Hoof Care Clinic*, *Herd Health Skills, and Heifer and Dry Cow Skills*. *The Power of People* is a companion program designed to assist and better enable farm managers and supervisors to improve employee performance. Evaluation and monitoring is stressed in each module.

Since 1998, over 50 modules have been offered to 757 people from 483 farms. These individuals care for almost 117,000 cows. During 2002, twelve modules were offered to 172 people representing 220 cow median size farms. Post program evaluations of the participants have shown an increase in the technical skills, knowledge and understanding of their job. In

addition, each has a renewed enthusiasm for their job after taking the program.

Small group workshops were held in 2001 and 2002 around Michigan to help producers improve manure management through developing farm-specific Manure Management Systems Plans (MMSP). Workshops were structured to calculate manure production and utilization on the farm (Excel® spreadsheet) and complete a MMSP (Word® document). A post-then-pre survey (n=94) was developed to measure the effectiveness of these workshops in changing producer attitudes, knowledge and skills. The mean score differences for the questions was calculated and determined to be significant at $p<0.05$ using the paired *t*-test. The five largest changes were: Increased understanding of 1) becoming "environmentally assured" through the Michigan Agriculture Environmental Assurance Program and 2) conformance with Michigan Right to Farm (MRtF) guidelines; increased willingness to 3) develop a Comprehensive Nutrient Management Plan (CNMP) and 4) maintain a recordkeeping system; and increased confidence in 5) managing manure by following the MRtF

A follow up survey of producers (n=26) was conducted in 2003 to assess changes made as a result of using a MMSP. The top five changes were: started recordkeeping, reduced commercial fertilizer use, implemented a manure spreading plan, stopped spreading manure on fields > 300 lbs. phosphorus/acre, and improved current manure application recordkeeping. Seventy-five percent of the respondents indicated that a MMSP will help them reduce or minimize accidental manure releases. The MMSP workshops effected management changes on livestock farms that had a positive impact on the environment.

MICHIGAN DAIRY PRODUCERS LEARN SPANISH

Krupp,* I.[1], Robb, B.[2]
[1]Extension Dairy Agent West Michigan, Michigan State University Extension
333 Clinton Street, Grand Haven, MI 49417-1492
[2]Extension Dairy Agent Southwest Michigan, Michigan State University Extension, County Bldg. Annex, 108 Chestnut Street, Allegan, MI 49010-1349

Dairy farm employers in West Michigan enhanced their ability to better communicate with their Spanish speaking employees by participating in 3 Spanish language training workshops for employers. Dairy farm employers learned to pronounce key dairy terms and phrases in Spanish to better communicate work instructions to their Hispanic employees. Thirty dairy farm employers participated in this 2-year short course. A basic language short course was offered the first year. A basic and advanced short course on dairy Spanish terms was offered in the second year of the program. As a follow up to the Spanish Language Training Short Course a Spanish Language Training CD and cassette tape was released to assist dairy farm employers in practicing the pronunciation of important dairy terms and phrases.

This list of dairy terms and phrases were identified by dairy farm employers as important to be able to speak in Spanish when they communicated work instructions to their Hispanic farm employees. Around 100 of these CD and cassette tape sets have been sold to the Michigan dairy industry since the release of this training packet this year.

Phosphorus Management on a Dairy Farm in Maryland

Schwartz, D.M.

Extension Agent, AGNR, MCE, Washington County
7303 Sharpsburg Pike, Boonsboro, MD 21713

National and state nutrient management regulations initially addressed nitrogen (N) based planning. Now, phosphorus (P) based nutrient management planning is included in EPA's CAFO rules and many states' regulations. Under Maryland's Water Quality Improvement Act of 1998, P-based plans will become mandatory for qualifying farms in 2004. Dairy farms growing only forages import grains and minerals to balance dairy rations. Manure applied to forage crop fields results in elevated soil P levels. Dairy farmers and advisors are uncertain how to address excess P in dairy systems in order to comply with impending regulations.

A Maryland dairy farmer tracking his soil P levels for over 10 years had reduced his dairy ration P levels to .43% by 2001. However, the farm's manure analyses were still in a range of .12 - .14% P. At this level, excess P was still being applied to the farm even with all corn silage acres being double cropped with small grain silage and over 200,000 gallons of liquid

manure exported to nearby farms each year.

In 2002, this farmer removed all mineral P supplementation from the dairy ration. Over the past year, ration P levels ranged from .33% to .37%.

Manure analyses show P levels have decreased to .06%. Using this analysis in the 2003 nutrient management plan N, not P, becomes the limiting plan nutrient. Manure applications to the corn silage/small grain silage fields can be increased to N removal rates saving on commercial fertilizer N purchases. In 2003 no manure will need to be exported from the farm. These two advantages plus the savings from no longer purchasing P mineral supplementation for the dairy cows have resulted in an annual total savings over $5000 per year. In addition, this dairy farm is now able to balance its P input/output cycle without costly alternatives **and** comply with all nutrient management regulations.

Lessons From The Large Livestock Controversy in Ohio

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

Ohio has experienced an influx of Dutch owned dairy farms in the past four years. These 650 cow farms are significantly larger that most existing dairy farms Ohio citizens are accustomed to. Ohio county Extension Agents have found themselves embroiled in controversy as environmental groups and local citizens have fought to prevent the farms from being constructed.

There are many issues being raised by local dairy opposition groups. They can broadly be categorized as follows: 1) pollution of ground and/or surface water, 2) production of odors, gases, flies and noise, 3) damage to roads, bridges and property value losses, 4) ground water availability, 5) lack of rules governing large farms, and 6) disease transmission from animals to humans.

A recent survey conducted by the Ohio State University Extension revealed that nearly 80% of respondents were somewhat concerned or very concerned about the development of large livestock facilities. Two out of three respondents agreed that large livestock facilities were a threat to rural quality of life. More than half of respondents disagreed or strongly disagreed that the negative environmental impact of large livestock facilities in Ohio had been greatly exaggerated.

Local residents opposed to the dairy farms do not perceive Extension as a neutral source for unbiased factual information. Adding to the controversy has been mistakes made during the construction of these farms that has led to pollution problems.

This session will help Extension Agents/Educators explore possible ways to provide information on controversial issues. The good, the bad and the ugly of what has transpired in Ohio will benefit Extension personnel in other states.

FORESTRY AND NATURAL RESOURCES PRESENTATIONS

Session #1
(Moderator—Steve Lewis, Vice-Chair, Western Region)

1A — 1:30pm-2:25pm
BMP Awareness for Private Forest Landowners

Dr. Andrew J. Londo
Assistant Extension Professor
Department of Forestry
Box 9681
Mississippi State, MS 39762
Phone: (662) 325-8003
andyl@ext.msstate.edu

Mississippi has over 18 million acres of forestland, with 12 million acres of that in private ownership. Most streams originate, or flow through these forest lands. 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. 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.

2:30pm-3:15pm Break

1B — 3:15pm-4:00pm
Utah Rangeland Website
Chad Reid
Extension Agent
PO Box 69
Cedar City, Utah
435-586-8132
chard@ext.usu.edu

This web site (http://www.ext.usu.edu/rra) contains repeat photography that documents long-term vegetation change in southern Utah. By definition, Rangelands includes Forestlands. The web site contains 361-paired photos showing changes to rangelands over time, some of the original photos date back to 1872. Ecological descriptions of the changes over time that have occurred at each site are also included. In addition, to help the general public

(Reid…con't.)
understand changes to rangelands over time, this site has a photo tour that documents range condition, soil erosion, riparian conditions, stream conditions, oil and gas development, mining, Pinyon-juniper invasion, sagebrush expansion, Aspens' demise, and forage production. This site is of value to resource managers to evaluate the results of past management actions and to educate the public with irrefutable evidence of changes that have occurred to rangeland over time.

1C — 4:10pm-5:00pm
Association of Natural Resources Extension Professionals (ANREP)
And Selected UW Extension Forestry Education Programs

Mike Kroenke
Lake Superior Basin Educator for Natural Resources
University of Wisconsin Extension
Past President of ANREP
29270 Co. Hwy. G
Ashland, WI 54806
715-685-2674
mike.kroenke@ces.uwex.edu

The Association of Natural Resources Extension Professionals (ANREP) was organized by a number of Extension forestry and wildlife specialists in 1995 for the purpose of providing an avenue to meet and share interdisciplinary programs in natural resources. The current member ship is around 400. Benefits to the members include semi-annual national conferences, awards, membership in the Joint Council of Extension Professionals (JCEP) including the Public Issues Leadership Development Conference and the Galaxy Conference.

In the last four years UWEX has developed a comprehensive forestry education program to target non-industrial woodland owners at a time of diminishing budgets and limited resources. Newly created forestry programs include the Master Woodland Stewards Train-the-Trainer program, WI Woodland Leaders Institute, expanded Private Woodland Owners Conferences and other educational efforts. WI Extension has learned from Extension programs in other states and has been able to build a much needed forestry education program targeting private woodland owners.

Session #2
(Moderator—Kathryn Hopkins, Vice Chair, Northeast Region)

2A—1:30pm-2:25pm
Michigan Watershed Management Short Course: Locally Relevant Watershed Education For Michigan Communities

Jane Herbert
District Water Quality Agent
Michigan State University Extension
W. K. Kellogg Biological Station Land & Water Program
3700 E. Gull Lake Dr.
Hickory Corners, MI 49060
herberj@msue.msu.edu

The Michigan Watershed Management Short Course features a facilitated, community-driven agenda development process resulting in a locally relevant watershed education experience. It equips participants with the knowledge, skills, resources, and confidence to address local land use and water quality issues. A manual for host communities entitled, *Bringing the Michigan Watershed Short Course to Your Community,* provides guidance on all aspects of program development and delivery.

A facilitated local community planning team is provided with a generic agenda and "fills in the blanks" by identifying local examples and speakers to illustrate basic watershed science, relationships between land use and water quality, regulatory frameworks, local access to useful watershed information and resources,

and watershed and land use planning

The result is a locally relevant watershed education experience for community decision makers, stakeholders and other interested citizens.

2:30pm-3:15pm Break

2B —3:15pm-4:00pm
Joint Ventures in Farm Bill Implementation and Accountability

Todd E. Breiby
Upper Midwest Regional Office
American Farmland Trust
135 Enterprise Drive, Suite AFT
Verona, Wisconsin 53593
(608) 848-7000
tbreiby@farmland.org

The 2002 Farm Bill presents opportunities to fund "place-based joint ventures" that will support regional working groups in implementing specific Farm Bill programs within targeted geographic locations with measurable results. These joint ventures provide the structure and authority to direct technical assistance and cost share and incentive payments to landscape scale projects involving multiple landowners in a collaborative systems approach to resource management and protection.

Local and regional support along with the early gathering of baseline data will ensure the objectives are clear and feasible. Monitoring and evaluating the project's progress will allow for adaptive management and ensure a level of needed accountability to landowners.

Extension offices can contribute to the success of these programs by assisting in the development of local and regional support through education and outreach. Participation with Farm Bill programs can have a positive influence on farm businesses promoting both economic viability and environmental stewardship.

2C — 4:10pm-5:00pm
Teaching Landowners Wildlife Management Skills

Chris Zoller
Extension Agent, ANR/CD
419 16th St., SW
New Philadelphia, OH
330-339-2337
Zoller.1@osu.edu

The Eastern Ohio Forest Wildlife Management Conference for Private Landowners has been developed to address a growing need, especially of absentee landlords and others needing information on utilizing forest land. The primary objective is to teach landowners how to improve the management of their woodland and wildlife resources.

General sessions and break-outs include topics such as utility rights, forest resources, songbirds, legal issues, hunting, food plots, deer management, etc.

Multiple agencies cooperate to plan the curriculum, agenda and conduct the conference.

HORTICULTURE AND TURFGRASS PRESENTATIONS

AM/PIC Tuesday July 15 scheduled speakers

1:30-1:50 p.m. Thomas A. Dudek, Michigan State University Extension. Floriculture College of Knowledge Greenhouse Grower Career Development Certification Program.

1:50-2:10 p.m. Pedro Perdomo, Rutgers Cooperative Extension. Programming for the Hispanic Landscape Community

2:10-2:30 p.m. Douglas Tregoning, Maryland Cooperative Extension. Using Commercial Deer Repellents to Control Deer Browse in the Landscape.

3:15-3:35 p.m. Sherri Wesson, University of Arkansas Cooperative Extension. Performance of "Mars" Table Grapes on Three Trellis Systems.

3:40-4:00 p.m. William Hlubik, Rutgers Cooperative Extension. Creative Methods for Horticulture Education: The Use of Television, Video and the Internet to Enhance Cooperative Extension Outreach.

4:04-4:25 p.m. Lelia Scott Kelly, Mississippi State University Extension Service. Development of an Interactive Kiosk Promoting Extension Consumer Horticulture Programs.

EARLY CAREER DEVELOPMENT PRESENTATIONS

Making Your Time And Print Media Work For You

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 and public relations are two of the key components in building an extension outreach program. The primary objectives of this Early Career Development presentation will be to offer tips on time management and how to effectively utilize print media in developing a public relations program.

During the presentation, the agent will share strategies in the following areas: prioritizing tasks, organizing your office by colors, professional scheduling, avoiding interruptions, working with newspaper editors, secrets in taking digital photos for news columns, and an agent's and spouse's perspective of balancing personal and family life. The agent will also share insight on how to work in conjunction with local newspapers to create a full-page weekly agriculture page.

The presenting agent has completed his sixth year of Extension work with five years of previous secondary Agri-Science Instruction. The agent's extension program duties include providing educational assistance to commercial agriculture operations. Educational training is provided in the areas of dairy, agronomy, beef, viticulture, pond management, natural resources, farmland preservation and farm management. Additionally, the agent serves as the program coordinator for the Ashtabula County Master Gardener program. The Agent resides in northeast Ohio with his wife and two daughters, ages ten and three.

TURNING CONFLICTS INTO DIVERSITY

Brummond, B.
North Dakota State University, Walsh County Extension Agent, 101 County Road 12B, Park River, ND 58270

Mishandling of conflicts between clients is one of the major mistakes made by new staff in Extension as well as seasoned veterans. Handling conflicts improperly had led to weakening of Extension programs and even the cause for some good new talent from exiting a career in Extension.

Handling conflicts properly can turn conflict into diversity and create a win-win situation that strengthens county programs and creates a solid support structure for the Extension professionals at the county level.

This presentation will identify how to spot conflicts between groups and people at the county level. It will focus on how to find out what the real needs of the conflicting parties are and move them from focusing on a win-lose situation to a win-win situation. Suggestions will also be made as to how to maintain a win-win situation within an organization, group of people or individuals.

Personal experiences in this area will be shared by the presenter and if time allows a problem will be presented for group discussion. One thing you lean early in conflict resolution is that there are many ways to do things. It is worth the time and investment to find the right approach.

A TOOLKIT FOR NEW EXTENSION EDUCATORS

Stordahl, J.
University of Minnesota Extension
E Polk County, Municipal Bldg.,
P.O. Box 69, McIntosh, MN 56556

Practical tools to deal with the onslaught of information and constant demands on your time. Shared ideas on effective time management with simple low tech tools, as well as tools that take advantage of digital technology. Additional focus on simple, effective tips to keep partners informed on your activities and how to be shameless about program promotion.

Demonstration of program management with timelines and checklists, effective use of email listserves, digital images with your presentation, telephone logs, and more.

ADMINISTRATIVE SKILLS DEVELOPMENT PRESENTATIONS

Tuesday July 15, 2003

8:30 AM till 10:35 AM.

Laugh your Stress away and Prioritize your Time:

Ingrid H. Holmes, President of National Extension Association of Family and Consumer Sciences (NEAFCS) will discuss and demonstrate time is a precious commodity and managing time, family, and the pressures of the job can be overwhelming. Life is stressful and Extension people are affected like everyone else. She says that laughter cures in which humor if used as a mechanism can control and relieve stress. This workshop will teach the learner the basic principles of time management and priority setting.

10:50 AM till 11:45 AM

Cost Recovery Options for Extension Programming:

Dr. Jerry DeWitt, Coordinator-PME and Sustainable Agriculture, Iowa State University and someone from the Washington State Extension Service will be panel members to discuss how their state Extension Services are recovering some of the costs in providing educational programming during these times of budget cuts. User fees, grants, and other sources of funding will be discussed during this program.

TEACHING AND EDUCATIONAL TECHNOLOGIES PRESENTATIONS

ON-LINE RECERTIFICATION FOR LICENSED PESTICIDE APPLICATORS IN NEW JERSEY

Polanin, N.[1],* Hamilton, G.[2] Hlubik, W. T.[3], Convery, S.[4]

[1]County Agriculture & Resource Management Agent, Rutgers Cooperative Extension of Somerset County, 310 Milltown Road, Bridgewater, NJ 08807
[2]Specialist in Pest Management, Rutgers Cooperative Extension, 93 Lipman Drive, New Brunswick, NJ 08901
[3]Agricultural and Resource Management Agent for Middlesex County, Rutgers Cooperative Extension, 390 George Street, 8th Floor, New Brunswick, NJ 08901
[4]Program Assistant, Rutgers Cooperative Extension of Middlesex County, 390 George Street, 8th Floor, New Brunswick, NJ 08901

Successful distance education needs to address the constraints modern lifestyles have placed on available time for consumers and professionals to participate in "traditional" Extension programs. This project developed an Internet site dedicated to training licensed professionals on the proper use and storage of pesticides. Following a clientele review during early 2002, the revised website, www.ifplantscouldtalk.rutgers.edu/pesticide_education was launched in June of 2002. The website features written and narrated script along with digital imagery, and was designed for NJDEP licensed applicators to attain 1 Core credit. According to *WebTrends* Analysis Suite 7.0, the site has had 1,531 "views" and 963 "visitors." Over the same time period, forty (40) NJ licensed applicators completed the website and registered with NJDEP for recertification. The website was also presented "for credit" via CD-ROM to 65 attendees at the NJ Vegetable Grower's Association annual meeting in January of 2003. Pre- and post-evaluative questionnaires determine knowledge base and gains from the website. User survey results indicate high levels of user satisfaction (95%), the importance and convenience of taking an online course (90%), and that the website provides an adequate learning experience (85%). This site was partially funded through the 2001 Research, Group

Study and Professional Improvement Grant program of the NJ Chapter of the National Association of County Agricultural Agents (NACAA). Additional support has been obtained from the Northeast IPM Coordinators and the Department of Extension Specialists at Cook College. The site uses Macromedia Flash 4.0 and images from a Nikon CoolPix 885 digital camera and USDA on-line photo library.

NEBRASKA TECHNOLGY TEAM USES E-PROGRAMMING

Kahl,* D. L.[1], Teel, D. W.[2]

[1]Extension Educator, University of Nebraska, Seward County, Nebraska
[2]Exension Educator, University of Nebraska, Antelope County, Nebraska, and members of the ConNEcting Nebraska Technology Team, University of Nebraska Lincoln, NE 68583

Through e-programming, the conNEcting Nebraska Technology Team (http://connecting.unl.edu) is moving technology education full-speed ahead in Nebraska. To make this happen, time was reallocated to the team who quickly began by managing the popular Master Navigator Internet program and introducing e-commerce to business and community leaders. They have now grown to be the managers of all cooperative extension technology programs across the state.

As a result of this team's efforts, over 1400 people have improved their Internet skills and more than 400 business owners and employees better understand e-commerce.

More recently, the team began working with an e-Gov curriculum to educate local officials about the opportunities of putting their business on-line.

The team has been successful in acquiring grant money to develop and deliver educational technology programs statewide. Charged with researching and assessing training needs of Nebraska citizens, they continually adapt programs and develop new curriculum to meet those needs…from basic Internet education to ecommerce.

The conNEcting Team also works collaboratively with local technology committees across Nebraska. They help community leaders assess needs and develop information technology plans to encourage and increase technology use in their local communities.

They also have conducted two statewide surveys. The first assessed business technology use; while the other focused on educational programs offered by various institutions and products offered by telecommunication service providers.

To effectively meet the needs of the state, the team has created numerous partnerships. Plus they work closely with several state agencies to deliver programs at all levels.

CREATIVE METHODS FOR HORTICULTURAL EDUCATION: THE USE OF TELEVISION, VIDEO AND THE INTERNET TO ENHANCE COOPERATIVE EXTENSION OUTREACH.

Hlubik,* W. T. [1], Polanin, N. [2], Sciarappa, W. [3], Kluchinski, D. [4], Flahive-DiNardo, M. [5], Weidman, R. , [6] Marko J. [7], and Smela, D. [7]

[1]Agricultural Agent Middlesex County, [2]Agricultural Agent Somerset County [3]Agricultural Agent Monmouth County, [4]Agricultural Agent Mercer County, [5]Agricultural Agent Union County, [6] Program Associate Middlesex County, [7]Program Assistants Middlesex County. Rutgers Cooperative Extension of New Jersey. Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Drive, New Brunswick, NJ 08901.

Cooperative extension professionals need to reach an ever increasing and diverse clientele. In response, our team of extension professionals developed an educational gardening series and web site for NJN PBS television called "If Plants Could Talk" Since February of 2000, fifteen, 30-minute episodes have aired on NJN Public Television. The television series and web site have performed very well as per public response with Nielsen ratings and over 5 million hits on the educational web site. Video components from the television program have been converted to MPEG's and used to enhance power point presentations, create educational CD ROM's and create video streaming for the internet. Master Gardener students reported enhanced value of presentations containing video clips combined with slides and concise outlines. Approximately 95 % of students ranked overall teaching effectiveness and overall program content as excellent with the use of video enhanced presentations. In this program, Agent Hlubik will discuss some of the key benefits and challenges of using television, video and internet as educational tools for the general public. He will also discuss the resources used to create these programs and evaluation tools for measuring their impact.

EXTENSION DISASTER EDUCATION NETWORK PROGRAM

Hansen*, M. F.

Extension Coordinator, Emergency Management and Chair, Extension Disaster Education Network, Michigan State University Extension, 11 Agriculture Hall, MSU, East Lansing, MI 48824-1039.

The Extension Disaster Education Network (EDEN) surfaced as a result of the 1993 flooding of the Mississippi and Missouri Rivers, where communities, farms, and residents looked to Extension for assistance. Extension educators and administrators realized that Extension had resources to offer communities that were impacted by locate disasters, yet we needed to, 1) be recognized in the emergency management arena as having resources to offer, 2) develop or revise Extension resources with an emphasis on disaster mitigation, preparedness, and recovery, and 3) build linkages with other players at the national, state and local levels in emergency and disaster response. Today, 43 states are represented in EDEN, along with Puerto Rico and CSREES in Washington, DC.

This presentation to the NACAA membership will show how EDEN has evolved into a nationally-recognized resource for both Extension educators and the public. Participants will also learn how Extension is becoming clearly visible in many states after 9/11 in efforts related to Homeland Security. In addition, participants in the Professional Improvement Session will learn how they can access EDEN resources, and who their state contacts are, in order to learn more about EDEN.

SPECIAL PROGRAM ABSTRACTS:

WEB-BASED EDUCATIONAL TECHNOLOGY

Immendorf*, M.
Technology Training Specialist, Cooperative Extension Technology Services, University of Wisconsin Extension Service, 702 Langdon St., Madison, WI 53706

Web-based technology has been increasingly used to deliver all sorts of educational experiences due to many factors: dispersed audience, availability of the Internet, budget restrictions, etc. In these two sessions, explore two types of web-based educational technology with Molly Immendorf as your guide.

The University of Wisconsin Extension has been using Blackboard for several years and Molly Imendorf will be demonstrating the Blackboard course management system's many uses in Cooperative Extension. Blackboard offers instructors and students a robust set of tools, functions and features for teaching and learning.

The second presentation will focus on a technology program called WisLine Web that allows participants to effectively and easily communicate and collaborate in real-time hundreds of miles apart. With WisLine Web you can conduct live, interactive meetings, courses, and programs using a web browser and a phone line.

PUBLIC RELATIONS AND AG ISSUES PRESENTATIONS

Controversial Issues: How to get Involved Without Getting Embroiled

Dr. Steve Smutko, Department of Agriculture and Resource Economics, Natural Resources Leadership Institute,NC State University

Providing education on issues such as water quality, waste management, and land use can be challenging for Extension professionals. The issues are complex, cutting across a range of academic disciplines and personal values. Public decisions about these issues are made in increasingly contentious and politically divisive atmospheres. We must create learning opportunities for people that respect all stakeholders' values, encourage them to learn from one another, and enable them to make informed choices based on sound information. How are we supposed to do this? Public issues education provides Extension educators with a solid model and an array of new tools and processes to work in situations characterized by scientific complexity, uncertainty, and conflict.

This session will introduce participants to tools and approaches to help you work more effectively with the public on controversial public issues. In this session we attempt to accomplish the following:

· Increase Extension professionals' awareness

and understanding of environmental policy disputes.

- Define the roles of Extension professionals in educating about public issues.
- Introduce participants to a systematic approach to effectively working with the public on controversial policy issues.
- Help participants understand the process by engaging them in role plays and group discussion.
- Discuss examples in which the public issue education has been used effectively in Extension education program delivery.

This session will be very informative using hands- on applications and real world situations. The presentation is not presented three times during the time frame as in the past. This is *one* session.
Two short breaks will be provided during the allotted presentation time.

Educational/Commercial Technology Luncheon Seminars

2003 NACAA

88th
Annual Meeting
and
Professional Improvement Conference
Green Bay, Wisconsin

Educational Technology Seminars

Monday, July 14, 2003

Using Hand Held GPS Units in the Field

It is well known that handheld GPS units and computers can be used standalone for navigation or logging boundaries, points, and lines. But these units are also useful to work with variable rate equipment, yield monitors, light bar guidance systems, and other application devices. In addition, they have educational applications as well. Seminar participants will learn about an effort at Ohio State University with handheld GPS units to tract insect, disease and other crop problems.

Presenter: Greg LaBarge, Extension Agent, Agriculture & Natural Resources, Ohio State University

Courtesy: Spirit Enterprises

Technology to Prevent Injuries and Assist People with Disabilities in Agriculture

This seminar will focus on agricultural system technologies and educational resources in the area of agricultural safety and health. Agricultural systems technologies will feature presently available and future technologies to prevent injuries and illnesses. A discussion on educational resources will put you in touch with web-based information for your programming needs. The seminar will also show how assistive technology can be used in the farm/ranch worksite to help individuals with disabilities and demonstrate an accessible web-site for finding assistive technology.

Presenters: Mark Purschwitz, Director, University of Wisconsin Center for Agricultural Safety and Health and Extension Safety Specialist; Mark Novak, Agricultural Technologist, National AgrAbility Project, Brad Rein, National Program Leader, CSREES Plant and Animal Systems

Courtesy: University of Wisconsin Center for Ag Safety and Health

Commercial Technology Seminars

New Developments in Beef Production to Meet Changing Customer Needs

Packerland Packing Company of Green Bay will present an overview of new technology used in beef processing for Case Ready Beef, Enhanced Beef Products, Irradiation, New Food Service Items and New Beef Cuts. They will discuss how these changes affect Beef Producers. Their presentation will also include an overview of their carcass specifications and marketing options for beef producers.

Presenter: Steven W. Van Lannen, General Manager, Packerland Packing Company, Inc.

Courtesy: Packerland Packing Company, Inc.

Hybrid Alfalfa Research and Development

After more than two decades of research and development, Dairyland Seed released HybriForce-400™ hybrid alfalfa to the marketplace for the 2001 growing season.
Dairyland Seed is a 96 year third generation company whose research has paid off with one of the most significant advancements in seed research since the introduction of hybrid corn. The seminar will cover the research and development of this hybrid alfalfa and its benefit to the hay producers and future alfalfa hybrids.

Presenter: Paul Sun - Vice-President of Research, Dairyland Seed Company, Inc.

Courtesy: Dairyland Seed Company, Inc.

National Animal Identification with added-value opportunities

A national animal identification system that meets the needs of animal disease monitoring, surveillance and eradication, while supporting herd management and value-based marketing is the goal of the system several entities are collaborating on. Radio frequency identification (RFID) will provide for the automation of collecting data through the preharvest production chain. The producer's day-to-day herd management needs is the foundation of the system, with the additional requirements of the marketing channels and packers accounted for to ensure a transparent system evolves. This seminar will provide information on a "farm to plate" information system initiative that meets various needs of the food animal production chain through a collaborative effort of industry, academia, extension and government.

Presenters: Neil Hammerschmidt, Wisconsin Live-

stock Identification Consortium
Glenn Smith, AgInfoLink, Tyler Brown, Global Animal Management
Courtesy: AgInfoLink, Global Animal Management and Wisconsin Livestock Identification Consortium.

Corn Genetics to Increase Livestock Profits

Brownseed has a corn breeding program focused upon the needs of the Northern corn belt. This program in addition to their ninety-two years of experience in the seed business is generating new cutting-edge products. Discussion will include information from winter nursery to be tested on-farm in 2003 with a focus on value-added output traits to increase the profits of the livestock producer.

Presenter: Charles M. Brown, President of Brownseed
Courtesy: Brownseed Company

Educational Technology Seminars

Tuesday, July 15, 2003
11:45 a.m. – 1:15 p.m.

Managing Digital Assets in New Era of Public Access

Public access to publication, media and other digital educational materials has never been so available. However, finding the desired item or knowing can sometimes create disappointment for the learner. This seminar will explore the future of managing university resources to make it easier for people to locate educational materials. The presenters will speak to the need of managing assets and what it means to authors and universities.

Presenters: JoAnn Hinz, Assistant to the Dean and Director, Cooperative Extension, UW-Extension and Greg Johll, Director, CE Technology Services, Cooperative Extension, UW-Extension

Courtesy: Spirit Enterprises

Using Power Point to Create Effective Educational Posters

Microsoft's Power Point™ is a well know presentation technology. It is also a very useful tool in putting together educational posters. This seminar will show how this tool is valuable in pulling together effective educational posters that have punch and easy put together.
Presenter: Dr. Betsy Greene, Extension Equine Specialist, University of Vermont

Courtesy: Spirit Enterprizes

Lessons Learned in Distance Education

Distance education with Blackboard™ is a great method of training people via the web. Blackboard™ is interactive webbased software that has the ability to reach new audiences in a different way. Two courses taught by Extension educators will be featured. Emphasis will be placed on how best to design courses for learners.

Presenters: Dan Undersander, Extension Forage Specialist, Dept. of Agronomy, UW-Madison; Troy Salzer, Regional Extension Educator, U of M Extension Service; and Steven J. Drazkowski, Southeastern Regional Extension Livestock Educator, University of Minnesota Extension Service

Courtesy: Spirit Enterprises

New and Unique Distance Education to Train Master Gardeners

With resources and time being squeezed, it becomes more difficult to conduct training. This seminar will look at the use of compact video to provide training for basic Master Gardener training. This training has made it possible for state experts to make presentations to wider audience than a face-to-face meeting. Presenter will share the lessons learned and changes they had to make as a result of this distance education.

Presenters: Robert Tomesh, Extension Horticulture Specialist, UW-Extension

Courtesy: Spirit Enterprises

Commercial Technology Seminars

Manure Management Planning for the Future

Engineered Storage Products Company will share their experience with above ground liquid manure storage systems featuring their Slurrystore product

line. Information about system layouts, collection, storage, mixing and hauling of manure will be provided. Also, their structures can be used in anaerobic digesters and other waste processing technologies.
Presenter: Pat Howell, Area Manager, Eng'd Storage Products Company

Courtesy: Eng'd Storage Products Company

Prime Protection – A Calf Health Program That Works for You

Prime Protection is a comprehensive management program designed to result in health, performance, and profitability in cows and calves. This total herd health approach encompasses nutrition, parasite control, growth promotion, biosecurity, vaccination, and record keeping; all following beef quality guidelines. Furthermore, Prime Protection encourages compliance by working within the producer's current marketing system.

Presenters: Scott Laufenberg, Fort Dodge Animal Health, Regional Manager, DeForest, WI

Courtesy: Fort Dodge Animal Health

Back to Basics

With last year chronicled as one of the worst droughts since the '30s combined with this year's weather patterns, growers have a hard enough time ahead of them. Now, a new study conducted by Potash and Phosphate Institute (PPI) reveals nearly half of North American soils test in the medium to low categories for potash and phosphate. In other words, inclement weather combined with poor soil health could lead to disastrous results. IMC Global, the world's largest producer and marketer of concentrated phosphates and potash fertilizers for the agricultural industry, has for three years spearheaded an educational initiative called *Back-to-Basics* which stresses the fundamental importance of soil nutrition. The presentation will focus on maintaining a balanced soil fertility program—particularly in light of these recent findings, update you on incoming weather patterns, and how to best lessen weather's impact on yield. For more information go to: www.back-to-basics.net

Presenters: Dr. Ray Hoyum, Vice President of Market Development and Communications, IMC-Global (Invited)

Courtesy: IMC-Global

Use of Microbial Products in Dairy Nutrition

Discussion will include the use of microbials to improve silage quality. Bacterial inoculants can improve dry matter recovery, nutritional quality and feedout of silages fed to high producing dairy cows. I will also discuss the use of direct fed microbials to improve animal health and performance. New bacterial products are being used to improve calf health, improve rumen function and improve production efficiency in high producing cows. I will also touch on the future of microbial products and how they will be used to reduce shedding of pathogenic organisms through competitive exclusion. Microbial products, some through genetic engineering, will also be used as replacements for growth promoting antibiotics.

Presenters: Bill Kautz, DVM, Director of Technical Services, Chris Hansen Biosystems

Courtesy: Chris Hansen Biosystems

See additional documents on CD provided in AM/PIC packet for more detailed informationregarding these seminars including PDF files, Powerpoint files and Word Files.

Speaker Profiles

2003 NACAA

88th
Annual Meeting
and
Professional Improvement Conference
Green Bay, Wisconsin

2003 AM/PIC SPEAKER PROFILES

Orion Samuelson

See previous write up under Service to American/World Agriculture

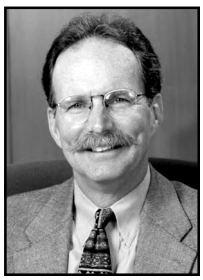
Richard Klemme

Richard Klemme is the Associate Dean for Agriculture and Natural Resources Extension, a joint position between UW-Madison's College of Agricultural and Life Sciences and Cooperative Extension, UW-Extension. Associate Dean Klemme oversees Extension programming in agriculture and natural resources statewide, and provides personnel and budget support for CALS specialists.

Dr. Klemme obtained his M.S. and Ph.D. degrees in Agricultural Economics from Purdue and a B.S. in Economics and Mathematics from Illinois State University. He has been at UW-Madison since finishing his Ph.D. in 1980, starting as a farm management specialist in the Department of Agricultural Economics. Klemme was named founding director of the UW-Madison Center for Integrated Agricultural Systems in 1989, a position he held until he became the Associate Dean on January 1, 2000.

Presentation background:

The Extension agent of the 21st century is really about the evolving role of Cooperative Extension and the resulting changes that we are seeing in the skills and competencies needed by Extension agents. The presentation presents the context of a changing world (globalization, technology advances, information overload, urbanization, diversity, etc.) and what that means for Cooperative Extension. The core of the presentation talks about the foundations on which Cooperative Extension was built, has relied on, and - we argue - what it needs to be about in the 21st century. The foundation is based on presence/relevancy, connectedness to institutions, partnership development, research-based educational programming, neutrality, empowerment, and responsiveness. The presentation states that Cooperative Extension's evolution is about what we do - the issues that we face - rather than how we do our work. The presentation concludes by listing the competencies needed by the Extension agent of the 21st century (subject matter expertise, educational design and delivery, partnership development, public engagement and group processes, and communication).



Dr. Kevin P. Reilly was named Chancellor of the University of Wisconsin-Extension in July 2000. His responsibilities include leadership of programs in Cooperative Extension, continuing education, distance education, small business development, public radio and public television for the University of Wisconsin System, which includes 13 four-year campuses and 13 two-year campuses. Extension programs, conducted on every UW campus, in every county Extension office and through a variety of instructional technologies, media and correspondence study, reach more than 1 million Wisconsin people annually.

Before his appointment as Chancellor, Kevin served as Provost and Vice Chancellor of the University of Wisconsin-Extension since September 1996. As the institution's chief academic and operating officer, he provided broad leadership for academic and program planning, administrative support areas, and business and finance.

A native New Yorker, Kevin came to Wisconsin from the State University of New York (SUNY) system where he served as Associate Provost for Academic Programs from 1992-96. As Associate Provost, Kevin oversaw the degree programs of SUNY's 64 campuses with a total enrollment of 380,000 students and 75,000 staff in its research universities, liberal arts colleges, agricultural and technical institutions and county-sponsored community colleges. He also was Senior Fellow in University/School Relations, leveraging the influence of the largest university in the nation in New York's school improvement efforts.

In 1996, the SUNY System's Board of Trustees called on Kevin to work directly with them as Secretary of the University to help bridge the gap between members appointed by former Governor Mario Cuomo and new members appointed by Governor George Pataki.

Currently Chair of the American Council on Education's Commission on Adult Learning and Educational Credentials, Kevin also serves as a Director of the University Continuing Education Association

and Vice Chair of its Commission on Leadership and Management. Kevin has authored and edited books and articles in Irish studies, higher education policy, and accreditation. He practices as an adult educator by offering programs in Irish literature and culture through Wisconsin Public Radio and the Wisconsin Humanities Council.

Kevin earned his B.A. at the University of Notre Dame and Master's and Ph.D. degrees in English at the University of Minnesota. He and his wife, Kate, are the parents of three children. More information: http://www.uwex.edu/chancellor

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**
2006	**Cincinnati, Northern Kentucky**	**July 23-27**

NACAA
252 N. Park Street
Decatur, IL 62523