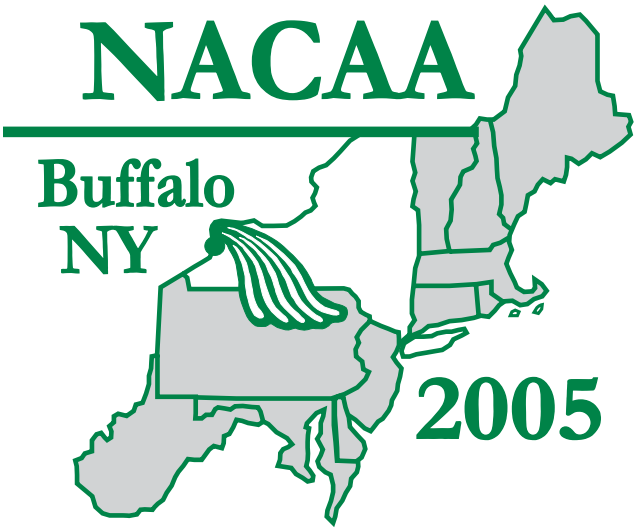
National Association of County Agricultural Agents



The Power of Teamwork

Proceedings

90th Annual Meeting and
Professional Improvement Conference

July 17 - July 21, 2005 **Buffalo, NY**

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NACAA President

Glenn Rogers
Vermont

STOP, READ THIS.

Too often I hear, "another report – I don't have time to read it". But read on.

Another great year for NACAA. And yet it's another year that NACAA didn't forget its roots. Our rich history includes such names and events as: Justin Morrill from Strafford, Vt. – father of the Morrill Act, Jonathan Turner from Illinois and the Illinois Farmers League; Iowa, Massachusetts, Michigan, and Vermont and the Farmers Institutes; New Jersey and the first Extension program, and Cornell with the first Department of Extension. In looking at our History, even George Washington spoke of a "national university diffusing information to farmers". We can't forget Dr. Seaman Knapp of Iowa, and finally, and most importantly, Senator Smith of Georgia, and Representative Lever of South Carolina who fathered the Smith-Lever act. From this very basis we have the start of NACAA. We've come a long way from our first meeting in Chicago in 1916 chaired by Ed Heaton. However in each case those changes have not taken place alone. The changes have taken place because of "The Power of Teamwork".

90 years after the first NACAA meeting we are still making tremendous changes and strides forward. 2005 was a tremendous year for NACAA and its because of "The Power of Teamwork". The accomplishments are numerous as we continue to respond to your needs. Below are listed just a few of the accomplishments.

1. The E-County Agent has published 4 issues, in addition to the 4 issues of The County Agent. A new milestone.

2. Your National Board utilized conference calling on a regular basis to conduct the business of the organization. Thus allowing for very efficient and timely operation.

3. The National Board cut expenses at the winter and Spring board meetings by utilizing discounts and off season rates.

4. The NACAA AM/PIC Review Committee presented its final report to the Board and most of the recommendations were adopted by your NACAA Board. The AM/PIC Review Committee and the Policy Review Board worked very hard to make these changes as seamless as possible yet respond to the changing environment of the profession and our Association. These changes will be instituted over the next 3- 4 years to reflect those changes.

5. The latest project: "Working with Decision Makers" CD; available on-line at www.JCEP.org; included in all member packets at the NACAA AM/PIC; and shipped every Extension Director nationally, was the brainchild of our NACAA Life Members. JCEP has adopted the program, financially supported the implementation and now, NASULGC and ECOP have endorsed the product. A truly outstanding joint effort by all.

6. Your President-Elect, and especially your Executive Director, have established a new standard for donor/sponsors assistance. We now are fortunate to have over $100,000 going to NACAA for professional improvement purposes. With everyone's help, we have brought back some old donor/sponsors; we have new professional Improvement programs on the horizon; and many new sponsors. Consequently NACAA has increased programmatic opportunities at the AM/PIC and at other times in the year.

7. NACAA has also established an independent Futuring Committee whose role is to evaluate all aspects of NACAA, to recommend changes to the NACAA

Board that will encourage our younger members to become involved, increase our membership, increase our fiscal stability, and to be responsive to the changing roles of our membership.

8. The NACAA Fiscal committee has established a new comprehensive budgeting program that will be the standard for future AM/PIC's and to provide standardized Operating Procedures and details that were not available before.

9. The NACAA State Relations Committee has provided great leadership establishing new mechanisms to make information sharing with state membership more efficient and high quality.

10. Your NACAA National Board recognizes the need for fiscal restraint and the desire for professional excellence. Your NACAA leadership feels strongly that NACAA needs to look at the costs and revenues of the NACAA structure and re-imbursement policies currently in place. Thus several of the National Board members are voluntarily paying for the NACAA AM/PIC registration, and others are charging minimally for travel reimbursement. This support for your organization is admirable and I congratulate all who participated in this effort. I also encourage others to continue to participate in these efforts.

The list goes on. The talent and dedication within NACAA is huge. NACAA could not exist without the tremendous work of the Committee chairs, Vice Chairs, State Presidents, state committees, and finally each member. Its Teamwork that makes the difference and each of you are valuable parts of the team.

As a result of this teamwork, past and present, NACAA is leading the Extension pack. NACAA is fortunate to have a President-Elect of JCEP, Mickey Cummings. We are fortunate to have great relationships with NASULGC, CSREES, ECOP and the other Extension Associations. Everyone is working hard, and in the same direction to provide the best possible programming to our members and our clientele in the most efficient way possible. As a result, we are seeing an increase in funding for Extension when federal and state budgets are strapped for dollars. Your Association is also reaping those rewards.

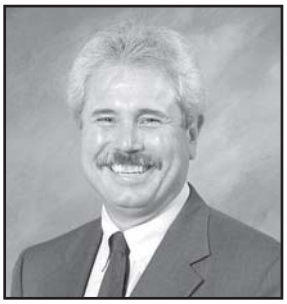
Yet there are still many challenges that lay ahead. Fiscal responsibility is one that must continue to be monitored as travel and meeting expenses continue to rise. We must embrace new and innovative membership programs as our members and programs change. We must embrace new programmatic directions as a standard and not fear the unknown. We must work with our Extension partners on programming which affects us all. We also must support our state associations that offer to host an AM/PIC at tremendous personal cost to the state. We need to thank Ohio/Kentucky, Michigan, and North Carolina for their leadership and commitment to our Association.

County Agents, Regional and State Wide Specialists, staff, faculty, B.S., M.B.A's and Ph.D.s must all come together to focus on the mission of NACAA. Together, you are making a difference. Together; you are the leaders of our agriculture. Together you are the leaders of our agricultural youth, mentors for the younger agents, and visionaries for the future.

Your NACAA Board has been the most hardworking, thoughtful, caring group of leaders that I have ever worked with. I encourage you to say "Thank You" for their vision, their steadfastness to the mission of NACAA, and their diligence to carry out needed changes. Their dedication to the "Professional Improvement of its members, communication and cooperation among all Extension Educators, enhancement of the image of Extension, and development of personal growth opportunities" was first and foremost in every action taken.

I sincerely appreciate being able to be part of this wonderful team. My thanks to the Vermont Extension administration; to VAAA; to my right hand and AA - Sue Bushey; to my son Scott and his family, my daughters Sarah and Amy; and especially my lovely wife Marty who supported and stood by me for the long haul. It is a year that will remain with me, and my family, throughout our lifetimes. You have blessed us with your love for NACAA, your love of Extension programming and the love of agriculture, our youth, and your families. Finally you have blessed us with your sincere friendships. Thank you.

President-Elect



Mickey P. Cummings
Georgia

NACAA President Elect Report
- Mickey Cummings

After the election in Florida I soon found myself traveling to different events and being involved in different projects. I quickly found out that being President Elect was overwhelming at times. My biggest fear was that of failing the members of NACAA. This fear results from something that happened to me as a boy.

Early one spring morning I went to the table and asked my Dad if I could go fishing with my buddies. He told me that I could go after planting the Sweet Corn in the garden. That doesn't sound like much. But, our garden was huge. It was at least 2 acres. We had about 20 rows of sweet corn. So, I went to the garden and began to plant by hand the 20 rows of corn. Then it dawned on me that if I dropped more than 1 seed at a time I could get finished quicker. Soon I was dropping 10 -15 seed at a time in the row. Before I finished I was planting a handful of corn seed in one hill in the row. I finished in a couple of hours and went fishing with my pals.

A couple of weeks later every bit of that corn came up where I planted it. My dad didn't lay a hand on me. He just looked at me and told me how disappointed he was that I had not done the job correctly. Since that day I have always wanted to get the job done right. Through the years I have come to realize that to get a job done right many we may need help. This year has been no exception to that rule.

The primary job of the President Elect is to raise money. This year Scott Hawbaker and I raised funds by personal contact and innovative thinking. First, we attended the National Farm Broadcasters meeting in Kansas City. We made contacts with current donors and thanked them for past and continued support. We then made contact with potential donors. About this time the Board had a conference call and came up with the idea of creating the "Trade Talk" as a way to bring more money and more professional improvement to the AM/PIC. As a result of these efforts we were able to raise approximately $110,000 for the AM/PIC this year.

Another effort that your President Elect was involved with was the creation of a training resource that focused on "Working with Elected Officials and Decision Makers". During the Post Board Meeting in Wisconsin, the Life Members asked that the NACAA Board include a discussion on this topic at the AM/PIC. This was done at the meeting in Orlando. At the Post Board Meeting in Orlando Dick Curran, Life Member Chair suggested that NACAA create a document that could be used as a resource tool to train Extension Agents and Educators on the topic of "Working with Elected Officials and Decision Makers". At that time the NACAA Board decided to develop such a document. Dick Curran chaired a committee that prepared a document that eventually would be used as a part of a resource document on "Working with Decision Makers".

Glenn Rogers shared the idea with JCEP. JCEP was excited and enthusiastic about such a resource tool. At this point it was decided that NACAA and the other JCEP partners should proceed with the creation of a resource document. JCEP had appointed a committee that was also dealing with this same subject. So, it was a natural fit for this committee to work on and develop the training tool on "Working with Decision Makers".

As a direct result of a suggestion presented by the Life Members of NACAA we now have a document that has been placed on CD and on the JCEP website. The document is linked to outside resources and contains documents from experts within the field as well as suggestions that are used in other states. The JCEP name on the document means that we are going to be able to get this training tool into the hands of all kinds of County Extension Agents and Educators nationwide. Also, a CD containing the document is being sent to Extension Administrators across the country. ECOP has also been informed of the document and will encourage administrators to use the document as a resource to train Agents and Educators on "Working with Elected Officials".

Thanks to the NACAA Board, NACAA Life Members and the JCEP Team it has been a very fruitful year for me as NACAA President Elect. Thank you for the opportunity of serving you!

Vice President

Chuck Otte
Kansas

What a wonderful challenge to be faced with, when you are scrambling to find enough places to host all the professional improvement opportunities that the committees have lined up! That's what we were facing in the final weeks and months before all of you arrived in Buffalo. It's also a good thing that we had a large area to host all the posters that showed up. If you didn't take the time to view those, you missed a wonderful educational opportunity.

All of this simply points out that the heart and soul of NACAA is the committees. When you have enthusiastic and dedicated council chairs, committee chairs and vice chairs, events just short of miracles happen. One of the greatest privileges I have had this past year is working with these ladies and gentlemen. Their passion is their fuel and these are passionate folks who believe in NACAA, in Extension work and in helping people. You saw the results of that passion as you participated in the AM/PIC in Buffalo.

We could start down the committee list and check off the accomplishments of each and every one, but we'd soon run out of space in this report. Simply review your program and the rest of these proceedings to see the success of the committees. Let's also not forget the ongoing work of the Life Members. This group proves that once you're a county agent, you're a county agent for life. Their recognition of the ongoing need for county agents to work with decision makers is leading into a long term program that will have tremendous professional improvement opportunity for future AM/PICs.

But what does all this mean to each and every one of you back in your states? For starters, if your state association doesn't have active committees, get them started. If your association does have active committees, get involved. If you simply sit around and wait for "them" to do something for you, you're going to have a long wait. What we get out of life is proportional to what we put in. The more you put in, the more you get out.

Secondly, one half of all the committees have to be replaced each year. Those replacements come from members like you and me. Sure, there's a little bit of work involved, but remember what I just said, the more you put in, the more you get out! In a few months you'll see a call for applicants to serve as vice chairs and chairs. Each region has a certain set of positions to fill each year. Take a look at this list and take a bold step into a leadership position. You can do it, but you have to let us know you're interested!

The 2005 AM/PIC is now history. Buffalo, and the whole northeast region, was a great host. I hated to leave, but the county fair was calling my name. The past year has gone by far too quickly and in its wake are many fond memories and many new friends. Serving as your Vice President was a privilege and I thank you for giving me the opportunity. Now I have the challenge of trying to fill Mickey's shoes as your President Elect for the coming year. It's a challenge I take on with great excitement and anticipation as we move towards the 2006 AM/PIC in Cincinnati. Join me in the exciting future awaiting for us in the coming months!

Secretary

N. Fred Miller
North Carolina

For the past two years, I have been privileged to serve NACAA as your Secretary. During my two terms, I have observed and diligently recorded the actions of your NACAA Board and Voting Delegates. The response I often receive from my fellow agents when describing the Secretary's duties is that "sounds boring!" Believe me, it's anything but boring and has been both a fulfilling and challenging experience. Having directly observed and admired the work ethic and dedication of the individuals serving on your Board, I feel compelled to ensure the Minutes are thorough and accurately reflect the tremendous amount of collective thought and discussion devoted to each decision made on behalf of the membership. Written notes are taken during each meeting (and conference call) and every discussion taped and reviewed to ensure the accuracy of these Minutes. After Board approval, the Minutes from every meeting are posted on the NACAA website where every member has the opportunity to read them.

The individuals that make up your NACAA Board all

have full time jobs in their home county or state and yet are willing to take that extra step and provide the necessary leadership that keeps NACAA on track. Although it doesn't always make exciting reading, I encourage you as members to also take an extra step and read through the Minutes. Be assured that this process will lead you to a greater appreciation of NACAA and provide a better understanding of the major issues impacting our organization. But after doing so, don't start patting yourself on the back. Being informed about the issues is only the first step. Stepping up to the plate and doing something to help resolve them is the greater goal. I encourage every member to set their sights on increasing their professionalism by getting involved in NACAA through participation in our awards programs and other professional improvement activities or by considering applying for the various leadership opportunities offered by NACAA.

The first AM/PIC I ever attended was held in Charlotte, NC in 1988 and my initial exposure to NACAA was as a "helper" working behind the scenes with the Charlotte '88 Signs and Decorations Committee. Although I closely observed NACAA President Dick Curran and the other officers during that meeting, I assure you that it never crossed my mind that I would some day be privileged to walk in their footsteps and share similar experiences. But the seed that was planted in 1988 was cultivated by opportunities for leadership within the North Carolina Agricultural Agents Association and repetitive attendance at Annual Meetings and Professional Improvement Conferences. It also lead to recognition of my Extension work with the Achievement and Distinguished Service Awards, and ultimately resulted in the opportunity to serve NACAA as Southern Region Director and Secretary. When I reflect upon the experiences that lead me to this point, it reinforces the importance of involving young and mid-career agents in NACAA programs. Unless we help them take that initial "baby" step, they will miss out on the tremendous benefits our organization has to offer and NACAA will be deprived of leaders for the future.

This is my last year as NACAA Secretary giving me the prerogative to thank a number of individuals for their support, advice and assistance during my term in office. First I'd like to thank this year's State Presidents for their timely responses to my email requests for information. I realize these requests did not always fit their schedules but the deadline was always met with minimal prodding. I'd like to express my appreciation to Laura Watts and Chuck Otte for refining and updating the State Officers Deadlines initially developed last year. This information is posted on the NACAA website and should give State Officers a quick reference for important NACAA deadlines. I'd also like to thank Scott Hawbaker for his assistance with the NACAA Card Directory and stationery. His willingness to print and distribute these items has resulted in significant savings for NACAA. He is to be commended for this and other "behind the scenes" work he does that is seldom recognized and/or appreciated. Finally, I'd like to thank my fellow Board members who joined me in the journey from the heat and humidity of Orlando in July, to the snow and ice of Buffalo in December and Burlington, Vermont in April. I have spent many an evening listening to your voices on the tape recorder and gained an appreciation for the passion you each have for NACAA. Thanks for all you have done and continue to do for this organization and always remember that everything tastes better with a little maple syrup spread on it!

Treasurer

Chuck Schwartu
Minnesota

One of the goals for the treasurer in 2004-2005 was to see if the list of accounts for keeping the financial records could be simplified and made to correspond more closely to the budgeting process. This has been an interesting exercise. If one deletes account names from the system as part of the simplification, you also lose the ability to look back to those accounts for historical purposes. The result of the work is not so much a simplification of the list as it has been determining what the board really wants detailed records of and how to record those transactions. The board feels like it has a better handle on the expenditures of the association than it may have had sometimes in the past, and getting information for budget purposes is working well.

The financial committee conferred with our investment advisor early in 2005 to review the investment account. After considerable discussion, our financial advisor felt the current distribution of investment funds still fits in with the intended investment strategy of the association.

Specifics of the investment on December 31, 2004, are as follows

Money Market Funds	5.2%
Mutual Funds	65.4%
Fixed Income Securities	29.4%

As anyone watching investment and retirement accounts knows, the market has been all over the board during the past year. The value of the investment fund has bounced up or down as much as $3000 per month depending on the mood of the market as a whole. This reserve fund has shown moderate growth during the time it has been held which is in line with the intent of your board at the time the fund was established.

Your board has done a good job of managing its expenditures during the past year. A couple factors that will enter into budgets in the future is the cost of director visits to state meetings, and the way in which future AMPIC's are financed. Air fares are escalating to many locations around the country so the cost of visiting states is increasing accordingly. Some directors drive to many of their state meetings. Your association pays a mileage rate well below the IRS allowance (NACAA pays $.30 per mile with a cap on any trip) so your directors are subsidizing some of that visit cost when they drive.

Future AMPIC's face greater challenges securing sponsorships, both from the national and state donor level. Consolidation of businesses and a generally closer look at how businesses choose to spend their discretionary dollars cause this squeeze. The board has discussed the philosophy that various segments of an AMPIC will have to pay their own way, without depending on sponsors or general membership funds to defray costs incurred by those attending. Members can expect to see and hear more of this in the near future.

The NACAA also needs to take a close look at what parts of its total operating expense should be borne by the total membership and what portions should be borne only by those participating. No one is advocating for a dues adjustment at this time, but a careful analysis of what dues cover and what they don't should be made. As an example, the committees function for the benefit of the entire membership, even if much of their work culminates at the AMPIC. Should the costs of maintaining the committee leadership be covered by dues or AMPIC registration?

The NACAA is currently in a sound financial position. It is up to the board of directors and the cooperation of members to see that we keep it that way and that we can afford to continue offering high quality educational opportunities to its membership.

It has been a pleasure serving you this past year and I look forward to another.

Southern Region Director

Elmo Collum
Mississippi

With the close of the Annual Meeting and Professional Improvement in Buffalo, my responsibility as Southern Region Director comes to an end. I must thank some individuals for their guidance and leadership. Thanks to Glen Rogers, Mickey Cummings, Chuck Otte, Chuck Schwartau, Fred Miller, and Frank FitzSimons for their leadership of the association this past year. The leadership and dedication of these individuals has made this association the strongest of all the Extension associations. I would also like to thank the members and officers of the Southern Region states for the help and guidance they have provided to me over the past four years. With their help the National Association has faced the challenges and issues and has grown stronger. I hope I have represented the Southern Region in a way that they expected.

This past year has been eventful and allowed me many opportunities to visit with some of the Southern Region states. In August of 2004 I had the opportunity to attend the Texas state meeting in Glen Rose, Texas. The professional improvement tours, sessions, and auction were outstanding. In November, I attended the Georgia state meeting. The educational workshops were very impressive and timely to the issues confronting southern agriculture. The Winter Board meeting was held in Buffalo in December, and the New York agents did excellent job in hosting the board and providing the on-going plans for the 2005 AM/PIC.

During the month of September, I attended the planning committee meeting in Washington, DC for the Public Issues and Leadership Development Conference, which was held in April of 2005. This opportunity allowed me to work with other Extension professional in

developing the program for PILD. I encourage all members to make every effort to attend this conference. It not only has excellent professional improvement opportunities, but also allows a full day to those attending to meet with their Congressional delegation. On February 17-19 the JCEP Southern Region Officers Workshop was held in Nashville, TN. I had the pleasure of conducting the Southern Region NACAA association meetings and also moderated one of the General Sessions for the workshop. I would like to thank Glen Rogers, Mickey Cummings, Jim Riddell, Henry Dorough, and James Devillier for their participation and work during the regional meeting. I would also like to thank the Vermont agents and administration for hosting the National Board at the Spring Board meeting. The business of the association was conducted in a timely manner and we were treated to a day of tours of the Vermont country. It was an experience I will not forget, even if there was no snow.

The effort to control expenses is ever present with your National Board of Directors. By using conference calls the Board is able to conduct business and hold expenses in line. Several committees used this means of communication during the year. One was the AM/PIC review committee, which continued to work on ways to reduce the cost of the AM/PIC to members and the host state. Also, the Policy Review committee utilized conference calls to revise sections within the NACAA Policy Handbook, and the Fiscal Committee used conference calls to prepare the 2005 budget for NACAA.

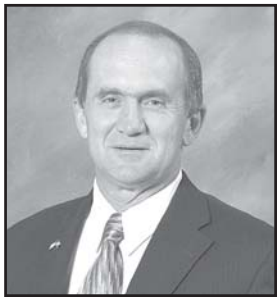
During the last few months before the AM/PIC, I had the opportunity to attend several state meetings. This included meetings in Tennessee, Louisiana, South Carolina, North Carolina, Oklahoma, and Texas. All the states need to be commended for the meetings and the opportunities for professional improvement provided during these state meetings to its members. The friends I have made at these state meetings will always be remembered.

As I write this final report as a Director, there are so many individuals who I need to thank for the opportunity I have had over the past four years. I cannot begin to name all of them for the fear of leaving someone out. So to all who have helped, guided, and instructed me, “thank you” for the honor of serving as a Director. But, I do need to mention a few, particularly the agents in Mississippi who have allowed me to serve not only them but also the Southern Region. I would like to thank Doug Wilson, the immediate Past Director for Southern Region, for his guidance and support through the years. Also, to Fred Miller I say thank you for your support and showing me the duties and responsibilities of a Director and to Frank FitzSimons thank you for your leadership and guidance.

In closing, I would ask all members of NACAA to remember that this Association is not made up of just a few individuals, it is **ALL OF US TOGETHER**.

Southern Region Director

Jim Riddell
Virginia



Well the countdown to Buffalo is in full swing and the Northeast Agents Associations and NACAA have put together an outstanding professional improvement conference. I look forward to seeing you there!

I appreciate the longstanding support of the Virginia Association and the opportunity I have had to serve you in this capacity. The leadership and professional development experience NACAA provides are invaluable.

Thank you for your support and help—during my first year as a Director. I have appreciated your comments, your input, and your suggestions concerning the efforts and plans, and operation of the national association. I want to say a special thanks to my colleague Elmo Collum for his support, dedication, wisdom, and special efforts on our behalf. He is a true mentor and Extension leader.

I was headed to the Florida meeting in September when it had to be cancelled due to the serious situation which developed as a result of multiple hurricanes. The Florida agents and the University of Florida Extension are to be commended for their remarkable efforts in helping their communities and their state deal with these deadly natural disasters. They are truly national leaders in emergency preparedness and disaster response. As a result of Florida’s experience-- efforts are underway by NACAA and our state extension groups to find new and effective ways to help each other across state lines in the future.

I will be visiting Arkansas, Kentucky, Florida, and

Georgia in the coming months and will also attend the agents meeting in December in Virginia.

The 2005 JCEP Southern Region Leadership Workshop was held in Nashville. It was good to see, hear, and be with the presidents and other officers from the Southern states. Our NACAA leadership team including President Glenn Rogers, Vice-President Mickey Cummings, Director Elmo Collum, and Vice-Directors Henry Dorough and James Devillier. Working with your state leaders we found that while the last few years have provided some tough budget times, several states have actually increased their support levels for agents and specialists attending the national meeting.

The NACAA Winter Board meeting was held in Buffalo and we met with the committee chairs of the AM/PIC, toured the facilities, and approved plans and the budget for the national meeting. The Spring Board meeting was held in Burlington, Vermont and a highlight was getting to see Elmo Collum from Mississippi wearing snow shoes. President Glenn Rogers and his entire family were terrific hosts. I was also very proud to see the very visible support and tremendous respect from many clients, colleagues, agricultural organizations, and the University of Vermont for Glenn. You can tell Glenn has a very effective extension program and has made a difference in the lives of many.

Our key strengths in Cooperative Extension continue to be our strong, local, "grassroots" connections and quality programs---and our efforts to provide the best—unbiased information from our land grant colleges. As a NACAA director and as a member I have seen the high quality and the strong commitment in our work. We have long-lasting impacts on the families and communities where we work and where we live.

Western Region Director

Sandy Macnab
Oregon

In 2004, I earned a promotion in rank to full professor at Oregon Sate University, and then promptly went in a funk following the 18 months of preparing my dossier and awaiting a series of reviews. It took a lot out me physically and mentally.

It caused me second thoughts about my upcoming role as Western Region Director. Had I gotten in over my head? Could I handle it? What was I thinking?

Assuming the duties from Patrick Torres in Orlando, I shared some of my concerns with him. He assured me that it would come together.

The first thing one notices is how dedicated your team of officers are. They don't let you have time to get into some funk. It didn't take long to see the type of leadership and leadership styles that make the board. Despite the differences, maybe because of the differences, it works very well. It does take a lot of time, more than I expected and trying to fit that in on top of my county duties (I am the only county agent left in this county of 1750 persons) is challenging. But he NACAA Board is working off a vision for where we want to be 10 years down the road. What do we do now to arrive there then?

Secure in the knowledge of strength in the leadership and the future of NACAA, I began to visit with states in the region.

My gosh! There is leadership bursting out all over. Agents re-enforced what I already knew... the members of this organization are not ones to sit back and let a problem overwhelm them. They will take the bull by the horns and find a solution where one is needed. A couple of quick examples:

California did not have a state organization meeting last year; they hosted a state *reorganization* meeting and committed to rebuilding what had been lost through downsizing and reorganization. They managed to *double* their membership base and continue to grow. Kudos to immediate past president Jim Sullins and California state president Michael Rethwisch for leading this effort.

Kudos also to the agents from Utah for organizing a Western Region Annual Meeting and Professional Improvement Conference, which celebrated its third anniversary in California this year. The whole plan is to allow agents of the Western Region a chance to present peer-reviewed papers on their work at a national conference and then to publish the abstracts. Keeping it in the region allows them to keep the cost low, assisting the budget- strapped who can't afford going to the national program and adding a significant section to their professional dossiers for promotion and tenure options. Using the NACAA criteria for a guide, they selected nearly 40 papers to present to 55 agents who attended on one day, then toured some of the rich farmland of central California the next. Excellent effort.

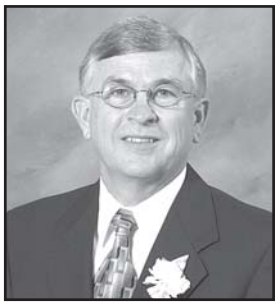
And it has impact. This year NACAA Communication Awards brought in 63 entries from the West Region in the 13 classes, the lowest total of any region. But the quality is there as the Western entries won four national awards, placed eight national finalists

and 21 regional finalists.
There are some great examples from each state but it's not all hard work....just ask any of the Idaho agents about their unique "Hank Kimball" training tape. Contacts with every state in the region have helped end my funk.
I'd like to thank all the agents for their support not only of me but for your organization. A special thank you to the Oregon Agricultural Extension Association members and the OSU Extension Service, College of Ag Science and the University for continued support. It's been a pleasure to serve you this first year of my term.

It's been a busy year and a good one. It's inspiring to be around the enthusiasm and professionalism one finds in the membership.
You make it happen. The opportunities are there; reach out for them.

North Central Region Director

Mike Christian
Kansas



You would think that most first graders would be eager for school to start, especially that first day of class. I was different. I had no desire to learn my ABC's. My mom thought different. I suppose being forced to work in the fields and only completing the eighth grade, gave her the desire and determination to see that her kids received a proper education.

Well, that first day of school arrived for me as the yellow school bus came into sight. I started pleading with my mom to allow me to stay home. It didn't work. My mom grabbed me by the back of the neck and out the door we went to catch the bus. I was trying to get free, but to no avail as the bus doors open and I'm exhorted up the steps.

You would think that after one day of this experience, I would be more eager to go to school. No, this scene was repeated each morning for at least two weeks! My mom finally instilled in me the importance of education.

Now that my formal education years are in the past, the need for professional education continues. What better way than learning from my peers through NACAA? Your national leadership has worked hard to provide those opportunities.

The AM/PIC is packed with professional improvement opportunities. Pre-conference and post-conference workshops have been offered as well. Scholarships are available for individuals wanting to continue their advanced educational degree and to groups just wanting to broaden their knowledge through tours or workshops.

There are two messages from the north central region that needs to be shared. One, is the timing of the AM/PIC. Late July is county fair time for a lot of our agents/educators. This not only prevents them from attending the AM/PIC, but serving on committees and receiving awards. Second, is the imbalance of membership among the regions. This really puts a strain on states to host an AM/PIC in their region with declining membership. It, also, causes a dissention among the regions. Hopefully, the Futuring Committee will address these issues.

Thanks to my Kansas colleagues, I have had the honor and privilege to serve you as the North Central Region Director. It has been a good learning experience, one that I will always remember and treasure. My thanks, also, to the state associations for their warm reception and hospitality which was extended to me during state visits. I have learned that even among the 12 north central region states that there are organizational differences. This doesn't necessarily make one less effective than another, just ways to do things differently. I have tried to glean good ideas from each that I can share with my state association.

Mom's determination, way back when..., afforded me these opportunities to serve and learn. I hope that you, too, will continue to seek opportunities to learn.

Northeast Region Director

Daniel Kluchinski,
New Jersey

How quickly two years have passed! I am honored to have had the opportunity to represent the Northeast Region and its members during my term as Director.

My interaction with members over this period has allowed me grow professionally and personally. I've met Extension colleagues from across our country, visited with old friends, and made many new

acquaintances. Their input helped me better understand the needs and concerns of our members, and helped me to be a better representative of my region and our entire membership while serving on the NACAA Board. I've been able to gain valuable experience and insight into the on-goings of USDA, CSREES, NACAA and the various state Extension programs in the Northeast and around the United States. I've had also had a lot of laughs and fun experiences with these colleagues and friends. My term as Director has been an enjoyable learning experience that will serve me well for the rest of the life.

Over the past year, I attended various meetings including the Annual Meeting and Professional Improvement Conference, Public Issues Leadership Development Conference, JCEP regional meetings, state visits and numerous conference calls. These meetings were time-consuming, but it was time well spent to gained valuable insight.
As chair of the NACAA State Relations Committee, I've utilized this knowledge and understanding to lead the development a plan for membership recruitment, involvement and retention, and sharing NACAA's professional improvement benefits with members and their administrators. This effort will expand the role of our vice-directors, and in time strengthen the organization.

In addition, I have enjoyed serving as a liaison to the 2005 AM/PIC Planning Committee. The efforts of our host state and the entire Northeast region have demonstrated in practice the meeting's theme "The Power of Teamwork." I am proud of the hard work that has been done by meeting chair Nate Herendeen, the Executive Committee, and the committee chairs and members to make this event possible.

Special thanks and best wishes to David Myers, Northeast Region Vice Director, who assumes responsibility as Director at the close of this AM/PIC. Dave was a capable and supportive Vice Director and will ably represent the Northeast Region. I would like to thank the NACAA officers and Board members I have served with over the past two years for their support and friendship. Lastly, my thanks to the members of the Agricultural Agents Association of New Jersey and my colleagues and administrators of Rutgers Cooperative Research and Extension and Rutgers' Cook College. Without their support, encouragement and assistance, my service to NACAA would not have been possible.

PROFESSIONAL IMPROVEMENT COUNCIL CHAIR

Leon J. Church
Texas

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

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

The six committees that make up the Professional Improvement Council are: Horticulture and Turfgrass; Animal Science; Agronomy and Pest Management; Natural Resources, Aquaculture and Sea Grant, and Agricultural Economics and Community Development. Each committee has planned excellent professional improvement workshops for NACAA members at the AM/PIC in Buffalo, New York. The fifty eight (58) workshops, scheduled for Tuesday afternoon, July 19, will not only allow NACAA members to hear from their peers who are conducting excellent programs, but also to hear top quality speakers from industry and other professions. Indeed, there will be exceptional opportunities for every NACAA member regardless of their specialty.

We have also seen growth in activities that are being offered to members outside the AM/PIC. This year the Animal Science Committee is again offering members with an interest in animal science a two-day tour opportunity to study the livestock industry in New York on July 15-16 prior to the AM/PIC. This tour is sponsored by Scoring Systems, Inc.

The Horticulture and Turfgrass Committee is feeling some difficult times, low attendance has resulted in the cancellation of the pre-conference workshop and study tour. The committee will be working during the AM/PIC to see how and what can be done to increase interest and funding for this activity.

We continue to work with sponsors to reestablish a fall Horticulture Tour that has been so successful in the past.

The Agronomy and Pest Management committee received 14 applications from across all regions for the NASA Remote Sensing and Decision Support Seminar.

Four applicants will be selected to attend this program, expenses paid, in October of 2005 at the NASA Space Dynamics Facility in Logan, Utah.

The Agronomy and Pest Management Committee and the Natural Resource Committee have teamed with Pennington Seed Co. to provide members a brown bag luncheon seminar during the AM/PIC. The topic for the seminar will focus on developing wildlife habitat and the various types of seed and vegetation that support this wildlife.

The Aquaculture and Sea Grant Committee has worked together to provide an excellent slate of presenters at the workshops on Tuesday the 19th. They additionally will be working and discussing future plans to increase the interest in this committee programs.

The Agriculture Economics and Community Development Committee have worked with the Commodity & Ingredient Hedging, LLC. to conduct a workshop in years that we do not hold Cotton Marketing workshops when AM/PIC is held in the South.

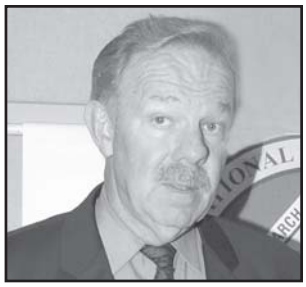
As you can see, much is happening and much more will be happening in years to come as new ideas from members, and new sponsorships and collaborations are developed. There is something for all members that wish to get involved.

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

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

Agricultural Economics and Community Development

Tom Benton, Texas



The Ag Economics and Community Development Committee began its work in Orlando, Florida with the following Vice-Chairs: North Control Region - Willie Holt, North East Region - Monika Roth, and Western Region - Milton Green. Ag Economics and Community Development will have twelve (12) presentations at the AM/PIC in Buffalo. Those presentations include: ***Connecting Farmers and Ranchers with the Tourism Community to Increase Sustainability and Profitability*** presented by Eric Barrett, ***Future Opportunities to Develop Extension Programs to Improve Marketing and Production of Tomatoes in Ukraine*** presented by Russell Blair, ***"What If I'm Wrong?" Marketing Strategies to Sell in Volatile Grain Markets*** presenter Melvin Brees, ***Extension Volunteer Organization for Leadership Vitality and Enterprise (EVOLVE) - Community Based Leadership Development Training Program*** presented by Milton Green, ***Chesapeake Fields, An Innovative, Value Added Business Model*** with John E. Hall presenting, ***Community Agricultural Development in Kazakhstan: Impacts Here and Abroad*** Reed Findlay presenting, ***The Economics of Dairy Grazing*** Tom S. Kriegl presenter, ***Consumer Survey Assessing Direct Marketing Opportunities for Farmers in Urban vs. Rural Communities*** presenter Donna Lamb, ***Expanding Extension's Resources Through Grants and Contracts*** Richard LeVitre presenting, ***Economic Impact of the Mississippi Blueberry Industry*** presented by Albert E. Myles, ***A Tailgate Vendors Survival Guide*** Shannon Potter presenting, and ***It's the Economy Stupid: Creating Partnerships to Find the Limited Resources Needed to Address Issues of Environmental Education*** presented by Robert L. Brannen.

In response to the need to conduct a seminar in the alternate years of the Cotton Marketing Workshop, the committee had made arrangements with Commodity & Ingredient Hedging, LLC to Conduct a two hour workshop during the Tuesday afternoon professional improvement sessions. However; in late May the Commodity & Ingredient Hedging, LLC canceled for 2005.

Agronomy and Pest Management

J. Keith Fielder
Georgia

The Agronomy & Pest Management Committee began the year at the AM/PIC in Florida with Mr. Keith Fielder, University of Georgia Cooperative Extension Service, serving as National Chair and Southern Region Vice-Chair. Mr. Gary Cramer, Kansas State University Cooperative Extension Service, serving as North Central Region Vice-Chair, Mr. Bill Bamka, Rutgers University Cooperative Extension Service, serving as Northeast Region Vice-Chair and Mr. Eric Norton, University of Arizona Cooperative Extension Service, serving as Western Region Vice-Chair.

One goal set by the committee for the coming year was to promote the professional improvement opportunities available through the NACAA with our colleagues and encourage them to showcase and share their outstanding programs on a National level. The committee was successful in this endeavor as all 15 Professional Improvement Program slots were filled by applicants representing all NACAA regions. Program topics cover a broad area of outreach, research and education efforts in agronomics and pest management. We look forward to these excellent presentations in Buffalo!

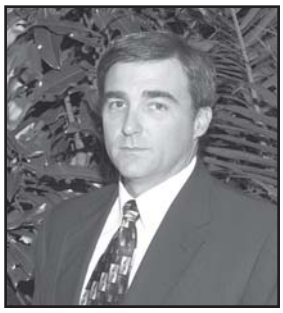
The committee also received 14 applications from across all regions for the NASA Remote Sensing and Decision Support Seminar. Four applicants will be selected to attend this program, expenses paid, in October of 2005 at the NASA Space Dynamics Facility in Logan, Utah.

Another goal set in Florida and met by the committee was to develop a sponsorship for committee / NACAA activities. A relationship has been developed with Pennington Seed Company, Inc.. Pennington Seed, one of the nations leading producers of forage and grass seeds and fertilizers, is sponsoring a "Brown Bag" Luncheon. Pennington will donate $2,500 to NACAA for this opportunity. Their luncheon program will provide interested Agent/Educators with up to date information on current trends in the area of Wildlife Forage Crops. We believe this will develop into long term support for our organization.

In all, it has been a productive and successful year for the Agronomy and Pest Management Committee.

Animal Science

Barry Foushee
North Carolina



The Animal Science Committee has been busy planning for the 2005 Pre-AM/PIC Tour. Barry Foushee, National Chair has been working with Lisa Kempisty and Mike Baker of New York in planning this year's tour.

We would like to thank this year's tour sponsor, Scoring Systems, Inc. for helping to make the tour a success. This year's tour will highlight dairy and livestock production systems that are focused on innovative and niche marketing as well as animal health. The 20 participants will visit stops that include US/Canadian Border Crossing USDA/FSIS where border regulations for livestock are discussed, a by-products feed dealer, farms that deal in organic marketing, as well as a large robotic dairy.

A special thank you goes out to Doug Mayo for planning, and making the 2004 tour in Florida a very educational and enjoyable tour for the 19 agents from 10 states. Even though Florida is known for its fruit and vegetable crops, they have a lot of other diverse agriculture too, which made the tour very interesting. Likewise, the 2004 AM/PIC Animal Science Seminars proved to be very educational. The twelve extension agents/educators who presented have to be commended for their educational efforts. Allen Bright, Chair of National Cattlemen's Beef Associations Animal ID Commission, did an excellent job of informing extension agents/educators about the National Animal ID Program and BSE during the joint animal science session.

The Animal Science Review Committee headed by Mark Stewart, North Central Region Vice Chair, has been busy selecting extension agents/educators to make educational presentations during the Tuesday AM/PIC Animal Science Seminars. Richard R. Frahm, Executive Vice President from the American Registry of Professional Animal Scientists (ARPAS), will discuss with seminar participants how ARPAS can provide Professional Improvement Opportunities for Animal Science Professionals during the general animal science session.

Again this year, for those extension agent/educators who are members of ARPAS, you can receive 3 hours of continuing education credits for the Animal Science Seminars. New this year, extension agent/educators will have an opportunity on Thursday to take any number of the 12 species ARPAS Certification Exams and become members of the organization.

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

Natural Resources

Derek Godwin
Oregon

Derek C. Godwin, Chair, Western Region, OR '03 - 05
Al Ulmer, North Central, ND '04-06
Eddie Johnson, Northeast, MD '04 - 06
Jerry Warren, Southern Region, TX, '04-05

Goal: Support NACAA's mission by enhancing professional development and recognition opportunities for members conducting education and applied research in agriculture and natural resource management that focuses on water quality, water quantity, waste management, forestry, soil conservation, fish habitat, wildlife, etc. in both rural and urban communities.

Our group has been working on the following objectives for the year:

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

Our group sent out several emails throughout the year to encourage participation in Annual Conference and to submit abstracts for the professional improvement seminars. As a result, we received an increase in abstracts from last year and decided to have 12 professional improvement seminars. We also are partnering with the Agronomy group to host a brown bag seminar with donations from Pennington Seed. The seminar will focus on developing wildlife habitat and the various types of seed and vegetation that support this habitat. Finally, there are several professional improvement tours related to natural resources at Annual Conference this year. This provides a great opportunity for our members, and we have been sending emails out to our state chairs to encourage participation. Our group researched the possibility in developing a list serve and website for our committee. However, we do not have enough support from technical folks that would be willing to host these items on a long-term basis. We decided to put this idea out to our group at this year's meeting.

Horticulture and Turfgrass

Timothy Elkner
Pennsylvania

Changes and challenges continue to face the NACAA Horticulture and Turfgrass Committee. Last year losses and changes in financial sponsorship affected the two professional improvement workshop/tour opportunities offered by the committee in the past. There was no NACAA/RISE study tour in the fall of 2004 as sponsor funding was not available. We were not able to reinstitute this tour in 2005 and at this time it does not appear that this event will occur in the future.

In addition, we had to cancel the 2005 PreConference Horticulture and Turfgrass Workshop/Study Tour normally held before the AM/PIC as sponsorship became unavailable and no additional funding could be secured in time to schedule this event. This workshop has been seeing fewer participants in recent years and funding has been more difficult to secure. A discussion on how to revive this activity and secure sponsorships is an agenda item for the Horticulture and Turfgrass Committee meeting at Buffalo.

On the positive side, we are expanding from six to nine presentations at the Horticulture and Turfgrass section of the Professional Improvement sessions on Tuesday, July 19. These nine presenters will offer a variety of topics that should appeal to many NACAA members with horticulture responsibilities. The

committee was pleased to make this change in order to give more NACAA members the opportunity to make a presentation at our National meeting.

Aquaculture/ Sea Grant

Charles Pistis
Michigan

ANNUAL REPORT
Aquaculture/Sea Grant Professional Improvement Committee

The Aquaculture/Sea Grant professional Improvement Committee has received four abstracts for the professional Improvement seminar on Tuesday of AMPIC. Overall six presentations will take place including two from outside speakers.

The National Program Chair has been participating in conference calls and meetings of the National Aquaculture Steering Committee chaired by Gary Jensen from CSREES/USDA. A decision was made several years ago to include the NACAA Aquaculture/Sea Grant Chair as a member of this prestigious committee which includes directors of the Regional Aquaculture Centers, several State Sea Grant Programs and Administrative staff from CSREES and The National Sea Grant Office. The primary function of this committee is to encourage interaction among professionals involved in Extension aquacultural activities. A list serve maintained by CSREES/USDA disseminates information to our committee. We will be seeking approval to disseminate it to extension colleagues.

As happened at the last National Extension Aquaculture Conference in 2000 we (NACAA) have been invited to be a co-sponsor in name without any funding contribution for the 2007 conference to be held in Kentucky. The NACAA Aquaculture/SEA Grant Chair has also agreed to be on the steering committee for the event.

In Feb of 2006 the National Aquaculture America conference will take place. This event brings together academia and the aquaculture industry for important discussions relevant to aquaculture. As in past events a concurrent half day session has been allocated to Extension. This year the NACAA Aquaculture/Sea Grant Chair is Co chairing this session with Gary Jensen of CSREES/USDA and Mike Schwarz of VA Tech. The following list is an example of some topics identified by the Steering Committee for this session and for which presentations are being solicited.: Market assistance programs for producers, Extramural funding for extension , VOCA aquaculture program, USAID-CRSP Aquaculture Global Extension Programs ,Working with the media, Characteristics of successful aquaculture enterprises, Non-native and nuisance species extension programs: lessons learned, Conducting needs assessments/situation analysis for aquaculture Extension educators and Extension initiatives and updates.

Members of our NACAA committee participated in a conference call with Leon Church to discuss the future of the Aquaculture/Sea Grant Committee. There are questions as to whether the committee should fold into another committee or if we should continue on as is. As a result of the conference call we agreed to discuss this issue at our committee meeting in Buffalo.

Extension Development Council Chair

Richard Gibson
Arizona

The professional improvement committees of the Extension Development Council take seriously their responsibilities of helping members of the National Association of County Agricultural Agents build and strengthen their careers in Cooperative Extension. During this past year, members of the four committees have worked diligently on assembling a program at the Annual Meeting/Professional Improvement Conference in Buffalo that will provide valuable tips and helpful insights for members.

Those who avail themselves of Council programs and meetings during the AM/PIC will find ample opportunities to exchange ideas with peers and with talented, experienced speakers. This exchange of ideas is the lifeblood of our professional improvement organization whose sole mission is to help you improve your work-related effectiveness and professionalism. During the year, participation in the committee activities of your personal state organization can also provide learning opportunities.

In our profession, issues and challenges change almost on a daily basis. To be successful, we have to keep up or we quickly fall behind. As educators, we must possess up-to-date knowledge and skills to effectively address these changing conditions. It is the role of the Extension Development Council, along with the other two Councils, to help you in this quest.

The Extension Development Council focuses on broad, general areas of interest that are separate and apart from specific agriculture-related topics. By design, the four committees in the Extension Development Council hone in on unique issues that are generally not addressed by other professional improvement organizations. These committees are: Public Relations and Agricultural Issues, Early Career Development, Administrative Skills Development and Teaching and Educational Technologies. The charge of each committee is to provide learning opportunities in areas that support and strengthen the member's professional performance.

The challenge of the National Chairs and Vice-Chairs, along with the related State Committee Chairs, is to establish a firm foundation from which current and future generations of Extension professionals can receive professional improvement opportunities. This past year, the committees have set specific goals and objectives, searched for funding sources, organized nontraditional professional improvement activities and assembled an exciting array of educational opportunities at the AM/PIC in Buffalo.

I am pleased to report that our relationship and partnership with the Outstanding Young Farmer Award Program continues to grow and strengthen. I would like to commend the Public Relations and Agricultural Issues Committee as they have aggressively worked in the best interest of the NACAA to carry out this wonderful work.

As I conclude my service as a council chair, I would like to express my gratitude for all of those during the past three years who have worked hard to build our professional development programs. I would personally like to thank the National Chairs and Vice Chairs of each committee in the three councils, along with the council chairs past, present and future for all of their hard work. Without their efforts, the strong professional improvement programs fostered by the NACAA would not be possible.

Public Relations and Agricultural Issues

R. Edmund Gomez
New Mexico

The Public Relations and Agricultural Issues Committee (PR & AIC) is responsible to encourage, support and assist in the development and effective implementation of the PR & AIC in state organizations as well as to provide pertinent and timely PR &AI programs and activities during the AM/PIC annually. We also assist, encourage and inspire NACCA members to study, research and educationally address PR&AI at the grassroots level by providing information, leadership and appreciation when possible. The PR & AIC encourages the formation of local, regional and national partnerships between NACCA members, government agencies, non-governmental organizations, growers, and producers and the public to educationally address public relations and agricultural issues.

I am pleased to report the PR & AIC has had another great year in working toward meeting our objectives and assisting our membership. I would like to thank outgoing Chair, Mr. Scott Daniell, Georgia, for his outstanding leadership and commitment these past two years and to our Regional Vice-Chairs, Dan Downing, Missouri and Pedro Perdomo, New Jersey for their assistance, guidance and leadership.

The PR & AIC began 2004 -05 by providing the membership at Orlando with "Marketing Extension Programs to Decision Makers & Elected Officials". William Skaggs from Hall County, Georgia spoke on "Communicating with Elected Officials for Tight Dollars in a Flat Economy", Bill Hlubik, Middlesex County, New Jersey spoke on "The Uses of Television & Vidio to Enhance Support for Extension Programs", Russell Blair, Cape May County New Jersey spoke on "Cape May County Agricultural & Seafood Tour for Decision Makers", and Jennifer L. Welshans, Osceola County, Florida spoke on the "2003 Farm City Days in Osceola County, Florida". In addition, a panel discussion which included Life Members Perry Lee from Mississippi and Billy Dictson form New Mexico summated the topic and provided new and revised visions on the subject matter. The Seminar was very well received by the members attending based on discussion and evaluation and fostered new ideas on how to promote their

Extension programs when they returned home.

The Outstanding Young Farmer Congress held in Modesto, California February 9 through 13, 2005 was attended by Mr. Dan Downing, North Central Region representing the PR & AIC along with NACAA Treasure Chuck Schwartau. This year, according to the U.S. Jaycees, almost half of the National participants were nominated by a County Agent. Next years 50th anniversary congress will be hosted in Moline, Illinois, home of he primary corporate partner, John Deere. The PR & AIC will make 2005-06 NOYFC nomination process a strong priority in the months to come prior to the October 1, 2005 deadline. Our thanks to Dan for representing the Committee and for sharing his experience on the E County Agent, February 2005 issue.

We are currently looking forward to the 2005 AM/PIC in Buffalo. The PR & AIC Seminar topic will continue to be "Marketing Extension Programs to Decision Makers and Elected Officials". This is due to popular demand form our membership and the need during these times of county, state and national budget shortfalls to promote our Extension programs. We are looking forward to presentations by Ned Birkey, Monroe County, Michigan, Gus Wilson, Ashley County, Arkansas, and Bradley Brummond, Walsh County, North Dakota and a panel discussion on the topic by the membership and the Committee Vice- Chairs at Buffalo.

Continue to support American Agriculture and especially thanks to all who still believe in the American Family Farm and strive to keep it a viable entity in our economy.

Early Career Development

David Marrison, Ohio

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

I am pleased to report that the E.C.D. Committee has had another good year. The committee was pleased to accomplish many of our 2004-2005 goals. One goal was to follow up our committee's 2004 national survey of our membership to determine their professional development and mentoring needs. Additional analysis was performed in 2005 on the survey data to ascertain if the professional development needs were significantly different based on the agents' locality (by national region) and/or by years of service. This report was shared at the AM/PIC conference and has been submitted to the Journal of Extension. Our committee also worked to revamp the committee's web site. This web site includes information on our committee activities, survey results, state chairman and links to professional development web sites.

Responses of this survey were also used as the basis for selecting our three national speakers for the July 19, 2005 professional improvement sessions at the NACAA AM/PIC in Buffalo, New York. Jim Willmott, Agricultural Agent from Rutgers Cooperative Extension, presented "Overcoming Challenges to Achieve Success in Extension: A Personal Reflection." This presentation offered specific examples of how early career agents can face challenges, achieve success, and learn from failure. Madaline Flahive Dinardo, Agricultural Agent from Rutgers Cooperative Extension, presented "Growing an Agriculture Program in a Suburban/Urban County." This presentation offered tips on conducting Extension programming in urban counties. Suggestions were offered on how to identify potential programs, how to work with county agencies, and how to implement effective evaluation. Jim Hoorman, Extension Educator for OSU Extension, presented "Identifying Funding Sources and How to Write a Successful Grant." This presentation offered secrets in identifying funding sources and how to construct successful grant applications. Both of these activities are impacting Extension Agents across the country. The committee was very pleased to have these professionals share their experiences and insight. If you would like a copy of any of these presentations, email David Marrison at marrison.2@osu.edu

The ECD Committee Vice-chairs for 2004-05 were Jeff Carter (Vermont) Northeast region, David Marrison (Ohio) North Central region, Julie Speight (Arkansas) Southern region, and Mark Nelson (Nevada) Western region. We are looking forward to a great 2005-2006 and to your participation in our committee's activities.

Administrative Skills

Michael E. Heimer, Texas

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

The charge for 2004 highlighted two primary areas of interest. The first was to provide Extension Professionals with the latest information on electronic tools available to enhance productivity and efficiency. Dr. Pete Vergot provided a valuable program which by way of electronic education has been available to all agents following the Orlando meeting. He and Joshua Wilson provided a most enlightening use of electronic tools for agent effectiveness.

The second area of need determined by the ASD committee was investigating was to secure funds to strengthen Extension Programs. Mr. Ashley Wood provided tremendous variety of approaches being utilized in Florida at state and local levels to overcome funding shortfalls.

The 2005 meeting in Buffalo promises to be equally memorable. The Administrative Skills Committee worked through state chairs to encourage members to present topics that will enhance agent effectiveness across the nation. We have an excellent set of presenters lined up in Buffalo to benefit all NACAA members.

Committee members Clif Little (OH), Val Slack (IN), Jim Sullins (CA), and Lee Miller (PA) provided valuable insight and contacts for the 2005 Administrative Skills Development AM/PIC.

Professional development can only come through change and implementation. If you are able to attend the 2005 Buffalo meetings, the Administrative Skills Development Committee values you thoughts and comments. Plan to attend the ASD Committee Workshop on Monday, July 18, beginning at 1:30 PM. The educational seminars begin promptly at 8:30 AM on July 19. If you are not able to attend, send your needs and concerns through your state or regional chairs. Also look for the web information about program presentations to be reviewed at your convenience.

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

Teaching & Educational Technologies

Dave Rice
North Dakota

Dave Rice, North Central Region, was named chair of the Teaching and Educational Technology Committee, relieving Jeff McCutcheon. John Dorner, Southern Region, replaced Wade Hibler on the committee. Steve Hadcock, Northeast Region and Barry L. Bequette, Western Region remained on the committee.

The committee has been exploring how to increase membership in general and specifically how to get more members to participate in the AM/PIC. Discussion centered on how to get information about workshops out sooner. It was mentioned that younger educators need a reason to attend. They need to know what is going to be presented and how it will relate to them. Is there a way to get the land grant university to issue a credit of instruction for people who attend the workshops? A thought was to consider mentoring a first time attendee to help them through the confusion of the AM/PIC.

A request was made to the board to explore the possibility of achieving professional improvement or graduate credit for participating in various professional improvement activities at NACAA AM/PIC.

John Dorner will be making a presentation on how to "Give a Great Presentation" at the 2005 AM/PIC. Dave Rice will be making a presentation on "Introduction to Digital Photography and Digital Images" followed by John Dorner's presentation "So you have a Digital Picture, Now What?"

Program Recognition Council

Neil Broadwater
Council Chair
Minnesota

The Program Recognition Council is of little benefit to the organization……unless members apply for the NACAA award and recognition programs that are available. The Council's purpose is to carry out the awards based programs that have been a traditional part of NACAA over many years. There are many categories for which members can apply. Recognition is provided to those selected at the state, regional and national level with cash awards, plaques and certificates, depending upon the category and final placing within each awards program.

NACAA members conduct outstanding programs throughout the nation. Where deserving, members should be recognized for their excellent educational efforts, for their commitment to Extension's mission, and for helping citizens create a better life for themselves, their families and their communities. The NACAA awards system provides them that opportunity. Receiving recognition can help bring public credibility to what members are doing. This recognition can provide recipients a sense of satisfaction for a job well done. It can help make all those hours, days and nights working as a professional Extension educator more worthwhile. It can allow citizens served by NACAA to see the benefits of the Cooperative Extension Service. It can provide public funders with evidence that Extension is accomplishing its purpose and is doing important work to benefit society. And, strong numbers of applications in each award category from the membership helps NACAA secure and obtain sponsors.

The Program Recogniton Council consists of seven committees. Those committees and the respective National Committee Chairs for 2004-2005 were as follows: Communications (Keith Mickler - GA), Extension Programs (Mike Hogan – OH), 4-H and Youth (Ken Combs – AR), Professional Excellence (Don Fretts – PA), Public Relations (Charles Davis – SC), Recognition and Awards (Alan Galloway - TN, and Scholarship (Betsy Greene – VT). No committee work can be accomplishment without good leadership which these Chairs have provided. And, just as important under our NACAA awards systems, are the efforts the respective committee Regional Vice-Chairs and state chairs put forth in securing and analyzing the award applications. As Council Chair, I greatly appreciate the dedication of all these individuals to help make the Council's award system goes smoothly.

This was the first year of a three year term for me as Council Chair. As much as I knew about the organizational structure of NACAA and as many years as I have been involved in the organization, the past year was still a learning process. I tried to approach this past year as one of a partnership between the Committee Chairs, the other two Council Chairs (Leon Church and Richard Gibson), Vice-President Chuck Otte and myself. We worked on problems together, ironed out issues, and communicated numerous times by telephone and e-mail to help make the awards application process and the planning for the 2005 AM/PIC go as smoothly as possible. Keith Mickler, Mike Hogan, Ken Combs and Betsy Greens completed their two year terms as Committee Chairs at the end of the 2005 AM/PIC. I want to thank them for their excellent work and dedication with their respective committee.

The work of the Program Recognition Council's committees can be of great value to members of NACAA. But, only if there is enthusiasm and interest in applying for the various award categories. Without entries, the Council is of little benefit to its members. With a lot of entries, this Council will continue to fulfill a very important role for NACAA. And don't forget, there are also ample opportunities each year to apply for a leadership position on the various committees. Members who are organized, committed to NACAA and want to utilize their leadership skills are encourage to consider applying for positions that will be open in 2006. NACAA members are encouraged to take advantage of the award and recognition programs available and to step forward to apply for a leadership role in the year ahead.

It's been an honor and privilege to serve you as the Program Recognition Council Chair this past year. I look forward to continue to serve NACAA in the year ahead.

Recognition and Awards

Alan B. Galloway
Tennessee

NACAA honored 71 members with the Distinguished Service Award and 47 members with the Achievement Award this year in Buffalo. It is impressive to read the citation statements summarizing the programming and educational efforts of these award recipients. They are truly providing innovative programs addressing the needs of their clientele and making a difference in their community. Their programs cover a wide range of topics and specialties. The audiences served include all segments of society and they obviously positively impact those encountered. The NACCA can take great pride in having members of their caliber recognized this year who are dedicated to making a difference in the lives of those they serve. It is difficult to find the words which can describe how impressive the efforts and accomplishments are of the members recognized.

Over the past few years the Recognition and Awards Committee has progressed to a more electronic application process. Thanks to the efforts of Laura Watts, Electronic Communications Coordinator, Neil Broadwater, past committee chair and others, it is possible for applicants to complete forms directly on their computer. The need to hand write forms or use a typewriter has been eliminated. This shift toward electronic filing of applications expedited the process of designing the awards publication. Many applicants provided digital photos which were easier to transfer to print. The Recognition and Awards Committee will be continually reviewing the application process for more efficient ways to handle applications.

When I attended my first NACAA AM/PIC back in 1988, I observed the Recognition and Awards Chair and the challenge of correctly pronouncing each award recipient's name. While name pronunciation is still challenging with my Southern accent, it now seems a minor detail in the overall process of recognizing these most deserving NACAA members. Having spent the past two years as Southern Region Vice-Chair, this was my first year as committee chair and I have a greater appreciation for those who served before. I was most appreciative of the well organized set of materials, notes and suggestions provided by Neil Broadwater, past NACAA Recognition and Awards Chair.

There are many who facilitate the application process which began over nine months ago. Thank you to the state chairs who often have a challenging selection process within their respective state to determine the members to be recognized. A big thank you goes to the Regional Vice-Chairs: Eddie Eskew of Louisiana, Larry Hulle of New York, Todd Lorenz of Missouri and Stuart Parkinson of Idaho. Having an efficient and experienced group of regional vice-chairs to organize and check the applications made the entire process much smoother.

As I enter the second year as committee chair, ways to simplify the application process while continuing the move toward a completely electronic application system will be a major goal of the committee. Suggestions and recommendations of ways to improve the awards selection and application process will be welcomed and appreciated.

Communications

Keith Mickler, Georgia

The Communications Committee is pleased to report strong participation in the communications awards program for 2005. We are also please to report that Bayer Advanced has continued there sponsorship of the Communications Awards Program for 2005. The awards program went without a sponsor for two years, which lead to a decline in the number of entries. With this renew of sponsorship we hope to be headed in a positive direction.

The large number of entries is evidence of the high quality of work. We had 568 entries in 13 categories. We are confident that entry numbers will increase next year. We hope this is the start of a very long working relationship between Bayer Advanced, Communications Awards Program and NACAA.

Even though the number of entries has been down the past few years, the winning entries are evidence of the high quality of work and communications that are being conducted by extension educators throughout the country. It is obvious that many of our members are working closely with their university professional staffs and private sector people to produce quality materials. The over all consensuses of the judges this year were that the entries keep getting better, thus making the

judging more difficult. This was never so true than once again this year with the radio and video categories. Two judges said they had a very hard time separating the national winner from the national finalists.

Recent technology has enabled us to do a more professional job and make all materials more appealing and readable but more 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.

The Communications Committee asks that you take a few minutes to visit the posters of the winning entries in the poster display area. While there, you may even possibly gather some new ideas for your own communication efforts. The abstracts of the national winner, national and regional finalist for each category are published in the proceedings. These provide further opportunities to stimulate our own creative minds and improve our communication abilities. Reading about these wonderful programs can give us new ideas and approached for extension programming. As county agents we don't plagiarize we just borrow ideas from other extension agents to create and improve our programs. This is what truly makes our annual meeting a professional improvement conference.

Many thanks go to the regional vice-chairs who have work diligently over the past year or more. I appreciate their hard work to help make this program a success. I want to especially thank Jerry Clemmons and David Whitson who are completing their terms as regional vice-chairs. Likewise, I want to welcome our two new regional vice-chairs to the communications committee. They are Larry Williams Southern Region and Mark Schuler North Central Region.

It has been a pleasure and privilege to serve as the chair of the Communications Committee for the past two years. I look forward to continued support of NACAA leadership and our professional improvement organization. I want to wish David Whitson the best as the new incoming chair for the Communications Awards Program.

Extension Programs

Mike Hogan, OH

The Extension Programs Committee conducted six Search for Excellence recognition programs during the year: Remote Sensing/ Precision Agriculture; Livestock Production; Crop Production; Farm Financial Management; Landscape Horticulture; and Young, Beginning, and Small Farms/ Ranches. Thanks to new national sponsorship from USDA SARE (Sustainable Agriculture Research and Education), a new Search for Excellence recognition program in Sustainable Agriculture will be added next year. The Extension Programs Committee is excited about this new recognition program for NACAA members.

During the year, Pfizer Animal Health stepped up to become the national sponsor of the Search for Excellence Livestock Production recognition program. The committee is excited about the opportunity to work with Pfizer Animal Health. Other national sponsors for Search for Excellence recognition programs include: John Deere for Farm Financial Management; TruGreen ChemLawn for Landscape Horticulture; NASA for Remote Sensing/Precision Agriculture; and Farm Credit System Foundation for Young, Beginning, and Small Farms/Ranches. Unfortunately, a national sponsor has not been identified for the Search for Excellence Crop Production recognition program, one of the most popular Search for Excellence programs with our NACAA members.

Participation in all of the Search for Excellence recognition programs was down this year, with a total of 57 entries from 26 states in all four regions. Kansas wins the "sweepstakes award" for the most number of entries (6), with Arkansas a close second (5). Entries were received as follows:

Southern Region – 26 entries
North Central Region – 20 entries
Northeastern Region – 6 entries
Western Region – 5 entries

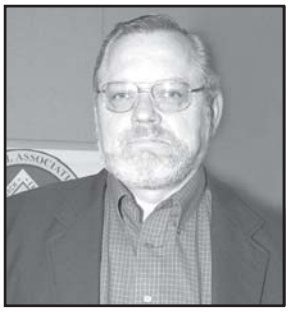
Crop Production – 19 entries
Livestock Production – 18 entries
Farm Financial Management – 7 entries

Landscape Horticulture – 6 entries
Young, Beginning, and Small Farms/Ranches – 4 entries
Remote Sensing/Precision Agriculture – 3 entries

Thanks to all of the Extension Programs Committee Vice-Chairs and State Chairs for coordinating the collection and judging of entries. Vice-Chairs play a particularly important role in coordinating the Search for Excellence recognition programs, and I'd like to thank them for their hard work and dedication: Western Region -Hugh Soape, TX; North Central Region – Brad Brummond, ND; Northeastern Region – Bob King, NY; Western Region- Bob Gorman, AK. Hugh Soape will assume the duties of Extension Programs Committee Chair after this year's AMPIC.

Professional Excellence

Donald Fretts
Pennsylvania



The committee is responsible for the peer review of poster abstracts and organizing the poster session at AM/PIC. NACAA continues to endorse the poster session as an important means of presenting Extension Programs and Applied Research results to its members. The Propane Education and Research Council (PERC) continues to be the primary sponsor for 2005. They are sponsoring the awards breakfast this year.

All posters are peer reviewed at the regional level which is the responsibility of the Regional Vice Chairs, all of whom have done an excellent job this year. The current regional Vice Chairs are Rick Smith '06 from the northeast, Reed Findlay '05 from the West, Charles Phillips '06 from the South, and Jim Hoorman '05 from the North Central.

The poster entries increased significantly in 2005. We have 103 eligible entries this year compared to 89 in 2004. Hopefully all will make it to Buffalo for competition.

Awards will be presented at the AM/PIC Poster Session Breakfast. The three best posters in each category, Applied Research & Extension Education, will receive cash awards and plaques. Regional winners will receive a certificate.

One of the goals of the committee has been to improve the quality of poster entries. Vice chairs worked with the state chairs/presidents to ensure that posters and abstracts were of the highest quality. Poster abstracts are submitted to the vice chairs. They had the abstracts peer reviewed by at least two (2) to three (3) reviewers to determine whether or not the poster is acceptable. If a poster abstract was rejected, the author was given the opportunity to make corrections or improvements, so that it could be accepted. All rules and guidelines for the NACAA AM/PIC Poster Session are available on the NACAA website at: http:// http://www.nacaa.com/ProfImpr/2005poster.pdf

I would especially like to thank my fellow committee members for the fine job they have done. This is not the easiest assignment in NACAA. Most committees have only to recognize their winners at AM/PIC. The Professional Excellence has to get the Poster Session set up, organized, judged, and finally recognized in a span of 3 days. It takes a lot of dedication and hard work to make this happen, and without the outstanding Vice Chairs on this committee, this would not happen.

Public Relations

Charle Davis
South Carolina

The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts) program as well as the "First Timers" luncheon at the NACAA national meeting. The PRIDE program is a great way for NACAA members to highlight educational programs that exemplify the public relations aspect of extension work, as well as enhance the understanding of agriculture in their respective communities.

There were 7 entries in the PRIDE program this year. The entries were excellent examples of the daily public relations work we all do in our roles as extension agents. There is a tremendous amount of work that is being done that would make excellent entries in the pride program. We wish more agents would take the time to enter.

Congratulations to Lanier Jordan of Georgia, who was our National Winner this year and presented his program at the First Timers Luncheon. Congratulations also go to Robert Call of Arizona, Erwin Elsner of Michigan, and to Madeline Flahive DiNardo of New Jersey, who were National Finalists. Each received their

awards at the First Timers Luncheon. This is a great opportunity for younger agents to see the depth of programs that are presented by their co-workers and to see how public relations are a part of all our daily efforts.

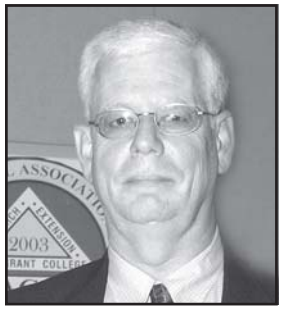
Special thanks to J. Craig Williams, Northeast Region Vice Chair, John Begeman, Western Region Vice Chair, Brad Carlson, North Central Region Vice Chair, and Larry Moorehead, Southern Region Vice Chair who did the bulk of the work on this committee.
John Begeman will be rotating out as Western Region Vice Chair this year. Thanks, John, for all your hard work. I also want to thank Neil Broadwater for his patience as Program Recognition Council Chair, as I in my first year as Public Relations Chair, had more questions than answers, or so it seemed at times.

The Public Relations Committee is looking forward to next year's challenge of increasing participation. We have some good ideas on the table for the coming year, and I encourage all NACAA members to consider entering the PRIDE program next year. I also encourage members to apply for the regional vice chair positions that come open. It is an excellent opportunity to be of service to your national organization, and a tremendous learning experience.

Finally, I would like to thank our national sponsors who make all this possible. They are NASCO International (First Timers Luncheon Sponsor) and National Rural Electric Cooperative Association (PRIDE program sponsor). Without their help these awards would not be possible.

4-H & Youth

Ken Combs, Arkansas



It has been a fast and full year for the 4-H and Youth Development committee. Thanks to the hard work of each NACAA member, the number of state entries in 4-H Search For Excellence has increased this year. We had an outstanding group of state winners this year submitted to the Regional Vice Chairs. There was 14 4-H Search For Excellence reports submitted this year to the regional vice chairs. Thank you for this good number. I know that each of you do a lot of outstanding 4-H work each year. We just need to get you to take time and report on your 4-H work. We all have to report our work to our administrators, so go one step further and report your outstanding 4-H accomplishments to your peers. I would like to see the submissions for awards increase again next year. Report your good work next year.

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

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

Also many of you submitted talent videos from your 4-H members for the AM/PIC 4-H Talent Review. Thank you for your work with these youth. The talent to select from was extremely good. Selection of the acts was extremely difficult. The youth that we work with are extremely talented.

Scholarship

Dr. Betsy Greene, Vermont

For the 2004/2005 scholarship year, 18 scholarship applications, representing 33 members were received. Of the 18 applications, three were group applications representing 18 members. The remaining 15 applications were from individual members. A total of $31,750 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 $20,000. The Scholarship Committee met and deliberated on Sunday morning/afternoon of the Florida meetings for approximately 6 hours. Members of the awards committee each had copies of all the applications for review prior to the meeting.

For the 2004/2005 scholarship year, the scholarship committee recommended 16 awards for a total of $15,650. This broke down into $7,300 for 9 individuals

to continue their formal education, and $8,350 for 2 groups and 5 individuals to participate in conferences, tours and meetings. The committee was not able to fund 2 requests. Applicants that either were not funded, or did not receive the total requested amounts received letters that outlined specific issues with their application that could be improved in the future.

The 2004 Scholarship auction receipts totaled **$3,612**. Sixty-two individuals purchased 112 items at the auction. This money was turned over to the NACAA Educational Foundation. Many thanks to everyone who helped with, donated an item, or purchased something at the 2004 Scholarship Auction.

This year the Scholarship Committee developed two new projects for fundraising activities. J.J. Jones spearheaded the design and choice of an NACAA engraved Case pocketknife. This project was intended as a long-term effort, with initial knives available for sale at the Florida meetings. A total of 154 knives were sold during the meetings, bringing in $6,980. These knives have been offered for sale through the E-County Agent and the regular County Agent Magazine, and they will be offered for sale in Buffalo. These well-balanced, very attractive, 3-blade knives come in an attractive tin that also has the color NACAA logo on the cover. They will be offered for sale at $45 at the meeting. Be sure to pack several of them for yourself or gifts in your **checked luggage** on the way home!

The second project was a new addition to the evening auction. Special Drawing Tickets were sold throughout the meetings and at the auction for a price of $20.00/ ticket. During the auction, there were a total of 5 prizes of $100 and a grand prize of $1,000 drawn throughout the night. The drawings began 1/2 hour after the auction began, and were drawn approximately every 15 or so minutes until six names were drawn. The winner had to be present to collect the cash. This was initiated to help draw and keep people at the auction event, and to provide an opportunity for people that are not interested in bidding on items to participate. The activity was also a "win-win" for both the Scholarship fund and the member that purchased the ticket; since winners received cash prizes, and non-winners got credit for the donation to the Scholarship fund. In all, 116 tickets were sold, one $100 dollar drawing (winner not present) was returned to the "pot" and two people donated their winnings back to the "pot." The Scholarship fund received a total of $1,120 profit from this event.

Finally, another goal of the current Scholarship Committee was realized when we were able to accept credit card for both the purchase of knives and auction items. This was well received by membership, based on the credit card:check:cash ($3,330:$2,380:$730) ratio of purchase options for knife sales during the meetings.

We continued to make significant progress in updating the status membership in the database, with the help of state and regional chairs making corrections to the summary booklets that were provided at regional meetings. We have made corrections to the funding totals to all members that provided us with adequate documentation (e.g. cancelled check copies, etc.) to do so. Thank you to all members that have assisted (and/or persisted) in this process. This has been a challenging process, and will need to be continued on a regular basis. An initial effort to simplify the database has been created, but data transfer will need to be done carefully, to assure the integrity of the database.

Finally, remember that the support of Scholarship through purchases, donations of money or items, or any additional efforts result in a direct reward for the membership. This program provides direct benefits to and for the NACAA membership with for a minimal investment. Thank you for your previous and continued future support of YOUR program!

Special Assignments:

Electronic Communications Coordinator

Laura L. Watts
Pennsylvania

Mailing Lists

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

nacaa-exec	NACAA Executive Committee
nacaa-board	NACCA Board
nacaa-regdir	NACAA Regional Directors
nacaa-vdir	NACAA Vice Directors
nacaa-councilchairs	NACAA Council Chairs
nacaa-chairs	NACAA Committee Chairs
nacaa-vicechairs	NACAA Committee Vice Chairs
nacaa-specassign	NACAA Special Assignments
nacaa-educ	NACAA Educational Foundation

nacaa-pastpres	NACAA Past Presidents
nacaa-pres	Presidents from all regions
nacaa-ncpres	NACAA North Central Presidents
nacaa-nepres	NACAA North East Presidents
nacaa-spres	NACAA Southern Presidents
nacaa-wpres	NACAA Western Presidents

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

Home Page

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

The site index has been revised to give it a cleaner format.

There is a link to the *e-County Agent* and all issues are available online. There is a link to update your email address to make sure the newsletter is being sent to the correct address.

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

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

The membership and promotional brochures are available online.

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

A new feature is the "State Officer's Toolkit" designed to be one-stop shopping for those items that state officers need to do their jobs. Suggestions are most welcome.

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

It has been a pleasure to serve as the Electronic Communications Coordinator. Thank you for the opportunity.

Executive Director

Scott Hawbaker
Illinois

2005 has been an exciting year for NACAA. The number of phone calls/emails/faxes received at the NACAA Headquarters office seems to increase each year - which is a good sign that you as members are aware that I am here to assist you with your membership needs.

During the last 12 months, as your Executive Director I have served the board and association in a variety of different ways. I attended the National Association of Farm Broadcasters Annual meeting with President Elect Mickey Cummings to represent NACAA and to also take the opportunity to talk with many of our mutual donors. This year was especially exciting as we offered the new "Trade Talk" concurrent sessions to our existing donors and new donors. This new program is designed to not only offer our donors/sponsors access to you as members, but to also inform you of new research based initiatives that are happening in commercial agriculture.

Coordinating membership data with state associations and maintaining the NACAA database continues to be one of my primary responsibilities. Thank you to the state associations for making this process become more and more effective. Your NACAA board is currently working on having the database be "online" and even easier to update.

During the Spring of 2005, an electronic survey was sent to those in our NACAA database which indicated specialities within horticulture to determine more specifically exact roles our membership has within horticulture. We are in the final stages of having that database available for our Horticulture committee.

My congratulations to Glenn Rogers and the NorthEast agents for planning/implementing an outstanding Annual Meeting and Professional Improvement Conference. It has been a pleasure working with you.

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

PROGRAM HIGHLIGHTS
90TH ANNUAL MEETING
NATIONAL ASSOCIATION OFCOUNTY AGRICULTURAL AGENTS
July 17 - July 21, 2005
BUFFALO, NEW YORK

SATURDAY, JULY 16

90TH ANNUAL MEETING and PROFESSIONAL IMPROVEMENT CONFERENCE of the NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS
July 17-21, 2005
Buffalo, New York

7:00 am - **PRE-CONFERENCE LIVESTOCK SEMINAR AND TOUR – Board Buses at 7:00 am**
Place: Fountain Room – Adams Mark
Presiding: Barry Foushee, National Chair of Animal Science
Sponsor: Scoring Systems, Inc.

8:00 am- **NACAA BOARD MEETING**
5:00 pm **Place**: **Ontario Room – Adams Mark**

8:00 am- **NACAA BOARD MEETING**
3:00 pm **Place**: **Ontario Room – Adams Mark**

1:00 pm- **REGISTRATION**
5:00 pm **Place: Grand Pavilion – Adams Mark**

1:00 pm - **NACAA Poster Set Up**
5:00 pm **Place: Grand Pavilion – Adams Mark**
Coordinator: Donald Fretts, Chair Professional Excellence

5:00 pm **Load buses for Sponsors & Donors**

5:45 pm- **Dinner (BY INVITATION ONLY)**
9:00 pm **Place: Lobby – Adams Mark**
DONORS / SPONSORS DINNER
Host: Northeast Host Committee

10:00 pm **Northeast Team Meeting**
Place: Sullivan Room – Adams Mark

10:00 am- **REGISTRATION**
7:00 pm **Place: Grand Pavilion – Adams Mark**

SUNDAY, JULY 17

9:00 am- **SCHOLARSHIP SELECTION COMMITTEE**
5:00 pm **Place: Superior Room – Adams Mark**
Presiding: Betsy Greene, Chair, Scholarship Committee

9:00 am- **REGIONAL DIRECTORS AND VICE DIRECTORS WORKSHOP**
Noon **Place: Michigan Room – Adams Mark**
Presiding: Dan Kluchinski, Northeast Regional Director

9:00 am- **NACAA Awards and Recognition Exhibit Set up**
Noon **Place**: **Grand Pavilion – Adams Mark**

8:00 am- **NACAA Poster Set Up**
Noon **Place: Grand Pavilion – Adams Mark**
Coordinator: Donald Fretts, Chair Professional Excellence

9:00 am- **4-H Talent Revue Rehearsal**
12:00 pm **Place: Buffalo State CollegeBuffalo State College – Theater Arts Building**

8:00 am- **Commercial and Educational Exhibit Set Up**
1:00 pm **Place: Grand Hall – Adams Mark**

10:30 am- **NOMINATING COMMITTEE MEETING**
Noon **Place: Olmstead Room – Adams Mark**
Presiding: Frank FitzSimons, Past President

12:00 pm- **Computer Resource Center Open**
6:00 pm **Place: Richardson Room – Adams Mark**

12:30- **PAST NATIONAL BOARD LUNCHEON**
2:00 pm **DUTCH TREAT**
Place: Hyatt Grand Ballroom E
Coordinator: Frank FitzSimons, Past National President

Noon- **NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS LUNCHEON AND WORKSHOP**
2:00 pm **Place: Erie B – Adams Mark**
Presiding: Chuck Otte, NACAA Vice President
Courtesy: Philip Morris, USA

2:00 pm- **PROGRAM RECOGNITION COUNCIL WORKSHOP**
5:00 pm **Place: Ontario Room – Adams Mark**
Presiding: Neil Broadwater, Council Chair

2:00 pm- **EXTENSION DEVELOPMENT COUNCIL WORKSHOP**
5:00 pm **Place: Sullivan Room – Adams Mark**
Presiding: Rick Gibson, Council Chair

2:00 pm- **PROFESSIONAL IMPROVEMENT COUNCIL**
5:00 pm **Place: Michigan Room – Adams Mark**
Presiding: Leon Church, Council Chair

1:30 pm- **STATE OFFICERS WORKSHOP**
3:00 pm **Place: Wright Room – Adams Mark**

1:00 pm- **COMMERCIAL AND EDUCATIONAL EXHIBITS**
7:00 pm **Place: Grand Hall – Adams Mark**

1:00 pm - **NACAA POSTER SESSION DISPLAY - OPEN**
7:00 pm **Place: Grand Pavilion – Adams Mark**
Coordinator: Donald Fretts, Professional Excellence Chair

1:00 pm- **AWARDS AND RECOGNITION EXHIBITS DISPLAY 0PEN**
7:00 pm **Place: Grand Pavilion – Adams Mark**
Coordinator: Keith Mickler, Communications Committee Chair

2:30 pm- **NACAA EDUCATIONAL FOUNDATION ANNUAL MEETING**
3:00 pm **Place: Great Lakes Board Room**
Presiding: Don Drost, Educational Foundation President

3:00 pm- **NACAA EDUCATIONAL FOUNDATION BOARD OF DIRECTORS MEETING**
4:00 pm **Place: Great Lakes Board Room**
Presiding: Don Drost, Educational Foundation President

3:00 pm- **FIRST TIMER ORIENTATION AND RECEPTION**
4:00 pm **Place:** Erie A – Adams Mark
Presiding: Frank FitzSimons, NACAA Past President
(All first time attendees and spouses invited)

3:30 pm- 5:00 pm
STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY
Place: Fountain Room – Adams Mark
Presiding: Nate Herendeen, Annual Meeting Chair
Coordinator: MIke Christian

4:30 pm- 6:30 pm
GET ACQUAINTED DINNER / Youth Get Acquainted Function
Place: Front Park
Host: Pennsylvania Association of County Agricultural Agents

7:00 pm- 8:30 pm
OPENING SESSION AND INSPIRATIONAL PROGRAM,
Place: Grand Ballroom – Adams Mark
Presiding: Northeast Team
Opening Activities
Presentation of State Flags
National Anthem: Chris Thomas
Message: Steve Tasker, Buffalo Bills
Special Teams NFL Pro-bowl MVP - 1993
Introduction of NACAA Board:
Glenn Rogers, NACAA President
Closing Announcements:
Nate Herendeen, Glenn Rogers

8:30 pm- 10:00 pm
HOSPITALITY
Place: Grand Pavilion – Adams Mark
Host: BYRNE Dairy, Inc.

9:00 pm- 11:00 pm
STATE PICTURES,
DSA & AA PICTURES
(See schedule in back of program)
Place: Grand Ballroom – Adams Mark

10:00 pm
Northeast Team Meeting
Place: Sullivan Room – Adams Mark

MONDAY, JULY 18

7:00 am- 8:30 am
VOTING DELEGATES BREAKFAST
(By invitation)
Place: Erie A – Adams Mark
Presiding: Fred Miller, NACAA Secretary
Courtesy: NACAA

8:00 am- 5:00 pm
REGISTRATION
Place: Grand Pavilion – Adams Mark

8:00 am- 4:00 pm
Commercial and Educational Exhibits
Place: Grand Hall – Adams Mark

7:00 am- 7:00 pm
Computer Technology Center
Place: Richardson Room – Adams Mark

8:00 am- 6:00 pm
NACAA Poster Display
Place: Grand Pavilion – Adams Mark

8:00 am- 6:00 pm
NACAA Awards and Recognition Exhibits
Place: Grand Pavilion – Adams Mark

8:00 am - 10:00 am
4-H TALENT REVUE REHEARSAL
Place: Buffalo State CollegeB

8:30 am- 10:00 am
General Session
Place: Grand Ballroom – Adams Mark
Invocation and Pledge of Allegiance:
Welcome: Dr. Mike Hoffman, Cornell Cooperative Extension, Associate Director For Agriculture and Food Systems
Introduction: National Committee and Council Chairs, Special Assignments And Executive Director
Introduction of New Programs:
Mickey Cummings**,** President Elect
Presentation by Bidding States for 2009 Annual Meeting And Professional Improvement Conference
Oregon
Keynote: Dennis Mullen, CEO – Birds Eye Foods

10:00 am- 10:15 am
Break
Hosts: Ohio and Kentucky Agents, 2006 AM/PIC

10:15 am- 11:45 am
Donor/Sponsor Trade Talk
Seminars - Horticulture
Bayer Advanced, RISE, PBI Gordon
Place: Fountain Room – Adams Mark

10:15 am - 12:00 pm
Donor Sponsor Trade Talk
Seminars – Crop Science
Pioneer, Monsanto, Dow AgroScience, John Deere, PERC – Propane Education Research Council
Place: Erie A– Adams Mark

10:15 am – 12:00 pm
Donor Sponsor Trade Talk
Seminars – Animal Sciences
DTN Dairy, Taylor Packing, Elanco, National Alpaca Association, Global Animal Management
Place: Erie B – Adams Mark

10:30 am - 3:00 pm
4-H TALENT REVUE REHEARSAL
Place: Adam's Mark – **Grand Ballroom – Adams Mark**

12:00 pm- 1:15 pm
P.R.I.D.E/FIRST TIMER LUNCHEON
Place: Fountain Room – Adams Mark
Presiding: Charles Davis, Public Relations Committee Chair
Courtesy: NASCO International
Host: Phil Niemeyer

11:45 am **–** 1:15 pm
Exhibits & lunch
Poster Session - meet the authors
Grand Hall & Pavilion – Adams Mark
(Discount Coupon Courtesy of Northeast Team)
PROFESSIONAL IMPROVEMENT AND SEARCH FOR EXCELLENCE LUNCHEONS
Landscape/Horticulture Luncheon Seminar
Place: Grand Ballroom F - Hyatt
Presiding: Bob Gorman **-** Extension Programs Committee Vice Chair
Program: Sedgwick County Ice Storm Recovery
Presenter: Bob Neier, County Extension Agent, KS.
Courtesy: TruGreen-Chemlawn
FARM AND RANCH FINANCIAL MANAGEMENT AWARDS PROGRAM
Place: Superior Room – Adams Mark
Presiding: Brad Brummond, Extension Programs Committee Vice Chair
Program: Addressing Farm Financial Risk for Missouri Farms
Presenter: Melvin Brees, Extension Associate, MO.
Courtesy: John Deere
Host: Cheryl A. Salley
REMOTE SENSING / NASA LUNCHEON SEMINAR
Place: Grand Ballroom E – Hyatt
Presiding – Bob King, Extension Programs Committee Vice Chair
Program: Dodge County Farmland Application of Biosolids
Presenter: Dave Varner, Extension Educator Nebraska
Courtesy: NASA

1:30 pm - 3:00 pm
COMMITTEE WORKSHOPS
(For all NACAA members)
How to Host an Annual Meeting / AM/ PIC Evaluation
Place: Conv. Center 103
Presiding: Nate Herendeen, Annual Meeting chair
Communications
Place: Conv. Center 101 A
Presiding: Keith Mickler, Chair
Extension Programs
Place: Conv. Center 101 B
Presiding: Mike Hogan, Chair
4-H & Youth
Place: Conv. Center 101 C
Presiding: Ken Combs, Chair

Professional Excellence
Place: Conv. Center 101 D
Presiding: Don Fretts, Chair

Public Relations
Place: Conv. Center 101 E
Presiding: Charles Davis, Chair

Recognition & Awards
Place: Conv. Center 101 F
Presiding: Alan Galloway, Chair

Scholarship
Place: Conv. Center 101 H
Presiding: Betsy Greene, Chair

Agronomy & Pest Management
Place: Conv. Center 101 G
Presiding: Keith Fielder, Chair

Agricultural Economics & Community Development
Place: Conv. Center 106 A
Presiding: Tom Benton, Chair

Animal Science
Place: Conv. Center 106 B
Presiding: Barry Foushee, Chair

Natural Resources
Place: Conv. Center 106 C
Presiding: Derek Godwin, Chair

Horticulture and Turf Grass
Place: Conv. Center 106 D
Presiding: Timothy Elkner, Chair

Aquaculture/Sea Grant
Place: Conv. Center 104
Presiding: Charles Pistis, Chair

Public Relations and Agriculture Issues
Place: Conv. Center 108
Presiding: R. Edmund Gomez, Chair

Early Career Development
Place: Conv. Center 109
Presiding: David Marrison, Chair

Administrative Skills Development
Place: Conv. Center 107
Presiding: Michael Heimer, Chair

Teaching and Educational Technologies
Place: Conv. Center 102
Presiding: David Rice, Chair

1:15 pm - 3:00 pm **LIFE MEMBERS BUSINESS MEETING**
Place: Hyatt – Ballroom A
Presiding: Dick Curran, Chair

1:30 pm - 5:00 pm **Agriculture and Natural Resources Program Leaders Meeting**
Place: Hyatt Ellicott Room
Presiding: ECOP Representatives

3:00 pm - 3:30 pm **HOSPITALITY – Break - And Meet Poster Authors**
Place: Conv Center Lobby
Host: New Jersey Association

3:15 pm - 5:00 pm **REGIONAL MEETINGS**
North Central Region
Place: Conv. Center 101 G
Presiding: Mike Christian, Director

Northeastern Region
Place: Conv. Center 101 H
Presiding: Dan Kluchinski, Director

Southern Region
Place: Conv. Center 101 B&C
Presiding: Elmo Collum, Jim Riddell, Directors

Western Region
Place: Conv. Center 101 A
Presiding: Sandy Macnab, Director

5:30 pm - 7:00 pm **DINNER – ON YOUR OWN**

7:30 pm - 9:00 pm **4-H TALENT REVUE**
Place: **Grand Ballroom** – Adams Mark

9:15 pm - 11:00 pm **STATE PICTURES**
Place: **Grand Ballroom –** Adams Mark
(See schedule in back of program)

10:00 pm **Northeast Team Meeting**
Place: Sullivan Room – Adams Mark

TUESDAY, JULY 19

7:00 am - 8:30 am **ACHIEVEMENT AWARD RECOGNITION BREAKFAST**
Place: Erie A – Adams Mark
Presiding: Alan Galloway, 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: Ontario Room – Adams Mark
Hosted by: NACAA
Presiding: Steve Munk, 2003 NACAA President

7:00 am - 6:00 pm **COMPUTER TECHNOLOGY CENTER OPEN**
Place: Richardson Room – Adams Mark

7:00 am - 8:30 am **LIFE MEMBER BREAKFAST**
Place: Hyatt Ballroom A – C
Presiding: Dick Curran, Life Member Chair

7:00 am - 8:30 am **POSTER SESSION AWARDS BREAKFAST**
Place: Erie B – Adams Mark
Presiding: Donald Fretts, Professional Excellence Committee Chair
Courtesy: Propane Research & Education Council - PERC

8:00 am - 4:00 pm **AWARDS AND RECOGNITION DISPLAY**
Place: Grand Pavilion – Adams Mark

8:00 am - 4:00 pm **NACAA POSTER EXHIBIT**
Place: Grand Pavilion – Adams Mark

8:00 am - 5:00 pm **REGISTRATION**
Place: Grand Pavilion – Adams Mark

8:45 am - 11:40 am **EXTENSION DEVELOPMENT COUNCIL SEMINARS**

PUBLIC RELATIONS AND AGRICULTURAL ISSUES COMMITTEE
Place: Conv. Center 101 C
Presiding: , R. Edmund Gomez, Chair, Public Relations and Agriculture Issues Committee

8:30 am - 9:00 am **Building Agricultural Extension Relationships with Federal, State and Local Elected Officials in Monroe County, Michigan**
Presenter: Ned M. Birkey, Agriculture Agent, Ashley County Arkansas

9:00 am - 9:30 am **This Is What We Do In Ashley County**
Presenter: Gus A. Wilson, Agriculture Agent, Ashley County Arkansas

9:30 am - 10:00 am **Break**
Place: Conv. Center Lobby

10:00 am - 10:30 **Coexistence of Transgenic and Organic Agriculture in North Dakota**
Presenter: Bradley Brummond, Agriculture Agent, Walsh County, No. Dakota

10:30 am - 11:30 am **Marketing Extension Programs to Decision Makers and Elected Officials / A Panel Discussion of Presenters and Public Relations and Agricultural Issues Committee Regional Vice Chairs**

EARLY CAREER DEVELOPMENT COMMITTEE
Place: Conv. Center 106 A
Presiding: David Marrison, Chair, Early Career Development Committee

8:30 am – 9:15 am **Overcoming Challenges to Achieve Success in Extension: A Personal Reflection**
Speaker: J.D. Willmott, County Agricultural Agent, Rutgers Cooperative Extension

9:30 am - 10:00 am **Break**
Place: Conv. Center Lobby

10:00 am- 10:45 am **Growing an Agriculture Program in Suburban/Urban County**
Speaker: M.A. Flahive DiNardo, Agricultural and Resource Management Agent, Rutgers Cooperative Extension

10:45 am - 11:30 am **Identifying Funding Sources and How To Write a Successful Grant**
Speaker: J.J. Hoorman, Water Quality and Grant Writing, Extension Educator, Ohio State University Extension

ADMINISTRATIVE SKILLS DEVELOPMENT COMMITTEE
Place: Conv. Center 106 B

Presiding: Michael Heimer, Chair
Administrative Skills Development Committee

8:30 am - 9:25 am
Situational Leadership!
Presenter: Michael McDavid, D.Ed., Regional Director, PSU

9:30 am - 10:00 am
Break
Place: Conv. Center Lobby

10:00 am - 10:45 am
Situational Leadership! (Continued)
Presenter: Michael McDavid, D.Ed., Regional Director, PSU

10:55 am - 11:45 am
A Snapshot of Revenue Generation Policies and Practices!
Presenter: Rick A. Miller, County Extension Director, Johnson Co., KSU

TEACHING & EDUCATIONAL TECHNOLOGIES
Place: Conv. Center 106 C
Presiding: David Rice, Chair
Teaching and Educational Technologies Committee

8:30 - Noon

8:30 am - 9:25 am
Give a Great Presentation
Presenter: John Dorner, IV, Extension Area Specialized Agent,Information Management
North Carolina Cooperative Extension

9:30 am - 10:00 am
Break
Place: Conv. Center Lobby

10:00 am - 10:45 am
Introduction to Digital Photography & Digital Images
Presenter: Dave Rice, Ag Webmaster and Information Technology Trainer
North Dakota State University

10:55 am - 11:40 am
So You Have A Digital Picture, Now What
Presenter: John Dorner IV, Extension Area Specialized Agent, Information Management
North Carolina Cooperative Extension

PROGRAM RECOGNITION COUNCIL SEMINARS AND AWARD SESSIONS

8:30 am - 9:45 am
Crop Production Workshop and Awards
Place: Conv. Center 101 A
Presiding: Mike Hogan, Extension Programs Committee Chair
Program: Be Seen and Be Safe- Highway Safety with Farm Equipment
Presenter: Norman E. Harrell, Agricultural Extension Agent, NC

8:30 am -
Scholarship Committee Workshop
Place: Conv. Center 101 H
Presiding: Betsy Greene, Chair
Scholarship Committee

8:30 am - 11:40 am
4-H Youth Development Workshop and Awards
Place: Conv. Center 101 B
Presiding: Ken Combs, Chair, 4-H and Youth Development National Chair
Presenter: Kevin Heaton – National Winner, 4-H and Youth Development
Partnering Improves Environment, Benefits Landowners and Provides
Natural Resource Education for Youth
Presenter: Jerry Chizek – Regional Finalist - North Central, 4-H and Youth Development
Youth Fire and Emergency Services Day
Presenter: Dorothy Perkins – Regional Finalist – Northeast, 4-H and Youth Development
Growing A Green Generation – A Curriculum of Gardening Activities for Children 12 months to 5 years
Presenter: Daniel Goerlich – Regional Finalist – Southern, 4-H and Youth Development
4-H Virtual Forest

8:30 am - 11:40 am
DELEGATE SESSION

Place: **Grand Ballroom – Adams Mark**
Presiding: Glenn Rogers, President
Invocation: Henry Dorough, Southern Region Vice Director
Delegate Roll Call: Fred Miller, Secretary
Nominating Committee Report:
Frank FitzSimons, NACAA Past President
Election of Officers
NACAA Educational Foundation Report:
Don Drost, President,
NACAA Educational Foundation
Treasurer's Report & Adoption of Budget: Chuck Schwartau, Treasurer
Confirmation of Committee Appointments: Chuck Otte, Vice President
Scholarship Committee Report: Betsy Greene Scholarship Chair
New Business
Annual Meeting Site Selection
Recognition of Retiring Officers, Directors
Installation of Incoming Officers, Vice President, Secretary, Treasurer, Directors and Vice Directors
Presiding: Frank FitzSimons, Past President
Response from Incoming NACAA President: Mickey Cummings, President-Elect

11:45 pm - 1:15 pm
STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON
(By invitation)
Place: Erie A – Adams Mark
Presiding: Mickey Cummings, NACAA President-Elect
Courtesy: NACAA and Pfizer Animal Health

SARE EDUCATIONAL TECHNOLOGY BROWN BAG LUNCHEONS

11:45 am - 1:15 pm
SARE - LIVESTOCK PRODUCTION
(Tickets Required. Secure at Registration Area)
Place: Conv. Center 103
Presenter: Lynn O'Brien, Extension Issue Leader, CCE-Allegany/Cattaraugus

11:45 am - 1:15 pm
SARE – FIELD CROP PRODUCTION
(Tickets Required. Secure at Registration Area)
Place: Conv. Center 104
Presenter: Tom Kilcer, Extension Issue Leader, CCE-Rensselaer County

11:45 am - 1:15 pm
SARE – DIRECT MARKETING
(Tickets Required. Secure at Registration Area)
Place: Conv. Center 108
Presenter: Monika Roth, Extension Issue Leader, CCE-Tompkins County

11:45 am - 1:15 pm
SARE – HORTICULTURE CROP PRODUCTION
(Tickets Required. Secure at Registration Area)
Horticulture Crop Production
Place: Conv. Center 109
Presenter: Judson Reid, Extension Resource Educator, CCE-Yates County

TRADE TALK SPONSOR BROWN BAG LUNCHEONS

11:45 am – 1:15 pm
National Alpaca Association
Program: THE LATEST RESEARCH INFORMATION ABOUT ALPACAS
Place: Conv. Center 101 D
Presiding: Tom Gallagher, CCE-Albany County

11:45 am – 1:15 pm
Elanco
Program: **FINALLY...RUMENSIN FOR LACTATING AND DRY DAIRY COWS**
Place: Conv. Center 101 E
Presiding: Gene Schurman, Indiana Coop. Extension, PA.
Presenting: Dr. David McClary, Senior Technical Consultant

11:45 am – 1:15 pm
Fort Dodge Animal Health
Program: **THE RELATIONSHIP BETWEEN DUNG BEETLES, ENDECTOCIDES AND FORAGES**
Place: Conv. Center 101 F
Presiding: Kerri Bartlett, CCE-Stuben Co., NY

11:45 am – 1:15 pm
Pennington Seed Company
Program:"**WILDLIFE FORAGE CROPS"**
Place: Conv. Center 101 G
Presenter: John Carpenter

PROGRAM RECOGNITION COUNCIL LUNCHEONS / SEMINARS

LIVESTOCK PRODUCTION AWARDS LUNCHEON

11:45 am – 1:15 PM
Place: Delaware Room - Hyatt
Presiding: Hugh Soape, Extension Programs Committee Vice Chair

Program: Improving Sustainability and Efficiency of Commercial Beef Cow/Calf Production
Presenter: Jason R. P'Pool, County Extension Agent, KY
Courtesy: Pfizer Animal Health

COMMUNICATIONS AWARDS LUNCHEON
11:45 am – 1:15 PM
Place: Sullivan Room – Adams Mark
Presiding: Keith Mickler, Chair, Communications
Courtesy: Bayer Advanced

YOUNG, BEGINNING SMALL FARMER AWARDS LUNCHEON
11:45 am – 1:15 PM
Place: Grand Ballroom F - Hyatt
Presiding: Mike Hogan, Extension Programs Committee Chair
Program: Introduction to Small Farm Enterprises Fulfills Information Needs of Beginning Small Farmers
Presenter: Shannon Potter, Extension Educator, MD.
Courtesy: Northeast / National Farm Credit System Foundation

1:30 pm - 5:00 pm **PROFESSIONAL IMPROVEMENT SEMINARS**

AGRONOMY & PEST MANAGEMENT COMMITTEE
Place: Conv. Center 101 G
Presiding: J. Keith Fielder, National Chair, Agronomy and Pest Management
Block 1 AGRONOMY & PEST MANAGEMENT

1:30 pm - 1:50 pm **Utilizing GPS Based Data to Develop Crop Management Zones & Fertilizer Recommendations**
Presenter: F. John Barker III, The Ohio State University Extension, Knox County

1:50 pm - 2:10 pm **Meeting the Requirements of the Conservation Security Program: Systems Approach to Conservation Tillage**
Presenter: Ronnie M. Barentine, University of Georgia Cooperative Extension Service, Pulaski County

2:10 pm - 2:30 pm **Best Management Practices for the Coexistence of Organic, Biotech and Conventional Crop Production Systems**
Presenter: Bradley T. Brummond, North Dakota State Extension, Walsh County

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Extension Professionals

2:45 pm - 3:05 pm **Pesticide and Equipment Safety Training for Hispanic Workers**
Presenter: Willie O. Chance III, University of Georgia Cooperative Extension Service, Houston County

3:05 pm - 3:25 pm **Making Quality Silage: Harvest and Feed Out Management**
Presenter: Paul H. Craig, Penn State Cooperative Extension, Dauphin Co.

3:25 pm - 3:45 pm **Foliar Nutrition and Quality Characteristics of Hard Red Spring Wheat and Spring Malting Barley**
Presenter: Ken H. Hart, University of Idaho Extension, Lewis County

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

4:00 pm - 4:20 pm **The Relationship Between Plant Measurements, Grain Yield and Silage Yield in Field Corn**
Presenter: Jim A. Morrison, University of Illinois Extension, Winnebago County

4:20 pm - 4:40 pm **Evaluation of Cotton Plant Population Effects on Yield And Fiber Quality in Low Desert Cotton Production**
Presenter: Eric J. Norton, University of Arizona Cooperative Extension, La Paz County

4:40 pm - 5:00 pm **Evaluation of Variable Rate Fertilizer Applications in an Arizona Cotton Production System**
Presenter: E. Randall Norton, University of Arizona, Dept. of Soil, Water and Environmental Sciences

Block 2 AGRONOMY & PEST MANAGEMENT
AGRONOMY & PEST MANAGEMENT
Place: Conv. Center 101 H
Presiding: Incoming National Chair Agronomy and Pest Management Committee

1:30 pm - 1:50 pm **Mormon Cricket Education and Treatment Programs**
Presenter: Matthew D. Palmer, Utah State University Cooperative Extension, Sanpete County

1:50 pm - 2:10 pm **The Soque Watershed Partnership**
Presenter: Steve R. Patrick, University of Georgia Cooperative Extension, Habersham County

2:10 pm - 2:30 pm **Zero Grade Rice Production**
Presenter: J. Keith Perkins, University of Arkansas Cooperative Extension, Lonoke County

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Extension Professionals

2:45 pm - 3:05 pm **The Interaction of Conservation Tillage Systems and Nitrogen Application in Corn Production**
Presenter: Alan P. Sundermeier, The Ohio State University, Cooperative Extension, onoke County

3:05 pm - 3:25 pm **Tillage and Nutrient Sources Impact Soil Characteristics**
Presenter: Ron J.Weiderholt, North Dakota State University Extension, Area Extension Specialist

3:25 pm - 4:00 pm **Break**

4:00 pm - 4:40 pm **Hands on Approach to Teaching Pesticide Re-Certification**
Presenter: David L. Marrison, The Ohio State University Cooperative Extension Service, Ashtabula County

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT COMMITTEE
Place: Conv. Center 101 F
Presiding: Tom Benton, Chair Agriculture Economics and Community Development Committee
Block 1 1:30 – 5:00 pm

1:30 pm - 2:00 pm **Connecting Farmers and Ranchers with the Tourism Community To Increase Sustainability and Profitability**
Presenter: Eric Barrett, Extension Educator, Ag And County Director, Ohio

2:00 pm - 2:30 pm **Future Opportunities To Develop Extension Programs To Improve Marketing And Production Of Tomatoes In Ukraine**
Presenter: Russell Blair, Agricultural Agent, New Jersey

2:30 pm - 2:45 pm **Break – And Meet Poster Authors**
Place: Conv. Center Lobby
Host: New Hampshire Association of Extension Professionals

2:45 pm - 3:15 pm **Using "What If I'm Wrong?" Marketing Strategies To Sell In Volatile Grain Markets**
Presenter: Melvin Brees, Extension Associate, Missouri

3:15 pm - 3:45 pm **Extension Volunteer Organization For Leadership Vitality And**

Enterprise (EVOLVE) - A Community Based Leadership Development Training Program
Presenter: Milton Green, Area Extension Educator, Wyoming

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

4:00 pm - 4:30 pm **Chesapeake Fields, An Innovative, Value Added Business Model**
Presenter: John E. Hall, Extension Educator, AgNR, County Extension Director, Maryland

4:30 pm - 5:00 pm **Community Agricultural Development in Kazakhstan: Impacts Here and Abroad**
Presenter: Reed Findlay, Extension Educator, Idaho

AGRICULTURAL ECONOMICS AND COMMUNITY DEVELOPMENT COMMITTEE
Place Conv. Center 101 E
Presiding: Willie Huot, North Central Region Chair Agricultural Economics & Community Development Committee
Block 2 1:30 – 5:00 pm

1:30 pm - 2:00 pm **The Economics Of Dairy Grazing**
Presenter: Tom S. Kriegl, Farm Financial Analyst, Wisconsin

2:00 pm - 2:30 pm **Consumer Survey Assessing Direct Marketing Opportunities For Farmers In Urban vs. Rural Communities**
Presenter: Donna Lamb, Extension Educator, Maine

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Extension Professionals

2:45 pm - 3:15 pm **Expanding Extension's Resources Through Grants And Contracts**
Presenter: Richard LeVitre, Regional Chair, Dairy Specialist, Vermont

3:15 pm - 3:45 pm **Economic Impact Of The Mississippi Blueberry Industry**
Presenter: Albert E. Myles, Extension Professor, Mississippi

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

4:00 pm - 4:30 pm **A Tailgate Vendors Survival Guide**
Presenter: Shannon Potter, Agricultural Educator, Maryland

4:30 pm - 5:00 pm **It's The Economy Stupid: Creating Partnerships To Find The Limited Resources Needed To Address Issues Of Environmental Education**
Presenter: Robert L. Brannen, County Extension Coordinator, Georgia

ANIMAL SCIENCE COMMITTEE
Place: Conv. Center 101 B
3 Hours of CEU for ARPAS
Block 1 1:30pm - 5:00pm
Presiding: Barry Foushee, Chair, Animal Science Committee

1:30 pm - 2:00 pm **An Evaluation of Retinal Imaging Technology for 4-H Beef and Sheep Identification**
Presenter: Clint Rusk, Purdue University Cooperative Extension

2:00 pm - 2:30 pm **Helping Producers Look at Benefits to the National Animal Identification System**
Presenter: Jeff McCutcheon, Ohio State University Cooperative Extension

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby (AnSci attendees MOVE TO Conv Ctr. 101B FOR GENERAL SESSION)
Host: New Hampshire Association of Extension Professionals

2:45 pm - 3:45 pm **General Session**
ARPAS – Professional Improvement Opportunities for Animal Science Professionals
Presenter: Richard R. Frahm, PhD, PAS; Executive Vice President American Registry of Professional Animal Scientist (ARPAS)

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

4:00 pm - 4:20 pm **Mid Oregon Beef CO-OP; Helping Smaller Producers Access Larger Markets, "Marketing Beef Cattle Through Voluntary Producer Cooperation"**
Presenter: Cory Parsons, Oregon State University Cooperative Extension

4:20 pm - 4:40 pm **South Ozarks Premier Beef Marketers, More Than a Beef Marketing, LLC**
Presenter: Randall D. Saner, University of Missouri Cooperative Extension

4:40 pm - 5:00 pm **Easy and Effective Tools To Access Knowledge and Skill Development in Livestock Program Participants**
Presenter: Susan R. Kerr, Washington State University Cooperative Extension

ANIMAL SCIENCE COMMITTEE
Block 2 - 1:30pm - 5:00pm
Place: Conv. Center 101 C
Presiding: Mark Stewart**,** Vice Chair North central Animal Science Committee
3 Hours of CEU for ARPAS
Block 2 1:30 pm – 5:00 pm

1:30 pm - 1:50 pm **A Cooperative Approach To Water Quality Risk Assessment on Livestock Confinement Facilities**
Presenter: Tipton D. Hudson, Washington State University Cooperative Extension

1:50 pm - 2:10 pm **Utilizing Wool as a Mulch to Stabilize Soil on Open Slopes**
Presenter: Chester F. Parsons, University of Vermont Extension

2:10 pm - 2:30 pm **Wood Pellet Bedding for Equine Demonstration**
Presenter: Donna C. Lamb, University of Maine Cooperative Extension

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby (AnSci attendees MOVE TO Conv. Ctr. 101B FOR GENERAL SESSION)
Host: New Hampshire Association of Extension Professionals

3:45 pm **ARPAS – Professional Improvement Opportunities for Animal Science Professionals**
Presiding: Barry Foushee – Chair, Animal Science.
Presenter: Richard R. Frahm, PhD, PAS; Executive Vice President American Registry of Professional Animal Scientist (ARPAS)

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

4:00 pm - 4:20 pm **Animal Biotechnology Extension Education**
Presenter: Alison Van Eenennaam, University of California Cooperative Extension

4:20 pm - 4:40 pm **Teaching Integrated Parasite Management (IPM) to Sheep And Goat Producers**
Presenter: Susan Schoenian, University of Maryland Cooperative Extension

4:40 pm - 5:00 pm **Control of Horn flies on Cattle by Mechanical Means Using a Cattle Walk-**

Through Fly Trap
Presenter: James Robert Hall, University of Arkansas Cooperative Extension

NATURAL RESOURCES COMMITTEE
Place: Conv. Center 106 A
Presiding: Derek Godwin, Watershed Management Specialist
Block 1 - 1:30pm - 5:00pm

1:30 pm - 1:50 pm **Changes in Western Landscapes as Documented by Repeat Photography**
Presenter: Chad Reid, Utah

1:50 pm - 2:10 pm **Protecting Groundwater Resources: An Educational Video on Private Drinking Water Wells**
Presenter: Carl Varnadoe, Georgia

2:10 pm - 2:30 pm **Cooperative Weed Management Areas - Addressing Local with Weed Management Issues Unity and Direction**
Presenter: Peter Schreder, Oregon

2:30 pm - 2:45 pm **Break – And Meet Poster Authors**
Place: Conv. Center Lobby
Host: New Hampshire Association of Agricultural Extension Professionals

2:45 pm - 3:05 pm **Community Education-Response to A Natural Disaster**
Presenter: J.A. Skelly, Neveda

3:05 pm - 3:25 pm **Utah State University Panguitch Experiment Farm Riparian Restoration Project**
Presenter: Kevin Heaton, Utah

3:25 pm - 3:45 pm **Water Quality Monitoring Education: OSU Extension's Multi-tiered Approach**
Presenter: Derek Godwin, Oregon

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

4:00 pm - 4:20 pm **Explore 4-H Virtual Forest**
Presenter: Daniel Goerlich, Virginia

4:20 pm - 4:40 pm **It's The Economy Stupid: Creating Partnerships to Find The Limited Resources Needed to Address Issues of Environmental Education**
Presenter: Robert Brannen, Georgia

4:40 pm - 5:00 pm **New Tools for Extension in Watershed Management**
Presenter: William Sciarappa, New Jersey

NATURAL RESOURCES COMMITTEE
Place: Conv. Center 106 B
Presiding: Al Ulmer, LaMoure County Agriculture Extension Agent
Block 2 - 1:30pm - 5:00pm

1:30 pm - 1:50 pm **Effectiveness of Geothermal Heated Livestock Water Tanks**
Presenter: Cory Parsons, Oregon

1:50 pm - 2:10 pm **Private Forest Landowners: What They Want in an Educational Program**
Presenter: Adam Downing, Virginia

2:10 pm - 2:30 pm **A Cooperative Approach to Water Quality Risk Assessment on Livestock Confinement Facilities**
Presenter: T.D. Hudson, Washington

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Extension Professionals

AQUACULTURE/SEA GRANT COMMITTEE
Place: Conv. Center 106 C

1:30pm - 1:35 pm **Presiding:** Charles Pistis, National Chair Aquaculture/Sea Grant Professional Improvement Committee
Michigan State University Extension

1:35 pm - 2:05 pm **Business Feasibility Study for Developing An Ornamental Aquatic Plant Aquaculture Venture**
Presenter: Gef Flimlin, Marine Extension Agent, Rutgers Cooperative Extension, Ocean County, NJ

2:05pm - 2:30pm **Composting Commercial Fish Processing Waste from Fish Caught in Michigan Waters of the Great Lakes**
Presenter: M. Charles Gould, Nutrient Management Agent, Michigan State University Extension, Ottawa County, Michigan

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Agricultural Extension Professionals

2:45 pm - 3:15 pm **Fish Management in New York Ponds**
Presenter: Cliff Kraft – Associate Professor, Dept. of Natural Resources, Cornell University (Invited)

3:15 pm - 3:45 pm **Safer, High-Density Polyethylene Plastic Paddles for Hatching Channel Catfish**
Presenter: Jim Steeby, Extension Aquaculture Specialist, National Warmwater Aquaculture Center, Mississippi State University

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

4:00pm - 4:35 pm **Baitfish Hazard Analysis and Critical Control Point (HAACP)-Managing the Risk of Unwanted Introductions of Aquatic Nuisance**
Presenter: Helen Domske, Extension Specialist, Great Lakes Program Associate Director, New York Sea Grant Program

4:35pm – 5:00pm **Great Lakes Fisheries Leadership Institute: Participants'** Motivations, Learning Expectations and Intended Stewardship Activities of a New Extension Fisheries Leadership Program.
Presenter: Brandon Schroeder, District Sea Grant Extension Agent Michigan Sea Grant Extension, Michigan State University Extension

HORTICULTURE AND TURFGRASS COMMITTEE
Place: Conv. Center 106 D
Presiding: Timothy Elkner, Chair Horticulture & Turfgrass Committee

1:30 pm - 1:50 pm **Horticultural Therapy 101: Starting a Program in Your County**
Presenter: Madeline Flahive DiNardo, New Jersey

1:50 pm - 2:10 pm **Garden Mosaics: Opportunities for Extension Educators and Master Gardeners to Provide Programming to Urban Youth**
Presenter: Emelie Swackhamer, Pennsylvania

2:10 pm - 2:30 pm **Multimedia Educational Program: The Asian Longhorned Beetle**
Presenter: William Hlubik, New Jersey

2:30 pm - 2:45 pm **Break**
Place: Conv. Center Lobby
Host: New Hampshire Association of Agricultural Extension Professionals

2:45 pm – 3:05 pm **The Use and Perceived Value of Shade Trees in Thirty-Two Childcare Facilities in a Middle Tennessee County**
Presenter: Karla Kean, Tennessee

3:05 pm - 3:25 pm **Development of an Education Master Plan for the Utah Botanical Center**
Presenter: Shawn Olsen, Utah

3:25 pm- 3:45 pm **Solving the Mystery of Mouse Ear on River Birch - A Nickel Deficiency**
Presenter: Keith Mickler, Georgia

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

4:00 pm – 4:20 pm **Home Garden Drip Irrigation System**
Presenter: Jeffrey Banks, Utah

4:20 pm – 4:40 pm **Earth-Kind™ Environmental Landscape Management Program**
Presenter: Steve Chaney, Texas

4:40 pm - 5:00 pm **High and Dry Research in the Front Range, Colorado**
Presenter: Gary Hall, Colorado

SPECIAL WORKSHOPS:
JCEP WORKSHOP

1:30 PM - 5:00 PM **The Changing World of Extension**
Presenters: James Hovland – JCEP President Elect & JCEP Traveling Team
Place: Niagara Room - Hyatt

2:30-4:00 PM **THREATS TO NATIONAL SECURITY – AGRICULTURE PESTS AND INVASIVE SPECIES (OPEN TO ALL AGENTS, SPOUSES, LIFE MEMBERS)**
Place: Delaware Room - B Hyatt
Presenting: Ken Carnes – NY Coordinated Ag Pests Survey program

4:30 pm - 7:00 pm **Dinner**
Place: States Night Out

7:00 pm - 7:30 pm **SILENT AND LIVE AUCTION ITEM PREVIEW**
Place: Grand Ballroom – Adams Mark

7:30 pm - 9:00 **SILENT AND LIVE SCHOLARSHIP AUCTION**
Place: Grand Ballroom – Adams Mark
Auctioneers and Ring Personnel: Texas Agents Association

10:00 pm **Northeast Team Meeting**
Place: Sullivan Room – Adams Mark

WEDNESDAY, JULY 20

6:00 am - 11:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Place: Erie Ballroom – Adams Mark
(Check tickets for departure time)
Boxed breakfast on bus
Courtesy: AgChoice Farm Credit, Hatfield Quality Meats

7:00 am - 7:00 pm **COMPUTER TECHNOLOGY CENTER CLOSED**
Place: Richardson Room – Adams Mark

5:00 pm - 7:00 pm **A Buffalo Barbecue**
Place: Erie County Fairgrounds
Host: Maryland Association of County Agriculture Agents
Entertainment: Carnival Kids Steel Orchestra Lancaster, NY

10:00pm - **Northeast Team Meeting**
Place: Sullivan Room – Adams Mark

THURSDAY, JULY 21

7:00 am - 8:30 am **NATIONAL COMMITTEE MEMBERS BREAKFAST**
Recognition of Retiring Chairs, Vice Chairs and Special Assignments
Place: Erie A – Adams Mark
Presiding: Chuck Otte, NACAA Vice President
Courtesy: United Soybean Board

7:00 am - 6:00 pm **COMPUTER TECHNOLOGY CENTER**
Place: Richardson Room – Adams Mark

8:00 am - 1:30 pm **REGISTRATION**

4:00 pm – 5:00 pm **Place: Grand Pavilion** – Adams Mark

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

8:30 am- 10:30 am **GENERAL SESSION**
Place: Grand Ballroom – Adams Mark
Presiding: Glenn Rogers, President
Invocation: G. Richard Curran, Chair, Life Members Committee

Outstanding Service to American / World Agriculture Award
Presentation and response – Frank Perdue
Acceptance by: Mitzi Perdue
Presiding: Chuck Otte
Introduction by: Stan Fultz
Introduction of Capstone Speaker: Zach Clements
Spouses welcomed & encouraged to attend.

10:15 am- 10:30 am **Break**
Place: Grand Hall – Adams Mark
Host: Northeast Host Committee

9:00 am- 4:00 pm **Poster Display**
Place: Grand Pavilion – Adams Mark

9:00 am- 4:00 pm **NACAA Awards and Recognition Display**
Place: Grand Pavilion – Adams Mark

PUBLIC POLICY EDUCATION WORKSHOPS

10:30 am– 11:45 am **Educating at the Federal Level: All Politics are Local**
Place: Erie A – Adams Mark
Presenter: Linda Kay Benning – NASULGC Associate Director (National Association of State Universities Land Grant Colleges)
Presiding: Duane Duncan, Vice Chair – Life Members

10:30 am 11:45 am **Effective Strategies of Building Support with State and Local Officials**
Place: Erie B Adams Mark
Presenter: Jennifer Garner, Special Assistant to the Chancellor, University of Wisconsin - Extension
Presiding: Larry Casey, Vice Chair Life Members

10:30 am 11:45 am **The Federal Budget Process; Prospects For 2006**
Place: Fountain Room Adams Mark
Presenter: Ben Miller, Assistant Dean for Communications & External Relations, CALS, University of Wisconsin - Madison
Presiding: Dave McManus, Vice Chair Life Members

10:30 am– 11:45 pm **Sustainable Agriculture Online Course for Extension Professionals**
Place: Richardson Room – Adams Mark
Presenters: Kim Kroll, NE Coordinator for SARE and Dave Chaney
Presiding: Joan Petzen
Courtesy: National SARE Program

10:30 am– 1:00 pm **Working With Small Farms, Fostering Farmer to Farmer Learning (LUNCH INCLUDED)**
Place: Sullivan Room – Adams Mark
Courtesy: National SARE Program and Farm Foundation

TRADE TALK SPONSOR BROWN BAG LUNCHEONS

12:00 noon – 1:00 pm **Dairy Marketing Service - DMS**
Place: Ontario Room – Adams Mark
Presiding: Kerri S. Bartlett, CCE of Stuben County, NY

12:00 noon – 1:00 pm **Global Animal Management**
ID and Traceability in the Food Chain
Place: Michigan Room – Adams Mark
Presiding: Gene Schurman, Indiana Co. – PA Coop. Extension
Presenting: Jim Heinle, President

12:00 pm– 4:00 pm **National Plant Diagnostic Network (LUNCH INCLUDED) - First Detector Educator Training Place: Lunch – Fountain Room, Breakouts - Erie A, Erie B –** Adams Mark (Concurrent Sessions) **Schedule:** Noon – 1:25 Lunch with Pre-Test, Introduction to NPDN, Monitoring for High Risk Pests

1:30 – 3:50PM Soybean Rust, Quality and Secure Sample Submission, Digitally Assisted Diagnosis Emerging Exotic Insect Pest Problems in U. S. – What's next

3:50 – 4 PM – Post – Test **Presenters:** Dr. Jim Stack, Director - Great Plains Plant Diagnostic Network, Kansas State University; Dr. Amanda Hodges, Extension Scientist - Dept. of Entomology and Nematology, University of Florida; Carolyn Klass, Diagnostician - Cornell University, Long Island Research Lab; Rob Durgy, Diagnostician - University of Connecticut Home and Garden Center; Karen Snover-Clift, Assistant Director - NE Plant Detection Network, CCE

1:00 pm 3:30 pm **Transitioning to Organic Agriculture Place: Ontario Room –** Adams Mark **Presenter: Presiding: Courtesy:** National SARE Program

1:30 pm- 3:00 pm **Sustainable Agriculture Online Course for Extension Professionals Place: Richardson Room –** Adams Mark **Presenters: Kim Kroll, NE Coordinator for SARE and Dave Chaney Presiding: Courtesy:** National SARE Program

1:30 pm- 4:00 pm **American Registry of Professional Animal Scientists Certification Exam Place: Superior Room –** Adams Mark **Presenter:** Barry Foushee, Livestock Agent, North Carolina

1:30 pm- 3:00 pm **ASSOCIATION POLICY COMMITTEE MEETING Place: Olmstead Room –** Adams Mark **Presiding:** Curt Grissom**,** Chair, NACAA Policy Committee

5:00 pm **DSA & AA RECIPIENTS AND OTHER PARTIES LISTED ASSEMBLE FOR BANQUET Place: Convention Center 106 A, B, C, D, 102, 103, 104 DSA AND AA PAST OFFICERS, SPECIAL GUESTS, COMMITTEE CHAIRS, COUNCIL CHAIRS, SPECIAL ASSIGNMENTS, VICE DIRECTORS BOARD OF DIRECTORS/HEAD TABLE**

6:00 pm- 8:30 pm **ANNUAL BANQUET Place: Convention Center Exhibit Hall Presiding:** Glenn Rogers, President

8:45 pm- 10:00 pm **INCOMING/OUTGOING PRESIDENT'S RECEPTION Place: Conv Center 106 A**

10:00 pm **NORTHEAST TEAM MEETING Place: Sullivan Room –** Adams Mark

8:00 am- 5:00 pm **NACAA BOARD MEETING Place: Ontario Room –** Adams Mark

8:00 am- Noon **NACAA BOARD MEETING Place: Ontario Room –** Adams Mark

LIFE MEMBERS PROGRAM
2005 NACAA ANNUAL MEETING

SATURDAY, JULY 16

1:00 pm- 5:00 pm **REGISTRATION Place:** Registration Area – Grand Pavilion – Adams Mark

1:00 pm - 5:00 pm **LIFE MEMBERS HOSPITALITY Place: Hyatt Regency Ballroom**

10:00 am- 7:00 pm **REGISTRATION Place:** Registration Area – Grand Pavilion – Adams Mark

12:00 pm- 5:00 pm **LIFE MEMBERS HOSPITALITY Place: Hyatt Regency Ballroom**

12:30 pm- 2:00 pm **PAST NATIONAL BOARD LUNCHEON (Dutch Treat) Place:** Hyatt Grand Ballroom A **Coordinator:** Frank FitzSimons, NACAA Past President

1:00 pm- 7:00 pm **NACAA POSTER SESSION DISPLAY Applied Research Extension Education Program Place:** Grand Pavilion – Adams Mark **Coordinator:** Donald Fretts, Professional Excellence Committee Chair

1:00 pm- 7:00 pm **NACAA AWARDS AND RECOGNITION DISPLAY Place:** Grand Pavilion – Adams Mark **Coordinator:** Keith Mickler, Chair, Communications

2:00 pm – 3:00 pm **LIFE MEMBERS NACAA COMMITTEE MEETING** Place: **Niagara Room - Hyatt** Presiding: G. Richard Curran, Life Members Chair

2:00 pm- 5:00 pm **COMMERCIAL AND EDUCATIONAL EXHIBITS Place: Grand Hall –** Adams Mark

4:30 pm- 6:30 pm **GET ACQUAINTED DINNER Place: Front Park Host:** Pennsylvania Association of Extension Agents

7:00 pm- 8:45 pm **OPENING SESSION AND INSPIRATIONAL PROGRAM Place:** Grand Ballroom – Adams Mark **Presiding: Northeast Team Opening Activities: Presentation of State Flags National Anthem: Chris Thomas Message: Steve Tasker, Buffalo Bills Special Teams NFL Pro-bowl MVP - 1993 Musical Presentation Introduction of NACAA Board: Glenn Rogers,** NACAA President **Closing Announcements: Nate Herendeen, Glenn Rogers**

8:45 pm- 10:00 pm **HOSPITALITY Wright Room** – Adams Mark **Host:** Bryne Ice Cream

9:00 pm- 11:00 pm **STATE PICTURES, DSA & AA PICTURES** (See schedule in back of program) **Place: Grand Ballroom** – Adams Mark

SUNDAY, JULY 17

8:00 am- 5:00 pm **REGISTRATION Place:** Grand Pavilion – Adams Mark

8:00 am- 6:00 pm **NACAA POSTER SESSION DISPLAY Place: Grand Pavilion –** Adams Mark

8:00 am- 5:00 pm **SPOUSES TOURS** (see Spouses Program pg. 48-49) Tour Staging and Return **Place: Erie Pre-Convene -** Adams Mark

9:00 am- 5:00 pm **LIFE MEMBERS HOSPITALITY**
Place: Hyatt Regency Ballroom

8:30 am- 10:15 am **GENERAL SESSION**
Place: Grand Ballroom – Adams Mark
(see page 11)

8:00 am- 6:00 pm **NACAA AWARDS AND RECOGNITION DISPLAY**
Place: Grand Pavilion – Adams Mark

8:30 am- 5:00 pm **COMMERCIAL AND EDUCATIONAL EXHIBITS**
Place: Grand Hall – Adams Mark

1:15 pm- 3:00 pm **LIFE MEMBERS BUSINESS MEETING**
Place: Hyatt Grand Ballroom A
Presiding: G. Richard Curran, Life Member Committee Chair

3:30 pm- 5:00 pm **REGIONAL MEETINGS**
North Central Region
Place: Conv Center 101 G
Presiding: Mike Christian, Director
Northeastern Region
Place: Conv Center 101 H
Presiding: Dan Kluchinski**,** Director
Southern Region
Place: Conv Center 101 B&C
Presiding: Elmo Collum & Jim Riddell Directors
Western Region
Place: Conv Center 101 H
Presiding: Sandy Macnab, Director

5:00 pm- 7:00 pm **Dinner on Your Own**

5:00 pm **Commercial and Educational Exhibits Close**

7:30 pm- 9:00 pm **4-H TALENT REVUE -**
Place: Grand Ballroom – Adams Mark

9:15 pm- 11:00 pm **STATE PICTURES**
Place: Grand Ballroom – Adams Mark
(See schedule in back of program)

TUESDAY, JULY 19

7:30 am- 8:45 am **LIFE MEMBERS BREAKFAST**
Place: Hyatt Ballroom B-C
Presiding: G. Richard Curran – Life Member Chair
Host: Nationwide Foundation
Speaker: Dr. George Conneman Cornell Ag Economics Professor, Emeritus

8:00 am- 5:00 pm **REGISTRATION**
Place: Grand Hall – Adams Mark

8:00 am- 4:00 pm **NACAA POSTER SESSION DISPLAY**
Place: Grand Hall – Adams Mark

9:00 am- 4:00 pm **NACAA AWARDS AND RECOGNITION DISPLAY OPEN**
Place: Grand Hall – Adams Mark

1:00 pm- 5:00 pm **LIFE MEMBERS HOSPITALITY**
Place: Hyatt Regency Ballroom

9:00 am- 5:00 pm **LIFE MEMBERS AND LIFE MEMBER SPOUSES TOUR**
(Ticket required. Obtain at registration.)
Place: Hyatt Ballroom A
(FULL DAY TOURS)
TOUR 1: Lake Erie Farms & winery Tour ($10.00)
TOUR 2: Niagara Co. Farms & Falls Tour ($15.00)
TOUR 4: Niagara Falls, Canadian side (passport or birth Certificate required - $20.00)
TOUR 5: Naval transportation & History Tour ($20.00)
(HALF DAY TOUR)
TOUR 6: Botanical Gardens & Basilica Tour (5.00)

SPECIAL WORKSHOPS IF NOT ON TOUR:
JCEP WORKSHOP

1:30 PM - 5:00 PM **The Changing World of Extension**

Presenters: James Hovland – JCEP President Elect & JCEP Traveling Team
Place: Hyatt Niagara Room

2:30 – 4:00 PM **THREATS TO NATIONAL SECURITY – AGRICULTURE PESTS AND INVASIVE SPECIES (OPEN TO ALL AGENTS, SPOUSES, LIFE MEMBERS)**
Place: Niagara Room - Hyatt
Presenting: Ken Carnes – NY Coordinated Ag Pests Survey program

5:00 pm- 7:00 pm **Dinner On Your Own**

7:00 pm- 7:30 pm **SILENT AUCTION AND LIVE AUCTION ITEM Preview**
Place: Grand Ballroom – Adams Mark

7:30 pm **SILENT AUCTION & LIVE AUCTION**
Place: Grand Ballroom – Adams Mark

10:00 pm **NORTHEAST TEAM MEETING**
Place: Sullivan Room – Adams Mark

WEDNESDAY, JULY 20

6:00 am- 11:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Place: Erie Ballroom – Adams Mark
(Check tickets for departure time)
Boxed Breakfast on Bus
Courtesy: AgChoice Farm Credit, Hatfield Quality Meats

5:00 pm- 7:00 pm **MARYLAND BARBECUE**
Place: Erie County Fairgrounds
Host: Maryland Agents Association
Entertainment: Carnival Kids Steel Orchestra Lancaster, NY

THURSDAY, JULY 21

8:00 am-1:30pm **REGISTRATION**
4:00 pm - 5:00 pm **Place:** Grand Hall – Adams Mark

8:30 am- 10:15 am **GENERAL SESSION**
Place: Grand Ballroom – Adams Mark
(see page 33-34)

9:00 am- Noon **LIFE MEMBERS & SPOUSES HOSPITALITY**
Place: Hyatt Regency Ballroom

9:00 am- 4:00 pm **NACAA AWARDS AND RECOGNITION DISPLAY**
Place: Grand Hall – Adams Mark

9:00 am- 4:00 pm **SPOUSES WORKSHOPS**
(Ticket required for all workshops)
(See Spouses Program for times and locations)

11:30 am- 1:00 pm **LUNCH ON YOUR OWN**

5:00 pm **PAST NATIONAL OFFICERS ASSEMBLE FOR BANQUET**
Place: Conv Center 103

5:00 pm **AA AND DSA RECIPIENTS AND OTHER PARTIES LISTED ASSEMBLE FOR BANQUET**
Place: Conv Center 102, 104, 106 A, 106 B, 106 C, 106 D
DSA AND AA
SPECIAL GUESTS, COMMITTEE CHAIRS, COUNCIL CHAIRS, SPECIAL ASSIGNMENTS, VICE DIRECTORS
BOARD OF DIRECTORS/HEAD TABLE

6:00 pm- 9:00 pm **ANNUAL BANQUET**
Place: Conv Center Exhibit Floor
Presiding: Glenn Rogers, President

9:15 pm- **INCOMING/OUTGOING PRESIDENTS**
11:00 pm **RECEPTION**
Place: Conv Center 106 A

SPOUSES PROGRAM
2005 NACAA ANNUAL MEETING

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

SATURDAY, JULY 16

1:00 pm- **REGISTRATION**
5:00 pm **Place: Grand Hall –** Adams Mark
10:00 am- **REGISTRATION**
7:00 pm **Place:** Grand Hall – Adams Mark
Noon- **SPOUSES HOSPITALITY**
5:00 pm **Place: Wright Room** – Adams Mark
3:00 pm- **FIRST TIMERS ORIENTATION AND**
4:00 pm **RECEPTION**
(All first timers and spouses invited)
Place: Erie A – Adams Mark
Presiding: Frank FitzSimons, Past President
5:00 pm- **GET ACQUAINTED DINNER**
6:30 pm **Place: Front Park**
Host: Pennsylvania Association of County Agricultural Agents
7:00 pm- **OPENING SESSION AND EVENING**
8:30 pm **INSPIRATIONAL PROGRAM**
(See Page 10)
8:30 pm- **HOSPITALITY**
9:00 pm **Place:** Grand Pavilion – Adams Mark
Host: Byrne Ice Cream
9:00 pm- **STATE PICTURES DSA and AA PICTURES**
11:00 pm **Place:** Grand Ballroom – Adams Mark
(See schedule in back of program)

SUNDAY, JULY 17

8:00 am- **REGISTRATION**
5:00 pm **Place:** Grand Hall – Adams Mark
8:30 am- **GENERAL SESSION**
11:45 am **Place: Grand Ballroom** – Adams Mark
(see page 11)

MONDAY, JULY 18

8:00 am- **SPOUSES TOURS**
5:00 pm **Place: Erie Pre-Convene** – Adams Mark
FULL DAY TOURS
TOUR 1: Walking Among Giants (Zoar Valley)
TOUR 2: Berries & Wine, Hostas & Rare Trees
TOUR 3 Frank Lloyd Wright & The Roycrofters ($20.00)
TOUR 4: Architecture, Art & Olmsted Parks
TOUR 5: Niagara Falls (Canada), Butterflies, Horticulture
TOUR 6: Gardeners' Caravan
TOUR 7: Niagara Wine Country & Lake Ontario
HALF DAY TOURS
TOUR 9: Walking Tour of Downtown Architecture/ History (AM)
TOUR 10: Lunch & Shopping on the Elmwood Strip (PM)
9:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place: Wright Room** – Adams Mark
3:15 pm- **REGIONAL MEETINGS**
5:00 pm **North Central Region**
Place: Conv. Center 101 G
Presiding: Mike Christian**, Director**
Northeastern Region
Place: Conv. Center 101 H
Presiding: Dan Kluchinski**,** Director
Southern Region
Place: Conv. Center 101 B & C
Presiding: Elmo Collum & Jim Riddell, Directors
Western Region
Place: Conv. Center 101 A
Presiding: Sandy Macnab, Director
5:00 pm- **DINNER ON OWN**
7:00 pm
5:00 pm- **Commercial and Educational Exhibits Close**
7:30 pm- **4-H TALENT REVUE**
9:00 pm **Place**: Grand Ballroom – Adams Mark
9:15 pm- **STATE PICTURES**
11:00 pm **Place**: Grand Ballroom – Adams Mark
(See schedule in back of program)

TUESDAY, JULY 19

8:00am – 5:00 pm **Registration**
SPOUSES WORKSHOPS
(Tickets required)
Block 1 - 9:00 am – 11:00 am
WORKSHOP A – Medical Experts Panel
Place: Michigan Room - Adams Mark
WORKSHOP B- Flower Arranging Workshop
Place: Erie A – Adams Mark
Block 2 – 9:30 – 10:30
WORKSHOP C- Dragonflies and Underwater Monsters
Place: Fountain Room – Adams Mark
WORKSHOP D – The Incredible Architecture of Buffalo
Place: Superior Room - Adams Mark
WORKSHOP E- Investment Choices and Secure Retirements
Place: Erie B – Adams Mark
WORKSHOP F- "Got a Story? Gotta Tell It!"
Place: Ontario Room - Adams Mark
WORKSHOP G - American Cooking – History, Traditions, and Customs
Place: Sullivan Room – Adams Mark
Block 3 – 11:00 – Noon
WORKSHOP H – A Wander Through English Gardens
Place: Fountain Room – Adams Mark
WORKSHOP J – Send In the clods (Photograhy)
Place: Ontario Room - Adams Mark
9:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place: Wright Room –** Adams Mark
11:30 am- **SPOUSES LUNCHEON**
1:45 pm (Ticket required.)
Place: Hyatt A,B,C Grand Ballroom
Rita Ganim- "Laughing All the Way"
SPOUSES WORKSHOPS
Block 4 – 2:30 pm – 4:00 pm
WORKSHOP L – Threats to National Security – Agriculture Pests and Invasive Species (OPEN TO ALL AGENTS, SPOUSES, LIFE MEMBERS)
Place: Delaware B - Hyatt
WORKSHOP M – Herbs of the Civil War
Place: Superior Room – Adams Mark
WORKSHOP O – Hostas – America's Most Popular Perennial
Place: Sullivan Room – Adams Mark
WORKSHOP P – the Slow Food Movement (Tour)
Place: Ontario Room (Adams Mark) **and then a bus tour**
WORKSHOP Q - How Do they "Brew That"? (Brewery Tour)
Place: Erie B (Adams Mark) **and then a bus tour**
5:30 pm- **Dinner**
7:00 pm **States Night Out**
7:00 pm- **Silent Auction and Live Auction Item**
7:30 pm **Preview**
Place: Grand Ballroom – Adams Mark
7:30 pm **SILENT AUCTION & LIVE AUCTION**
9:00 pm **Place:** Grand Ballroom – Adams Mark

WEDNESDAY, JULY 20

6:00 am- 11:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Place: Erie Ballroom – Adams Mark
(Check tickets for departure time)
Boxed Breakfast on bus
Courtesy: AgChoice Farm Credit, Hatfield Quality Meats

5:00 pm- 8:00 pm **MARYLAND BARBECUE**
Place: Erie County Fairgrounds
Boxed breakfast on bus
Host: Maryland Ag Agents Association
Entertainment: Carnival Kids Steel Orchestra Lancaster, NY

THURSDAY JULY 21

9:00 am- Noon **SPOUSES HOSPITALITY**
Place: Wright Room - Adams Mark

8:30 – 10:15 **GENERAL SESSION**

9:00 – 10:15 CAPSTONE SPEAKER
ZACH CLEMENTS
SPOUSES ARE WELCOME TO ATTEND
Place: Grand Ballroom – Adams Mark

9:00 am- **SPOUSES WORKSHOPS**
(tickets required)

9:00 AM – 10:30 AM
WORKSHOP 2 – Spiritual Places and Hauntings
Place: Hyatt Grand Ballroom F
WORKSHOP 3 – Flower Arranging Demo
Place: Hyatt Grand Ballroom B
WORKSHOP 5 – The Junior Master Gardner Program
Place: Hyatt – Delaware A
WORKSHOP 6 – Quilting History and Techniques
Place: Hyatt Grand Ballroom C

11:00 – Noon
WORKSHOP 7 – Eating Your Flowers
Place: Hyatt Grand Ballroom F
WORKSHOP 8 – The Eclectic Garden
Place: Hyatt Grand Ballroom B
WORKSHOP 9 – The Under-Appreciated Cash Crop
Place: Hyatt Grand Ballroom C (Ginseng)
WORKSHOP 10 - Native American History
Place:Hyatt Ellicott Room

NOON - 2:00 pm **LUNCH ON YOUR OWN**

1:00 – 5:00 Optional Bus Tour to Niagara Falls
Registration Desk – On your own – Fee based
Space Is Limited

2:30 pm- 4:00 pm **SPOUSES WORKSHOPS**
(tickets required)
WORKSHOP 11 – Emergency Pet First – Aid
Place: Hyatt Niagara Room
WORKSHOP I2 - Wines of New York
Place: Hyatt Grand Ballroom E
WORKSHOP 13 – Pack Your Bags!!!
Place: Hyatt Grand Ballroom F

5:00 pm **AA & DSA RECIPIENTS AND OTHER LISTED PARTIES ASSEMEBLE FOR BANQUET**
Place: Conv. Center 106 A, B, C, D, 102, 103, 104
DSA AND AA
PAST NATIONAL 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: Conv. Center Exhibit Hall
Presiding: Glenn Rogers, President

9:15 pm- 11:00 pm **INCOMING/OUTGOING PRESIDENT'S RECEPTION**
Place: Conv Center 106 A

SONS & DAUGHTERS PROGRAM
2005 NACAA ANNUAL MEETING
Activity Schedule

YOUTH HOSPITALITY ROOM - SON'S AND DAUGHTER'S HANG OUT
Place: Wright Room –Adams Mark

SATURDAY, JULY 16

1:00 pm- 5:00 pm **REGISTRATION**
Place: Grand Pavilion – Adams Mark

SUNDAY, JULY 17

10:00 am- 7:00 pm **REGISTRATION**
Place: Grand Pavilion – Adams Mark

3:00 pm- 4:00 pm **FIRST TIMER ANNUAL MEETING ORIENTATION AND RECEPTION**
Place: Fountain Room – Adams Mark
(All first time members, spouses, Sons, Daughers are invited)

5:00 pm- 6:30 pm **GET ACQUAINTED DINNER**
Place: Front Park
Host: Pennsylvania Association of County Agricultural Agents

7:00 pm- 8:30 pm **OPENING SESSION AND EVENING INSPIRATIONAL PROGRAM**
Place: Grand Ballroom – Adams Mark

8:30 – 9:00 **Hospitality** -
Courtesy: Bryne Ice Cream

9:00 pm- 11:00 pm **STATE PICTURES**
Place: Grand Ballroom – Adams Mark

MONDAY, JULY 18

7:00 am- 5:00 pm **REGISTRATION**
Place: Grand Pavilion – Adams Mark

SONS AND DAUGHTERS TOURS
All day tour includes lunch

8:00 am **Load Buses**
Place: Fountain Room – Adams Mark
Juniors: 6-7 year old w/ parent. 8 – 12
Seniors: 13 – 19 years old
Tour 1: Juniors: , Erie Canal Cruise (1 HR.), Fort Niagara (with guided tour)
Tour 2: Seniors: Erie Canal Cruise (2 HR.), Fort Niagara (with guided tour)

5:00 pm **Return**
Place: Fountain Room – Adams Mark

5:00 pm- 7:00 pm **Dinner with Parents**

7:30 pm- 9:00 pm **4-H TALENT REVUE**
Place: Grand Ballroom – Adams Mark

9:15 pm- 11:00 pm **STATE PICTURES**
Place: Grand Ballroom – Adams Mark
(See schedule in back of program)

TUESDAY, JULY 19

8:00 am- 5:00 pm **REGISTRATION**
Place: Grand Pavilion – Adams Mark

SONS AND DAUGHTERS TOUR

8:00 am **Load Buses: Fountain Room –** Adams Mark
Tour 1: Junior: Whirlpool Jet boat Tour,

Goat Island, Cave of the Winds, Niagara Power Vista

4:00 pm **Buses to Return**

8:00 am **Load Buses: Fountain Room –** Adams Mark
Tour 2: Senior: Whirlpool Jet boat Tour, Goat Island, Cave of the Winds, Niagara Power Project's Power Vista

4:30 pm **Buses to Return**

5:00 pm

5:00 pm- **States Night Out**
7:00 pm

7:00 pm- **Silent Auction and Live Auction Item Preview**
7:30 pm **Place: Grand Ballroom –** Adams Mark

7:30 pm- **LIVE SCHOLARSHIP AUCTION**
9:00 **Place: Grand Ballroom –** Adams Mark

10:00 pm- Northeast Team Meeting
Place: Sullivan Room –Adams Mark

WEDNESDAY, JULY 20

Enjoy the day with your parents!

6:00 am- **ASSEMBLE FOR PROFESSIONAL**
11:00 am **IMPROVEMENT TOURS**
Place: Erie Ballroom- Adams Mark
(Check tickets for departure time)
Boxed breakfast on bus
Courtesy: AgChoice Farm Credit, Hatfield Quality Meats

5:00 pm- **Maryland BARBECUE**
7:00 pm **Place:** Erie County Fairgrounds
Host: Maryland
Entertainment: Carnival Kids Steel Orchestra Lancaster, NY

THURSDAY, JULY 21

8:00 am-1:30 pm**REGISTRATION**

4:00 - 5:00 pm **Place:** Grand Hall –Adams Mark
SONS AND DAUGHTERS TOURS
All day tour includes Lunch
Place: Fountain Room – Adams Mark

8:30 am **Load Buses**
Juniors: Six Flags Darien Lake
Seniors: SixFlags – Darien Lake
Buses Return around 4:30 pm
Place: Fountain Room – Adams Mark

600 pm **Buffalo Zoo - Pizza and Buffalo Wings**

Poster Session

Applied Research

2005 NACAA

90th
Annual Meeting
and
Professional Improvement Conference
Buffalo, NY

Poster Session Abstracts

Applied Research Category

FERTILIZER TREATMENT AND HARVEST INTERVAL EFFECTS UPON FORAGE DRY MATTER PRODUCTION AND FORAGE QUALITY PARAMETERS

Alexander, Gerald W. [1] , Phillips, Mike, Dr. [2]

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Forage producers recognize the added benefits of applying additional amounts of nitrogen fertilizers to their hay meadows and pastures. However, many fail to also recognize the importance of potassium in forage production and potassium often becomes the limiting factor. In the spring of 2004, a demonstration was established in Hempstead County Arkansas to examine the effects of 3 nitrogen fertilizer rates (0, 136 and 272 lbs./Acre applied at 28 day intervals), 3 potassium fertilizer rates (0, 120 and 240 lbs./Acre applied at Day 0 and 56) and 3 harvest intervals (21, 28 and 35 days) on forage dry matter production and forage quality. The 21-day harvest treatments were collected 5 times during the test, the 28-day harvest treatments were collected 4 times, and the 35-day harvest treatments were collected 3 times during the course of the demonstration. A soil test from the demonstration site was collected before the establishment of the demonstration and 80 lbs. of phosphorus per acre was applied to the demonstration site. The demonstration was replicated 3 times in a split-split plot design. Forage samples were collected and weighed for dry matter yields at the assigned harvest intervals of 21, 28 and 35 days from each replicate. After drying, the samples were ground in a Wiley mill and stored for later chemical analysis. Chemical and in situ analyses of the samples is currently underway and preliminary data suggest that Day 21 harvests produced higher nutrient quality than day 28 and Day 35 harvests. The higher nitrogen rates also produced greater production than lower nitrogen rates and also when combined with higher potassium rates. Total dry matter production favored the 35 day harvests. The statistical analysis of collected data awaits a consultation with a statistician on how to best analyze the collected data. One item of consideration is the comparison of forages harvested at regular intervals at different seasons of the year with respect to qualitative parameters. This demonstration will be repeated in 2005.

REDUCED INPUT COST ON LOW-TO-MODERATE RISK INDEX PEANUTS

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Peanut producers must find acceptable means to optimize yields while managing costs associated with production. Reduced fungicide input programs in 2003 that included a soilborne fungicide provide value to the grower comparable to full season programs. A research field trial was established on Kevin Shaw's Riverbottom Farm in Lanier County Georgia in 2004. This irrigated field was strip-tilled with Georgia Green variety peanuts on a 4-year rotation. Using the 2004 peanut disease risk index, this research project was planted in a field with low-to-moderate disease risk. The objective of this research project was to compare full-season fungicide spray programs (Folicur, Abound, Bravo) to the grower's program (Artisan) and to a reduced fungicide spray program (Abound + Folicur). Environmental conditions during the season were excellent for disease development. Leaf spot and white mold were present in the field. Field trial results will be reported in terms of disease control, final yields and value to the producer.

ON-FARM FORAGE DEMONSTRATION AND RESEARCH TRIALS

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These trials were established in 2003 to demonstrate the effect of varying nitrogen rates on forage yield and quality. Cool season grasses Timothy, CowPro, MaxQ, Smoothbrome, Orchard, Fescue and warm season grasses Bermudagrass, Switchgrass, Easterngama, Littleblue stem, Indiangrass, and Big Blue stem were used. The layout is a split plot design with 4 Nitrogen (N) treatments of 0, 56, 112, and 168 kg/ha and 3 replications for each grass species. These were set out in plots measuring 3 by 4.6 m. Nitrogen was not applied in 2003, but forage was harvested in October where Smoothbrome had the highest yield of 1.7 Mg/ha. In 2004, when N treatments were applied, Timothy out-yielded all other cool season grasses for the 0, 56 and 168 kg N/ha with yields of 5.1, 5.9, & 6.6 Mg/ha respectively. Fescue had the highest yield for the 112 kg N /ha of 6.7 Mg/ha. For warm season grasses, Switchgrass out-yielded other grass species in the 56, 112, & 168 kg N/ha with yields of 6.9, 10.4, & 10.9 Mg/ha respectively. Indian grass had the highest yield in the 0 kg N/ha of 5.7 Mg/ha. Qualitywise, the crude protein and relative feed values for all grasses averaged 14 and 120 respectively, thus making nitrogen a variable that producers can tweak to maximize on forage quality and yield. This data gives producers a wider choice in forage species that can respond to nitrogen fertilization.

EVALUATION OF WINE GRAPES AS AN ALTERNATIVE CROP IN SOUTHERN MARYLAND

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The demand for locally produced wine and wine grapes in Maryland is increasing. Demand for local grapes from area vintners has exceeded local supply for the last 10 years. In Southern Maryland, the adoption of a state tobacco buyout program resulted in 86% of eligible producers representing 877 growers exiting the tobacco industry. Transitioning farmers expressed interest in raising grapes, however numerous questions arose as to the feasibility of the crop including variety selection, disease tolerance, labor requirements, and trellising systems. To the answer these questions a variety trial was established in 2002 at the Upper Marlboro Research Farm consisting of 27 varieties in a randomized complete block design with 4 replications. Production data was recorded on yield, vine survival, vine vigor, and disease susceptibility. Preliminary production data was shared with producers through seminars, twilight tours and workshops. Ten varieties will be replaced in the spring of 2005 based upon a threshold of 65% vine survival rate. Those varieties not meeting that threshold include: Cabernet Franc 1C, Cabernet Sauvignon 1C, 337C, and 5C, Sangiovese 1C, 2C,and 3C, Shiraz/Syrah 1C, Tannat 1C, and Viognier 1C. Vine death is hypothesized to be caused by two primary factors. The first is winter injury, especially prominent after the 2002/3 winter season where an early frost was followed by mild fluctuating winter temperatures. The second cause was loss of foliage and vigor from disease pressure caused primarily by downy mildew. Ongoing research is being conducted at the vineyard, with emphasis upon heat tolerance and disease management. Selected varieties are also being distributed for farmer evaluation in different micro-climates.

CAN CATASTROPHIC TURKEY MORTALITIES BE COMPOSTED IN-HOUSE AS A MEANS OF DISEASE CONTAINMENT AND DISPOSAL?

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Funding for this study was provided by the Virginia Department of Agriculture and Consumer Services' Division of Animal and Food Industry Services.

Avian influenza afflicted 197 poultry, including 153 turkey, farms in six counties of Virginia in 2002. More than 3.1 million, or 13,000 tons, of the 4.74 million birds infected were disposed in landfills. Poultry houses that were depopulated during the outbreak remained under quarantine and empty for 25 to 177 days. In-house composting of poultry, particularly turkeys, has not been considered a viable option in Virginia because industry personnel and farmers have believed that the composting process would put the poultry houses out of commission for too long and not work on larger turkeys. This study was conducted to simulate a catastrophic loss event. We wished to determine whether turkeys could be composted in-house as a means of disease containment and disposal and to learn the minimum amount of complementary feedstock needed to compost turkeys. The effects of carbon materials, turkey size, and feedstock processing (i.e., whole, shredded, tilled, and crushed) were investigated on a poultry farm in Dayton, Virginia. Eight windrows, each representing a separate treatment, were constructed between December 2004 and January 2005. The turkeys weighed between 17 and 42 pounds. A ninth and tenth treatment was designed to determine the minimum amount of carbon material needed to prevent leakage and promote composting. Few carcasses remained in any of the windrow treatments after two weeks, at which point the composting material could likely have been moved out of the house for further composting, either in a litter storage shed or under a compost fleece. All four carbon materials (i.e., hardwood sawdust, aged woodchips, built-up litter, and starter litter) were effective in composting the turkey mortalities. Shredding, tilling, and crushing the carcasses increased the rate of composting by approximately 2 to 11 days by increasing the surface area to volume and exposing the bones and marrow to further decomposition. In-house composting works with a variety of carbon and feedstock materials and is a viable method of disease containment and disposal of catastrophic turkey mortalities.

COST AND MARKET ANALYSIS FOR A PINE STRAW ENTERPRISE IN GEORGIA

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With the market for softwood timber slumping in the southeast, landowners have recently started looking more seriously at utilizing the pine straw produced from their timberland as a way to increase their farm income. Over the past several years, a market for pine-straw has become established in Georgia. The authors performed both cost and market analyses to determine the costs associated with the production of pine straw, the current market conditions and market trends. An enterprise budget was developed for the purpose of determining the potential profitability of pine straw production. It was determined during this process that there are several methods utilized for the production of pine straw bales, ranging from the low-cost labor intensive methods to mechanically intensive high capital outlay methods. The two other factors that play a significant role in determining the level of production and profitability of pine straw production are timber stand management and tree species. In addition to the cost analysis, the market analysis included determining the characteristics of the market at both the producer and consumer levels. This study showed that there are distinct markets for the different types of pine straw produced in the state. Different species of pine trees produce different qualities of pine straw. These differences make straw from species like Loblolly almost worthless, while straw from Longleaf Pine can be sold in the field un-baled for up to $1.00 a

bale. Retail prices for the different qualities of straw ranged from $1.25 to $4.00, while the price the farmer would receive for un-baled straw on his/her farm ranged from $0.20 to $1.00.

SATELLITE TECHNOLOGY AND WATER CONSERVATION IN THE URBAN LANDSCAPE

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The Cobb County Extension Service and Master Gardener volunteers are participating in a three year project to evaluate a new kind of automated irrigation system control device. This new Smart Water Application Technology (SWAT) device is an irrigation controller that uses real time weather data as input for calculating when irrigation is needed at a particular location and zone. Each zone within each location has been audited, plant material cataloged and input into the system. The Master Gardeners are working on this project with Mr. Steve Brady, County Extension Agent and Dr. Rose Mary Seymour, Extension Specialist. The project is funded by the local water wholesaler and county water supplier, the Cobb County Marietta Water Authority and Cobb County Water System. The new SWAT irrigation controllers are set up to control several residential and commercial irrigation systems. The water use from the new controllers and an equal number of existing conventional controllers at comparable locations will be evaluated to see what kind of water savings the new controllers can provide in the humid sub-tropical climate of Georgia. These SWAT controllers have been very successful at reducing outdoor water use in several tests in the western US. In addition to the water savings potential, this project is establishing new parameters for water usage in the southeastern US. It is assumed that they could provide similar kinds of water savings for automated irrigation systems in the southeast.

OHIO FARM BUSINESS SUMMARY REPORT 1998-2003

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This report summarizes an average of 58 Ohio family farm businesses that used the FINPACK program FINAN for year-end analysis. The report represents farms from one-quarter of Ohio counties. Participation in this summary was voluntary, through educational programs offered by Ohio State University Extension and several Farm Business Planning and Analysis programs from area joint vocational schools. FINPACK is a comprehensive financial planning and analysis system developed and supported by the Center for Farm Financial Management, University of Minnesota. It is designed to help farmers understand their financial situation and to make informed decisions. RANKEM was the summary program used to compile the data and describe the averages for all farms, the lower third and upper third of farms. The whole farm analysis was sorted by net farm income. Enterprise data was sorted by return to overhead. Cost of production continues to be the one variable that has consistently separated the lowest, average and highest profit producers. The average return to assets (ROA) reported for the past six years was 2.8%. The ROA average was 6.3% for the top third of farms. The average net worth change per year was $38,724 from 1998-2003. For the top third of farms, net worth change per year was $79,809. On average, nearly 60% of net farm income was received from government program payments. This summary served Extension Educators as a useful demonstration of the power of FINPACK to analyze farm financial data for educational purposes.

COMPARISON OF ENTERPRISE BUDGETS FOR TILLAGE SYSTEMS THAT ENHANCE CARBON SEQUESTRATION

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Tillage systems vary in their ability to sequester carbon. The economics of these systems may influence a producer's willingness to change tillage systems should there become an incentive to capture and store more carbon from the atmosphere by using No-Till. Enterprise budgets were prepared using survey results from twenty-one different producers with a total of 102 separate crop enterprise budgets. Due to small sample size, a weighting procedure was used to calculate weighted average Operating and Ownership Costs for a particular crop enterprise by tillage system. Dryland agriculture enterprises in Montana consist primarily of Summer Fallow, Spring Wheat and Winter Wheat. Summer Fallow operating costs were less for Conventional Tillage, followed by No-Till, and were significantly higher for Minimum Tillage systems. Operating costs for spring wheat Conventional Tillage were less than Minimum Tillage and No-Till with No-Till being the highest. However, yield tended to be higher for the No-Till System and lowest for the Conventional Tillage system. Winter Wheat Conventional Tillage tended to cost less than No-Till and was the highest for Minimum Tillage. Total ownership cost for Summer Fallow and Winter Wheat enterprises were lowest for Conventional Tillage and highest for Minimum Tillage. Total ownership costs for Spring Wheat tended to be higher for both Minimum Tillage and No-Till.

CAN PRODUCERS ECONOMICALLY FERTILIZE DRYLAND GRASS IN MONTANA?

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Many Montana producers have planted the most appropriate grass species and cultivars for improved pastures, and have developed fences and water sources for improved pasture utilization. However, producers remain skeptical about the merits of fertilizer inputs on dryland grass pastures or hay land. The objective of this study was to determine the agronomic and economic benefits of applying N fertilizer to "mid-term" grass stands. The study area is near Willow Creek, MT which receives 10 to 12 inches of annual precipitation. Nitrogen fertilizer was applied to replicated stands of 12 grasses. The grass plots in this trial were established in 1997 with a plot seeder at recommended seeding rates. During 1997 through 2001, the plots were uniformly harvested in the fall, and no fertilizer has been applied since planting. In April 2002, 0, 50 or 100 pounds of N (0, 147 or 294 pounds of 34-0-0) per acre were each broadcast applied to two rows within each plot. Plots were harvested in late July 2002 and most grasses had a linear response to N fertilizer. In 2003 and 2004, no N fertilizer was applied, and grass dry matter production reflected a carryover effect from the 2002 N fertilizer application. Across all grasses, the 2004 yields still reflected a response to N fertilization in 2000. Based on these studies it appears that a single application of N fertilizer can improve dryland forage production of "mid-term" grass stands, but the feasibility and payback period of N fertilization varied depending on variety.

THE EFFECT OF IN FIELD VEGETATION ON THE INCIDENCE OF SPOTTED WILT IN TOBACCO

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The effect of in-field vegetation on the incidence of spotted wilt in tobacco was studied at two locations in Berrien County. Single rows of wheat planted October 03, naturally occurring winter/spring weeds and weed free bare ground were spaced between two, four or eight rows of tobacco. The tobacco was planted in early April 04 as the weeds were beginning to establish.

The wheat had established a thick, green, weed free cover by that time. The design was a randomized complete block with four reps. Spotted wilt was evaluated visually 2, 5, 8 and 12 weeks after transplanting the tobacco. The highest incidence of spotted wilt was found in rows of tobacco adjacent to wheat. There was a gradual decrease in spotted wilt one and two rows removed from wheat. There was no effect of tobacco row proximity to natural weeds or clean cover. Four weeks after transplanting tobacco 96 wheat and weed samples were collected on each farm and assayed individually for tomato spotted wilt virus (TSWV) by ELISA. TSWV was found in 54% of the weeds but none of the wheat plants. Wheat and other grasses are not known to be hosts of TSWV or serve as sources of this virus. Thrips already infected with TSWV may have entered the field and colonized the wheat shortly before transplanting tobacco. After transplanting, thrips made a secondary migration into the tobacco. The gradual decline in % spotted wilt with distance from wheat supports this conclusion.

DETERMINING THE IMPACT OF JUNIPER HARVEST ON WATER YIELD: CALIBRATING THE PAIRED WATERSHEDS

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Western juniper's (*Juniperus occidentalis)* dominance on eastern Oregon's rangelands has increased 5 fold since 1934. The result of this significant vegetative change has been reduced forage production, increased soil erosion and reduced infiltration rates. Based on individual tree water use models and field observations it has been speculated that the expansion of western juniper has been, at least in part, responsible for the desertification of these landscapes. In 1994, a paired watershed study was implemented in the Camp Creek drainage, a tributary of the Crooked River (Deschutes River Basin). Two, 300 acre watersheds were identified and calibrated. Baseline data for channel flow including duration and intensity of flow, along with channel morphology, hillslope soil movement and vegetative cover has been collected since 1994. GIS has been utilized to compare geomorphological characteristics of the two watersheds. Precipitation for each watershed has been continually record. In 2004, monitoring parameters were expanded to include weather, snow depth accumulation, spring flow, soil moisture and depth to ground water. Analysis of baseline data indicates similarities and differences between the two watersheds as it relates to their water cycles. In the fall of 2005, the juniper will be cut in one watershed and both watersheds will be monitored and data analyzed to determine changes in water.

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

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Spotted wilt is the number one tobacco disease in Georgia. Growers have believed that there is a greater difference of spotted wilt associated with the use of bare root plants as compared to greenhouse plants. There is no clear data to support this belief. Research was conducted to compare the final incidence of spotted wilt in tobacco grown from greenhouse versus bare root transplants. A comparison of 9 lots of greenhouse plants and 9 lots bare root plants was made in two locations 20 miles apart in 2003 and 2004. Results were similar in both locations. Spotted wilt incidence was varied among the different lots of plants in each location. At both locations Admire gave a better reduction in spotted wilt with greenhouse than bare root plants. Unexpectedly spotted wilt was lower in tobacco grown from bare root plants at both locations. Lab results showed a low percentage of infected plants at transplanting.

EARLY POSTMORTEM, SKELETAL ALTERATIONS EFFECT ON SARCOMERE LENGTH, MYOFIBRILLAR FRAGMENTATION, AND MUSCLE TENDERNESS OF BEEF FROM LIGHT-WEIGHT, BRANGUS HEIFERS

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Carcasses from light-weight, Brangus heifers were used to evaluate the effect of skeletal alterations on beef tenderness. Approximately 2h after exsanguination, skeletal separations were made on randomly selected sides, whereas companion sides served as untreated controls. The 12th thoracic vertebrae*, multifidus dorsi*, and intercostals muscles were cut on the dorsal side of the LM, and the cut between the 12th and 13th ribs was extended 13cm from the lateral side of the LM. The second cut was made through the ischium of the pelvic bone following the line between the 4th and 5th sacral vertebrae and extended to a point of 2.54 cm anterior to the tip of the aitch bone, and all minor muscles were and connective tissues were severed. After a 24-h chill period the LM, *semimembranosus* from the round, were removed from each side, vacuum-packaged, and aged for seven days. Then, five 2.54-cm steaks were cut from each muscle to determine the effectiveness of the TC treatment on sarcomere length myofibrillar fragmentation index (MFI), and cooked beef tenderness. Skeletal separation produced LM steaks with longer ($P<0.05$) sarcomeres and reduced ($P<0.05$) Warner-Bratzler shear force (WBSF) values by 33.2 to 35.8% when compared to the untreated controls. Moreover, sarcomere length of the *biceps femoris*, *semitendinosus,* and *semimembranosus* were also increased ($P<0.05$) by the skeletal separation procedure, but WBSF values were not different ($P>0.05$) from controls. Moreover, the skeletal separation employed in the present study did not ($P>0.05$) affect MFI of any muscle. Results of this study demonstrate that simple skeletal separations, when applied 2 h postmortem, can effectively improve tenderness of the LM but not muscles from the beef round.

POULTRY LITTER SPREADER CALIBRATION TRIALS AND RECOMMENDATIONS

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An integral component of nutrient management planning is the calibration of land application equipment. New regulations from the Georgia Department of Agriculture require haulers and brokers of animal manures to be permitted and annually calibrate application equipment. Georgia produces over 1.5 million tons of poultry manure annually. Spreader calibrations are imperative for the continued use of the manure resource in an environmentally responsible manner.

An Internet search revealed a variety of calibration methods being recommended by other universities or government agencies. The most common methods involve collecting samples on a surface, weighing the material and extrapolating to a per acre rate. A known weakness of most methods is that they only provide a snap-shot of the application. It is assumed by these methods that the rate of application will not change over the length of a run until the spreader is emptied.

Extension specialists and over 25 county agents field tested five methods on four different spreaders with the following goals for calibration in mind: (1) determine the application rate (tons/acre), and (2) obtain a relatively even distribution of litter across the field by adjusting the spreader and the lane spacing. The results of this exercise allowed extension specialists to continue recommending the UGA small tarp method for litter spreader calibration. This gives a picture of distribution and allows for extrapolation into per acre rates based on different lane spacing. Adjustments to the spinners, gate setting or general operation may be recommended to obtain optimum results.

EFFECT OF SEASON LONG FLAMING FOLLOWED BY A GRASS COVER CROP ON CANADA THISTLE BIOMASS IN STRAWBERRY PRODUCTION

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Perennial weeds are a chronic problem associated with organic strawberry production in Colorado. Crop rotation, mechanical cultivation, hand weeding and hoeing typically are used to manage these weeds. The use of thermal (flame) weed control systems addresses this problem and is an alternative to mechanical cultivation and herbicides for controlling weeds. The purpose of this study was to examine the effect of multiple flame applications on Canada thistle (*Cirsium arvense*) weed biomass in a three-acre fallow strawberry field. Weeds were flamed using the Flame Engineering TD-12 LPS Alfalfa Field Flamer. The Alfalfa Field Flamer utilizes liquid spray flaming that creates combustion at the base of the plant to produce 2000 degrees F temperatures. This flamer consumed 35 gals of propane per acre at a cost of $40 per acre. Five flame applications were used during the growing season. Evaluations occurred within 3 to 5 days after each flame application with the above ground portion of the plant harvested and weighed. Good activity was seen immediately after the flame treatment on Canada thistle; however, rapid re-growth continued throughout the summer, thus requiring multiple flame applications. Above ground fresh weight of Canada thistle foliage treated with just one flame application averaged a 63.3% reduction when compared to the untreated check. After the fifth and final flame application, the above ground fresh weight of Canada thistle foliage averaged 88.6% less than the untreated check. At this time root mass was harvested and weighed. Root biomass comparisons revealed a 55% reduction in root fresh weight following five flame applications. The rows between the strawberry beds were planted with crested wheatgrass variety 'Ephriam', intermediate wheatgrass variety 'Oahe' and pubescent wheatgrass variety 'Luna' on August 30, 2004. Data indicates that the planting of a fall grass cover crop also reduced Canada thistle populations in 2005.

EFFECT OF AGE AT WEANING AND POST-WEANING MANAGEMENT ON PERFORMANCE AND CARCASS CHARACTERISTICS OF ANGUS STEERS

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Seventy-five, non-implanted Angus steers born in 2001 and 2002 were used to determine the effect of age at weaning and post-weaning management on performance and carcass characteristics. Animals were weaned at 100 or 200 days of age and managed using one of three systems: 1) weaned at 100 days of age and starting on high-grain diet immediately (EW), 2) weaned at 200 days of age and fed a high-grain diet immediately (NW), and 3) weaned at 205 days of age and backgrounded on pasture and hay until 400 days of age (YR), before being fed a high-grain diet. Daily dry matter intake, average daily gain, and harvest weight increased ($P < .0001$) as the age at which an animal was offered a high-grain diet increased. However, there were no differences in hot carcass weight ($P > .17$), ribeye area ($P > .33$), or USDA Yield Grade ($P > .14$) due to treatment. Fat thickness at the 12th rib was greater ($P < .01$) for the EW carcasses than for the NW or YR carcasses, which did not differ. There were no USDA Select or lower carcasses, however, average USDA Quality Grade ($P < .002$) and the percent of carcasses grading USDA Average Choice or High Choice ($P < .04$) was greater for the EW and NW treatment groups than for the YR treatment. Feeding steers a high-grain diet earlier in life can improve USDA Quality Grade without reducing hot carcass weight, but increases carcass fat in non-implanted, Angus steers.

A REVIEW OF USDA-INSPECTED LIVESTOCK SLAUGHTERING FACILITIES IN TENNESSEE

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To enhance their economic viability, many agri-entrepreneurs and small farmers agri-businesses are striving to develop new market opportunities. Meat represents one potential opportunity, yet meat used in Tennessee value-added enterprises must be slaughtered and processed under USDA inspection. Previous studies have showed that the slaughtering and processing stage is an obstacle to the successful development of value-added meat enterprises. Yet there has traditionally been little information available on USDA-inspected facilities that provide slaughtering and processing services for the public, and it was even difficult to identify such plants. Working with USDA compliance officers in Tennessee to identify ten such plants, Extension Specialists analyzed the location of and types of animals slaughtered at each of the plants. This data will be invaluable for agri-entrepreneurs conducting feasibility studies before engaging in a new venture. This study's results represent one of five objectives of the 2001-2003 project entitled "Developing Target Markets for Value-Added Niche Products." The findings set the stage for future studies such as a) evaluating the slaughter capacity of a facility slaughtering only one kind of animal verses a facility slaughtering mixed kinds, b) determining the different services that were included in each plant's definition of the term "process," and c) determine when USDA-inspected slaughtering occurs for each kind of animal.

OHIO DAIRY FARM MANURE APPLICATION SURVEY

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An Ohio manure application survey was sent to 2,760 Ohio Grade A dairies April 2004 (24.4% response rate). Respondents averaged 96 cows (SD=146), 307 acres (SD=365), produced 1,500 tons of manure, and traveled <1.4 miles to apply manure. The vast majority of these farms (91.5%) reported < 6 months solid manure storage and 70.4% reported < 9 months liquid manure storage. Dairy farmers applied 32.9% of their manure from October to December, 25.2% January to March, 23.6% April to June, and 18.3% July to September which are significantly different ($p<.05$). Dairy farmers knew they needed to apply liquid manure away from tile lines (68.9%), needed to inspect broken tile (58.3%), and not apply manure before a rain (54.8%). Most did not know they needed to inspect tile flow (15.5%), monitor tile lines (22.9%), perform tillage with manure applications (23.1%), or adjust manure application rates (32.7 %) as a means of mitigating the downward movement of liquid manure into subsurface drains. However, they are beginning to understand liquid manure can move downward through cracked soils (36.5%), worm burrows (34.5%), and root channels (25.1%) into tile lines. Respondents reported protecting the environment and reducing damage to environment as a high priority. Concerns on soil moisture content and soil types with liquid manure application rated high but injecting manure to prevent manure movement and the occurrence of discharges to tile lines rated low. Knowledge, adoption of best management practices, and attitudes were highly correlated. These results will influence future Ohio animal manure application programs.

EDAMAME PRODUCTION IN AN ORGANICALLY TRANSITIONAL SYSTEM ON MARYLAND'S LOWER EASTERN SHORE

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From 2002-2004, edible varieties of soybeans (Glycine max) called edamame were evaluated for varietal characteristics that are favorable for production on the Eastern Shore of Maryland. The land used is managed as organically transitional and all crops mentioned were grown under organically approved. In 2002 and 2003, the beans (FG-1, FG-3, and Vinton 81; Misono, Black Pearl, Saymusume and Beer Friend, respectively) were planted as a traditional row crop. Yield, pod number per plant (2002 only) and plant population were analyzed. In 2002 there were no differences between varieties in any of the yield factors analyzed. In 2003, FG-3 had a higher yield, pod number per plant and plant population than the other

varieties. In 2004, the beans (BeSweet2020S, Schillinger414F, Dixie and BeSweet292) were planted into three non-chemical weed suppression systems. Compost (4"), straw (4"), New Zealand clover (as green manure), plus bare ground were used. Supplemental weed control methods were used in each treatment including flaming, rototilling, weed-wacking, hand weeding and hoeing. Weed control methods and yield components were analyzed. Of the treatments, all produced higher yields than the control. In terms of plant population, there was no difference between BeSweet2020S and Dixie, and no difference between Schillinger414F and BeSweet292. In order to educate the public on this unusual vegetable, a Cable Access cooking show was developed to demonstrate methods of preparation plus horticultural information on edamame.

THE EFFECT OF TMV INOCULATION ON THE INCIDENCE OF SPOTTED WILT IN TOBACCO

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Tobacco mosaic virus is one of the most persistent viruses, capable of surviving for at least 50 years in dead, dried tissue. Although the virus may be transmitted by insects, TMV is primarily transmitted mechanically. A mild strain of TMV was purified and mixed with 2 gallons of 0.01M phosphate buffer (pH=7.2). The solution was applied with a hand sprayer on 260 trays of plants (variety-K-326). On April 26-28, the inoculated plants and non inoculated plants were transplanted on four farms. The non inoculated plants were treated with an Admire tray drench (1.3 oz/1,000 tray cells), Actigard (1.0 oz/ 100,000 plants) + Admire (1.3 oz/1,000 tray cells or were untreated. Spotted wilt was evaluated visually every two weeks from 2 weeks after transplant to 12 weeks after transplant. Yield data was collected for each treatment on three of the test farms. TMV inoculation was associated with reduced spotted wilt at all locations.

THE USE AND PERCEIVED VALUE OF SHADE TREES IN THIRTY-TWO CHILDCARE FACILITIES IN A MIDDLE TENNESSEE COUNTY

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Outdoor childcare play areas could benefit from shaded areas, or additional shaded areas, not only for protecting children from the sun, but in providing them a rich learning environment as well. Trees provide shade, clean air and opportunities to develop environmental responsibility though visual and cognitive interaction with nature. Worldwide, researchers are delving into a fast emerging field of childhood studies which looks at the importance of trees, nature, and their effects on children's play and learning. Incorporation of trees into outdoor play spaces will lead us into the direction of ensuring continuing appreciation of the environment as well as providing beneficial shade for future generations. Study results indicate a high value associated to the importance of shade trees in outdoor play spaces; yet, physical site assessment data reveals a low number of shade trees compared to the presence of standard play equipment. Oftentimes, playground development is considered the least important factor when budgeting for improvements to the overall center. While nature-based activities and curriculum are being conducted indoors, outdoor environments are overlooked as opportunities to improve cognitive skills. An educational model has been created for the development, implementation and evaluation of shade tree use in childcare centers. This model will be used to implement and assess the impact of an educational program on attitude about and knowledge of use of shade trees in childcare facilities.

WHAT HAS BEEN DONE:
Throughout 2003 and 2004, as part of a Masters research study, the attitude of childcare directors toward providing shade by planting trees in outdoor play spaces was analyzed. Facility outdoor play spaces were evaluated through both survey's and physical site assessment data. One workshop was held to educate childcare providers to raise awareness of the need for shade in outdoor play area.
This research study contributes to the fast emerging field of childhood studies that look at the importance of trees, nature, and their effects on children's play and learning. While the current model envisioned by childcare providers is a playground full of traditional

equipment, many existing natural features could be enhanced at little expense. Study results indicate that childcare providers consistently felt that providing shade was highly important, however, the outdoor play environments do not reflect that attitude. Data derived from site assessments, interviews and observation indicate that childcare directors are aware of the benefits of shade, but they lack the knowledge of how to plan and design facilities to include adequate shade. Discrepancies occurred time and again in what was reported on the *Baseline Survey for Childcare Directors* and what was actually seen during the physical site assessments.

URBAN AGRICULTURE AND NATURAL RESOURCES PROGRAMMING: THE FUTURE AS PROJECTED USING A DELPHI STUDY

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The Delphi methodology is an accepted technique to predict future practice using a geographically dispersed panel of experts. Nominees recommended by state directors of Extension were selected to include Extension educators, county directors, urban specialists, program specialists, and state directors/ assistant directors. Additional panelists included a state legislator, a county administrator, a youth development expert, and an adult education expert. The purpose of this Delphi study was to identify the indicators of success for urban Extension in the next two to five years. The panel responded to a series of 100 statements indicating their level of agreement or disagreement to each statement as an indicator of success. When the panel reached an 80 percent level of agreement on a statement, the statement was considered an indicator of success and dropped from the next round of input. Panelists completed a total of three rounds of responses. Responses were both quantitative on a 6-point Likert scale and qualitative in the form of comments supporting their ratings. The implications to urban Agriculture and Natural Resources programming are discussed in the areas of programming; program planning, implementation, and evaluation; marketing; and accountability. Although specifically focused on urban Extension, many of the practices recommended are appropriate for all Extension outreach. Data indicate challenges as well as opportunities for impact in the areas of the economy, environment, and social well-being.

ALTERNATIVE QUARANTINE TREATMENTS FOR IMPORTED FIRE ANTS IN TENNESSEE NURSERY STOCK

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The Federal Imported Fire Ant (IFA) Quarantine has drastically moved northward into heavy nursery producing counties in Tennessee. Nursery production provides more than $3 million income to citizens and producers in Grundy County, Tennessee. Nursery producers must have effective cool season control of Imported Fire Ants in order to ship products out of quarantine areas and satisfy requirements. Nursery field producers are limited on approved quarantine treatment choices and these treatments are not efficient. If the fire ants are not controlled, nursery producers must spend extra time, labor, and money on drenching or dipping nursery stock before products can be shipped. The purpose of this applied research project was to develop a cost effective treatment methodology for field grown balled-and-burlapped nursery stock that will meet the Federal IFA Quarantine regulations and assist growers more efficiently through the shipping season. Six pyrethroid applications were applied in February 2004 at broadcast rates and evaluated for a twelve week period. Twenty-four (24) active fire ant mounds were identified and treated in Grundy County, Tennessee. The applications were split into three treatment plots with three control plots and three water control treatment plots. Four weeks after the chemical treatment all mounds had zero activity, while both control treatments maintained six active mounds throughout the trial. Following the chemical treatment, the deltamethrin granular treatment had activity on one mound in the tenth week and twelfth week. All other treatments maintained zero activity throughout the twelve week trial.

USING MECHANICAL RENOVATION TO INCREASE GRASS PRODUCTION ON DENSE CLUBMOSS-INFESTED RANGELAND

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Dense clubmoss (*Selaginella densa* Rydb.) is a low mat-forming, native perennial forb that if left unchecked decreases productivity of rangeland. Prescribed livestock trampling is an effective tool for small, localized infestations, but chiseling has been the most common method of treatment for treating large infestations of dense clubmoss. The main objective of this study is to determine which alternative mechanical treatment options have the highest efficacy on dense clubmoss and causes less soil disturbance than chiseling. This study is comparing the effectiveness of the Tar King Plant-O-Vator, Lawson Aerator positioned at a 5 degree angle, and Lawson Aerator positioned at a 10 degree angle. Spring versus fall treatments are also being compared. The study is being conducted on dense clubmoss-infested, mixed prairie rangeland in central Montana. Fall treatments were applied in October 2003 and spring treatments were applied in April 2004. Data was collected in July 2004 to evaluate responses after treatments were applied. Preliminary data indicates that spring treatment reduced dense clubmoss ground cover more and fostered more grass production than fall treatment. Grass production was reduced by all three treatments when compared to untreated areas. Untreated areas produced 606 lbs/ acre of grass, while treatments with the Tar King Plant-O-Vator, Lawson Aerator positioned at a 5-degree angle, and Lawson Aerator positioned at a 10-degree angle resulted in 395, 402, and 323 lbs/acre of grass, respectively. The Lawson Aerator positioned at a 10-degree angle caused the most ground disturbance, resulting in reduced grass production. Data will be collected on this site again in July 2005 to evaluate responses two growing seasons after treatments to evaluate the efficacy of these techniques.

GENERATING INFORMATION FOR DECISION MAKING: CURBSIDE RECYCLING IN LAKE COUNTY, OHIO

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County agents working with district and state specialists generated information to aid local decision making on curbside recycling. Community leaders are under increasing pressure to allocate scarce resources to deal with local environmental issues such as solid waste disposal and recycling. Curbside recycling is one way for communities to help reduce the need for expensive landfill space. However, local officials are reluctant to commit to a long term contract unless they have information on public support for curbside recycling. In 2001 and again in 2004 county officials asked OSU Extension in Lake County, Ohio to survey county voters for their views and opinions on the countywide curbside recycling program. The county agent worked with county officials, an extension specialist and an economist and developed a mail survey to determine public opinion and the willingness to pay (WTP) for curbside recycling using the Contingent Valuation Method (CVM). CVM is a standard economic method to measure citizen WTP for environmental amenities. In both years, almost 2,000 voters were surveyed with a response rate of 73% in 2001 and a response rate of 52% in 2004. The countywide WTP for curbside recycling ranged from $1.08 to $1.72 per month in 2001 and from $1.00 to $1.65 per month in 2004. Support for the program was very high in both years. County officials utilized the survey information to work with local communities to make informed decisions on continuing the countywide three year $4.5 million curbside recycling program.

UTILIZING WORM BIOLOGY & LAMB RESILIENCE TO MINIMIZE THE USE OF DEWORMERS

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Drug resistance has become a serious problem for sheep and goat producers in Ohio. Many flocks now demonstrated some level of drug resistance to all approved classes of dewormers. When resistance develops to all three chemical classes of dewormers, producers must have some means of continuing in production. The objective of this study was to grow lambs on pasture at a time so as to eliminate the use of anthelmitics. Crossbred Dorset/Marino wether lambs were randomly sorted into six pens, three replicants and equally divided according to fecal egg shedding. In total thirty-five lambs were utilized in the trial. Three groups were randomly selected for drug treatment while three received no anthelmitic products. All groups were grown on fescue pasture with full feed/self feeder for 107 days starting October 1st. Results indicated, $p<.05$, that there was no significant difference between treated and untreated groups in feed efficiency.

CONTROL OF AUTUMN OLIVE USING BASAL HERBICIDE APPLICATIONS

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Autumn Olive (*Elaeagnus umbellata*) is a spreading, upright, shrub that was introduced to the United States from eastern Asia for use in conservation plantings. It is listed as a noxious weed in 23 north central and western West Virginia counties. Many farmers consider autumn olive to be a severe brush problem. It spreads easily and can take over pastures or idle fields, removing many acres from active grass production. Mechanical control, such as brush hogging, mowing, or grubbing, is not a feasible long term option due to the ability of this plant to resprout easily. Although foliar herbicide applications can be effective to control autumn olive, these applications can be very difficult, depending on terrain, brush size, and plant density. Basal stem applications, where the stem is sprayed from ground level to a height of about 15 inches, have a number of advantages. These include greater flexibility in timing of applications, the ability to target plants when brush is mixed with non-target plants, safety, ease of application, and fewer equipment requirements. Field trials were conducted in 2002-2004 in Lewis County, West Virginia, to determine the effectiveness of basally applying 4% Crossbow (triclopyr + 2,4-D) or 20% Remedy (triclopyr) using No. 2 diesel oil as a carrier, to control autumn olive plants of varying sizes. Applications were done in October, February, March, and May. Excellent (>95%) brush control was observed following application of either herbicide treatment.

MANAGING TROPICAL SPIDERWORT (*COMMELINA BENGHALENSIS*) IN PEANUTS WITH RESIDUAL HERBICIDES

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Tropical spiderwort (TSW) is the most troublesome weed of peanut production systems in Grady County. The development of cost-effective TSW control strategies are necessary to maintain high yields, prevent harvest losses, and reduce further spread of this weed. Objective of these studies were to evaluate TSW control with herbicides applied preplant incorporated (PPI), preemergence (PRE), and postemergence (POST). Results from a PPI vs. PRE study indicated that there were no differences in control between PPI and PRE application methods of Dual Magnum, Pursuit, Cadre, and Strongarm. When averaged over application method, Dual Magnum provided 93% control of TSW at 76 days after treatment (DAT). It is interesting to note that the first rainfall event of 1.2" at this location did not occur until 10 DAT. There were no differences in control between Strongarm, Cadre and Pursuit at 20 DAT, but Cadre

provided better control than Strongarm at 76 DAT. In two separate POST control studies, generally, no differences were observed between Strongarm, Cadre, and Pursuit when applied either 13-20 days after planting (DAP) or 20-28 DAP. However, Strongarm applied 20-28 DAP provided better control than Cadre applied 13-20 DAP at one location. Where yield data was collected, there were no statistical differences in peanut yield between Strongarm, Cadre, and Pursuit treated plots.

ECONOMICS OF GRAZING STOCKER CATTLE AS A SUSTAINABLE ALTERNATIVE TO ROW CROPS

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A profitable stocker grazing model was developed that could compliment and provide diversification to crop farming operations. This project consisted of four trials over a four year period involving a total of 386 head of cattle weighing 559 pounds initially. Pastures consisted of alfalfa-orchardgrass, perennial ryegrass-white clover-endophyte free fescue, and endophyte friendly tall fescue (Max Q) fertilized with 120 pounds of nitrogen per year in two applications. Average stocking rate, total grazing days per year, animal daily gain, and total yearly beef production per acre were 2.36 animals per acre, 166, 2.12 pounds, and 813 pounds. Total production costs including amortization of fencing, water system, and seeding establishment, labor, fertilizer, machinery, interest, farm overhead, and animal costs for interest, marketing, health, and mineral were $234 per acre. Value of gain averaged $0.67 per pound with revenue of $565 per acre leaving a return to the land resource of $331. Illinois FBFM data from 2001-2004 for high quality soils in western Illinois show average revenue, expense, and return to land of $411, $291, and $121 for corn and $292, $208, and $83 for soybeans. Potential constraints are value of gain risk along with yearly and seasonal variation in forage production and subsequent variation in beef gain.

MAPPING YIELD VARIABILITY OF COMMERCIALLY GROWN BELL PEPPERS

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Yield monitoring and mapping has become a valuable tool in modern crop production systems. While electronic yield monitors are commercially available for a variety of mechanically harvested crops, little research has been conducted to monitor and map yield variability in hand-harvested crops such as commercial vegetables. The objectives of this research were to document the spatial variability in yield within a commercially grown vegetable field in order to determine if further research should be conducted to develop yield monitoring systems. In the spring of 2004, a novel approach was used to log yield data within a 0.5 acre section of a bell pepper field in Tift County, Georgia. Backpack GPS systems were used to log data points for each pepper that was harvested. The data from each of the multiple harvests was combined using ArcView GIS software. Further analysis was conducted using the ArcView Spatial Analyst extension to create density maps which displayed the yield variability within the test area. Topographical data was also collected using high accuracy (1 cm resolution) RTK GPS and topographical contour maps were created using ArcView. Results of the trial indicated that over four harvests combined, yield varied within the test area between 250 and 1,500 boxes per acre. Consequently, spatial variability in bell pepper can be great and future research in developing a practical yield monitoring system for hand-harvested crops is needed.

EFFECT OF NITROGEN FERTILIZER ON TREE GROWTH, INSECT POPULATIONS, OF SELECTED NURSERY TREES.

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Nursery managers, arborist and landscape managers play an important role in creating and maintaining a healthy environment in urban and

community forests. Determining the correct amount of nitrogen fertilizer to be applied to maintain the health of the trees and not encourage herbivore damage is the question most nursery managers, arborist and landscape managers are asking. Ongoing research being completed in Maryland is starting to provide answers to these questions. A 2-year field trail was conducted at Ruppert Nursery, Laytonsville, Maryland on two species of nursery plants to determine optimum fertilization rates for *Acer rubrum* (American red maple), and *Tilia cordata* (littleleaf linden). The impact of herbivore feeding and fertility rates was observed and noted. Nursery managers sell trees based upon trunk caliper. A manager's goal is to increase caliper size rapidly and sell the plants into the market place. The quicker the plant material reaches a specified trunk caliper (usually 2"-6" caliper is the market goal) the production field can be turned to another crop. Nurseries want to apply the optimum amount of nitrogen significantly increasing herbivore damage levels. Plants with damaged foliage may reduce the vigor of the plant thus delaying timing of sale. Herbivore feeding injury can reduce salability of a tree when they are summer dug with foliage on the tree for in-leaf sales. The primary objective of this trial is to determine the appropriate nitrogen fertilizer rate to optimize tree growth and not increase herbivore activity.

CONDUCTING FORMATIVE EVALUATIONS OF COOPERATIVE EXTENSION PROGRAMS: NEVADA 4-H CONTINUOUS QUALITY IMPROVEMENT AND ACTION PLANS

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This poster demonstrates highlights of a statewide educational program that features a formative evaluative or process-based framework to measure the effectiveness of 4-H programs. In 2001, University of Nevada Cooperative Extension developed and piloted a survey of 4-H parents and leaders in several Nevada counties. In 2003, the survey was improved and conducted statewide involving all (3,074) 4-H leaders and parents. Analyses of statewide and county data were conducted and the results shared in a peer-reviewed published curriculum, *Nevada 4-H Statewide Impact Assessment.* The curriculum includes a history of 4-H programs, rationale for formative evaluation, and step-wise strategies and planning tools developed to help 4-H staff create Action Plans to improve county-level programs. The program targets 4-H staff and their efforts to strengthen volunteer leader training. Based upon 2003 statewide surveys of 4-H parents and leaders, multi-county trainings were conducted in 2004 with approximately 20 4-H staff. All 17 counties participated in the survey and curriculum based trainings. The curriculum and trainings enabled participants to use survey results to develop and publish county Action Plans to improve their respective 4-H programs. The majority of 4-H staff targeted conflict management skills as a high priority area to strengthen. Statewide impacts included: both parents and volunteers rated their local 4-H program's management, teaching and level of knowledge gained by youth as very high, with most survey items averaging "4" on a 5-point scale. Parents and volunteers, in particular, rated their skills to work with 4-H youth high, with most survey items averaging "4" on a 5-point scale.

THE EFFECT OF ACTIGARD FIELD SPRAYS ON THE INCIDENCE OF SPOTTED WILT IN TOBACCO

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Actigard 50 WG is a selective, systemic compound used for the suppression of spotted wilt in flue-cured tobacco. The effect of Actigard field sprays was evaluated at eight locations in 2004. At each location untreated plants and plants treated with Admire (1.0 oz/1,000 tray cells) and Actigard (4.6 grams/10,000 plants)+ Admire (1.0 oz/1,000 tray cells) were planted in a randomized complete block with four reps of each treatment. Admire was applied to bed plants (1 trial) at 1.8 oz/1,000 plants in the transplant water. Four Actigard field spray treatments were arranged as a latin

square superimposed over the pre-at plant treatments. All Actigard field sprays were applied at 0.5 oz/acre rate of Actigard 50 WG. Admire and Actigard + Admire treatments reduced spotted wilt compared to the untreated, but were not always different from each other. The response to the Actigard field sprays varied across the eight locations. The most consistent reduction of spotted wilt resulted from the five spray program.

EFFECT OF HANDLING ON MICROBIOLOGICAL QUALITY OF COLOSTRUM

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The importance of feeding high-quality colostrum to calves is often emphasized. Quality is usually taken to mean the concentration of immunoglobulin G in the colostrum. Another aspect of quality, which is often overlooked, is the amount of micro-organisms present in the colostrum when fed. A field study was conducted in Vermont to assess the effects of time and handling method on total aerobic and total coliform bacterial counts in colostrum on 9 farms. A convenience sample of farms was recruited to participate in the project. E. Brunst visited each farm to survey fresh cow and colostrum management practices and to meet with the person who would be collecting colostrum samples and recording data for the study. From about 10 cows on each farm, one sample of colostrum was collected immediately after being milked from the cow and another sample of the same colostrum was collected immediately before being fed to a calf. These samples were frozen and stored until being shipped overnight to the university laboratory for serial dilution and culture to determine total aerobic and coliform bacterial counts. On most farms in the study, fresh colostrum was fed shortly after being collected, so a time effect was not seen. However, farms that refrigerated colostrum had the highest bacterial counts. The range in total colony forming units from 0 to 5.7 x 10^7 illustrates the importance of monitoring microbiological quality of colostrum, especially if calves are doing poorly on a farm.

SOIL QUALITY COMPARISON OF CERTIFIED ORGANIC AND CONVENTIONAL FARMING SYSTEMS IN NORTHWEST OHIO

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In 2001, a replicated farming system experiment was established in Northwest Ohio to gain a better understanding of what occurs with crop production and soil changes when farmers transition from one management system to another. The treatments chosen for this experiment represent a range of conditions experienced by farmers transitioning either to organic or other more diversified crop management systems. Overall, the experiment is addressing ways to maintain production and economic viability while building soil quality. Five replicate blocks were established of each of five farming systems: #1 – No-till conventional corn, soybean, wheat rotation; #2 – Integrated reduced input tilled corn, soybean, wheat rotation; #3 – Organic corn, soybean, wheat rotation; #4 – Organic forage and grain rotation; #5 – Organic multi-crop rotation. Four years of multiple site soil sampling 0-15cm deep were analyzed for the following soil quality properties: total soil organic matter, particulate organic matter, total nitrogen, microbial biomass nitrogen, nitrate nitrogen, and bulk density. After four years, total soil organic matter was 2.9% in farming system #1, compared to 3.7% organic matter in farming system #2 & #4, and 3.4% organic matter in farming system #3 & #5. Soil data indicate that the organic systems are shifting to greater biological control of the nitrogen cycle.

FUNGICIDE SYSTEM EFFECTS ON THE INCIDENCE OF SOILBORNE DISEASES IN PEANUT

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Field experiments were conducted to evaluate fungicide systems for control of soilborne diseases in peanut (*Arachis hypogea*). Azoxystrobin (Abound

2.08 F), Flutolanil plus Propiconazole (Artisan), Tebucanozole (Folicur 3.6 F), Flutolanil (Moncut 50 WP), and Flutolanil plus Propiconazole (Montero) were applied according to manufacturer's recommendations in combination with their suggestive foliar disease fungicides and compared to chorothalonil alone (Bravo 6 EC) during the 2001, 2002 and 2003 growing season in Southwest Georgia. *Cercosporidium personatum and Cercospora arachidicola* leafspot pressure was variable among treatments and years. White mold (*Sclerotium rolfsii*) pressure was light during all years resulting in less than one hit per 50 foot of row in any replication. All treatments numerically reduced the incidence of soilborne disease when compared to the chlorothalonil only plots. Among treatments, Azoxystrobin (Abound) provided significantly better control of *Rhizoctonia solani* and *Lasiodiplodia theobromae* during the 2001 and 2002 seasons. No differences were observed in disease control during the 2003 season. Differences in yield were observed and varied by year and treatment.

HORSE GRAZING PREFERENCE STUDY

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This study, conducted at the University of Findlay Center for Equine and PreVeterinary Studies, examines horse preferences for grazing grass. Three 1/3-acre paddocks were planted with four different grasses in a varied quadrant pattern. The research plan included spring, summer, and fall grazing observations, with two horses per paddock, observed for one hour in the morning and one hour in the afternoon. The horse's quadrant location was recorded at 5-minute intervals. Data was recorded during June, August, and October 2004. An irregularity was observed in horses tending to favor the quadrant closest to the gate in the afternoon. Thus, afternoon grazing was omitted in October and study conclusions have been based upon morning grazing data. The behavior of these horses did affect their grazing preference as some pairs liked being together and others not. Quadrant location and horse behavior was occasionally influenced by external factors (vehicles, other horses grazing nearby, cat). An attempt was made to use the same two horses per grazing event, but rotated between the three paddocks. The order of preference based on percent of time grazing for the four grasses was: 1) Tekapo Orchard Grass (32.9%), 2) Cambia Orchard Grass (28.0%), 3) Duo Festulolium (20.8%), and 4) Tetra Plus Perennial Ryegrass (18.3%). Using a standard t-test for mean comparisons indicated significant differences ($p<.01$). Recommendations for future research are to increase the number of different grass species in the study.

MARKET ANALYSIS OF LIVE BAIT PRODUCTS IN GEORGIA

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Urban encroachment into Houston County Georgia has inspired local farmers to seek new means of generating on-farm income to allow them to supplement farm income as a mean of maintaining the family farm. A market analysis of bait retailers across the state of Georgia was undertaken to determine the market demand for nine live bait products, specifically six types of worms and three types of insects were investigated. The worm products included Red Wigglers, Earthworms, Wax worms, Golden Meal, Bloodworms and Catalpa worms and the three insect baits were Georgia Jumpers, Crickets, and Leaches. Apparently, bait retailers stock a variety of live worm products to accommodate a variety of fishermen. Wholesale price information and corresponding markup data allows potential bait producers to determine if they can produce live bait products at a competitive price, both wholesale and retail. In addition, it is important to determine delivery expectations as well as the type of containers and the amount of live bait per container

that is expected to be included with each delivery. It appears that is there is an insufficient supply of live bait in Georgia. Potential producers could take advantage of this supply shortfall if they were aware of the types of product being demanded as well as how to properly package these products.

FERTILIZATION EFFECTS ON NATIVE HAY MEADOWS IN NORTHEAST OKLAHOMA

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Since the early 1900s, many native plant communities in northeast Oklahoma have been harvested yearly for hay. Previous studies indicated that small increases in forage yield could occur from fertilizer application. However, there was no information on the response of native plant communities to fertilizer application from sites with a record of long-term hay management.

This trial was conducted 1998-2004 at 2 sites in northeast Oklahoma. Fertilizer applications were made in May for 5 consecutive years. Treatments included a control 0-0-0, 100-40-0, 100-0-60, 0-40-60, 50-40-60, and 100-40-60 pounds of nitrogen, phosphorus, and potassium per acre respectively. One ton of ECCE lime per acre was applied to one half of each treatment at one site in September, 2001. Forage was harvested in early July for seven consecutive years to measure yield.

Response to fertilizer was similar at both sites although yields were higher at one site due to a deeper soil. Total yield from 100 pounds of actual N per acre was no better than 50 pounds of N. At the McIntosh County site, the yield response to N was better when P was included. At the Mayes County site, N response was improved by the addition of both P and K. Lime response at the Mayes county site was only significant for the 100-40-60 fertilizer treatment. There was no response to residual fertilizer in years 6 and 7. Rainfall had a significant impact on the year response at both sites. Based on these results, fertilizing eastern Oklahoma native range, harvested only for hay, is generally not economical.

Poster Session

Extension Education

2005 NACAA

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Poster Session Abstracts

Extension Education Category

ZERO GRADE RICE PRODUCTION

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Rotation of crops is the normal practice for production of rice. However, some producers have switched to zero grade fields with continuous rice production. Producers want to know when this production practice will be the most economically and sound decision for their farm. Each field has to be judged individually to determine if it is a likely candidate for zero grade production. The fields are evaluated by size, soil type, natural slope, and cost of land forming. The producer is made aware of the advantages and disadvantages of this system. The final decision has to be made by the producer and landowner. We just provide them with alternatives and information about zero grade production.

WHAT PARENTS WANT IN A FARM SAFETY DAY CAMP

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A survey was conducted of the parents of 550 third graders who had attended a farm safety day camp as part of a school field trip. They reported their children's exposure levels to a list of possible hazards, reported how often they followed safety rules, and how many injuries they had received. The results were compared to a survey completed in class where the children were asked to self-report their exposure levels to a list of possible hazards, reported how often they followed safety rules, and how many injuries they had received. Results showed that parents believed their children followed safety rules more often than the children did. The children reported higher exposure rates to hazards and more injuries than the parents did. Parents were also asked to rate the importance of sixteen possible safety topics to be taught at future safety day camps. It was found that five of the top seven highest rated topics were already addressed in the current curriculum. The survey also revealed that most parents (80%) felt the program was a beneficial experience for their children, yet 60% would not have taken their child to the day camp if it were not a part of the school field trip.

MAKING PROFITS UNDER THE 2002 FARM BILL WITH "PEANUT INTENSIVE MANAGEMENT"

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Farm income was threatened by the passage of the 2002 Farm Bill, which reduced the per ton value of program peanuts from $610.00 to $495.00. The program also allowed for non-traditional peanut growers to grow peanuts for the first time at a loan rate of $355/ton. Since many farmers struggled to make a profit under the old program, a major effort was needed to help growers make a profit under the new system. To address the issue a "Peanut Intensive Management Program" was developed. The program combines the use of computer programs and integrated pest management to assist growers with management decisions. Computer programs consisted of Irrigator Pro, Havr Pro, and AU-Peanut, which are considered the most advanced technologies related to peanut production. Irrigator Pro is designed to provide the most efficient irrigation schedules. Harv Pro is used to make timely harvest decisions, and AU-Peanut assists in making foliar fungicide applications. Integrated Pest Management consists of scouting fields for weeds, insects and disease. The intention is to provide total production management for peanut farmers.

COMPARING FERTILIZER RECOMMENDATIONS DEVELOPED WITH GPS-BASED FIELD DATA.

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Today's technology allows 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, etc. to be altered at any particular point within a field.

GIS software allows various field data such as soil test results and yield data to be analyzed and grouped into management zones with in any particular field. Combining yield data (crop removal) with the ability to vary nutrient applications according to exact location within a field should increase fertilizer efficiency and possibly reduce fertilizer usage. This not only improves the profit margin, but also allows for more environmentally sound practices to be adopted.

The objective of this study was to evaluate phosphorus and potassium fertilizer use and application rates utilizing four different fertility scenarios on a 45 acre Central Ohio farm with seven years of GPS based yield data. These scenarios were; 1) The farmers normal production practices, 2) Soil testing and fertilizer recommendations based upon 2.5 acre grid samples, 3) Soil testing and fertilizer recommendations based upon management zones developed by soil type and 4) Fertilizer recommendations based upon management zones developed by GPS based crop removal.

Farmers often question the economic value GPS based technology and thus have not added it to their operation. The results of this research show savings ranging from $2.90 to $13.77 per acre when compared to the farmers' normal production plans.

THE FIVE STAGES OF IMPLEMENTING VALUE-ADDED STRATEGIES ON THE FARM OR RANCH

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Value added has become a buzz word in agriculture which has many definitions and assumptions associate with it. Producers are often confused as to what exactly is meant when we use the term 'value added.' Our focus was on the five stages of value added agriculture on the farm. The process starts at 1) initial production, goes to 2) basic direct sales, to 3) fun and educational experiences to 4) on-farm processing and finally to 5) food service on the farm. Our observations and direct interaction with farmers through multiple field days, conferences and on-farm consultations has resulted in this format to simply the process. This logical process helps farmers and ranchers gauge where they are in relation to other operations and what the future holds for their sustainability in their current location. Farmers gain ideas as to what is involved in implementing each step, common hurdles in each step and what leads them further down the road of value added agriculture.

BUGMASTERS INTEGRATED CROP MANAGEMENT PROGRAM

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Constantly changing pest problems, soil and water environmental issues, and the need for economic profitability require that crop producers and their advisers remain on the cutting edge of knowledge related to crop scouting and management.

The *BugMasters Integrated Crop Management Program* is a hands-on, in-the-field workshop series geared toward training producers and certified crop

advisers in the latest techniques of crop problem diagnoses and management decision-making. Pest identification, crop development evaluation, tillage and soil erosion management, hybrid and variety selection, and fertilizer form and placement are just a few of the topics discussed.

The program consists of five meetings held every other week beginning at the time of crop planting. Each meeting is held on a different participant's farm. Time is split between discussion of crop management issues occurring at that point in time and field scouting to view crop developmental problems.

Participants are especially pleased with the hands-on aspects of the program, and the ability to share ideas and discuss management issues with the instructors and their neighbors. Surveys indicate that 86 percent of participants felt that participating in the program increased their knowledge of crop scouting techniques and 56 percent scout their fields more as a result of participation. More than 90 percent of participants were highly satisfied with the format and content of the program and the knowledge of the instructors. The median participant scouted 675 acres of corn and 625 acres of soybean five times during the growing season.

CLEAN SWEEP PESTICIDE COLLECTION PROGRAM IN MONROE COUNTY, MICHIGAN

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The Clean Sweep Pesticide Collection Program has been available to Monroe County farmers, agribusiness persons and others since 1990. In 1998 we were able to secure a permanent collection facility, now one of 15 in the state of Michigan. The Monroe County MSU Extension Office has taken the leadership in offering this valuable environmental protection program to farms, businesses and residents in southeast Michigan. Monroe County is located on the western shore of Lake Erie and is located south of Detroit, south of Ann Arbor and north of Toledo, Ohio. There is an intensive use of land because of the population, agriculture, industry, quarries, interstate highways, railroads, pipelines and recreation, including campgrounds, state and county parks and 23 golf courses. Potential pesticide contaminants entering the groundwater or surface water to Lake Erie could adversely affect a significant number of people and businesses. Everyone who lives and works in this area must do all that they can to protect the quality of surface and groundwater.

Our office secured funding and the locations for pesticide collection, publicity, trained Extension Agents, coordinated with other agencies, and assisted in the collection of pesticides. A power point presentation, table top display and 2000 color brochures have been made available to Extension Agents and others to inform people about this program. To date over 400 farmers, agribusiness personnel and other people have participated, resulting in over 150,000 pounds of old, unusable pesticides being collected and properly disposed.

EXTENSION PROGRAM TO IMPROVE MARKETING OF TOMATOES IN UKRAINE

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Abstract - Ukraine is known as the "breadbasket" of the Eastern Europe. The country's rich soils produced nearly one quarter of the grain and oil crops of the former U.S.S.R. Recently, the demand for fresh market tomatoes has rapidly increased throughout the country. Traditional Ukrainian cuisine focuses on beets, cabbage, and grain; however, tomatoes are being rapidly integrated into Ukrainian diet. This increased demand has resulted in good opportunities for small farms and beginning growers. An educational program was begun in order to train small growers in rural areas how to identify, analyze, and enter tomato markets in the heavily populated cities of Northern and Eastern Ukraine. Teaching growers to work cooperatively to enter these markets was also an important objective of the program, because most farmers resist cooperative marketing and production due to former soviet agricultural collectivization. The educational program was conducted in conjunction with the Melitopol Extension Service (Agrotavria Technical Academy) and consisted of two group training sessions at field meetings in Akimovka region (20 participants) and Melitopol region (17 participants), and one hands-on marketing meeting at the Kopani wholesale market in Kherson region (3 participants). After the program, the participants were surveyed to assess results and impacts: 92% of the participants responded that they improved their knowledge about the wholesale and

retail markets in Kiev, Kharkiv, Luhansk, and Donetsk as a result of the program; 85% responded that they will increase revenue through improved sales to these markets; 95% indicated that they are interested in learning more about cooperative auction-type sales. This program was funded by the United States Agency for International Development (USAID) through the Citizens Network of Foreign Affairs.

COMMUNITY FARMERS MARKET DEVELOPMENT TRAINING PROGRAM

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Abstract - Cape May County Tourism industry earns approximately 2.5 billion-dollars per year (NJ Travel Research Program, Longwood International, NJ Commerce and Economic Growth Commission, 1999), and is the second ranked county in the state for total earnings derived from tourism. Although tourism business has boomed, many growers with retail farm stands have experienced a decline in business. In response, Agent Blair began a Community Farmers Market Training Program in order to educate growers how to improve sales to tourists through community farmer's market development. The Extension program consists of annual training sessions with local non-profit sponsoring organizations, local government decision makers, and participating growers. New Jersey Department of Agriculture grant funding has been secured for promotion of the markets. As a result of the program, the Ocean City Farmers Market (2000), West Cape May Sunset Farmers Market (2002), and Cape May Court House Farmers Market (2004) were formed. The markets generate over $100,000 in sales for growers per year. To date, the markets have generated $350,000 of income for participating farmers. An estimated 100,000 residents (equivalent to total county population) have attended a community farmers market in Cape May County.

KEY COMPONENTS OF A VINEYARD BUSINESS PLAN

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A business plan is one of the most important aspects of starting a new business. New grape growers are looking for business plans that outline how to structure a business to meet the critical evaluations of lending institutions and/or potential investors. The business plan not only details the income and expenses, but more importantly shows how the business will be managed over the next several years. The basic components of the vineyard business plan include a cover letter, current status of the grape industry, summary of vineyard operations, vineyard description, grape production influences, grape marketing analysis, personal financial statement and a vineyard budget. Ohio State University Extension has developed a "Vineyard Budget for French Hybrids" to help growers determine the financial feasibility of starting a new vineyard; however, this provides only a part of the necessary information to complete a good business plan. An organized business plan will include key components on the potential of the business to be successful in the future. Information gained from this presentation will enable a grape grower to develop a vineyard business plan for lenders and investors.

TENNESSEE EXTENSION PRECISION AGRICULTURE INITIATIVE

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The development of precision agriculture has taken the cultural practices of the past and merged them with the new technology available to help manage, even large fields, site-specifically. With the availability of global positioning system (GPS) signals, plant and soil sensing technologies, yield monitors, guidance systems and the development of geographical information systems software, producers are now able to measure yields, vary the application of fertilizers and pesticides and measure plant and soil properties. The rapid advancement of these technologies has led to a gap between those who know how to harness and utilize these tools and the potential users who are left behind.

One of the major goals of the Tennessee Extension

Precision Agriculture Initiative is to provide agents with data, tools and the expertise to effectively employ these new technologies in their county Extension programs. Eighteen agents were selected for a PDA pilot program as part of this initiative. Agents attended seven days of training that included topics on how to use their PDA; GPS fundamentals; field mapping and scouting; and lightbars and guidance systems. As a result of this educational program, agents are now assisting producers with estimating pesticide, fungicide and fertilizer applications needs; developing rotational grazing plans; estimating production yields, identifying drainage issues in fields; and the tracking of animal and plant diseases.

MILK MARKETING EDUCATIONAL TOOLS AND INFORMATION

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The reform of the federal milk marketing system that went into effect in 2000 brought on the need for dairy producers to change their views of milk marketing. Lower support prices and new formulas for determining the farm milk price have brought much more volatility to monthly milk prices. Dairy producers needed more market information on factors affecting milk prices as well as information and education on using forward pricing tools. The introduction of the Milk Income Loss Contracts (MILC) brought yet another reason for dairy producers to become more oriented to following outlook information. A monthly dairy marketing newsletter was developed to provide marketing information to dairy producers. Educational information related to local federal order prices, monthly basis and monthly price distributions were distributed. Spreadsheets have been developed for monthly production and price data and for calculating what if scenarios for hedging. A survey was mailed to dairy producers, with 40% responding, to assess their perception of knowledge gained and to determine their use of milk pricing tools. The survey revealed slight improvements in their knowledge of factors affecting milk prices, predicting their future farm milk price, relating the Class III milk price to the farm price, and using historical prices for planning purposes. Only 5.6% had used put options and 11.1% forward contracting for risk management. No farms hedged milk on the futures market.

PRODUCING QUALITY HAY FOR THE EQUINE INDUSTRY

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Hay producers in New Jersey and surrounding states have one of the largest cash hay market potentials of anywhere in the United States. Growers in the region have direct access to a large equine industry valued at well over $1.3 billion, that annually spends over $1 billion on hay, feed, supplies and related items. With such a high valued industry the extension personnel felt it was imperative that both the hay producer and the end hay user develop a greater appreciation for the realities of the market and its potentials. To achieve this goal, the extension team designed a “hay survey” for end users to ascertain the buying patterns, the knowledge level, the quality assurance concerns and specific pertinent hay utilization characteristics of the regional hay buying equine owners. The survey was mailed out in 1999 and again in 2004 to over 1,000 equine practitioners to record specific end user requirements and data that could be used by the hay producers in meeting the needs of the hay market and to effectively monitor the hay market needs. The data would assist hay producers to develop a better understanding of the equine market, the hay buyer, the equine animals needs and in general a more systematic approach to hay production patterns and quality issues for the equine market. Simultaneously, the survey results would assist the extension team in developing and delivering educational and training programs for both the hay producers and the equine industry consumers.

EFFECTIVELY TRAINING HISPANIC GREEN INDUSTRY WORKERS

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Georgia's agricultural industry relies on Hispanic workers for a large percentage of the workforce. New Hispanic residents need training to prepare them to live and work in the United States. Due to the lack of knowledge and experience, first generation Hispanics may not respond well to traditional educational programs. Linguistic and cultural barriers may also hamper traditional efforts to train these new neighbors. This can affect their safety, work efficiency and ability to integrate into the U.S economy and culture.

Special needs of this group include higher accident rates at work, lower literacy levels and a greater need for health, financial and legal information. The Extension Service assists these new residents introducing them to the information and resources they need.

Educators need to understand the special needs and preferences of Hispanic students. Understanding the best way to engage and educate this audience is important to effectively training them to reach their potential in a new work and living environment.

The authors collaborated to produce several trainings for Hispanic workers and residents. These innovative trainings include pesticide use and safety training and landscape maintenance training. The Certified Literate Community Program collaborative produced a *Welcome to the Community* series. This series of trainings acquainted Hispanic residents with the services, organizations and rules of their new neighborhood. Trainings have been quite successful with more than 600 attendees across Georgia. We have found specific methods that work well to reach and teach this audience and which we want to share through this poster.

CUSTOM MANURE APPLICATOR TRAINING

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Four major manure runoff events in March of 2002 galvanized the for-hire manure application industry in Wisconsin and Michigan. Independently, the industry approached Extension in each state to help develop a voluntary training and certification program. A three-state partnership (WI, IL, MI) developed, to implement this training program. This project has four primary objectives: 1) create a market-incentive based training and certification program; 2) increase level of knowledge of all employees; 3) prevent manure application problems before they occur; and 4) increase nutrient management plan implementation. Building on lessons learned from voluntary and mandatory programs in other states, the training has three levels: Level 1: Basic knowledge for field staff on spill response and proper application techniques (2 hours training/ testing annually); Level 2: Advanced knowledge for crew supervisors (4 modules over 2 years, plus testing); Level 3: Implementation of an Environmental Management System on the firm level. Training curriculum and a spill response video builds on nutrient and environmental management work completed in IL, MI, and WI. Insurers report an 80% drop in claimable incidents for firms completing Level 3. One third of WI

applicators are enrolled in Level 1 at the end of the first year. One half of the application firms in all three states have sent someone to a Level 2 session. Ten to twenty percent of the application firms in each state are beginning Level 3. Applicators in 6 states have partnered (under Great Lakes Regional Water Quality Coordination Program leadership) to form a regional workgroup to address common issues. Finally, there has been documented reduction in spill impacts by trained individuals.

SAFETY IN YOUR MAPLE SUGARING OPERATION

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Agriculture is one of the most hazardous occupations in the United States; maple syrup production is no exception. The North American Maple Syrup Council publishes the North American Maple Syrup Producers' Manual, a primary reference for producers throughout the United States and Canada. The latest edition, scheduled to be printed this spring, contains the most recent research-based writings from throughout the maple industry. This edition will feature a new chapter addressing safety issues faced by maple syrup producers and how to minimize or eliminate them through proper management. Professor Cook was invited to author this chapter, based upon his many years of experience as both the Extension Farm Safety Specialist and Extension Maple Specialist in Vermont. The chapter was peer reviewed by extension maple specialists and state department of agriculture specialists, as well as, numerous maple producers from throughout North America. Text, charts and photos provide an extensive overview of the subject. Some of the topics included are: safety and health principles, actions to take in an emergency, natural hazards, machinery safety, personal protective equipment, cold weather injury, heat related injuries, sap storage, fire extinguishers, electrical safety, visitors and traffic flow, cleaning equipment properly, and packaging, handling and shipping heavy containers.

EXTENSION VOLUNTEER ORGANIZATION FOR LEADERSHIP VITALITY AND ENTERPRISE (EVOLVE) - A COMMUNITY BASED LEADERSHIP DEVELOPMENT TRAINING PROGRAM

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Both the public and private sectors have developed effective leadership programs that focus on individual leadership skill building. EVOLVE (Extension Volunteer Organization for Leadership, Vitality and Enterprise) is a leadership training experience that is focused on building human and social capital at the community level. EVOLVE is the result of the Enhancing Wyoming Communities and Households (EWHC) initiative which is a multi-disciplinary team approach to Cooperative Extension Service education. The EWHC team consists of 6 University Extension Educators and Extension Specialist support from numerous departments within the College of Agriculture at the University of Wyoming.
The purpose of EVOLVE is to engage community lead-

ers in an educational process designed to increase the leadership capacity of individuals and organizations within the community. EVOLVE will empower community leaders to more effectively mobilize local resources for the common purpose of building capital and increasing community capacity.
The objectives of EVOLVE are to:
• Improve personal growth and self-efficacy.
• Build a stronger commitment within the community.
• Create a shared community vision and purpose.

• Build capacity through a better-informed community.
• Strengthen community-based decision-making through stronger commitment and a higher degree of engagement by the community.
• EVOLVE is based on 4 basic competencies. Each EVOLVE class is responsible for the development of the curriculum but each program needs to have an initial retreat to establish a baseline for individual leadership skill assessment, identified skill building goals for the leadership trainings, participate in community based experiences and design a class project to be completed by the leadership class. The philosophy of EVOLVE is based on the premise that everyone has the right, the capacity and desire to be engaged in community decision making. This is a program that spans the entire field of Cooperative Extension Service education.

THE GREENE COUNTY 4-H LIVESTOCK CLUB; MY LIFE, CAREER AND WINNING COMBINATION

Davis, * A. R.,

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Livestock management and showmanship skills were inadequate in Greene County to compete at higher levels. 4-H youth and families desired to excel in all species of livestock production and exhibition. Fifteen youth were exhibiting 30 animals at five shows. In 1990 the Greene County 4-H Livestock Club was organized and I developed clinics annually on livestock selection, feeding, clipping, showing, grooming, and show ethics to train these 4-Hers. As training increased membership exploded and livestock project numbers and quality improved. Incentives for improvement were provided to 4-H youth through the Greene County Fair Sale, Crowley's Ridge Classic Show and the Buffalo Island Jr. Livestock Show and Sale. I organized and serve as sale chairman of both sales and have served on these three show boards which provided over $225,000 to 4-Hers. To improve competitiveness additional equipment and supplies to prepare and groom animals was needed. Fund-raisers were conducted to purchase grooming shutes, lamb racks, clippers, an aluminum popper, and portable scales for weight management. Livestock projects increased to the point that two livestock trailers were donated to the 4-H club to transport projects to the show events. In 2004 130 4-Hers exhibited over 450 head of livestock at more than 25 major show events. The 4-Hers brought home over $85,000 in awards, scholarships, and prize money. Ten 4-H youth are marketing their projects at national shows and sales. The Arkansas Invitational Prospect Sale was organized to raise money to endow scholarships for these 4-H livestock club members. 4-Hers know if they can win in Greene County they can compete anywhere.

MOTIVATING MASTER GARDENERS TO WORK IN A DEMONSTRATION GARDEN: THE VOLUNTEER PERSPECTIVE

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The Rutgers Master Gardeners of Union County, NJ maintain an acre demonstration garden. Since 1999, each class was required to install an educational theme garden. Many Master Gardeners are involved with the installation, but the tasks of maintaining the site fall on too few volunteers. To address the issue of volunteer maintenance of the gardens, the Master Gardeners held a "brainstorming" session. Twenty volunteers participated. The group was divided into four teams and discussed the following questions: What are our goals? What theme gardens would entice volunteers? What educational programs should be offered? What incentives should be presented? Each team recorded their ideas. After each topic was discussed, a representative from each team reported their ideas to the entire group. A master list of all the ideas was created. Each volunteer was given 10 stickers for each topic to prioritize the ideas they felt would be most effective. The top goals were: to open the gardens to the public with educational programs for the public and

Master Gardeners, and the proper labeling of plants accompanied with information. The most popular ideas for theme gardens were: medicinal herbs, deer resistant plants and a shade garden. Top requests for educational programs were: workshops on new gardening products and technologies, propagation, herb preservation, perennial division, and water garden construction. The highest ranking incentives for volunteering were: choice of theme garden to work in, member surveys for recruitment, and volunteer work in garden as a requirement to maintain Master Gardener certification.

UPPER SUWANNEE CONSERVATION TILLAGE ALLIANCE PROVIDES EDUCATIONAL ASSISTANCE

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Ben Hill, Irwin, Tift and Turner counties are located in south central Georgia and these four counties have similar agricultural issues. One issue that has recently been addressed from this Cooperative Extension Service cluster is the need to provide a greater educational format for conservation tillage farmers. To meet the need of these farmers the County Extension Agents from the four counties and members of USDA, FSA, NRCS, and key farmers met to consider the establishment of a farmer alliance. Since the majority of the counties are part of the Upper Suwannee River Basin the name, Upper Suwannee Conservation Tillage Alliance (USCTA), was adopted by the group. A farmer board was developed to determine issues to be addressed. Over the past two years numerous field days and events were held to promote conservation tillage. Through collaboration with farmers and numerous organizations a new alliance was formed and is addressing conservation tillage issues.

IS YOUR DRINKING WATER WELL TOO CLOSE TO THE LAKE? CASE STUDIES OF THREE DRILLED WELLS ON THE SHORELINE OF LAKES OCONEE AND SINCLAIR

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In Putnam County Georgia the shorelines of Lakes Oconee and Sinclair are rapidly being developed. Many drinking water wells are drilled into formations that are under the hydrologic influence of this impoundment. This is a case study of three such situations.

Over a period of approximately one year beginning in April of 2004, three drilled well owners living on separate areas of these Lakes contacted the Putnam County Extension office with water quality problems. Subsequently, these contacts lead an Extension specialist to assist by camera inspections of the well bores. In all three cases the shoreline was less than 200 feet from the wellhead, static water levels in the wells were similar to the lake level, and videos showed evidence of leaks or inadequate junctions between the casing and rock. Additionally, an appreciable amount of organic debris was observed. In one well the rock fractures were so extensive that lake water intrusion was assured.

This research indicates that special education programs are needed for lake property owners and local drilling contractors. These programs would inform well owners of the potential for lake water to contaminate their wells and what could be done to correct this problem. Drilling contractors would be shown how they could lesson the occurrence of this problem through special construction techniques such as, fracture packing, additional casing and grouting.

SUCCESSFUL EXTENSION PROGRAMS NEED TO BE INFORMATIVE AND ENTERTAINING WHILE GENERATING REVENUE

Gao*, G.Y.

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Successful Extension educational programs need to be informative, entertaining and need to generate revenue. Southwest Ohio Perennial Flower School is such an example. This one-day program drew an average attendance of 210 during the last three years. Our attendees have traditionally come from three states that include Ohio, Indiana and Kentucky. Ten commercial exhibitors are typically featured each year. There are several key ingredients to the success of our program. First, it is informative and the speakers are entertaining. Second, there are local exhibitors. Third, the door prize drawings right after lunch are fun. Fourth is the value of the whole program. The fifth reason is program promotion. After attending our Perennial Flower School in 2004, more than 90% of attendees indicated that they will improve their perennial flower combinations and maintenance practices, design better mixed borders, and improve plant selection to reduce deer damage". Program attendees will share their new-gained knowledge with 2,000 additional people since many of them are Master Gardeners. Each meeting attendee will invest $280 into their perennial garden in 2004. Our program attendees also indicated that their "newly gained knowledge is worth an average of $300 per person". Southwest Ohio Perennial Flower School has also been an excellent fundraising tool for our office. The program has generated at least $3,000 each year from registration and exhibitor fees.

AN EDUCATIONAL APPROACH TO COMPREHENSIVE LAND USE PLANNING

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Public leadership and input provides a broad strategic framework for the development and conservation of a rural county's land resources. The Coshocton County Board of County Commissioners enlisted the aid of The Ohio State University Extension, to shape an educational process in an effort to enhance the understanding of land use planning and to prepare the community to respond to future land use decisions. A diversified interest of all citizens was sought while insuring that a legitimate educational process engaged the community. Input from local citizens as to the public values, beliefs, and expectations and issues relating to parks, open spaces and recreation, residential housing, and potential economic development as it relates to future land uses in the community were explored. The plan further detailed emergency services and law enforcement needs as they relate to potential growth patterns. Past, current and projected demographic profiles are also integrated into the process. Emphasis is placed on the identification and preservation of agricultural land and environmental resources. The planning process closely examines the current and projected infrastructure needs relating to transportation, water and sewer services to include an assessment of the current and future technology and communications assets of the community. Lastly, as part of the land use educational planning process, tourism and its historical roots and potential growth is integrated into the overall process as a viable attribute to the overall development of land. Some 152 citizens participated in this program over a two-year period resulting in a viable and useful document.

STATEWIDE IMPACTS OF "VERMONT HORSES COUNT" EQUINE SURVEY

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The 2002 Vermont Horses Count survey was performed to gather data on horse numbers and values in the state, and the impact on Vermont's economy. The voluntary survey collected horse numbers and estimated values, as well as details on equine operation management, duration and land use. An estimate of 35,000 horses in Vermont was established using raw data, breed registry numbers, and national survey estimates. The duration of equine operations in Vermont was evenly distributed across a range of years, with as many new farms as farms twenty years or older, showing that Vermont's equine industry supports enduring operations as well as new growth.

Because of distribution of and publicity about survey results, several outcomes have been realized. Some impacts include 1. UVM Extension and Champlain Valley Exposition partnered to create "Everything Equine" (two-day educational program and trade show with

over 5,000 attendees), 2. Several new equine businesses have utilized survey information in their business plans, 3. State legislators have utilized Extension as a resource for equine legislative language, 4. The Vermont Horse Council has partnered with UVM in "Horse Safety Hits the Road" activities, 5. UVM and VT Farm Bureau are facilitating a "Vermont Equine Industry Committee" to address the horse industry needs, and 6. The House Agriculture Committee has requested testimony on the horse industry from the author. The impacts of these survey results should continue to be realized in the future.

CONTROL OF HORN FLIES ON CATTLE BY MECHANICAL MEANS USING A CATTLE WALK-THROUGH FLY TRAP

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A walk through horn fly trap was evaluated for controlling horn flies on pastured beef cattle. The ultimate goal was to reduce horn fly populations to below the economic threshold of 200 per animal. Two herds, the fly-trap herd and control herd, were used in evaluating this method. Flies were counted weekly for ten weeks at each location on ten randomly selected animals, using a standard grid method of determining the fly population. Horn fly populations on the herd using the walk-through fly trap never exceeded the economic threshold and reduced the overall number of flies throughout the study period by 57%. This trap was also compared to insecticide impregnated ear tags and backrubbers in terms of cost. The cost of all control methods was calculated based on a 30 head herd with no charges for time or labor. The annual cost per head for the fly trap, ear tags and backrubbers are $1.33, $1.85 and $0.41 respectively. Based on other studies with insecticide susceptible horn flies, some insecticide impregnated ear tags can provide greater than 90% control when used properly. Backrubbers often provide similar population reduction to that of the walk through trap. The walk through fly trap is 100% environmentally friendly, uses no pesticides, and can accommodate herds greater than 30.

PASTURE MANAGEMENT FOR SMALLER ACREAGES

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The north-central Idaho area has seen growth in the number of smaller acreage land owners who are often unfamiliar with up-to-date management options. This may lead to poor decisions and improper allocation of resources on these smaller acreages. Weed problems are ignored, soil erosion is often increased, crop and domestic animal production is decreased and soil quality goes down. Extension Educators and a district conservationist from the Clearwater County NRCS formed a team to meet his need. We adapted and revised a curriculum developed for southeastern Idaho including a participant handbook of workshop and reference materials. The purpose of the six-hour, two-night workshop and half-day tour is to give people practical and locally appropriate management tools for their pastures. The topics include:

1. Weeds: Weed identification and pesticide management skills, understanding the relationship between grazing patterns and weed population dynamics.
2. Pastures: Site preparation, species selection, stand establishment, pasture maintenance and renovation. Basic soils, soil sampling and fertility.
3. Livestock: Grazing systems and livestock nutritional requirements.
4. General: Planning and budgeting for pastures and resources/agencies providing
help to the pasture manager..

In-class evaluation includes a pre-test and post-test. Participants rated their pasture management knowledge before the class at an average of 2.3 and after the class at 3.7 (on a scale of 1 to 5), representing a sizeable increase. Participants were evaluated for the impact the workshop made on their anticipated future actions and decisions. Class participants indicated that they would probably pursue additional information on pasture management.

THE ANNUAL UPPER SEVIER WATERSHED DAYS – HANDS-ON EDUCATION AT ITS BEST

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Utah State University Extension's goals for this project included utilizing the watershed restoration project to involve the local community and private landowners and educate youth with hands-on-activities. Members from local schools, state and federal agency personnel and Utah State University Extension Agent formed the Upper Sevier Information and Education Committee. In 2002, this committee initiated what has become the Annual Upper Sevier Watershed Days. The local elementary students and teachers hike 15 minutes to a near by outdoor class room and are instructed by resource professionals. Local high school students work with natural resource professionals to complete a riparian project on a local landowners property. They learn first hand from specialists while completing a project that they will be able to see improve over time. Over 830 students, 52 teachers, 44 resource professionals and 16 volunteers participated in the last 3 watershed day events. Several teachers and students commented on how educational and fun the 2004 watershed day was. One teacher said, "This was by far the best program that we've had. Thanks for all your efforts putting this together." Additionally, Panguitch High and Elementary students and the Upper Sevier Watershed Information and Education committee received a Water Quality Award from Utah's Governor Olene S. Walker.

MULTI-ETHNIC SAFETY TRAINING FOR THE AGRICULTURE AND LANDSCAPE INDUSTRIES OF SOUTH FLORIDA.

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The agricultural work force in the US totals more than 4 million. In Florida, there were 233,000 non-fatal injuries in private industry and 3,400 injuries in agricultural production in 2002. The agricultural injury rate (7.0/100) exceeds those of the construction (6.5/100) and transportation (5.6/100) industries. These injuries impact workers and their families and result in loss of productivity and high insurance rates. In order to address the issue of safety for the multi-ethnic workforce of South Florida, 4 types of safety training have been developed by Miami-Dade Extension faculty: a) a half-day "rodeo," in which participants move from room to room and the instructors repeat their presentations several times; b) a 1-day seminar with presentations taught in Spanish in the morning and in English in the afternoon; c) special topics requested by industry; and d) safety as part of another seminar (Worker Protection Standard or pesticide training). Participation has been excellent, with more than 800 trained per year. Topics covered include back injury, heat stress, ear, eye, skin and body protection, slip and fall prevention, handling pesticides, chain-saw and climbing safety and others. The faculty requirement varies depending on the type of training from two agents to as many as six agents plus four volunteers. The programs and their effectiveness will be described in a poster presentation.

BRINGING KNOWLEDGE AND SOLUTIONS TO FARMERS AND GARDENERS AT RISK FOR A NEW INVASIVE INSECT PEST, THE SWEDE MIDGE

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A tiny insect known as the swede midge (SM) threatens to damage vegetable crops such as broccoli, cabbage, and cauliflower throughout the northeastern US. The first discovery of SM in North America was in Ontario, Canada in 2000. However, crop damage was misdiagnosed and the insect went undetected for years allowing its spread into 11 counties in Ontario and 4 counties in Québec. Upon learning of this new pest, we implemented a grower outreach and insect monitoring program. Over a three-year period, more than 800 people representing home gardeners, commercial vegetable farmers, crop consultants, extension educators, and state and federal plant inspectors were trained to be on the alert for SM. We produced and distributed 2000 copies of a color fact sheet and 500 copies of a laminated, pocket-size SM field identification

guide. Growers were kept apprised of results of our SM detection survey (SM was found at 4 farms in 2004) through our extension newsletters and grower meetings. At a SM scouting workshop, participants were trained to identify SM by observation of insect specimens and plants with SM-like symptoms under a microscope and by actual scouting of a commercial cabbage field. Our educational efforts and early detection of SM in NY have helped to ensure that SM will not go unnoticed in local farms and gardens, thus reducing the risk of insect spread and the loss of millions of dollars worth of crops. Grower education on Best Management Practices to reduce the impact of SM will continue.

MANURE MANAGEMENT ISSUES, CHALLENGES, & SOLUTIONS

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Ohio livestock manure violations due to surface water contamination has increased 72% in the past 30 years. Agency personnel and consultants needed training on new manure management regulations and best management practices to avoid surface water contamination. Manure Management Issues, Challenges, & Solutions was a multi-agency educational program designed to address this need. Agency personnel and consultants would then educate local livestock producers and custom manure applicators on how to apply manure safely and effectively, reducing potential run-off and protecting water quality. The Livestock Environmental Assurance Program, Ohio Livestock Coalition, Ohio Department of Natural Resources-Division of Soil & Water Conservation (ODNR-DSWC), Ohio EPA, Ohio Department of Agriculture (ODA), OSU Extension, and USDA-NRCS developed the program. The authors conducted eleven, 3-hour train the trainer seminars focusing on new regulations and standards designed to limit winter application of manure, preferential flow of manure through tile lines to surface water, and water quality impacts. Agency attendance was 278 trainers representing OSU Extension, NRCS, ODNR-DSWC and certified crop advisors. About 2250 Ohio livestock producers were trained at 39 meetings (since April 1, 2005) with more meetings scheduled in 2005. Agency personnell, livestock producers, and custom manure applicators received a free resource-referenced notebook consisting of fact sheets, NRCS standards, ODA and EPA regulations, and power point presentations. Notebook contents: Fact sheets on Winter Application of Manure; Preventing Manure From Reaching Surface; Manure Planning, Management, and Implementation; and NRCS Conservation Practice Standards (nutrient management, waste utilization). Funding came from ODNR-DSWC and Ohio Soybean Council.

THE "ADOPT-A-TREE" URBAN REFORESTATION PROGRAM IN FLORIDA

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Miami-Dade County, Florida, has an average tree canopy cover of only 10% with some areas having only 2% compared to the national average of 25-40%. This is due in part to losing backyard trees to a government program to eradicate citrus canker and damage from hurricane "Andrew". The county received a six million dollar grant from the Florida Department of Agriculture & Consumer Services to help replace lost tree canopy. Tree distribution events, known as "Adopt-A-Tree", allow Miami-Dade County homeowners to procure two free trees of their choice each year. Trees are high quality, locally adapted native, fruit, and flowering species. These events are held throughout the county, with priority given to areas with the poorest tree canopy coverage. An "adoption" model is used to teach good plant stewardship to homeowners. "Adoption" events include attending a short training session developed by the agent before receiving trees. This session includes a hands-on demonstration of proper planting techniques and after care. A variety of trilingual (English, Haitian Creole, and Spanish) educational

materials (developed by the agent and translated by others) are given to participants during the "adoption" process to reinforce what they learned. Since its inception in 2001, 67,264 trees have been given away, and over 100,000 homeowners have been educated. The number of trees slated for distribution will eventually total 184,000. This is by far the largest urban reforestation project of its kind.

WHAT DOES IT COST A FARMER TO PRODUCE ONE GALLON OF MILK?

Kauppila,* D.M.

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This poster was made for our January, 2003 Vermont Farm Show. I had tried this idea the fall before, at a farm open house, while talking to members of the public in the milk room. Consumers were confused that even while the newspapers were reporting on record low on-farm milk prices, the price they were paying for milk in the stores had not changed. After the Farm Show, it toured several County Fairs in the summer of 2003.

ANIMAL PROJECT TEACHES 4-H'ERS RESPONSIBILITY

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In the 4-H Market Hog Project, 4-H'ers who are interested in raising swine and have the facilities may complete and submit an application to receive one feeder pig free of charge. Financial sponsorship of the feeder pigs is limited to fifteen and the Cooperative Extension Service make contacts to secure these sponsorships. A committee selects the top fifteen applicants; however, the other 4-H'ers that are not selected may purchase their own market pig. The 4-Her must raise and care for the pig and show the animal at the Baxter County Fair in September.

The reward from this project is the money the 4-Her receives from prize money at the county fair and premium money from the junior livestock auction at the county fair. Also, the hog is the 4-H'ers to keep or sell after the fair is over. For the grand champion and reserve grand champion market hogs the Cooperative Extension Service secured sponsors for belt buckles the winners receive at the county fair.

The objective of starting this project was to increase the number of swine entries at the county fair. The 4-H'ers benefit in all animal projects is learning the responsibility of caring for, feeding and raising an animal, developing record keeping skills and learning how to exhibit an animal at the fair. They also learn about competition and characteristics a judge looks for in a particular animal.

There were 26 4-H'ers who participated in and completed this project in 2004.

THE ECONOMICS OF DAIRY GRAZING

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This project provides a solid procedure and mechanism that extension professionals can use to help their less common enterprises meet financial challenges. This can broaden the diversity of clientele in a county, state, and region. Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 150 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project in 2000 through 2004. This is the largest and most comprehensive set of data for grazing dairy farms on the continent, showing that the grazing dairy system is economically competitive. The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at *http://cdp.wisc.edu*. This summary also includes some data collected from organic dairy farms and from custom heifer-raisers. The financial data in this report has been widely distributed to participating farmers, county extension agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states. Additionally, the report has been added to all of the county NRCS technical guides and Farm Service Agency farm loan officers' handbooks in Wisconsin. The procedures used here can be expanded beyond grazing dairies, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

USING DAIRY LUNCHEONS TO DISSEMINATE INFORMATION

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Most dairy farm managers in southeastern Ohio work full time on the farm and have no additional income from another job. Expanding the size of the operation many times is not the preferred method or even an option to deal with rising costs and lower net returns. Small dairy operations are going out of business at an alarming rate. Dairy managers, like any other manager, need current up-to-date and research base information to make informed decisions in their business. Specialists, Extension Educators and other industry personnel can present information to help dairy managers make sound judgments and correct decisions to minimize loss within their businesses. Dairy Luncheons bring farm managers together to discuss problems and find solutions. Networking with others who have the same problems can provide support and help in decision-making tasks. By encouraging managers to review current practices, identify problems or potential problems and make changes to reduce costs, small dairy farmers will be able to continue working in the business they enjoy. Initial results of a survey indicate that 92% of the participants thought useful information was presented at the dairy luncheons, 64% plan to make changes in their operation as a result of the data learned at the luncheon meetings, and 100% indicated they want the dairy luncheon programs to be offered again next year.

UNIVERSITY OF VERMONT EXTENSION'S FARM VIABILITY ENHANCEMENT PROGRAM

LeVitre, Richard A.

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UVM's Farm Viability Enhancement Program offers farmers an opportunity to develop a successful whole

farm plan for their future. An essential ingredient of this plan is the farm business plan which can direct business decision making. Members of extension's team coordinate their resources to help applicants develop a Farm Plan which establishes clear goals and objectives and lays out a strategy to achieve them for the next three to five years.

UVM Extension's approach considers it to be important to examine each aspect of the farm business carefully and honestly. Our goal is to assist in developing a plan that is realistic in assessing what the farm operator is capable of and what possibilities exist for the future successful operation of the farm.

Once an applicant is identified, an initial brief analysis is completed, with that information being brought back to the full Extension Farm Viability Enhancement Team for discussion and prioritization. Those identified as needing assistance prior to development of a full business plan are referred for appropriate services and follow-up.

As needed, Technical Assistants help to develop markets description and assessment, alternative products to be considered, proposed construction projects, examine production history, and begin to refine projected business ideas and strategies. Together, the farmer and their family identify challenges or issues facing the farm operation, and discuss possible options for dealing with the challenges and proposed management changes.

As financial information is gathered and past recording completed, a summary of the proposed actions is developed.

OHIO'S 2003 GREAT LAKES FISHERY LEADERSHIP INSTITUTE

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Ohio Sea Grant conducted its first Great Lakes Fishery Leadership Institute (GLFLI) class at F. T. Stone Laboratory in September 12 to 14, 2003. The class was the result of a Great Lakes Sea Grant Network initiative that secured competitively awarded National Sea Grant fisheries extension enhancement funding to: 1) develop a GLFLI curriculum notebook and CD; and 2) conduct an initial GLFLI class. The purpose of GLFLI is to help emerging fishery opinion leaders to gain a better understanding of the fishery resources of Lake Erie. GLFLI participants at Stone Lab learned about Lake Erie issues, fish identification, aquatic science, fish production and field sampling techniques in "hands on" laboratory sessions, a Lake Erie Science cruise, and traditional classroom lectures. GLFLI participants were encouraged to actually conduct a service project and share what they have learned with others. Almost 94% (16 of 17) of post program survey respondents strongly agreed that they will share the information learned at the workshop with others. All 14 respondents to a survey conducted one year following the program reported using the GLFLI information and sharing the information with others. One participant has shared GLFLI information with almost 500 others via the classes he teaches at the Cleveland Museum of Natural History. One GLFLI participant reported starting a sport fishing club. Twelve participants have shared information they learned at the GLFLI workshops with between 15 and 600 people at meetings, local sport angling clubs and the Ohio Fish Producers Association.

A HANDS-ON APPROACH TO TEACHING PESTICIDE RE-CERTIFICATION

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The State of Ohio has 17,500 farmers with private pesticide applicator's license to spray restricted chemicals in agricultural and horticultural operations. OSU Extension assists the Ohio Department of Agriculture by providing the mandated re-certification training. Each private applicator must receive three hours of re-certification credits every three years. Extension Educators transformed the teaching style for this mandated training from lecture oriented to a hands-on approach. We show how County Agricultural Agents can "think outside the box" to develop interactive teaching units for even the toughest agricultural subjects.

It was the goal of the teaching team to revamp the instructional format of the re-certification sessions for the counties of Ashtabula, Lake, Geauga, and Trumbull Counties in Northeast, Ohio. Eight sessions were taught in 2004-2005 with 371 private pesticide applicators participating. The teaching team incorporated hands-on diagnostic problems for weed identification, chemical selection, sprayer diagnostics, personal safety equipment, and nozzle selection. Changing the instructional format from a teacher centered to a student-centered approach has received many compliments. Anecdotal statements from the post-program questionnaire included comments like: "Great improvement over old format", "best Extension program I have attended" and "better than before-I really learned".

Attendees indicated that 99% (n=368) preferred the hands-on teaching approach. In addition, 100% indicated they understand personal protective safety equipment better, 99% indicated they plan to evaluate their sprayer for potential problems, 99% indicated they better understand the environmental concerns when applying pesticides, and 97% better understand the new herbicides as a result of the hands-on teaching method.

USING HANDHELD COMPUTERS TO HELP WITH ELECTRONIC ANIMAL IDENTIFICATION

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Mandatory animal identification is a well discussed topic among livestock producers. Originally producers focused on how country-of-origin labeling (COOL) and the national ID program could impact them. It progressed into how information needed for these programs could be made useful beyond the requirements. How can these changes in animal tracking be a benefit rather than a cost? Learning to use a handheld to collect and mange herd data appears to be a relatively easy way. Originally laptop computers were considered as a tool to collect cattle data. While more and more producers have computers, they are not portable models and many do not have electricity located near their cattle handling facilities or may not feel comfortable having an expensive laptop chute side. Thus a handheld computer becomes a feasible alternative.

A two-day intensive training was held make cattle producers more proficient in using a hand held for data management. The goal was to benefit cattle producers in terms of record keeping and tracking animals. Decision-making and management skill will be needed regardless of marketing opportunities. Many small producers are more comfortable thinking about using a handheld in their current cattle operations.

There were 51 participants with 34 being beef producers and other 9 being employees of beef operations. The number of beef cows represented by this group was 6,323 cows, 491 bulls, and 1,595 stocker cattle. The producers indicated that 99% would be willing to use a handheld computer for record keeping/data management if such software could be created/obtained.

AG BREAKFASTS: OPPORTUNITIES FOR EDUCATION AND NETWORKING

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Agricultural leaders in Muskingum County, Ohio identified the need to discuss current topics of local interest in a public forum as well as better communicate activities and programs to the community. OSU Extension created a monthly breakfast that features a speaker and the opportunity to share programs of interest to the agricultural community.

The breakfast is held on the first Tuesday of each month at a local restaurant. Postcards are mailed to an established mailing list that reminds participants of the activity and the speaker and/or topic that will be featured. Participants include farmers, agricultural agency personnel, elected officials, farm organization leaders and those interested in agriculture. At the breakfast, each participant is given the opportunity to share any activities, programs or events that may be of interest to the group. Farmers tell of the progress of crops, condition of livestock or other farm issues at that particular time of year. A speaker addresses the group for twenty to thirty minutes on a topic of interest to the group. Examples of speakers include state legislators, elected and appointed county and state government officials, Extension educators and specialists, operators of agri-businesses, farmers, utility officials and engineers. The entire activity is completed within an hour. Extension's role is to secure the speaker and facilitate discussion at the meeting.

The breakfast has been conducted for eleven years. Typical attendance is thirty-five participants with a range of twenty to seventy-five depending upon speaker, topic, weather and time of year. A recent survey of the participants indicated that all found the breakfast meeting useful. Their knowledge of the county's agriculture was increased by their participation in the breakfast. Other benefits cited by the breakfast participants included staying up-to-date on agricultural programs and issues, accessibility to elected officials and input on important community issues.

MOUSE EAR ON RIVER BIRCH - A NICKEL DEFICIENCY

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Mouse ear has been a problem in pecan (*Carya illinoinensis*) and container-grown river birch (*Betula nigra*) since the early1990's. The problem has caused considerable economic impact in the southeast. The disorder is easy to detect as the plants are stunted and appear to have been Asheared@ into their stunted form. The leaves are small, wrinkled, often darker green in color, commonly cupped, and have necrotic margins. Mouse ear disorder on pecan has been corrected by the application of nickel salts. A study was initiated at a nursery in South Georgia to determine if nickel sulfate would cure mouse ear on river birch. River birch in #15 containers were selected for uniformity of size and mouse ear disorder. Treatments consisted of: 1) control, 2) 789 ppm Ni spray, 3) 394 ppm Ni spray, 4) 0.005 lbs Ni/cu. yd. as a drench, 5) 26 g/pot triple superphosphate, and 6) 130 g/pot Milorganite. Both superphosphate and Milorganite contain nickel. Spray treatments were applied at ~100 gal/acre and included 4.0 lb/100 gal urea and 4.0 ml/gal SilEnergy surfactant. Plants treated with sprays of nickel began to resume normal growth within one week of treatment. After 30 days, all plants treated with nickel sulfate had 100% normal growth, where as plants treated with superphosphate, Milorganite, and the control still suffered from severe mouse ear. Nickel appears to be an essential micronutrient for growth of river birch in organic substrates. Further research on nickel nutrition is warranted.

PEAQ-AN ALFALFA QUALITY PROJECT IN ILLINOIS

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Producing high quality alfalfa is essential for profitable dairy/livestock production in Illinois. Alfalfa plant maturity at harvest is the single most important factor affecting forage quality and quantity. The objectives of the Predictive Equations of Alfalfa Quality (PEAQ)

project were: (1) provide information and awareness to alfalfa producers to enhance their ability to produce higher quality forages through timely harvest and (2) establish an alfalfa quality monitoring system that demonstrates the techniques and benefits of monitoring alfalfa growth in the field in order to determine the optimum date for first harvest. Beginning in 1994, two Extension Educators conducted an annual alfalfa quality monitoring program, called "scissors clip," in Southern and Northern Illinois. This preliminary effort set the groundwork to establish a statewide program of monitoring alfalfa quality at multiple locations around the state. The PEAQ program, now in the 7th consecutive year, has grown yearly in the number of data collectors and fields sampled. In 2004, twenty-one individuals (Extension, producers, agribusiness) collected data from 34 fields across Illinois. An ILLINI PEAQ website has been developed for reporting and viewing current field data, summarized by five regions in the state. Other information delivery systems have been used to disseminate status of plant growth and harvest recommendations. Based on a statewide survey, the improvement in hay quality as evaluated by relative feed value and the number of acres harvested, on average the PEAQ program resulted in an increased "net profit" of $86.40 per acre, or $38.8 million total.

CHANGING THE COURSE OF A WATERSHED

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For the past 10 years the Beaver County Water Quality Task Force has worked with many different agencies and private land owners to increase public awareness of the importance of taking care of the Beaver River and surrounding watershed. Now ten years later most of the farmers in the watershed know about our 319 watershed funds and we have had more than 40 of them complete projects. Projects have included manure management systems, stream bank restoration, range seeding, piping streams and irrigation ditches, windbreak planting and changing flood irrigation systems. Besides for the annual tours we have conducted workshops and training to educate producers on best management practices. Another goal of the Beaver River Steering Committee is to raise public awareness of the importance of protecting the watershed. One method to accomplish this has been to create an annual Beaver River Watershed day. For the past seven years more than 1200 volunteers have participated in this conservation activity. High school students, 4-H & FFA members, dedicated hunters, state and federal agency people have all joined together to plant willows, windbreaks, shrubs, and browse in the watershed. We have also worked with youth groups to adopt sections of the river and pledge to continue looking after the areas on an ongoing basis. The obvious value of these volunteer activities is the improvement of the watershed. Another possibly greater value is making the kids and adults that take part aware of the importance of taking care of the river and the whole Beaver River Watershed.

CONDUCTING AND EVALUATING AN URBAN HORTICULTURE CONFERENCE IN THE LOW DESERT OF THE COLORADO RIVER

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Urban horticulture in the arid regions of the desert Southwest is challenging. Difficulties unique to the region include availability of water, elevated salinity levels, and utilizing appropriately adapted plants to name a few. There are many educational opportunities for those involved in the profession in surrounding areas. However, educational opportunities on the scale of professional conferences with information specific to the Colorado River region are not readily available. With this in mind, the idea was proposed to provide such an educational opportunity. A planning committee was convened consisting of a cross-section of Cooperative Extension personnel, Master Gardner volunteers, and community leaders to discuss the feasibility of providing such an event. As a result, a conference was planned and coordinated over the course of the next 3 months and was held in Lake Havasu City, AZ on January 27 and 28 2005. A total of 19 one-hour presentations were provided in concurrent sessions over the two-day period. Exit surveys showed that nearly 97% of

participants deemed the conference either good or excellent and 95% of respondents indicated an intention to attend the conference next year. More importantly, 89% of attendees indicated that the knowledge gained at the conference would be put to use either at work or at home.

MORMON CRICKET EDUCATION AND TREATMENT PROGRAMS

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Tooele County, like many intermountain regions, has been severely affected by Mormon crickets. These devastating insects have infested millions of acres in Utah. Tooele County alone has over 690,000 acres of infested lands. Public concern about the infestation grew rapidly as the Mormon cricket populations exploded in the 2001 growing season. The crickets devoured range forage and crops in their path. To assist local residents in cricket control education and treatment coordination aimed at reducing crop losses, cricket control meetings were held each spring. These meetings were designed to teach local residents about Mormon cricket biology, control, and state and federal control programs. Landowner groups were linked with state and federal agencies to coordinate large treatment blocks which bridged the gap between private, state and federal lands. In a three year period, five cricket control meetings were developed reaching nearly 200 landowners and residents. Newspaper articles and newsletters reached thousands of Tooele County residents. By working with state-wide news media, millions more were reached. Through education and treatment coordination, approximately 180,000 acres were treated in Tooele County for Mormon crickets between 2002 and 2004. Effective control programming saved many landowners thousands of dollars in control expenses as well as crop and range forage losses. One ranch in Scull Valley estimated that our programs saved him $12,000 worth of alfalfa and $3,500 worth of range forage in one season.

4-H ENVIRONMENTAL AND NATURAL RESOURCE DAYCAMP

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The need to educate our youth about environmental and natural resources is a tremendous responsibility of county agents. Lonoke County Extension Council recognized the need for the educational effort. During the planning phase of this project, I collaborated with Central Arkansas Program Planning Development, Arkansas Game and Fish Commission, Mack's Sport Shop, University of Arkansas at Pine Bluff Agriculture Awareness Program, National Rife Association, Venturing Crew 69, and Lonoke County 4-H Shooting Sports Club. Each organization brought different ideas and resources to the educational opportunity. After planning this event, 99 youth from Lonoke attended this camp and learned more about our environment and natural resources. The youth were divided into six different groups based on age and experience. These youth rotated between six different educational stations with each activity geared toward their educational ability. This non traditional type of educational effort was a success and I would like to share this information with other agents in the NACAA.

INTERACTIVE WEED IDENTIFICATION DISPLAY

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Educating the general public about noxious weeds is one way to help improve the environment. When the public understands the threat of noxious weeds, they become aware of the problem and are more likely to seek help in how to control them. Our interactive light-up weed identification board is a tool that can be used to make learning about weeds fun. Weeds were selected from the Coos County Noxious Weed list and displayed on a two-panel board. On the first panel, a

button is located next to weed nametags that include common and scientific names. When a button is pressed next to a weed name, the corresponding weed photo button lights up, aiding in the learning process of identifying weeds. Weed photos were attached to the board with velcro and can be changed to meet differing audience needs. Displayed on the second panel are fact sheets defining noxious weeds, harm they can cause, and target species. The 30"x30" battery-operated board was built using a pine and cedar framing, wanescote, and felt. The light-up weed board has been displayed at the county fair and at Extension educational programs, reaching 31,475 adults and youth. It will continue to be displayed at other community functions and educational events.

TENDING THE GARDEN STATE: MASTER GARDENERS AND THE MISSION OF EXTENSION IN NEW JERSEY

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Initiated in 1984, The Master Gardener program is an educational volunteer training program offered through the efforts and expertise of faculty and staff of Rutgers Cooperative Research and Extension (RCE&E). The program is designed to increase environmental awareness and stewardship, utilizing research-based education to meet the needs of local communities and individuals through a trained volunteer base. Active in 18 counties throughout New Jersey, this "Train the Trainer" program has developed community programs related to horticulture and environmental stewardship. Educational outreach includes "Garden Helpline" inquiries, horticultural therapy projects, garden clinics, and speaker bureaus. Youth programming includes schoolyard habitats, water conservation, urban gardening, scout programs and county fairs. RCR&E Master Gardener volunteers have addressed public health and safety through presentations on controlling mosquito and tick populations and habitats. Other volunteer efforts have included composting, natural resource assessment, assistance at various RCR&E research facilities, and gleaning fields for food banks. In the past 21 years, nearly 3,200 residents have completed the training, while approximately 1,300 (40%) remain actively serving as environmental education volunteers. Statewide curriculum and policies have been implemented to facilitate further growth of the program. Since 1984, over 700,000 hours of volunteer efforts have greatly expanded the outreach mission of RCR&E. This investment of time and effort translates into over $10 million dollars, based on current Bureau of Labor values for volunteer hourly rates. Trends in volunteerism, demographics, and funding greatly increase the need and relevancy for expanding and evaluating such volunteer programs vital to the mission of Cooperative Extension.

COMMUNITY AGRICULTURAL DEVELOPMENT IN KAZAKHSTAN: IMPACTS HERE AND ABROAD

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The University of Idaho Extension Educator in cooperation with ACDI/VOCA offered technical assistance to conduct a five-day training covering community agricultural production operations, primarily focusing on wheat and barley production. The program shared current knowledge and practical information on various environmentally-friendly and commonly-used land preparation techniques and crop cultivation practices for producing grains. Formal classroom seminars were offered in the mornings. Each afternoon individual on-farm trainings, or consultations, were given. They focused on the following: land preparation, sowing, cultivation techniques, harvest management, crop rotation, pruning, and soil fertility testing. The seminars spent considerable time teaching from two fact sheets which had been previously translated for the farmers. An additional seminar was developed and offered to the 12 year old youth at the community school. Approximately 57 men, 7 women, 12 boys, and 13 girls were educated through the program. A total of 41 people were taught during the informal on-farm training sessions. This work in Kazakhstan has been publicized in area newspapers. We have also presented the results of our work with farmers, gardening groups, BLM personnel, scout troops, and church groups. These groups have expressed a greater understanding of the role agriculture plays in international relations,

and increased their understanding of former Soviet Republics. Following the presentations, students are less apt to make uninformed generalizations about these countries and their people.

INTRODUCING UNIVERSITY EXTENSION TO KAZAKHSTAN

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In September 2003 two extension agents traveled to Kazakhstan to introduce the concept of university extension to faculty at the Kazakh National Agrarian University in Almaty. As a member of the former Soviet Union, Kazakhstan has some experience with extension programs offered through the Ministry of Agriculture but no experience with university based extension. The extension agents were able to begin training a University Extension Team of Kazakh faculty. Presentations were made to university faculty and students on the history of the U.S. Land Grant System and the Cooperative Extension Service. The importance of county based programming in the success of the U.S. system was emphasized. The extension agents identified individual faculty who would be good candidates to travel to Maryland for further training in 2004. Visits were made to two districts (counties) with the University Extension Team to talk to local leaders and farmers about how agricultural extension might work in their communities.

AREA COMMERCIAL HORTICULTURE WORKSHOP

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Giles County is a rural county located in Southern Middle Tennessee where many people are employed or self employed in the green industry. Several landscaper and grounds maintenance vehicles pulling trailers loaded with lawn mowers and weed eaters can be seen throughout the small community. A couple of years ago one of these landscapers came to the Extension Office wanting to know more about getting his commercial licence after being cited by the Tennessee Department of Agriculture. As a result Extension saw the need to develop programming that would aid these green industry personnel in receiving proper training and certification. During 2004 and 2005 an area commercial horticulture workshop was planned between Giles and Lawrence Counties. A total of 28 green industry personnel participated in the two years. Of these 28, 35% of them had never attended an extension program. The Workshops focused on topics such as landscaping, pesticide safety, insect and disease control, soil management, turfgrass varieties, record keeping, labor management, and state commercial pesticide regulations and laws. Evaluations from the program indicated that the attendees improved their knowledge of the subjects taught. Follow-up evaluations from those who participated in 2004 indicated that one landscaper was able to hang on to a $20,000 account after receiving the necessary certification. Another participant who is with the local parks and recreation department indicated that the program allowed him to collect continuing education units to keep his professional certification. Another landscaper indicated that they were able to keep all of their current customers since they were certified, licenced, bonded, chartered and insured because of the program.

IMPLEMENTATION OF BURLEY TOBACCO EDUCATIONAL SHORT-COURSE SEMINARS

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Burley tobacco is still a vital cash crop for East Tennessee, generating more than twenty-one million dollars in revenue. Due to quota reductions in the last several years, and with the passing of the buyout legislation on October 22, 2004, many East Tennessee farmers are facing the ultimate challenge of maintaining high profitability. Although the tobacco program is now obsolete due to the passing of the buyout bill, many farmers have chosen to remain in tobacco production. As a result, a continuous effort is being made to provide the most current production information possible through various means to promote profitability and support for these tobacco producers. With tobacco now being sold through direct contracts with tobacco companies, it is vital to remain as up-to-date as possible in order to provide the most current information. Educational innovative program opportunities have been developed providing activities ranging from collaborative efforts with on-farm demonstrations to participating in educational seminars throughout the year which focus on their standard of production. It is important to maintain a positive relationship with tobacco companies in order to provide producers with the most useful and current information to achieve a higher quality crop, therefore resulting in more revenue for their personal farming operations. Although continual education for the tobacco producer is vital, it is also imperative to educate those not involved within the industry. A significant educational focus is placed on educating our larger stakeholders, such as local and state legislators, as well as the non-tobacco producing community in East Tennessee.

4-H SHOOTING SPORTS LEADER TRAINING: ON TARGET FOR 4-H LEADER EMPOWERMENT AND PROGRAM EXPANSION

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As interest was growing in the 4-H Shooting Sports program across Washington State, it was quickly noted that there was not a leader training program in place to insure that volunteers had the appropriate skills to lead shooting sports projects and take the necessary steps to reduce risk and liability. In cooperation with a team of 4-H national certified instructors, the curriculum, agenda and format were developed for the State 4-H Shooting Sports Leader Training program. The first 15-hour shooting sports training was launched in May 2001. Since then, nine more training's have been offered in the disciplines of archery, pistol, rifle and shotgun, reaching 142 youth and adults. Using the life skill evaluation as a template, a retrospective evaluation was developed to determine the effectiveness of the shooting sports leader training program. 97% of the shooting sports program participants indicated that the training program was good or excellent. Over 90% indicated that they had the knowledge and skills to safely lead shooting sports activities for youth. As a result of the training's, several volunteers reported starting new shooting sports clubs in their county 4-H program.

CONDUCTING COMMUNITY SITUATIONAL ANALYSIS: A FIELD GUIDE TO DYNAMIC EXTENSION PROGRAMMING

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Increasingly, Extension professionals conduct needs assessments, also known as community situational analyses, to determine Extension program priorities and initiate program development. Gathering information to help isolate key program topics is a critical first step in developing meaningful programs with measurable impacts. A well-executed community situational analysis provides critical information about a community's assets, needs and opportunities for teachable moments. The results should serve as a solid foundation to build meaningful Extension programs. Because the information gathered through community situational analyses is vital to building effective programs, Extension professionals must make every effort to learn about and apply appropriate research methods for conducting these analyses. This poster illustrates highlights of the Extension program titled "Conducting Community Situational Analysis: A Field Guide to Dynamic Extension Programming." The program focuses on improving skills of Extension faculty to conduct objective needs assessments and is supported by an Extension bulletin by the same title. The program features a variety of methods to use in conducting needs assessments and follows the LOGIC

model for Extension program development. Methods featured include: secondary data analysis, focus groups and mail surveys. A brief section on basic descriptive statistics is included as well as recommended formats for reporting needs assessment results to communities, Extension faculty and administrators and peer reviewed journal audiences.

ANNIE'S PROJECT – EMPOWERING FARM WOMEN

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Annie's Project began as a University Extension class for farm women in Illinois in late winter of 2003. The class was designed by University Extension based upon topics that would have helped Annie (an Illinois farm wife) become a better partner. The goal of Annie's Project is to empower farm women to become better business partners through networks and by managing and organizing critical information.

This past year, an instructor manual was developed by University Extension personnel. The manual includes sections in the risk management areas of: financial, market, legal, human resources and production. It includes instructor notes, resources, handouts, sample exercises, evaluation pieces and suggested ideas. The manual was used in teaching additional Extension instructors in Iowa and Missouri this past year. The manual was developed to be shared and to allow customization to local agriculture.

Annie's Project was designed to be taught in six sessions, with computer lab access encouraged for class exercises and demonstrating new technology that has practical farm application. A website has been designed for participants to encourage networking with other Annie's participants and to provide a forum to ask questions. Another website was launched for instructors with the latest teaching materials and resources.

The program, Annie's Project expanded to Iowa in early 2004 and to Missouri in the fall of 2004. During the winter teaching season of 2004-05, thirteen classes were offered in six states. The classes were taught by University Extension educators targeting farm women.

IMPLEMENTATION OF FORAGE BUDGETS FOR BERMUDAGRASS PRODUCTION IN HIGH PHOSPHORUS PASTURES IN NORTHWEST ARKANSAS

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The use of poultry litter as an alternative fertilizer in Northwest Arkansas has led to steady increases in soil test phosphorus levels. High phosphorus content in soils has been blamed for several environmental concerns, including increased algal blooms in neighboring states' water sources. Several years of demonstration data in Benton County, Arkansas have shown that high-yielding bermudagrass has a great potential for efficiently reducing excess phosphorus from the soil. Implementation of forage budgets for bermudagrass hay fields in Northwest Arkansas has given hay producers baseline data for associating the cost and net return of producing quality hay that has a potential for reducing environmental impacts of phosphorus levels in hay fields. Almost 150 acres, 6 producers and two hay bale types enabled us to collect the baseline data for developing the forage budgets. This database will be added to in following years in order to maintain an accurate budget for producers to determine costs/returns of reducing phosphorus in bermdagrass fields.

IMPACT OF AGRICULTURAL MARKETING CLUB ACTIVITIES IN OCHILTREE COUNTY

Strawn,* S

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The Ochiltree County Marketing Club consists of producers or agribusiness persons who reside and/or operate in the county and regularly attend weekly meetings to learn about and discuss agricultural marketing and risk management topics. The club is autonomous and operates independently, but many times they are often guided by the local county extension agent. The Ochiltree County Club has met weekly since 2001.

In 2003 a survey process was completed that documents the impacts of marketing club education on the member's financial condition, knowledge gained and practices adopted. The survey data was based on 23 responses. The average annual economic impact of the marketing club education on gross revenue was an average $35,498 per respondent. In questions related to knowledge gained, respondents indicated their knowledge of marketing and risk management had increased by an average of 48% since becoming a member of a marketing club. In all questions related to marketing practices adopted, respondents indicated they have increased their use of marketing tools, techniques and analysis by an average of 57% since becoming a member of a marketing club. In practices adopted, members had a 68% increase in developing a marketing plan for their commodities. Members reported a 35% increase in their use of marketing tools to manage price risk since becoming involved in a marketing club.

EXOTIC PEST INVASION – PLAN OF ACTION FOR EXTENSION EDUCATORS

Sundermeier*, A.P.

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Exotic pests can unknowingly be transported into your community and cause ecological and economic harm. A plan of action for Extension Educators confronted by an exotic pest invasion will help minimize the threat. The plan includes: define the threat, identify the pest, enact emergency programming, gather data, disseminate information, facilitate community meetings, communicate with officials, know the law, and conduct local research. Wood County, Ohio Extension has followed this action plan against an Emerald Ash borer invasion. Actions taken included: survey of trap trees, inspect consumer sites, write local fact sheet, incorporate information on local web site, participate in community informational meetings, conduct woodlot management workshops, assist newly located federal and state agency enforcement personnel, design county fair exhibit**,** release statements to press, and provide regulation education. No county in America is immune to invasion by destructive non-native species of pests. Communities are threatened by loss of habitat, native species destruction, or ecological changes brought on by invasive pests. Developing a long-term strategy for effective prevention or containment of destructive exotic pests is recommended. By following this plan of action, Extension Educators can be an important part of the battle against invasive pests.

STRATEGIC WEANING FOR ADDING VALUE TO CALVES

Suverly, * N.A. 1, Bartlett, B. 2, Lindquist, J. 3

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To be competitive in the feeder calf market, it is important for cow/calf producers to find ways to add value to their calves. Considering the effects that traditional weaning has on the performance of calves, information on the latest weaning research was gathered and delivered through several forms throughout the state of Michigan during 2004 to 2005. Programming methods included a power point presentation on fence-line weaning and two-step weaning delivered at the statewide 2004 Cow/Calf Management & Technology Shortcourse. An additional presentation on weaning for drought was conducted at the Lake City Experiment Station in March of 2004. Fence-line weaning was demonstrated at a Northern Michigan farm during a pasture walk in October of 2004. A bulletin titled *Fence-line Weaning: A Marketing Tool for Your Calves* was published in February 2005 and distributed by county extension offices, district livestock

extension educators, and presented at the 2005 Michigan Grazing Conference. Overall extension programming efforts occurred at 10 locations throughout the state of Michigan and reached 376 producers. A survey conducted reported that 84% of participants thought the information on fence-line weaning was useful to their operation and would consider using the technique.

GRAIN MARKETING EDUCATIONAL PROGRAMS TO IMPROVE NET INCOME

Tregoning, D.W.,

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Grain producers have typically been very efficient producers of grain but have not been very good marketers often content of accept prices at or near harvest which are typically the lowest of season. A grain marketing club was established in 1991 in an attempt to improve farmer's grain marketing skills. The group meets at a local restaurant every 2 to 3 weeks for breakfast and a 1.0 to 1.5 hour educational workshop. As a group, a grain marketing plan is developed using a model farm. Mock cash and futures transactions are conducted based on the written marketing plan. Farmers are educated about the mechanics of using futures and options, understanding all the marketing options available and track local grain basis on a weekly basis. This Agent leads all marketing discussions, provides education on various marketing tools, keeps and maintains a record of all transactions, prepares handouts and compiles all year-end marketing data. As a result of these efforts, 39 Montgomery and 12 farmers from neighboring Counties have improved their grain marketing skills. Eighteen farmers attend 80 per cent of the meetings. Fourteen farmers attended less than one third of the workshops and seven farmers attended three or less meetings. Farmers marketed in the upper one third of the price marketing range for corn and wheat in from 1999 through 2004. The group marketed in the top 10 percent of the yearly price range for soybeans over the same time period. When we began the program in 1991, Farmers typically marketed in the bottom one third of the yearly price range.

PENN STATE ON-LINE DHIA RECORD ANALYSIS TRAINING

Vines, * K.A.[1], Hilty, B.J. 2, O'Connor, M.L.[3], VanSaun, R.J.[4], Williams, S.F. [5]

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[5]Coordinator of Instructional Design, Information & Communication Technologies, College of Agricultural Sciences, Pennsylvania State University, University Park, PA 16802

Development of the on-line DHIA Record Analysis Training has provided a new delivery mechanism for a program which began as face-to-face extension workshops. Individuals across the globe can utilize the course to learn to more effectively evaluate herd records and utilize the information to make decisions. The course uses the Penn State course management system to deliver information, illustrate examples and concepts. Students can interact with each other and the course instructors. The four major sections of the course are production, reproduction, udder health and culling and replacements. At the conclusion of the instruction for each section student's have the opportunity to test their understanding. Sample narrative evaluation of herd performance is provided for a sample herd throughout the course. To receive certification in the course, the student must ~~then~~ successfully evaluate and provide a narrative related to a test herd. ARPAS and the Pennsylvania Board of AVMA members may receive CEU's for certification. This presentation will show examples of course content, as well as explore demographics and observations for working with adult learners in an on-line environment.

THE EXTENSION HOUSE: AN EDUCATIONAL EXHIBIT

Welshans*, J.L.[1], Foerste, E.C. [2]

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The Extension House is a portable educational exhibit created to inform visitors on a number of extension programs including horticulture, energy conservation, food safety, nutrition and 4-H. It was developed by Osceola County Extension faculty who wanted a fun, interactive exhibit that would promote their programs, but also serve as a great marketing tool for the Extension Service. The Extension House is a 10'x 20' 3-dimensional structure. As visitors walk through the house, they read Extension "home makeover" tips. Signs with the tips are located throughout the living room, kitchen, and bedroom. They include messages such as "Practice indoor pest control through sanitation", "Save money with Energy Star appliances", and "Eat 6-11 servings of fruits and vegetables everyday". A small landscape is also included around the exterior of the house to promote environmentally friendly landscaping. The house was built using 8'x 4' sections that are easily assembled and disassembled within a few hours.

WILDLIFE MANAGEMENT WORKSHOPS MAKING IMPACT

Zoller, C.T.

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The Eastern Ohio Wildlife Management Conference for the Private Landowner has been conducted for the last five years. In 2004, all past conference participants were surveyed using a mailed questionnaire to determine: 1) what management practices they had implemented, 2) the types of wildlife they were managing their property, 3) if any other agencies had been contacted for assistance in implementing management practices, and 4) how much participants saved by attending the conference. Slightly more than 300 questionnaires were mailed and a 65% response rate was achieved. Highlights of the findings include: more than half of the respondents completed woodland improvements (52%) and developed wildlife food plots (59%). In addition, a forest management plan was developed by 40% of the respondents and 33% reported completing soil testing. Participants also reported seeking the assistance of various agencies with implementing their management plans, including the Divisions of Forestry and Wildlife, OSU Extension, and Soil and Water Conservation Districts. Of those responding to the questionnaire, a total savings as a result of attending the conference was $10,500. The findings of this research have and will continue to be incorporated into future wildlife management educational programs.

Award Winners

2005 NACAA

90th
Annual Meeting
and
Professional Improvement Conference
Buffalo, New York

EXTENSION PROGRAMS COMMITTEE NATIONAL JUDGING RESULTS

Remote Sensing / Precision Agriculture

National Winner

DODGE COUNTY FARMLAND APPLICATION OF BIOSOLIDS

Varner,* D.L.

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Applying biosolids (municipal sewage sludge) to farmland is a practice that has benefited from the implementation of GIS, GPS and remote sensing technologies. A GIS was developed to assist in assessing proposed biosolids application sites. The GIS was designed to consider depth to water table, soil types, proximity to surface water, topography, wells, public areas, distance to neighbors' dwellings, and other factors influencing the suitability of biosolids for a specific field. This technology allowed the proposed application site detail to be viewed during public conditional use permit hearings ensuring that all involved were properly oriented to the proposed site. GPS tools were used to document field boundaries, wells, tile inlets, biosolids storage sites, and research treatment locations. This technology also enabled convenient navigation to the documented field features. Aerial color and infrared photographs were capture on each biosolids application site throughout the growing season to monitor and document agronomic features. A county wide GIS system was developed that enabled integration of readily available GIS data such as FSA background imagery, roads, section lines, waterways, wellhead protection areas, County zoning districts. These GIS layers combined with GPS data collected during the growing season, remote imagery, and farmer generated yield maps provided a valuable management tool for the Dodge County farmland biosolids application program.

National Finalists

ALABAMA COOPERATIVE EXTENSION SYSTEM'S PRECISION AGRICULTURE PROGRAM

Norwood, S.H.[1], Dillard, C.[2], Mask, P.L [3]

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[2] Agri Program Associate/Alabama Cooperative Extension System/Auburn University/Auburn University, Alabama 36849

[3] State Program Leader, Agriculture, Forestry and Natural Resources/Alabama Cooperative Extension System/Auburn University, Alabama 36849

The Precision Agriculture Program utilizes two primary educational approaches: training sessions and on-farm demonstrations. Training sessions have been conducted for Alabama farmers and county agents from Alabama, Georgia, and South Carolina. These hands-on sessions include both field and classroom activities. Each participant uses hand-held GPS units, drives utility vehicles equipped with guidance systems and collects geo-referenced data which is imported into GIS software during the classroom portion of the training. The goal of these training sessions is to provide enough hands-on experience for each attendee to have a starting point to utilize precision agriculture technologies – either on-farm on in an extension program. On-farm demonstrations are the second cornerstone of the precision ag program. These demonstrations allow producers the ability to evaluate various technologies on their farm prior to adoption and also provide an opportunity for product evaluation and comparison. The on-farm projects provide Extension personnel the ability to evaluate the performance of various products under a variety of circumstances and provide a means for data collection. On-farm demonstrations have included yield monitoring, development of management zones, guidance systems, use of electrical conductivity measurements, and variable rate fertilizer.

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

Combs,* K. J.

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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. GPS was also utilized to mark and measure plots in demonstrations. Specific workshops were also conducted for county youth.

Landscape Horticulture

National Winner

SEDGWICK COUNTY ICE STORM RECOVERY

Submitted by: Bob Neier
Sedgwick County Extension Agent, Horticulture
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Wichita, KS 67205

On January 4 & 5 2005 Sedgwick County was hit with the worst ice storm in history resulting in damage to trees, power lines, homes without power for up to one week and three storm related deaths. FEMA provided $39 million for branch cleanup in the region.
One client stated that he hauled off 54 trailer loads of broken branches.

Educational Objectives:
1. Encourage people to not shake ice off of branches resulting in more damage
2. How to prune to improve strength and safety in trees
3. How to assess whether to prune or remove
4. Teach of the strong trees for replacement

Program activities
1. Did a web based interview during the storm on leaving trees alone and not shaking ice off of trees. This was emailed to radio stations for use
2. Photographed damaged trees with ice on extension grounds and throughout the county
3. Developed a survey on how trees held up. This was sent to Master Gardeners, horticulture industry and was published in the local newspaper.
4. Developed a series of 21 classes for individuals and industry throughout the county on pruning and replanting. These were marketed as “Storm Recovery” classes. About half of these were already scheduled on planting and pruning but were tweaked for marketing
5. Wrote a publication on Strong Trees/Weak Trees
6. Wrote a publication on Pruning Storm Damaged Trees
7. Inserted a section on strong trees in a new book about to go to press
8. Developed the April 2 “Tree Festival” around storm damage topic

Teaching methods
1. Did 4 Television and 2 radio interviews on pruning and replanting.
2. Developed a powerpoint slide show on pruning storm damaged trees and planting strong trees. Gave copies to Master Gardeners. We gave this in our spring series of classes and to speakers bureau.
3. The 186 people who sent in survey results on damage to their trees, each received the list of classes on pruning and planting, and publications on pruning and planting as well as website info on pruning.
4. 8,100 copies of the book Recommended Trees for South Central Kansas was published with a list of the strong trees on p 7
5. Handed out 2,500 copies of Pruning Storm Damaged Trees and Strong Trees/Weak Trees at the Wichita Garden Show
6. Had a display on tree pruning and planting at the Wichita Garden Show
7. Held 21 classes on pruning, selecting and planting trees. These were held at the Master Gardener Spring Home Garden Series, Wichita Garden Show,

Commercial Industry Classes, Tree Festival and speakers bureau programs. Coordinated with agents in surrounding counties for them to advertise our pruning/ planting classes and I advertised their pruning classes.
8. The Wichita Eagle garden writer photographed our Master Gardeners and me pruning the trees in the County Extension Arboretum and published info on pruning.

Results/Impacts

1. 28,000 people viewed our display of information at the Wichita Garden Show with 2,500 copies of the handouts picked up.
2. 897 copies of the Recommended Trees for South Central Kansas have been sold. (these include info on strong trees from the survey) Free copies of the book were sent to all public libraries in 15 surrounding counties.
3. Much less topping is being seen than after previous wind and ice storms.
4. 530 people have attended pruning classes. More are still scheduled for spring
5. Garden Centers are speaking of increased demand for the stronger species.

Evaluations

1. The first evaluation came with 186 people filling out surveys on tree damage following seeing it on our website or from the Wichita Eagle newspaper. We used that evaluation data to write the publications, book, and powerpoint presentations.
2. Data from the survey and observation are being used for future plantings in the Sedgwick County Extension Arboretum
3. In evaluating our reaction to this storm, we could either be a leader of information on storm recovery and replanting or we could just continue with our planned programs. By adjusting our programs to this situation, it set us out front as the information source for storm recovery.

National Finalists

LANDSCAPE MAINTENANCE TRAINING FOR HISPANIC WORKERS

Chance III,* W.O. [1], Martinez-Espinoza, A. [2]and Fonseca, M.T. [3]

[1] Houston County Extension Agent, 200 Carl Vinson Parkway, Warner Robins GA 31088
[2] Extension Plant Pathologist, University of Georgia – Griffin Campus, 1109 Experiment Street, Griffin, GA 30223
[3] State Coordinator – Master Gardener Program, University of Georgia – Griffin Campus, 1109 Experiment Street, Griffin, GA 30223

From 1990 to 2000 Georgia's Hispanic population grew almost 300% to about 436,000. The fast-growing Georgia landscape industry employs an increasing number of Hispanic workers.

New Hispanic workers need training to prepare them to live and work in the United States. Linguistic and cultural barriers may hamper traditional efforts to train our new Hispanic co-workers. Lack of training can affect their safety, work efficiency and ability to integrate into the U.S economy and culture. We must understand the best way to engage and educate this audience to effectively train them to reach their potential. Trainings for these new landscape workers must use appropriate methods to reach and then teach this new and diverse audience.

In 2003 and 2004, a group of Extension personnel planned and conducted landscape trainings for Hispanic workers. Special methods were used to reach this audience including advertisement through Hispanic businesses, media, community contacts and churches. Training included several teaching methods including audio visuals, hands-on, demonstration and audience participation. We also worked to make the learning environment user friendly by planning breaks, lunches and other activities keeping the trainees' preferences in mind. Evaluations seem to indicate that this audience is eager to learn if approached properly taking into account their special needs and educational preferences.

USING HORTICULTURE SEMINARS TO ENHANCE LANDSCAPE AND HORTICULTURAL KNOWLEDGE

Thurber, L.D.

County Extension Agent-Agriculture, Montgomery County, P.O. Box 430, Mount Ida, AR 71957

Gardening and landscaping are quickly becoming very popular hobbies throughout the United States and Montgomery County is certainly no exception. With the breath-taking natural beauty of the county that is located in the middle of the Ouachita National Forest and has Lake Ouachita and the Caddo and Ouachita

Rivers, citizens are looking for ways to enhance their immediate surroundings without taking away from what is already present. The Horticulture Short-Course was developed as a way to introduce county residents to basic principles of horticulture, landscape design, and gardening that would allow them to beautify their space while preserving the natural environment. The Short-Course sessions focus not only on landscaping principles but also on attracting wildlife and utilizing environmentally friendly practices in and around their homes. The seminars focus on a variety of horticultural topics to interest all levels of "gardeners".

SEARCH FOR EXCELLENCE IN LANDSCAPE HORTICULTURE

Fabrizius,* K.A.

Gunnison County Extension Director, Colorado State University, 275 South Spruce, Gunnison, CO 81230

The Gunnison Master Gardener Program was created in response to needs for expertise in high-altitude gardening and a growing community interest in receiving research-based information. Fostering a "whole community" environment, the Extension team and Master Gardeners extend research-based information, encouraging all citizens to utilize the services provided. Master Gardeners answer "Plant Question" phone lines and introduce locals of all ages to gardening through presentations at conferences, workshops, seminars, and trade shows. They design gardens showcasing select plants and flowers for unique ecosystems. Newspapers, radio shows, magazines, and newsletters also feature Master Gardeners as they create and distribute science-based horticultural pamphlets, bulletins, fact sheets, and books. Numerous participant testimonials speak to the success of Fabrizius' Master Gardener class.

Farm and Ranch Financial Management

National Winner

ADDRESSING FARM FINANCIAL RISK FOR MISSOURI FARMS

Brees,* M.; Brown, S.; Carpenter, B.; Westhoff, P.; Zimmel, P.

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University of Missouri FAPRI (Food and Agricultural Policy Research Institute) extension economists utilized 21 seminars to provide producers with knowledge and management tools needed to evaluate and manage farm financial risks, market price volatility, and changing agriculture policy. FAPRI farm financial research uses computer simulation from 40 representative farm panels to project production costs, returns, family living needs, cash flows, financial condition, and debt repayment capacity for typical Missouri crop and livestock farms. This farm level research data, along with FAPRI baseline supply/demand and market price outlook information, has been used by legislators, policy analysts, industry, and educators to evaluate policy, income, and financial impacts on family farms. The objective was The objective of the seminars (presented by the FAPRI team and coordinated locally primarily by regional extension specialists) was to present this research data and policy information, along with financial and market projections directly to farmers for use in making farm and family financial decisions, reaching 976 throughout the state in January-February 2005. The FAPRI team also developed budgets and financial decision making tools that were utilized in the seminars and made available on the FAPRI expanded web site to provide additional producer financial decision making resources. Producer feed back indicates farmers are using the information to make decisions and program evaluations suggest program objectives are being accomplished.

ISO9001 CERTIFICATION PROJECT FOR TOPFLIGHT GRAIN COOPERATIVE

Mariman,* Paul A. [1]

[1] Unit Educator, Farm Business Management and Marketing, University of Illinois Extension, 2535 Millikin Parkway, Decatur, Illinois 62526

In the global economy, ISO9001 is recognized as an international standard of quality. For many years in the United States industrial companies have instituted Quality Management System using the ISO Standard. Only in resent years have agricultural organizations began to investigate ISO Certification and the application to agricultural businesses. The main objectives of this project were to educate a grain cooperative on the benefits of a Quality Management

System implementing the ISO9001 Standard receiving ISO9001 Certification.

FARM AND RANCH FINANCIAL MANAGEMENT PROGRAM

Campbell, J.C.

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In my position as Area Farm Management Specialist, I work a nine county area in the southwestern part of Middle Tennessee. The objective of the program was to teach farm financial management and marketing principles to farm families in order them to continue to be competitive in the changing agricultural economy. Teaching methods used in the program included intensive one-on-one work with farm families, educational meetings, workshops and field days, newspaper, newsletters, demonstration results, educational piece development, and enterprise budget development. Eighty farm families completed intensive farm plans. On 2,800 other occasions, farm families were assisted with or provided information related to farm financial management and marketing. Forty-one producer educational meetings and 9 computer workshops were conducted. Fifty-nine educational pieces, 6 articles, 12 farm management newsletters and 36 dairy marketing newsletters were prepared. A survey of farm families using intensive farm planning indicated an average of $11,000 per farm in increased income and/or reduced expenses as a result of the intensive planning. This would amount to $880,000 for the three year period.

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.

Educating farmers, landowners and other agribusiness professionals about financial, risk management and market related issues is Steven Johnson's role as a Farm & Agriculture Business Management Field Specialist with Iowa State University Extension. During these past 3 years, timely program topics and effective partnerships with the agricultural industry have allowed for expanded outreach efforts across Iowa and other Midwest states. These have occurred despite reduced federal and state financial support for Extension in an era when many educators nationwide are asked to "do more with fewer resources."

Steve presents on timely farm management topics via traditional meetings, workshops, seminars and conferences. These presentations are enhanced through written publications as well as electronic information dissemination. Topics such as the government farm program, financial and risk management tools and crop marketing strategies flow seamlessly via written publications (magazine articles, training material and newsletters) as well as electronically (e-mails, web-based non-credit courses, discussion groups and postings on various web sites).

He presents more than 100 presentations annually through traditional outreach efforts with over 3,000 participants. Expanded efforts through print media and electronic dissemination methods reaches an additional 100,000 estimated farmers, landowners and other agribusiness professionals nationwide. These clients can benefit from timely farm management information regardless of their geographical location, formal education or time constraints.

As a "change agent" Steve assists agricultural clients across Iowa and other Midwest states in building knowledge and facilitates their ability to improve farm management decision-making.

Young, Beginning, Small Farmers / Ranchers

National Winner

"INTRODUCTION TO SMALL FARM ENTERPRISES" FULFILLS INFORMATION NEEDS OF BEGINNING SMALL FARMERS

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[2]Extension Educator, Agriculture and Natural Resources, Cecil County, 129 E. Main St., Elkton, MD 21921

"Introduction to Small Farm Enterprises," a six-session shortcourse, was developed for use in Harford and Cecil Counties in Maryland to provide basic small farm information to a growing number of residents who have obtained small farm acreages but who may have little knowledge about farm operations. The six-session course was delivered once in each county in the fall and winter of 2002/2003. A combination of traditional Powerpoint presentations, class participation and panel discussions was used to present information on agriculture practices, livestock, crops and business management. Information presented in class was supplemented with a three-ring binder containing presentation handouts, Extension publications and other educational materials. End-of-course evaluations indicated a high degree of satisfaction with the course. All students rated the class "Good" or "Excellent." When students rated content, organization, use of instructional aids, creating interest, involvement of participants, pace of delivery, and workbook materials on a scale of "1" (low) to "5" (high), 98% of responses were a "4" or "5." Small Farm participants reported actions they plan to take after the course. In Harford County 87% reported they plan to soil test this year, 72% reported they will utilize Integrated Pest Management and 75% will write a business plan. In Cecil County 92% reported they will soil test this year, 75% plan to try a new crop and 71% will renovated their pastures. These impacts are very positive showing an intention to change due to sessions during the short course.

National Finalists

SMALL FARM CENTER AT OHIO FARM SCIENCE REVIEW

Sundermeier,* A.P.

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The Small Farm Center at Ohio Farm Science Review was created to consolidate a location at Ohio's largest agricultural event where educational outreach activities could be conducted for small farmers. Traditionally, the Ohio Farm Science Review focused on large scale, high input production agriculture. Now, small farmers also have equipment exhibits, educational displays, and seminars that relate to sustainable and small farm operations. The Small Farm Center is a product of American Small Farm Magazine sponsorship along with the Ohio Sustainable Agriculture Team in coordination with the Ohio State University Extension, Agriculture and Natural Resources, Ohio Agricultural Research & Development Center and other various contributing departments of the College of Food, Agriculture, and Environmental Sciences at The Ohio State University. During the three days of the Ohio Farm Science Review, the Small Farm Center conducts hourly educational seminars. Topics are selected for the needs of small farmers and include such subjects as: meat goat production and marketing, freshwater shrimp, organic strawberries, pasture-raised poultry, seasonal dairying, agri-tainment, bed & breakfast inns, cover crops, selecting alternative enterprises for your farm, managed grazing, identity branding of beef, and other topics. Other program activities include: small farm equipment displays, Sustainable Agriculture Research & Education (SARE) publication handouts, American Small Farm Magazine exhibits, Back Forty Books, and other small farm oriented business exhibits. Of those people participating in the educational seminars, 99 % responded that the information would be helpful in their farming operation.

DEVELOPMENT OF THE MID-COLUMBIA SMALL FARMS AND ACREAGE EDUCATIONAL PROGRAM

Tuck,* B.V.[1], Kerr, S. [2]

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Situation: Changes in demographics and economics in the Mid-Columbia region of Oregon and Washington have resulted in an increased demand for Extension programs for small producers and alternative agricultural enterprises. Most of these small farmers and landowners have little or no experience with agricultural production, pesticides, soil and water conservation practices, marketing and/or economics. The need to service the ever-increasing numbers of clientele has been an important part of my Extension programming since my return to the Mid-Columbia in 2000.

Action: In the fall of 2000, Brian Tuck organized a

meeting with OSU and WSU Extension Agents from the four Mid-Columbia counties. At this meeting we determined that a cooperative regional effort combining the available technical and financial resources would provide a more efficient and effective response to this increased demand. This was the beginning of the Mid-Columbia Small Farms and Acreage program.

Since the inception of this program, we have established the bi-monthly Mid-Columbia Small Farms and Acreage Newsletter (Brian serves as editor), which is distributed both electronically and as a paper copy to over 1000 area small farmers, educators, and public and private agency staff in a twelve-county area of the Columbia Basin of Oregon and Washington, created the Mid-Columbia Small Farms web site which can be found at: (http://extension.oregonstate.edu/wasco/smallfarms/listings.html) that hosts the Small Farms and Acreage Newsletter and serves as a library of technical articles, newsletters, and other resources for small farmers and public and private agencies and developed to date 50 technical articles for use by area small farmers and landowners. We have also produced 40 regional educational programs (workshops, seminars, tours) offered to 2200 small farmers and landowners. We were able to secure two $800 USDA SARE grants and one RME grant for $17,000 that were used to support educational program development in the region and made numerous state, regional and national conference oral and poster presentations about the development of our Mid-Columbia Small Farms program to peers.

Impact: Peer validation for our Mid-Columbia Small Farms and Acreage Program has been demonstrated through NACAA State, Regional and National Awards for our newsletter and website. The newsletter initially was distributed to a four county area in the Mid-Columbia, but due to requests has expanded to a twelve county area along the Columbia Basin of Oregon and Washington Our small farms web site is frequently used and currently receives nearly 2000 hits per month. We have also had numerous requests from outside our area for information about our program including John Sheldon, a Kalispell Montana farmer, and Dr. Frits Rijkenberg, Professor from South Africa, for information about setting up small farms educational and support programs. In 2001, Mike O'Brien, Capital Press General Manager, asked Brian to serve on an expert panel with other industry representatives to talk to their staff about the potential of Capital Press expanding their coverage into the small farms sector. This meeting resulted in the development of a new "Small Farms" section.

In 2001, Mid-Columbia Small Farms Newsletter clientele were surveyed to determine newsletter impact. Responses to the survey included economic survival, provided ideas for my own extension program, understanding pasture management, anything about livestock or small animals that my FFA students could use, marketing, drip irrigation and other measures for the small farmer, I am just learning about the country life and this is one source for me, etc. We also evaluate all our regional workshops. Examples of participant impact regarding what they can do better, following the 11/15/2001 Small Acreage Management Workshop, include planning irrigation schedules, weed control, pasture care, identifying problem areas and making plans to deal with them and awareness of water use, pasture rotation, etc.

Examples of Related Scholarship and Sharing Program Impact With Peers:

Tuck, B. and S. Kerr. 2003. Mid-Columbia Small Farms & Acreage Programming.
NACAA National Professional Improvement Conference, Green Bay, WI.
Tuck, B., and S. Kerr. 2003. Mid-Columbia Small Farm & Acreage Program. NACAA Professional Improvement Conference, Green Bay, WI. Poster Presentation.
Tuck, B., S. Kerr. 2002. Mid-Columbia Small Farms Program. 3rd Annual Small Farms
Conference, Albuquerque, New Mexico. Poster Presentation.
Tuck. B., and S. Kerr. 2002. Mid-Columbia Small Farms Program Development.
National Association of County Agricultural Agents Western Regional Meeting, Las Vegas, Nevada.
Tuck, B. 2001. How to Set Up a Small Farms Regional Program. OSU Central Oregon
Extension Agents Small Farms Program Planning Meeting, Prineville, Oregon.
Tuck, B. 2000. Small Farms Programs A-Z. Western Regional Farm Business Management Educators Spring Conference, The Dalles Oregon.

Alabama Cooperative Extension System
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MARKET INFORMATION FOR FARM PROFITABILITY

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This material is sent in an easy to read consistent manner. In this way, young and beginning farmers can quickly find the type of data that is most helpful to them. Included are some samples of the newsletter that were mailed over the last 3 years. Also, individual farm visits and office consultations were used to provide more personalized recommendations as needed.

In addition, programs for groups were used to encourage each farmer to determine their own per unit cost of production, and use that figure to help them know when to sell.

A survey was sent out to see just how effective this program has been. Ninety-seven per cent (97%) of the respondents indicated that the newsletter was useful and they wanted to continue receiving it. Eighty six per cent (86%) responded that it was of great value, or had helped them "better market" their livestock. A copy of the survey is enclosed. Some comments were: "I market my cattle by relying on this report". "Very much like the newsletters". "Keep it coming...the newsletter updates are useful and one of the few updates available".

As you can see, this program has been very well received. Survey analysis's indicates that it has already increased profitability for Etowah County farmers by over $27,000.00 in the last 3 years alone.

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Crop Production

National Winner

BE SEEN AND BE SAFE - HIGHWAY SAFETY WITH FARM EQUIPMENT PROGRAM

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[2]Agricultural Extension Agent/ Edgecombe County Center, North Carolina Cooperative Extension/P.O. Box 129, Tarboro, NC 27886
[3]Agricultural Extension Agent/Wilson County Center, North Carolina Cooperative Extension/1806 SW Goldsboro St.,Wilson, NC 27893
[4]Agricultural Extension Agent/Greene County Center, North Carolina Cooperative Extension/229 Kingold Blvd Suite E, Snow Hill, NC 28580
[5]County Extension Director/Pitt County Center, North Carolina Cooperative Extension/403 Government Circle, Greenville, NC 27834
[6]County Extension Director/Nash County Center North Carolina Cooperative Extension/Ag Center Dr, Nashville, NC 27856

The University of North Carolina Highway Safety Research Center reported that there were almost 1500 farm vehicle crashes in North Carolina from 1995 through 1999. Six counties in the seven-county area of Edgecombe, Greene, Johnston, Nash, Pitt, Wayne, and Wilson were in the top 12 in North Carolina in farm vehicle crashes. Contributing to this high number of crashes in the area are the facts that (1) there has been a 20.4 percent increase in population in the last decade which means there are more motorists on the highways that are less familiar with agricultural equipment, and (2) farm operations have increased in size by 18 percent and farmers must travel greater distances on highways. Area Extension agents partnered with the North Carolina State Highway Patrol to offer educational training for farmers and farm employees on highway safety with farm equipment. A grant was awarded from the North Carolina Tobacco Trust Fund Commission in the amount of $196,114 to fund this project. Various delivery methods were used to reach farmers and encourage them to be proactive in highway safety. Educational meetings were conducted in the seven county area and over 1,000 farmers and farm workers participated in these educational meetings. In addition, 875 safety equipment kits were distributed to farmers valued at over $250 each. Participants were tested and determined to have increased their knowledge of highway safety with farm equipment by 71 percent. Press releases were prepared and distributed to news media about the project. Thirteen newspapers and three magazines provided coverage of the project with a total circulation of over 650,000. Surveys have shown adoption of safety equipment usage as high as 94 percent. Data avail-

able from the NC Highway Patrol indicated a 21.7 percent decrease in crashes involving farm equipment. This program has reduced the number of crashes involving farm equipment and increased farmer adoption of safety practices with farm equipment on the highway.

National Finalists

USING WEATHER INFORMATION AND CROP SPECIFIC CRITICAL TEMPERATURE DATA AS PART OF A INTERGRATED CITRUS COLD PROTECTION PROGRAM.

Oswalt,* W.C.[1]

[1]Polk County Cooperative Extension Service, University of Florida/Extension, P.O. Box 9005, Drawer HS03, Bartow, Fl 33831.

Citrus, an evergreen plant, does not acquire dormancy as deciduous fruit crops will in response to shortened photoperiod and reductions in air temperature. Citrus will acclimate to cold in response to cooler temperatures and other environmental stresses during the winter in Florida. The process of acclimation is dynamic and will vary in Florida during the winter. This program educates citrus growers on the process of acclimation and the factors that affect changes in the critical freeze temperature for citrus. It provides real time and historical winter weather data along with the determination of the critical temperature at which citrus foliage will be damaged due to freezing temperatures. The majority of Florida citrus is protected from freezing temperatures by microsprinkler irrigation. The citrus leaf freezing temperatures can then be used by Florida citrus growers in making decisions on the temperature at which irrigation should commence or cease for any particular freeze event. This allows growers to make better decisions on cold protection practices using irrigation, resulting in the enhancement of water resources in Florida.

CAMPBELL COUNTY PASTURE IMPROVEMENT PROGRAM

Sorrell* Don

Campbell County Cooperative Extension Service
3500 Alexandria Pike, Highland Heights KY 41076

The Campbell County Pasture Improvement Program was developed to address the need to improve pasture management in Campbell County. With the support of agriculture leaders a series of educational programs were developed. Program objectives included the development of an in-depth lecture series on pasture management, and farmers were to develop a pasture management plan, utilize stockpiled fescue and renovate pastures. A nine-hour lecture program called Graze Northern KY reached 105 individuals with pasture management information. Hands-on demonstration on using no-till drills, electric fencing options and water development were also a part of this program. 43 individuals participated in a Campbell County pasture management field day which focused on a number of grazing management practices. A two-day beef/forage tour gave producers an opportunity to see first hand how pasture improvement practices were being utilized to improve farm profitability. Two on-farm demonstrations were developed to showcase the use of stockpiling fescue and renovating pastures. Results of the stockpiling fescue demonstration indicated an increase in yield of 2,342 lbs. of dry matter per acre. Results of a feeder calf feed trial indicated that weaned calves could gain as much as 2.46 lbs. per day on stockpiled fescue. Changes made by Campbell County farmers who participated in these programs included: 18 pasture management plans were developed, 11 farmers renovated pastures, 7 stockpiled fescue, 9 made fencing improvements which led to a 50% reduction in pasture size, 4 expanded water systems, and the number of producers using rotational grazing system went from 54% to 82%.

TROPICAL SPIDERWORT (COMMELINA BENGHALENSIS) PROGRAMMING IN GRADY COUNTY, GEORGIA

Flanders,*J.T.[1]

[1]County Extension Coordinator, University of Georgia, Grady County Extension Service, Cairo, Georgia, 39828

With the introduction of glyphosate tolerant (Roundup Ready) cotton in the late 1990's coupled with the increased use of conservation tillage systems, a weed shift has occurred allowing tropical spiderwort to become the most troublesome weed in Grady County Georgia. Tropical spiderwort has been identified in 29 Georgia counties by the Georgia Department of Agriculture. Thus the agent (Mr. Flanders) initiated field research trials in 2000 to investigate management strat-

egies for this weed at the request of growers and the local agriculture advisory committee. Since 2002 Mr. Flanders in collaboration with University of Georgia Weed Scientist, USDA - ARS Research Agronomist, and industry personnel have evaluated numerous herbicides and herbicide systems in agronomic crops to investigate control options for tropical spiderwort. From 2002-2004, 41 individual field trials have been conducted at 14 locations along with three educational meetings and one field day to update area growers and industry personnel about the biology, competitiveness and management of this weed. Mr. Flanders has had several research papers published and made numerous presentations concerning the management of tropical spiderwort. He has also conducted weed survey's, weed virus survey's and game bird survey's to determine the rate of spread, potential for tropical spiderwort to be an alternate host of disease and the spread by wildlife. From this educational programming effort, herbicide and herbicide system efficiency in most agronomic crops have been evaluated, growers have been educated on the most up to date management strategies and two new herbicide labels have been added to the arsenal for control of tropical spiderwort.

State Winners

REDUCING CROP PRODUCTION COSTS IN NORTHWEST ALABAMA BY INCREASING THE USAGE OF POULTRY LITTER AS A FERTILIZER

Reed, T. D.

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An Extension educational program was conducted in Northwest Alabama during March 15, 2002 through March 10, 2005 to reduce crop production costs by making row crop farmers aware of the significant savings they could realize by using poultry litter as a source of fertilizer. Farmers also needed to be educated about the strict environmental regulations that they had to follow if they wanted to land-apply litter. Newsletters, educational programs that included internet training, numerous farm visits and phone calls were used to educate farmers about the value of litter as a fertilizer and liming material. These same teaching methods were employed to help farmers who used litter to comply with environmental regulations. A key to the success of this program was my ability to convince poultry producers to allow row crop producers to have their litter. The total amount of litter applied to row crop land in 4 counties by the 9 farmers who participated in the program during the reporting period was 24,711 tons. Total row crop acreage treated with litter was: 2002- 1635 acres, 2003- 5475 acres, and 2004-3322 acres. Growers saved $289,130 in fertilizer costs by using broiler litter. An additional $12,350 was saved in liming costs. Watershed quality was maintained by helping farmers calibrate litter spreader trucks, applying litter at environmentally acceptable rates, and utilizing required buffers near streams.

NO-TILL A VIABLE CROP MANAGEMENT PRACTICE

Gosmire.*R.G

Davison County Extension Educator/Agronomy, South Dakota State University, 3200 West Havens, Mitchell, South Dakota, 57301

No-Till is a relatively new concept to crop producers. No-Till is defined as the planting of crops in previously undisturbed soil. No other soil preparation is performed. No-Till is a crop management system that producers can use to produce crop that allows producers to obtain maximum yields at reduced costs. Producers who use No-Till practices use less fuel, less herbicides, less labor, less machinery and as a result see increased profits.

No-Till is an environmentally friendly crop management system. Additional benefits of No-Till include carbon sequestration increased soil micro organism, biodiversity, increased soil organic matter and increased soil water holding capacity. The No-Till system is an environmentally safe farming practice as it reduces water runoff which results in reduced surface water contamination. Water, wind, and tillage erosion are virtually eliminated with No-Till.

Each year researchers, agronomist, farmers, equipment manufacturers, and crop geneticists are developing new ideas, concepts and technologies that are better adapted to No-Till farming practices. Crop Agronomists and researchers continue to fine tune their fertilizer, herbicides, insecticides and disease control recommendations. Producers and researchers continue to develop new crop rotations, alternative crops, and management practices that improve the No-Till system.

RICE CROP PRODUCTION EDUCATIONAL PROGRAM

Perkins,*JK

County Extension Agent- Agriculture, Lonoke County Extension Office, University of Arkansas Division of Agriculture, Lonoke, AR 72086

Lonoke County is located in Eastern Arkansas, and the county seat is Lonoke. My Extension program is devoted primarily to agriculture, which includes 81,815 acres of rice. One long-term objective of my program is to educate clientele on how to increase efficiency of production while maintaining flexibility to become more competitive in the global economy. One major concern is irrigation water, which is one of the variable input costs of most crops produced in our county. Management decisions for water use can greatly affect the profits of our agricultural producers.
Long-term goals developed by the committees of the County Extension Council are: • Aiding agricultural producers in water management decisions in all crops.
• Aiding agricultural producers in making integrated pest management decisions in rice. My overall program is planned from the support of our local clientele. The input and suggestions from our county Extension council and committees are a valuable resource for planning a program to meet local needs. Local involvement is the key to success with my program. When doing on-farm demonstrations a producer will support my efforts by donating time, labor, land, and equipment. This achieves a one to one relationship while the producer shares his experience with the community. Evaluation Methods Surveys for County Extension council meetings, Improved performance through conducted projects, Practices implemented/adopted as a results, Participant surveys Results Arkansas has seen a significant increase in rice yields. In Lonoke County, we have achieved yields exceeding the state average, providing a more substantial income to our producers. Such successes can be attributed to receptiveness to agricultural technology, new rice varieties, careful use of the DD50 program, and overall sound IPM practices.

IMPROVING PROFITABILITY OF IRRIGATED FIELD CROP PRODUCTION

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Irrigated field crop production acreage is expanding and technology is changing resulting in many producer questions. The objectives of programs conducted related to irrigated field crop production were to explore methods to improve profitability of irrigated crop production. Result demonstration and applied research projects were the major tools used to evaluate new technology and production practices and then pass results onto producers for consideration and adoption. Activities conducted included; workshops, seminars, tours, result demonstrations and the implementation of research verification trials, related to cotton, corn, canola, and grain sorghum. Result demonstration and applied research projects conducted included; Variety Evaluations, Row Spacing and Plant Density Study, Insect Management, Fertility Management, Irrigation Scheduling, and Crop Management via Computer Models. As a result of program efforts, producers with irrigation are better prepared to make informed decisions regarding their enterprises, resulting in an improved financial position. Evaluation results indicate that Extension program efforts have provided income benefits resulting in $5 to $15 per acre. The Irrigated Corn Research Verification Trial produced a grain value of $100 per acre more than the irrigated county average in 2004.

FARMLAND APPLICATION OF BIOSOLIDS

Varner,* D.L.

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Using biosolids (municipal sewage sludge) on farmland is a relatively new practice. Municipalities are challenged to establish such programs and sustain them with research-based credibility and excellent public support. The City of Fremont, Nebraska contracted with the University of Nebraska Cooperative Extension office in Dodge County to develop a state-of-the-art biosolids farmland application program. Challenges involved convincing farmers, community officials and rural, non-farm residents that recycling biosolids as a farmland fertilizer and soil amendment was a sound practice. Precision farming technologies including GPS, GIS and remote sensing imagery were used to conduct

site assessments and document the biosolids application process. On-farm research/demonstration sites were established to demonstrate the application process and to compare commercial fertilizers with biosolids. Educational activities included one-on-one consultations with farmers, orientation seminars, tours of the wastewater treatment facility, and development of an exhibit, website and publication that conveyed the biosolids farmland application program details to both farm and non-farm audiences. Three years ago area farmers were reserved about applying biosolids to their farmland, today there is a six year waiting list to obtain biosolids from the City of Fremont.

CORNELL VEGETABLE PROGRAM PREPARES FARMERS FOR INVASION OF A NEW INSECT PEST, THE SWEDE MIDGE

Kikkert,* J.A.[1], Hoepting, C.A.[2], and Shelton, A.M.[3]

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A new insect pest, the swede midge (SM) that has wreaked havoc on broccoli, cabbage and related crops in Ontario and Québec, Canada threatens to move into New York and other states in the US. Upon learning of this new pest, Cornell University Cooperative Extension Vegetable Program implemented a SM detection survey and a grower outreach program. During 2002 and 2003, field scouts walked approximately 6,500 acres on 100 farms to look for SM, but none were found. In 2004, experimental pheromone traps obtained from Switzerland were used, and SM was found on 4 farms in Niagara County, NY. This is the first detection of SM in the US. Over a three-year period, more than 800 people representing home gardeners, commercial vegetable farmers, crop consultants, extension educators, and state and federal plant inspectors were trained to be on the alert for SM. We produced and distributed 2000 copies of a color fact sheet and 500 copies of a laminated, pocket-size SM field identification guide. Eleven newsletter articles about SM were written and distributed through our extension newsletters. Furthermore, a press release was picked up by the Associated Press and distributed nationally to an audience of thousands. SM information was presented at 24 meetings/workshops to a total audience of 850. Our survey and educational efforts have decreased the chance that SM would go undetected or misdiagnosed for several years, thus preventing further spread of the insect and millions of dollars in crop damage.

Livestock Production

National Winner

IMPROVING THE SUSTAINABILITY AND EFFICIENCY OF COMMERCIAL BEEF COW/CALF PRODUCTION

P'Pool*, J.R.

County Extension Agent for Agriculture and Natural Resources, University of Kentucky Cooperative Extension Service, Livingston County Office, PO Box 189, Smithland, KY 42081-0189

Extension Livestock Educational Programming in Trigg and Livingston Counties has always focused around the concept of improving the sustainability and efficiency of commercial beef cow/calf operations. This goal has been accomplished through a variety of educational activities and teaching methods. Major activities that have led to achieving the goal of improved sustainability and efficiency include the Beef Integrated Resource Management (IRM) Purchasing Alliance, the Certified Preconditioned for Health (CPH-45) Feeder Cattle Program, and The Kentucky Phase 1 Tobacco Settlement Model Beef Programs. The Beef IRM Purchasing Alliance was initiated in January 2001 to begin to group purchase minerals and other inputs. This group has reduced their cost of production greatly and is gaining members every year. Small and medium sized cow/calf producers continue to take part in the CPH-45 Feeder Cattle Program to add value to their calf crops. The CPH-45 Feeder Cattle Program is a preconditioning program that enables producers to group market trailer load lots of feeder cattle that are weaned 45 days, have a known vaccination/ management protocol, and have been backgrounded on forages and low-cost by-product feeds to achieve efficient weight gains. The Kentucky Phase 1 Tobacco Settlement Model Beef Programs have assisted producers in having access to cost share funds to purchase higher quality bulls and bull semen, improve forage production, utilization, and storage systems, construct working facilities, and construct boundary fences. When all the programs are considered, the

economic impact totals over $1,000,000 in farmstead improvements, reduced input costs, or value-added production.

National Finalists

DAIRY HERD HEALTH MANAGEMENT PROGRAM

Hulle,* L.R.

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Dairy and Livestock farmers need to be able to handle routine and emergency herd health problems on their farm. Current disease outbreaks around the world dictate that farmers need to set up procedures and protocols to prevent the spread of disease to their herd from visitors or from their own management practices. The program objectives were to; Improve bio-security, improve calving procedures, improve participants' ability to administer treatment and medicine to cattle, increase the level of understanding of BSE and to increase participants' ability to identify and properly treat lame and injured cattle on local farms. Local dairy and livestock farmers learned how to develop a bio-security plan for their farm. Farmers increased their ability to diagnose problem calving situations and displaced abomasums in cattle. Farmers learned hands on techniques to administer treatments and medicines for common health problems and hoof care in their cattle. Farmers increased their knowledge of BSE and how it can affect the dairy and beef industries. Evaluations conducted at the time of the workshops and seminars along with a follow up impact survey show that 89% or more of the participants increased their knowledge and ability to improve their herd health. Several participants reported an increase of 3-4 pounds of milk per cow per day as a result of improved herd health. By reducing the culling rate on one farm they saved $10,000.00 annually by not needing to purchase replacement cattle.

EXTENSION LIVESTOCK PROGRAM PROVIDES EDUCATION

Howard*, L.F.

Cuming County Extension - University of Nebraska PO Box 285, West Point NE 68788-0285

Animal agriculture accounts for over 90% of the total farm income for Cuming County and contributes nearly $525 million to the economy. The importance and significance of livestock is very vital to the area.

The "Extension Livestock " program has provided education to livestock producers in Cuming County, Nebraska and the surrounding area. Programs have explained livestock production, management and environmental regulations. We have provided tools for producers to increase their environmental stewardship and showed the value of livestock nutrient management. Information was delivered with a variety of teaching methods including workshops, tours, hands-on demonstrations, individual consultations, self assessments, computers, internet, satellite conferences, home study courses, radio programs and the news media.

Livestock management issues continue to have a major emphasis in programming efforts. Extension continues to bring current information and the latest research 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, regulatory agencies and most importantly the local livestock producer. Efforts will continue to help build an even stronger livestock program for this area with an increased awareness for environmental stewardship and improved management practices.

NEW JERSEY BEEF QUALITY ASSURANCE TRAINING

Mickel*, R.C.[1] , Chamberlain*, E.A.[2]

[1] Rutgers Cooperative Research and Extension, Hunterdon County Resource and Management Agent, PO Box 2900, Flemington, New Jersey 08822-2900
[2] Rutgers Cooperative Research and Extension, Warren County Resource and Management Agent, Suite 102, Route 519 South, Belvidere, New Jersey 07823-1949 The delivery of a training and teaching module for New Jersey beef and dairy producers was underway in the winter of 2003-2004, when the unexpected finding of the "BSE" cow in Washington

State emphasized the need for a New Jersey "quality assurance" training program. The programs was to develop a systematic training program to teach growers the importance of proper BQA principles and to provide them with the training to ultimately improve their overall beef quality production and related attributes. The NJBQA Program utilized an existing Mid-Atlantic BQA Program and coordinated the training with the New Jersey Department of Animal Health and Extensions "NJCHAP" (New Jersey Cattle Health Assurance Program) that Agents Mickel and Chamberlain had previously implemented. Programs covering Johnes, Animal Alliances, BSE (Mad Cow), Humane Handling, Calf Sense, etc. made a natural transition and complement to the BQA training module. Seventy-one beef and dairy producers completed the two-session training in 2004 representing 2,796 cattle (cows, calves, feeders, stockers, finished cattle) managed on 6,418 acres. A pre-test and post-test was administered at the first session with an average improvement of 3.5 points on 18 questions relative to the level of BQA knowledge prior to the initial training session. Certified BQA participants received a certificate of completion including a permanent BQA ID number and a farm shield that indicates they have completed the training and are practicing BQA procedures. A follow-up producer evaluation six months after completing the training produced the following changes and/or impacts:-80 % improved veterinarian/grower relations -40 % implemented Vet/ Client Form-60% improved or implemented new bio-security procedures-46% improved handling facilities-34% changed entirely or fine tuned injection-site procedures or commenced using the injection site triangle recommendations

State Winners

ANIMAL BIOTECHNOLOGY AND GENOMICS EXTENSION PROGRAM

Van Eenennaam. A. L.

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A new extension program in the area of animal biotechnology and genomics wasinitiated in California in 2002. This multifaceted program provides broad, science-based extension programming on the uses of animal biotechnologies in livestockproduction systems. Program clientele include producers and allied industry from avariety of livestock industries (e.g. beef, dairy, aquaculture), regulatory andgovernmental agencies, environmental and other NGOs, and the general public.Educational programming addresses fundamental definitions and principles ofvarious animal biotechnologies, and outlines the potential uses, benefits, economic,and science-based concerns pertaining to the use of DNA-based biotechnologies.Presentations containing many practical examples were developed to engageaudiences in this complex and potentially overwhelming topic area. This informationwas presented to over 30 commodity/ extension type meetings to enable livestockproducers to make educated choices about incorporating biotechnologies into theirproduction systems. Accompanying fact sheets were handed out at meetings, andmade available electronically on the UC Davis animal biotechnology and genomicswebsite (http://animalscience.ucdavis.edu/animalbiotech). This website presentsregularly updated information relevant to animal biotechnology and genomics, andprovides organized links to other animal biotechnology resources. It had 39,434page views, 26,423 visits, and a total of 15,167 document downloads during the pastyear. In 2004, county-based ordinances to ban the growth and propagation ofgenetically engineered plants and animals were placed on the ballot in five Californiacounties. In response to this development, an objective, science-based, educationalvideo about the use of genetic engineering in California agriculture was producedand made available to the general public.

IMPROVE THE QUALITY AND VALUE OF HAY THROUGH THE EDUCATION OF PRODUCERS

Franks,* R. W. [1]

[1] Extension Agent and County Coordinator, University of Georgia, Wayne County, Jesup Georgia 31545

The standard price for a roll of hay in the county is $25.00. Because the price is not based on quality, the agent set out to improve the quality of hay, increase the value per unit, and change the production behavior of the producers in the county. A baseline for hay quality was established in the county by collecting 42 samples. The results were disappointing and the averages were: Protein 8.6%, TDN (Total Digestible Nutrients) 52.23%. Educational programs, tours, field days and forage samples were used to educate cattlemen and hay producers. Variety selection, fertility, timeliness of hay harvest, mechanical handling of hay and the importance of forage analysis were

emphasized in producer meetings. Producers attending these meetings, tours and field days implemented changes for quality hay production. The results were encouraging, the protein in 04 averaged 9.03% and the TDN averaged 57.38 on 52 samples collected by the agent. Variables in weather can influence hay quality however, the increase in TDN each year indicates a change in producer behavior. In just three years, the number of samples increased from 12 to over 100 submitted per year. This is an ongoing program and with the use of Relative Forage Values and new testing procedures we will establish a more consistent and increased value for hay in the county.

BEGINNING AND TRANSITIONING DAIRY GRAZING FARM MODELS

Tranel*, Larry F.,

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The Beginning and Transitioning Dairy Grazing Farm Models is an educational program for dairy producers who are beginning and/or transitioning into dairying. The program seeks to instill knowledge, skills, resources and aspirations for beginning and transitioning dairy producers through extension education and farmer peer mentoring.

As a result of the Model Dairy Farm project, over 360 producers and advisors have increased their knowledge of the practices and profits dairying. Thirty dairy operations have transitioned to grazing and/or low cost parlors as a direct or indirect result of this field specialist beginning dairy producer programs. Twelve young dairy producers continue to use the Dairy TRANS software program to evaluate annual profits on their operation.

A subset of 47 participants of 98 attending the Upper Midwest Grazing Conference returned a post-pre survey that their knowledge of "*Developing a Profitable Dairy Grazing Model"* as presented by this field specialist *was increased by (28.2%)* on a scale from 1 to 10.

Seven out of eight (87.5%) prospective dairy producers evaluating the ISU Extension School for Beginning and Transitioning Dairy Producers, when asked "have the sessions encouraged and inspired you to pursue or continue to pursue a dairy farming career?" answered yes.

A beginning dairy producer stated "I probably would not have had the inspiration to get started dairying without the assistance I received from ISU Extension." Thus, the Beginning and Transitioning Dairy Grazing Model has been measured by success

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SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION
BEEF 101

Salkeld*, K.B.

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The objectives of the Beef 101 Class were to elevate the student's basic understanding of producing cattle, take them beyond the point of rudimentary understanding to the point of comprehending, implementing progressive and current modern beef cattle production practices, and a shorter calving season (from seven months to two months).

The class was for small and large beef cattle operators in southwest Indiana. In three years, we had 65 participants, with eighty percent of them running cow-calf herds.

Classes were mostly lecture followed by question and answer sessions. The on-site body soundness examination and framing scores were an added bonus for the students. They determined which brood cows were "easy keepers" and which were "hard keepers".

The results were better than expected with 99% attendance each evening.

A survey showed the cattle producing public desired an affordable, basic production class. The Pike County Extension Educator offered it in the evenings. Experts from the area and Purdue specialists were instructors. Multiple topics were covered. The $75 fee covered the production cost of a large notebook, speakers' mileage, and refreshments.

Each participant saved an average of $1,000 a year with knowledge learned from the class. Dollar figures were determined by follow-up survey.

At the last class, written evaluations on class procedure and improvement suggestions were collected. Participant's gain of practical knowledge consisted of a "before" and "after" evaluation of their

cattle operation. Surprisingly, their "before" and "after" cattle operations were greatly different. Calving seasons in 2003 had been cut by 50%. Crop ProductionNational Winner

BE SEEN AND BE SAFE - HIGHWAY SAFETY WITH FARM EQUIPMENT PROGRAM

Bateman, K. R.[1], Bradley, A. L.,Jr.[2], Harrell,* N. E.,Jr[3], Johnson, L.[4], Smith, M.[5], Tyson, C.[6]

[1]County Extension Director/Johnston County Center, North Carolina Cooperative Extension/806 North Street, Smithfield, NC 27577
[2]Agricultural Extension Agent/ Edgecombe County Center, North Carolina Cooperative Extension/P.O. Box 129, Tarboro, NC 27886
[3]Agricultural Extension Agent/Wilson County Center, North Carolina Cooperative Extension/1806 SW Goldsboro St.,Wilson, NC 27893
[4]Agricultural Extension Agent/Greene County Center, North Carolina Cooperative Extension/229 Kingold Blvd Suite E, Snow Hill, NC 28580
[5]County Extension Director/Pitt County Center, North Carolina Cooperative Extension/403 Government Circle, Greenville, NC 27834
[6]County Extension Director/Nash County Center North Carolina Cooperative Extension/Ag Center Dr, Nashville, NC 27856

The University of North Carolina Highway Safety Research Center reported that there were almost 1500 farm vehicle crashes in North Carolina from 1995 through 1999. Six counties in the seven-county area of Edgecombe, Greene, Johnston, Nash, Pitt, Wayne, and Wilson were in the top 12 in North Carolina in farm vehicle crashes. Contributing to this high number of crashes in the area are the facts that (1) there has been a 20.4 percent increase in population in the last decade which means there are more motorists on the highways that are less familiar with agricultural equipment, and (2) farm operations have increased in size by 18 percent and farmers must travel greater distances on highways. Area Extension agents partnered with the North Carolina State Highway Patrol to offer educational training for farmers and farm employees on highway safety with farm equipment. A grant was awarded from the North Carolina Tobacco Trust Fund Commission in the amount of $196,114 to fund this project. Various delivery methods were used to reach farmers and encourage them to be proactive in highway safety. Educational meetings were conducted in the seven county area and over 1,000 farmers and farm workers participated in these educational meetings. In addition, 875 safety equipment kits were distributed to farmers valued at over $250 each. Participants were tested and determined to have increased their knowledge of highway safety with farm equipment by 71 percent. Press releases were prepared and distributed to news media about the project. Thirteen newspapers and three magazines provided coverage of the project with a total circulation of over 650,000. Surveys have shown adoption of safety equipment usage as high as 94 percent. Data available from the NC Highway Patrol indicated a 21.7 percent decrease in crashes involving farm equipment. This program has reduced the number of crashes involving farm equipment and increased farmer adoption of safety practices with farm equipment on the highway.National Finalists

USING WEATHER INFORMATION AND CROP SPECIFIC CRITICAL TEMPERATURE DATA AS PART OF A INTERGRATED CITRUS COLD PROTECTION PROGRAM.

Oswalt,* W.C.[1]

[1]Polk County Cooperative Extension Service, University of Florida/Extension, P.O. Box 9005, Drawer HS03, Bartow, Fl 33831.

Citrus, an evergreen plant, does not acquire dormancy as deciduous fruit crops will in response to shortened photoperiod and reductions in air temperature. Citrus will acclimate to cold in response to cooler temperatures and other environmental stresses during the winter in Florida. The process of acclimation is dynamic and will vary in Florida during the winter. This program educates citrus growers on the process of acclimation and the factors that affect changes in the critical freeze temperature for citrus. It provides real time and historical winter weather data along with the determination of the critical temperature at which citrus foliage will be damaged due to freezing temperatures. The majority of Florida citrus is protected from freezing temperatures by microsprinkler irrigation. The citrus leaf freezing temperatures can then be used by Florida citrus growers in making decisions on the temperature at which irrigation should commence or cease for any particular freeze event. This allows growers to make

better decisions on cold protection practices using irrigation, resulting in the enhancement of water resources in Florida.

CAMPBELL COUNTY PASTURE IMPROVEMENT PROGRAM

Sorrell* Don

Campbell County Cooperative Extension Service
3500 Alexandria Pike, Highland Heights KY 41076

The Campbell County Pasture Improvement Program was developed to address the need to improve pasture management in Campbell County. With the support of agriculture leaders a series of educational programs were developed. Program objectives included the development of an in-depth lecture series on pasture management, and farmers were to develop a pasture management plan, utilize stockpiled fescue and renovate pastures. A nine-hour lecture program called Graze Northern KY reached 105 individuals with pasture management information. Hands-on demonstration on using no-till drills, electric fencing options and water development were also a part of this program. 43 individuals participated in a Campbell County pasture management field day which focused on a number of grazing management practices. A two-day beef/forage tour gave producers an opportunity to see first hand how pasture improvement practices were being utilized to improve farm profitability. Two on-farm demonstrations were developed to showcase the use of stockpiling fescue and renovating pastures. Results of the stockpiling fescue demonstration indicated an increase in yield of 2,342 lbs. of dry matter per acre. Results of a feeder calf feed trial indicated that weaned calves could gain as much as 2.46 lbs. per day on stockpiled fescue. Changes made by Campbell County farmers who participated in these programs included: 18 pasture management plans were developed, 11 farmers renovated pastures, 7 stockpiled fescue, 9 made fencing improvements which led to a 50% reduction in pasture size, 4 expanded water systems, and the number of producers using rotational grazing system went from 54% to 82%.

TROPICAL SPIDERWORT (*COMMELINA BENGHALENSIS*) PROGRAMMING IN GRADY COUNTY, GEORGIA

Flanders,*J.T.[1]

[1]County Extension Coordinator, University of Georgia, Grady County Extension Service, Cairo, Georgia, 39828

With the introduction of glyphosate tolerant (Roundup Ready) cotton in the late 1990's coupled with the increased use of conservation tillage systems, a weed shift has occurred allowing tropical spiderwort to become the most troublesome weed in Grady County Georgia. Tropical spiderwort has been identified in 29 Georgia counties by the Georgia Department of Agriculture. Thus the agent (Mr. Flanders) initiated field research trials in 2000 to investigate management strategies for this weed at the request of growers and the local agriculture advisory committee. Since 2002 Mr. Flanders in collaboration with University of Georgia Weed Scientist, USDA – ARS Research Agronomist, and industry personnel have evaluated numerous herbicides and herbicide systems in agronomic crops to investigate control options for tropical spiderwort. From 2002-2004, 41 individual field trials have been conducted at 14 locations along with three educational meetings and one field day to update area growers and industry personnel about the biology, competitiveness and management of this weed. Mr. Flanders has had several research papers published and made numerous presentations concerning the management of tropical spiderwort. He has also conducted weed survey's, weed virus survey's and game bird survey's to determine the rate of spread, potential for tropical spiderwort to be an alternate host of disease and the spread by wildlife. From this educational programming effort, herbicide and herbicide system efficiency in most agronomic crops have been evaluated, growers have been educated on the most up to date management strategies and two new herbicide labels have been added to the arsenal for control of tropical spiderwort.

State Winners

REDUCING CROP PRODUCTION COSTS IN NORTHWEST ALABAMA BY INCREASING THE USAGE OF POULTRY LITTER AS A FERTILIZER

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

An Extension educational program was conducted in Northwest Alabama during March 15, 2002 through March 10, 2005 to reduce crop production costs by making row crop farmers aware of the significant savings they could realize by using poultry litter as a source of fertilizer. Farmers also needed to be educated about the strict environmental regulations that they had to follow if they wanted to land-apply litter. Newsletters, educational programs that included internet training, numerous farm visits and phone calls were used to educate farmers about the value of litter as a fertilizer and liming material. These same teaching methods were employed to help farmers who used litter to comply with environmental regulations. A key to the success of this program was my ability to convince poultry producers to allow row crop producers to have their litter. The total amount of litter applied to row crop land in 4 counties by the 9 farmers who participated in the program during the reporting period was 24,711 tons. Total row crop acreage treated with litter was: 2002- 1635 acres, 2003- 5475 acres, and 2004- 3322 acres. Growers saved $289,130 in fertilizer costs by using broiler litter. An additional $12,350 was saved in liming costs. Watershed quality was maintained by helping farmers calibrate litter spreader trucks, applying litter at environmentally acceptable rates, and utilizing required buffers near streams.

NO-TILL A VIABLE CROP MANAGEMENT PRACTICE

Gosmire.*R.G

Davison County Extension Educator/Agronomy, South Dakota State University, 3200 West Havens, Mitchell, South Dakota, 57301

No-Till is a relatively new concept to crop producers. No-Till is defined as the planting of crops in previously undisturbed soil. No other soil preparation is performed. No-Till is a crop management system that producers can use to produce crop that allows producers to obtain maximum yields at reduced costs. Producers who use No-Till practices use less fuel, less herbicides, less labor, less machinery and as a result see increased profits.

No-Till is an environmentally friendly crop management system. Additional benefits of No-Till include carbon sequestration increased soil micro organism, bio-diversity, increased soil organic matter and increased soil water holding capacity. The No-Till system is an environmentally safe farming practice as it reduces water runoff which results in reduced surface water contamination. Water, wind, and tillage erosion are virtually eliminated with No-Till.

Each year researchers, agronomist, farmers, equipment manufacturers, and crop geneticists are developing new ideas, concepts and technologies that are better adapted to No-Till farming practices. Crop Agronomists and researchers continue to fine tune their fertilizer, herbicides, insecticides and disease control recommendations. Producers and researchers continue to develop new crop rotations, alternative crops, and management practices that improve the No-Till system.

RICE CROP PRODUCTION EDUCATIONAL PROGRAM

Perkins,*JK

County Extension Agent- Agriculture, Lonoke County Extension Office, University of Arkansas Division of Agriculture, Lonoke, AR 72086

Lonoke County is located in Eastern Arkansas, and the county seat is Lonoke. My Extension program is devoted primarily to agriculture, which includes 81,815 acres of rice. One long-term objective of my program is to educate clientele on how to increase efficiency of production while maintaining flexibility to become more competitive in the global economy. One major concern is irrigation water, which is one of the variable input costs of most crops produced in our county. Management decisions for water use can greatly affect the profits of our agricultural producers.

Long-term goals developed by the committees of the County Extension Council are: • Aiding agricultural producers in water management decisions in all crops. • Aiding agricultural producers in making integrated pest management decisions in rice. My overall program is planned from the support of our local clientele. The input and suggestions from our county Extension council and committees are a valuable resource for planning a program to meet local needs. Local involvement is the key to success with my program. When doing on-farm demonstrations a producer will support my efforts by donating time, labor, land, and equipment. This achieves a one to one relationship while the producer shares his experience with the community. *Evaluation Methods* Surveys for County Extension council meetings, Improved performance through conducted projects, Practices implemented/ adopted as a results, Participant surveys *Results* Arkansas has seen a significant increase in rice yields. In Lonoke County, we have achieved yields exceeding

the state average, providing a more substantial income to our producers. Such successes can be attributed to receptiveness to agricultural technology, new rice varieties, careful use of the DD50 program, and overall sound IPM practices.

IMPROVING PROFITABILITY OF IRRIGATED FIELD CROP PRODUCTION

Stapper, Jeffrey R.

Texas Cooperative Extension, County Extension Agent - Agriculture & Natural Resources,
San Patricio County, 219 North Vineyard, Sinton, Texas 78387

Irrigated field crop production acreage is expanding and technology is changing resulting in many producer questions. The objectives of programs conducted related to irrigated field crop production were to explore methods to improve profitability of irrigated crop production. Result demonstration and applied research projects were the major tools used to evaluate new technology and production practices and then pass results onto producers for consideration and adoption. Activities conducted included; workshops, seminars, tours, result demonstrations and the implementation of research verification trials, related to cotton, corn, canola, and grain sorghum. Result demonstration and applied research projects conducted included; Variety Evaluations, Row Spacing and Plant Density Study, Insect Management, Fertility Management, Irrigation Scheduling, and Crop Management via Computer Models. As a result of program efforts, producers with irrigation are better prepared to make informed decisions regarding their enterprises, resulting in an improved financial position. Evaluation results indicate that Extension program efforts have provided income benefits resulting in $5 to $15 per acre. The Irrigated Corn Research Verification Trial produced a grain value of $100 per acre more than the irrigated county average in 2004.

FARMLAND APPLICATION OF BIOSOLIDS

Varner,* D.L.

Extension Educator, University of Nebraska Cooperative Extension in Dodge County, 1206 W. 23rd Street, Fremont, NE 68025

Using biosolids (municipal sewage sludge) on farmland is a relatively new practice. Municipalities are challenged to establish such programs and sustain them with research-based credibility and excellent public support. The City of Fremont, Nebraska contracted with the University of Nebraska Cooperative Extension office in Dodge County to develop a state-of-the-art biosolids farmland application program. Challenges involved convincing farmers, community officials and rural, non-farm residents that recycling biosolids as a farmland fertilizer and soil amendment was a sound practice. Precision farming technologies including GPS, GIS and remote sensing imagery were used to conduct site assessments and document the biosolids application process. On-farm research/ demonstration sites were established to demonstrate the application process and to compare commercial fertilizers with biosolids. Educational activities included one-on-one consultations with farmers, orientation seminars, tours of the wastewater treatment facility, and development of an exhibit, website and publication that conveyed the biosolids farmland application program details to both farm and non-farm audiences. Three years ago area farmers were reserved about applying biosolids to their farmland, today there is a six year waiting list to obtain biosolids from the City of Fremont.

CORNELL VEGETABLE PROGRAM PREPARES FARMERS FOR INVASION OF A NEW INSECT PEST, THE SWEDE MIDGE

Kikkert,* J.A.[1], Hoepting, C.A.[2], and Shelton, A.M.[3]

Cornell University Cooperative Extension Vegetable Program, [1]480 N. Main St., Canandaigua, NY 14424, [2]20 South Main St., P.O. Box 150, Albion, NY 14411, and [3]Department of Entomology, New York State Agricultural Experiment Station, Geneva, NY 14456.

A new insect pest, the swede midge (SM) that has wreaked havoc on broccoli, cabbage and related crops in Ontario and Québec, Canada threatens to move into New York and other states in the US. Upon learning of this new pest, Cornell University Cooperative Extension Vegetable Program implemented a SM detection survey and a grower outreach program. During 2002 and 2003, field scouts walked approximately 6,500 acres on 100 farms to look for SM, but none were found. In 2004, experimental pheromone traps obtained from Switzerland were used, and SM was found on 4 farms in Niagara County, NY. This is the

first detection of SM in the US. Over a three-year period, more than 800 people representing home gardeners, commercial vegetable farmers, crop consultants, extension educators, and state and federal plant inspectors were trained to be on the alert for SM. We produced and distributed 2000 copies of a color fact sheet and 500 copies of a laminated, pocket-size SM field identification guide. Eleven newsletter articles about SM were written and distributed through our extension newsletters. Furthermore, a press release was picked up by the Associated Press and distributed nationally to an audience of thousands. SM information was presented at 24 meetings/workshops to a total audience of 850. Our survey and educational efforts have decreased the chance that SM would go undetected or misdiagnosed for several years, thus preventing further spread of the insect and millions of dollars in crop damage.

4-H YOUTH DEVELOPMENT

National Winner

PARTNERING IMPROVES ENVIRONMENT, BENEFITS LANDOWNERS, AND PROVIDES NATURAL RESOURCE EDUCATION FOR YOUTH

Heaton*, K.M[1].

[1]County Director/Agriculture/Youth Agent, Garfield County, 55 S. Main, Panguitch, UT 84759

Utah State University Extension's goals for this project included utilizing the watershed restoration project to involve the local community and private landowners and educate youth with hands-on-activities. Members from local schools, state and federal agency personnel and Utah State University Extension Agent formed the Upper Sevier Information and Education Committee. In 2002, this committee initiated what has become the Annual Upper Sevier Watershed Days. The local elementary students and teachers hike 15 minutes to a near by outdoor class room and are instructed by resource professionals. Local high school students work with natural resource professionals to complete a riparian project on a local landowners property. They learn first hand from specialists while completing a project that they will be able to see improve over time. Over 830 students, 52 teachers, 44 resource professionals and 16 volunteers participated in the last 3 watershed day events. Several teachers and students commented on how educational and fun the 2004 watershed day was. One teacher said, "This was by far the best program that we've had. Thanks for all your efforts putting this together." Additionally, Panguitch High and Elementary students and the Upper Sevier Watershed Information and Education committee received a Water Quality Award from Utah's Governor Olene S. Walker.

National Finalists

YOUTH FIRE AND EMERGENCY SERVICES DAY ABSTRACT

Chizek,* J. W.

Calhoun County Extension Education Director, Iowa State University,
521 4th Street, Rockwell City, Iowa 50579-0233

There is a shortage of volunteers among many of the 824 all-volunteer fire departments in Iowa. The Youth Fire and Emergency Services Day program addresses the importance of volunteerism to a community; big or small. The six-hour program introduces high school youth in grades 10-12 to a volunteer fire department, opportunities for community service and volunteerism within their communities, and a brief experience of the training that firefighters go through. The curriculum developed utilizes the role of "volunteer firefighter" as the vehicle to encourage young people to get involved and has been endorsed by the Iowa Firemen's Association and the Iowa Fire Service Training Bureau. Curriculum topics include fire behavior, fire extinguisher training, personal protective equipment, hose handling and firefighting strategies, interior operations, search and rescue, and volunteerism. All hands-on activities are conducted under the close supervision of local firefighters. Since September, 2001, 14 programs have been conducted in nine Iowa counties involving 359 youth from 17 school districts. Firefighters from 20 fire departments have been involved as instructors and support personnel in the program. Even though this is a program designed to highlight the need for volunteerism and community service and not to actively recruit for the local fire departments, 12 of the respondents to the six-month follow-up evaluation indicated that they had started taking classes to become firefighters. Over 80% of the total respondents said they learned the value of volunteering time for community services.

GROWING A GREEN GENERATION – A curriculum of gardening activities for children ages 12 mos. To 5 years.

Perkins,* D.A.

Cooperative Extension Program Coordinator I, Agricultural Resources.
315 Daniel Webster Highway, Boscawen New Hampshire, 03303

There are more than 53million elementary school children in the United States.
90% of those children are 2nd or 3rd generation removed from the farm.
Of the remaining 10% it's estimated that less than 1 million will become farmers.
This means that the majority of policy and lawmakers of the future will not understand what is necessary to produce our food but will be in control of it.
In an effort to understand why plant based education isn't used more in schools, a recent survey was done by Cornell University. The survey indicated that confidence and limited resources are the two major obstacles in adopting a plant based curriculum. In addition, the majority of science teachers had taken no science classes or had taken less than 3 science classes in their entire career.
Very little gardening curriculum has been developed for children 12 mos. To 5 years of age. It has long been known that some of the most lasting lessons are learned in the first 5 years of life. It was our goal to develop this much needed resource and make it a tool that any caregiver, teacher, or parent could use, regardless of their level of growing experience.

4-H VIRTUAL FOREST

Goerlich,* D.L.[1], Kirwan, J.L.[2], Estes, H.C.[3], Hunnings, J.[4], Oliver, E.C.[5], Willis, J.R.[6], Minnich, G.A.[7], Napier, J.K.[8], Bruce, L.[9], Fisher, K.J.[10], and Cronin, K.[11].

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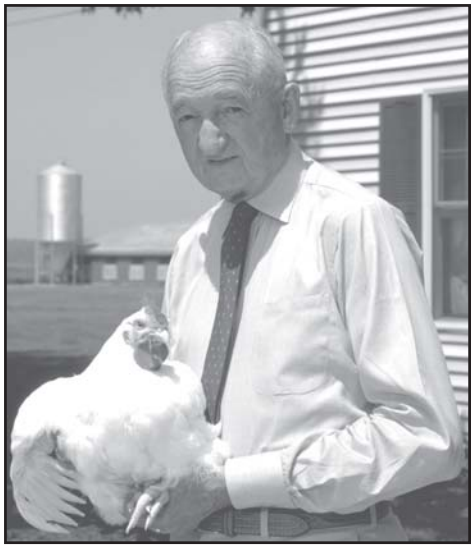
[2]Extension Specialist, 4-H/Youth Development, College of Natural Resources, Virginia Tech, 210-F Cheatham Hall, Blacksburg, Virginia, 24061.
[3]Instructional Technologist, AHNR Information Technology (0365), Virginia Tech, 137 Smyth Hall, Blacksburg, Virginia, 24061.
[4]Extension Specialist, 4-H/Youth Development, Virginia Cooperative Extension State 4-H Office (0419), Virginia Tech, 114 Hutcheson Hall, Blacksburg, Virginia, 24061.
[5]Web Designer, AHNR Information Technology (0365), 135 Smyth Hall, Blacksburg, Virginia, 24061.
[6]Extension Agent, ANR/Natural Resources, Virginia Cooperative Extension, Russell County Office, P.O. Box 697, Lebanon, Virginia, 24266.
[7]Field Producer, University Relations Visual & Broadcast Communications (0133), Virginia Tech, 201-C Media Building, Blacksburg, Virginia, 24061.
[8]Joshua Napier, Videographer/Editor, University Relations Visual & Broadcast Communications (0144), Virginia Tech, 13 Media Annex, Blacksburg, Virginia, 24061.
[9]Extension Specialist, Program Evaluation, Agriculture and Extension Education (0452), Virginia Tech, 229 Smyth Hall, Blacksburg, Virginia, 24061.
[10]Extension Agent, 4H/Youth Development, Virginia Cooperative Extension, Halifax County Office, P.O. Box 757, Halifax, Virginia, 24558-0757.
[11]Karen Cronin, Retired, Virginia Tech, Blacksburg, Virginia, 24061.

Despite the importance of forests to Virginia's citizens, forest management is not well-understood by much of the general public. Key informant groups composed of foresters and forest landowners have continually expressed concern that "what is taught in the schools" about forestry and natural resources is often based on emotion and misinformation rather than science. Developed to address this need, 4-H Virtual Forest is an interactive, web-based learning experience that introduces forest management concepts to youth aged 9 to 13. Seven learning modules cover land-use management, renewable resources, photosynthesis, tree identification, old-field succession, tree measurements, and timber harvesting. The 4-H Virtual Forest website http://www.ext.vt.edu/resources/4h/virtualforest also includes user's guides, student activity sheets, teacher answer sheets, additional resources, and the Virginia "Standards of Learning" addressed by each module. In addition, student and adult evaluations can be completed and submitted on-line. Research shows that, between home and school, 91% of six to 17 year old youth have access to the Internet. While not a substitute for hands-on field experience, the World Wide Web is a useful medium to present educational materials to youth.

2005 American/World Agriculture Award Recipient

Frank Perdue - Mitzi Perdue accepting

While Frank Perdue may be best known as the subject of famous advertising slogan, "It takes a tough man to make a tender chicken," his contributions to agriculture are as important as his contribution to brand marketing. Perdue Farms was founded as a backyard table-egg business by Frank's grandfather, Arthur Perdue in 1920. Frank grew up learning working in the family business, learning values upon which he would grow the business: "Quality, Integrity, Trust and Teamwork.' Frank would later say: "I owe all my success to my father. He taught me about honesty and integrity and reliability, he taught me the importance of being a person of your word, and he taught me about quality. The tenets on which this company was built were all his, all I did was to expand on them."



Frank Perdue took over leadership of the family business in the 1950's. He established poultry growing contracts that allowed farmers to remain independent but protected them from most of the financial risks. Those contracts, and Frank's reputation for honest dealings and true concern for the farmers, helped drive the growth of the poultry industry.

In the 1960's Frank built many grain-receiving and storage facilities and Maryland's first soybean-processing plant, establishing the company as a major player in the grain and oilseed business and ensuring farmers a competitive local market for their grain crops. Frank's early realization of the importance of grain farmers to the poultry industry remains a key component of Perdue's business plan. The company now purchases more than $305 million of local grains and exporting grain and agricultural products to foreign customers around the globe.

When Perdue purchased its first processing plant in 1968, Frank was not among the first to fully integrate his poultry business. But when he decided to put his name on his chicken, he transformed the industry. The PERDUE brand entered the highly competitive New York City broiler market with products distinguished by its quality and cleanliness.

Frank's unwavering commitment to provided the highest quality, most wholesome poultry products possible set standards for the industry while increasing consumer confidence and helping to establish the U. S. Poultry industry's worldwide reputation for food safety. At the same time, the success of his brand marketing efforts helped fuel the dynamic growth of the poultry industry.

Frank's drive for quality also led to advancements in breeding, nutrition, housing and poultry welfare, resulting in improvements in animal husbandry and increased efficiencies for the poultry producer. Frank's son Jim, assumed leadership of the company in 1991 and still maintains the same commitment to quality and farm community. Today, Perdue partners with more than 7,000 farm families and company payments to producers and local grain purchases total $500 million/ year.

2005 NACAA Distinguished Service Award Winners

2005 DSA Recipients -- 71

Northeast Region -- 10

Maine
Richard Brzozowski

Maryland
John E. Hall

New Hampshire
Thomas E. Buob

New Jersey
William H. Tietjen

New York
Karen A. Baase
David J. Balbian

Pennsylvania
Susan Kay Alexander
David J. Suchanic

Vermont
Dennis Kauppila

West Virginia.
Richard K. Zimmerman

Western Region -- 9

Arizona
Stephen H. Husman

California
Joseph H. Connell

Colorado
William L. Nobles

Idaho
Joel H. Packham

Montana
Ron Carlstrom

Nevada
Loretta Singletary, Ph.D.

New Mexico
Rudy Benavidez

Oregon
Mike Gamroth

Utah
Sterling Banks

North Central Region -- 15

Illinois
Dale L. Baird

Indiana
Gary Michel
Thomas E. Springstun

Kansas
Richard C. Snell
Billy D. Wood

Michigan
Maury Kaercher
Paul Wylie

Minnesota
Daniel C. Martens

Missouri
Tim Schnakenberg

Nebraska
James D. Hruskoci

North Dakota
Al Ulmer

Ohio
Paul D. Golden
James C.Skeeles

South Dakota
Steven Ellsworth Munk

Wisconsin
Jim Faust

Southern Region -- 37

Alabama
Danny L. Cain
Jim G. Todd

Arkansas
Mark Everette Brawner
Bobby Hall

Florida
Dale L. Bennett
Liz Felter
James H. Fletcher

Georgia
Steve Brady
Ronnie Barentine
Douglas M. Collins
Jule-Lynne Macie

Kentucky
James I. Phelps, Jr.
Diane M. Perkins

Louisiana
Alfred J. Guidry
Edward Twidwell

Mississippi
Dennis B. Reginelli
Victor Lee
William P. Maily

North Carolina
Craig Randall Adkins
Alton Ray Harris
William Little
David E. Morrison
Richard W. Rhodes

South Carolina
Russell Duncan
John Oxner

Tennessee
Michael J. Buschermohle
Delton C. Gerloff
Milton W. Orr
Glen E. Wolfenbarger

Texas
Marty Gibbs
Steve Huebner
Greg Jones
Donnie Montemayor
Jackie L. Risner
Scott Strawn

Virginia
William W. Seay
Carl C. Stafford

2005 NACAA Achievement Award Winners

2005 -- AA Recipients -- 47
Northeast Region -- 7

Maryland
Benjamin Beale

New Hampshire
Geoffrey N. Njue

New Jersey
Nicholas Polanin

New York
Sandra A. Buxton

Pennsylvania
Lori M. Little

Vermont
Colleen S. Leonard

West Virginia
Brian R. Sparks

Western Region -- 8

Arizona
R. Dean Fish

Colorado
Brad R. A. Gillmore

Idaho
Ron Thaemert

Nevada
JoAnne Skelly

New Mexico
Kathy Landers

Oregon
Shelby J. Filley

Utah
Kevin M. Heaton

Washington
Tip Hudson

North Central Region -- 10

Illinois
Russ Higgins

Indiana
Jonathan Ferris

Kansas
Carla Nemecek

Michigan
James Mantey
Marilyn L. Thelen

Missouri
Todd Lorenz

Nebraska
Troy M. Walz

North Dakota
Craig Kleven

South Dakota
Kimberly McGraw

Wisconsin
Matthew Hanson

Southern Region -- 22

Arkansas
Rex Herring
Carey Wall

Florida
Gene McAvoy
Laura A. Powell

Georgia
Steven R. Patrick
Casey W. Ritz
Keith S. Rucker

Kentucky
Kevin Lyons
Brian S. Newman

Louisiana
Denyse B. Cummins
Jimmy Flanagan

Mississippi
Jimbo Burkhalter

North Carolina
Charles Michael Carroll
Diane T. Ducharme
Gary L. Pierce

Oklahoma
Justin McDaniel

South Carolina
Brian J. Callahan

Texas
Sally Allen
Michael Shane McLellan
Ricky Thompson

Virginia
Scott M. Baker
Andrew E. Overbay

2005 P.R.I.D.E. Awards Abstracts

National Winner: E. Lanier Jordan---Georgia

Western Region: Robert E. Call---Arizona

North Central Region: Erwin A. Elsner---Michigan
Stanley Moore---Michigan
James Nugent---Michigan

Northeast Region: Madeline Flahive DiNardo---New Jersey

State Winners:

Lee Young---Pennsylvania
Kevin L. Rose---Tennessee
Liz Felter---Florida

NATIONAL WINNER

A small rural agricultural county setting long term economic goals, working together to increase cooperation with other governmental and university agencies, resulted in improved public relations in the agricultural community, and increased economic development and leadership recognized throughout the state.

Jordan, *E.L.[1]

[1]Extension Coordinator/Baker County, University of Georgia/Extension Service, Newton, Georgia 39870

Baker County Georgia is like most rural areas in the United States, in that they are suffering from a low public perception because small farming communities are generally becoming more economically depressed every year and agriculture tends to be perceived as threatening our natural resources. This Baker County community effort, to expand economic development, and generate trained leaders, greatly increased the public understanding of the positive role agriculture plays in society. This is a good example of how when the different local governmental agencies, along with the University serving the area and the local governing authorities, work together they can accomplish a tremendous amount more than any one of them could accomplish by themselves. Baker County adopted a five year plan to grow from the resources they already had in place. They used the products they were already producing and added value to them by working cooperatively together. The need for more leadership was also identified as essential for growth. The result of working collectively together to form new cooperatives, to add value to the farm products currently being produced and increasing the leadership skills of their local people not only increased the local economy but led the way for the state to generate economic development through cooperative development in every area of the state. This has improved the attitude the general public has toward agriculture and natural resources, through media coverage that increased the understanding of agriculture that now reaches every community in the state.

NATIONAL FINALISTS

WATER WISE & ENERGY SMART CONSERVATION PROGRAM- FORT HUACHUCA, U. S. ARMY

Call,* R. E.

Associate Agent, Horticulture, Cochise County Cooperative Extension, University of Arizona, 450 S. Haskell, Willcox, AZ 85643

The Sierra Vista area, located in Cochise County, Arizona, is experiencing rapid growth, with a population increase of 35% since 1980. Water use is exceeding aquifer recharge, fragile agricultural lands are being subdivided into ranchettes and housing developments are threatening the health of the upper San Pedro River watershed, a vital migratory corridor. This increasing population is putting pressure on traditional agriculture. All water in this watershed is pumped from deep wells. The Water Wise & Energy Smart Conservation Program (WWES) was initiated in 1997 on Fort Huachuca, a U. S. Military Base, and the largest employer in the county. The adult educational program had face-to-face contacts with 8,934 people during 2004. Commercial building and landscape water audits were conducted at twelve locations with a potential water savings of 530,000 gallons of water per year. The Fort Huachuca Water Management Program, of which the WWES Program is the sole educational provider, received the “2004 White House- Closing the Circle Award for Sustainability.” Fort Huachuca was 9% below U. S. Army and Federal Energy Goals and reduced water consumption by 42 million gallons or 7.5% at the end of 2004 over 2001.

ACHERRY CONNECTION@ PROGRAM AT THE NATIONAL CHERRY FESTIVAL

Bardenhagen, J. [1], Elsner,* E. [2], Fouch, S. [3], Moore, S. [4], and Nugent, J. [5]

[1] Leelanau County Extension Director, 116 E. Philip St., Lake Leelanau, MI 49653
[2] Agriculture Agent, Michigan State University Extension, Grand Traverse County, 520 W. Front St., Suite A, Traverse City, MI 49684
[3] Benzie County Extension Director, Governmental Center, P.O. Box 349, Beulah, MI 49617
[4] Antrim County Extension Director, County Building, 203 E. Cayuga, Bellaire, MI 49615
[5] Coordinator, Northwest Michigan Horticultural Research Station, 6686 Center Highway, Traverse City, MI 49684

The counties of Grand Traverse, Leelanau, Benzie and Antrim in northwestern lower Michigan produce over 100 million pounds of tart cherries per year. The largest agriculture-promotion event in the area is the National Cherry Festival, attracting over 100,000 people each year in July. A week-long public relations program called the ACherry Connection@ includes shows the consuming public how cherries are grown & harvested, environmental stewardship practices used by growers, crop production challenges, the connection between farming and the rest of the community, and cherry products. The Cherry Connection program runs for approximately three mid-day hours on Monday through Friday of the National Cherry Festival. Extension staff present indoor displays on cherry production practices, pollination, integrated pest management, groundwater protection, and a continuous video presentation on the mechanization of the harvest and processing of cherries. Tours of the station research projects are offered each day. Staff and volunteers maintain a large display of cherries and cherry-based products supplied by local producers. Free samples of numerous products and information on how to obtain any cherry product are offered to all participants. Bus service from the festival grounds is provided. The 2004 Cherry Connection program contacted 1,243 adults and youth; tours were taken by 1,135 people. Over the ten years of the Cherry Connection program 9,379 people have attended. The National Cherry Festival and Cherry Marketing Institute recognize this event as being very important to their mission of promoting the consumption of United States grown tart and sweet cherries.

"WHERE TO FIND 'JERSEY FRESH' IN UNION COUNTY" MARKETING PROMOTION

Flahive DiNardo* M.A.[1], Ensle, K.[2], Brun, J.[3], Orlofsky, L.[4], Weltchek, P.[5], Constantino, F.[6], Paul Margulis, P.[7], Williams, D.[8]

[1]County Agricultural Agent, [2]Family Health and Consumer Sciences Educator, [3]Program Associate Food Stamp Nutrition Education, [4]Agriculture Secretary, [5]Agriculture Assistant, [6]Master Gardener, [7]Master Gardener, [8]Board of Agriculture Member, Rutgers Cooperative Research and Extension of Union County, 300 North Ave East, Westfield, NJ 07090

Farm markets and garden centers in Union County, NJ have an interesting public relations challenge. The small county is home to nearly half a million people with varying income levels. The densely populated county still has several farms and over 50 garden centers. Since 1995, Rutgers Cooperative Research and Extension of Union County and the Union County Board of Agriculture in cooperation with the NJ Department of Agriculture have conducted a "Jersey Fresh" marketing promotion. The objectives of the promotion are to: give local businesses opportunities to reach new customers, teach adults and children with limited financial resources about the nutritional benefits of fresh produce and provide them with information on where they can purchase fresh produce, and encourage Union County consumers to support local agriculture by purchasing "Jersey Fresh" products at farm markets and garden centers in their community. Nineteen county businesses have participated in the promotion. A brochure listing farm markets and garden centers that sell products grown in New Jersey has been distributed to 10,300 consumers. The promotion's web site, www.unioncountyfresh.com, has had 2,430 hits and 1,500 magnets advertising the site have been distributed. A "Jersey Fresh" commercial has aired 178 times on a local cable television network that reaches 274,000 homes. Nutrition education programs featuring "Jersey Fresh" produce were taught to 5,908 people with limited financial resources. The promotion also takes place in an urban farm market, bringing limited income consumers an opportunity to support local agriculture.

COMMUNICATIONS AWARD PROGRAM - 2005

ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

Radio Program

National Winner

KSL RADIO GREENHOUSE SHOW

Sagers, Larry A.
Extension Regional Horticulture Agent, Utah State University Extension Service, Thanksgiving Point Office, 3900 North Garden Drive, Lehi, Utah, 84043-3506

The KSL Radio Greenhouse Show is America's longest-running gardening show. Each Saturday morning, as he has done for the past 21 years, Sagers answers garden questions from throughout Utah and the Intermountain area. The three-hour show runs from 8 a.m. to 11 a.m. every Saturday year around. Although the primary format of the show is answering listeners= questions, the author selects a seasonal topic for a short presentation at the beginning of each hour. This is an introduction to one of the more than 160 hours of radio programs during this past year. The broadcasts are never taped in advance nor rehearsed. KSL is a 50,000 watt clear-channel station reaching and received calls or letters from listeners in the eleven western states plus South Dakota and Canada. The show has taken on much more than an intermountain area show. It has been broadcast from faraway locations in Italy, three Canadian Provinces and more than a dozen states. With the addition of the internet, the questions have also taken on an international flavor with questions coming from such locations as Turkey, Germany and Brazil. The listeners access the show via one of 10 phone lines, e-mail, or fax. The author has co-hosted the show for 21 years and fielded more than 52,000 calls. The show is rated the most widely listened to weekend radio program in the state of Utah and the most popular garden program between Denver and the West Coast. It has been voted Utah=s most entertaining radio program by the Utah Broadcaster=s Association.

National Finalist

WEEKLY EXTENSION RADIO PROGRAM

Williams,* L. L.

Extension Agent, Horticulture, University of Florida, IFAS, Okaloosa County Extension, Florida 32536

In an effort to provide current Extension 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 programs twice each Monday and Friday to a potential listening audience of approximately 250,000 people. The coverage area included all of Okaloosa County and parts of surrounding counties, including southern Alabama.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 during the 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.

ALIEN INVADERS—A HALLOWEEN LESSON IN INVASIVE SPECIES AND EMERGING PLANT DISEASES

Young*, L.J.

County Extension Director and Commercial Horticulture Extension Educator, Penn State Cooperative Extension, Washington County, 100 West Beau St., Washington, PA 15301

The Extension Educator collaborates with a local FM radio station to coordinate approximately eight speakers, a mix of Extension Educators and Extension adults and youth volunteers, per year for the station's "Pulse of Washington" program. This 30-minute program is a pre-recorded conversation with DJ Margie

Konstantine, and airs Saturday and Sunday mornings. Topics range from home gardening, to food safety, new farmers markets, adult leadership development programs and 4-H, to Pennsylvania demographic changes and other timely topics. The broadcast area includes most of Washington County, with a population of 202,897. For this session, the Educator served as the speaker and introduced the topic of invasive species and emerging plant diseases. Since the program was set to air over the Halloween weekend, USDA's public awareness slogan for invasive species, "Alien Invaders", was used as the program theme. Source materials included USDA and Pennsylvania Department of Agriculture fact sheets, and information from Penn State faculty. The objectives of the radio program were 1) to raise the awareness of the general public about the threat of invasive species and emerging plant diseases to our landscape, crop and forest plants; and 2) to inform listeners about the importance of contacting their local Cooperative Extension office if they see something that might possibly be an invasive species. A similar radio program was taped in an adjacent county, and further trainings on invasive species and emerging plant diseases were conducted for horticultural producers and Master Gardeners in the tri-county area, extending the program's audience.

SELECTION AND CARE OF CHRISTMAS TREES

Downing, A.D.

Extension Agent, Forestry & Natural Resources, Virginia Cooperative Extension – Northern District (Madison County based), P.O. Box 10, Madison, Virginia, 22727

A 1 minute, 24 second radio program aired December 14, 2004 on "On The Farm Radio" which broadcasts throughout the Mid-Atlantic region of the United States. The program introduces basic tips for selecting and caring for real Christmas Trees. Aside from the educational component, the program also served as an Extension Marketing piece near the holidays. The program was written and recorded by the nominee with free software on a desktop computer then sent by e-mail to the radio station.

Regional Finalist

2 PSA'S FOR NATIONAL AG WEEK

Koenig,* V.E.

Valley County AG and 4-H Extension Agent, Montana State University Bozeman, MT 59230

Agriculture is very important in Valley County and throughout Montana. Agent produced two PSA's during National Ag Week 2004. The PSA's emphasized that agriculture in the United States meets the increasing needs of the consumers around the world. Farmers and ranchers are great stewards of the land and are considered the original environmentalists. They produce very high quality products. Did you know that one farmer or rancher produces enough food each day to feed 120 people? U.S. beef is wholesome and hardy and ranchers produce enough of it to supply one quarter of the world's total beef. One fifth of the world's grain, milk and eggs are also produced in the United States. Recording and airing the PSA's were done at the KLTZ Radio Station in Glasgow, MT. They were aired from March 15-20, 2004. They were each aired twice daily; two in the morning and two in the evening on both KLTZ and KLAN radio stations.

RADIO SHORT PROGRAM – BIOTECH IN CALIFORNIA AGRICULTURE

Stoddard, C.S.

Farm Advisor, UC Cooeprative Extension, University of California, 2145 Wardrobe Ave, Merced, CA 95340

Beginning in 2004, Merced County Farm Advisors Maxwell Norton and Scott Stoddard have produced a weekly "Farm Advisor Update" show on local radio station KYOS 1480 AM, which has a news/talk format and a broadcast range throughout the county. The spot is 5 – 8 minutes in length and airs Tuesday mornings at 6:30 and again at 7:30. The show has an interview format and is typically recorded one day to one week before broadcast. It covers topics related to California agriculture and issues that are timely and pertinent for growers in the county and surrounding area. Each month we alternate recording the show. The radio station does not charge UC Extension for these broadcasts because they are considered public service announcements, or PSAs. In January I taped a discussion with the KYOS show host Dennis Daly about biotechnology in California agriculture that was broadcast on January 24, 2005. The program was

done over the phone, with me at my office. Due to the limited time and general listening audience, I tried to cover just a few of the most important points of interest. We touched on history, some current biotech crops, and public concern and issues with this new technology.

LAWN AND GARDEN UPDATE - A WEEKLY RADIO PROGRAM ON KRGI RADIO, GRAND ISLAND, NEBRASKA

Hruskoci*, J.D.

Cooperative Extension, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

The story of how the radio program got its start is interesting. Our local newspaper, the Grand Island Daily Independent, ran a feature news story of my NACAA National Award that I received for a Computer Generated Presentation/slide set in 2003. The owner of Sundance Feed and Seed Garden Center brought a copy of the newspaper to the local radio station, KRGI, and said that he wanted >this person=, (as he pointed to my picture), to do a weekly radio program, and he would be happy to sponsor it. Thus, Lawn and Garden Update was born and is now in its 2nd full season. The weekly show is 10 minutes in length, including a 1 minute commercial. I am the host of the show and I am free to do a monolog or bring in guests to interview. I am free to promote Cooperative Extension Workshops, 4-H programs, and to simply provide Extension information. Some weeks, I will feature a >Questions from the Mailbag= segment and answer questions that listeners have emailed me through the Website that I mention on the show. The show is taped during the week at the KRGI studio, then aired each Friday morning.This particular program is just one example and was selected simply because I had remembered to have the radio station save this show to submit for an NACAA award. It aired February 25th, 2005. I discuss growing Horseradish, salad crops, planting plants to attract birds and I promote the UNL-Cooperative Extension Master Gardener Training program to take place in one week.

RADIO ABSTRACT

Schurman, Carol J.

Indiana County Extension, 827 Water St., Indiana, PA 15701

Objective: To promote and encourage participation in Indiana County 4-H day camps. Target audience: parents of youth ages 7-12, listeners to radio station WDAD, estimated audience is 16,000, show airs at 6 a.m., show is to be three to six minutes in length. Show is pre-taped at local office with office equipment. Results: Helped recruit 75 youth to the camps.

RADIO

Crawford, * J. F.[1]

[1]Jefferson County Extension Coordinator, University of Georgia Cooperative Extension Service, P. O. Box 111, 2529 US Hwy. 1 North, Louisville, GA 30434

Although I work in a rural county, there is a local AM/FM radio station, WPEH, that broadcasts my “County Agent Report” twice a week. I produce a different nine minute program on Tuesdays and Fridays that’s broadcast just after the 1:00 p.m. news. Coverage area would include all of Jefferson County and parts of three other counties with a potential audience of 24,000. These programs are taped on a small hand-held recorder which allows me the freedom to interview specialists, farmers, agri-businessmen and others that keep the program more interesting. I often tape programs while in the field telling the audience where I am, what I’m doing and what I’m seeing. This creates a conversational tone with the audience and is conducive for presenting timely information since I rarely record more than a day ahead. Cattle account for one-quarter of our county agricultural income and there are about 85 cow-calf producers in the listening audience. Spring is when most calves are worked and this program aired on May 27 to remind cattlemen of recommended Extension management practices such as using growth implants, dehorning, castrating, worming and vaccinating calves. I knew this particular farmer had weaned calves that morning and I’d have a good background for this timely topic.

RADIO ABSTRACT

Martens, D.C.

Extension Technical Advisor, University of Minnesota Extension Service, Benton County 56329

Minnesota has made a serious effort for the last couple years on improving milk quality. State DHIA records show a consistent downward trend in somatic

cell count (SCC) levels. Solving mastitis problems on a dairy farm requires a combination of knowledge about udder health principles and practices along with constructive and cooperative working relationships among the people doing the work around the dairy farm. Udder health practices include culturing milk samples to determine causal organisms and then using that information to develop effective strategies for addressing the issues related to the problem. On most farms two or more people are involved with doing the milking and other chores that can be factors in SCC problems. It is important for all people working around the farm to have a common understanding of the problem, the goal and strategies that can lead to progress. Cultivating good working and family relationships are an important part of maintaining good communication and conscientiousness in working toward improvement goals. This radio program is meant to communicate the combination of knowledge and working relationships that are key to success. Martens takes turn with two other Extension Staff to do an eight minute Saturday report and five different three minute reports Monday through Friday for KASM radio broadcast from Albany Minnesota. KASM reaches the middle one/third of Minnesota with an average listening audience of 15,000 per half hour. It is one of Minnesota's major stations for agriculture news and information.

RADIO PROGRAM

Ellis, S. H.

Macon County Unit, University of Illinois Extension, Decatur, Illinois 62526

This radio program "Extension Update on Central Illinois Agriculture" is a weekly offering by Stu Ellis to radio farm broadcasters. He researches and writes the program script weekly. It was recorded in a radio studio to enhance quality for the benefit of listeners. The program features 12 to 15 short items designed to inform farmers of factors that impact farm marketing, offer Extension information of economic and agronomic use, and to alert listeners about regional Extension events they may consider attending. Nearly all items originate from Extension specialists or involve research-based information, however, information from USDA or other governmental entities will be periodically used if it is beneficial to the audience at that time period. For the past 5 years the program has been heard on WLDS at Jacksonville in west central Illinois every Saturday morning and Tuesday noon. WLDS has a dominant 1,000-watt signal in a rural part of Illinois, whose farm programming is heard daily by 10,000 to 15,000 farm families. It was also used weekly on the 5,000-watt signal of WHOW radio in Clinton, IL, in the spring of 2004, when that station used an agricultural format. However, listenership was not established before a change of ownership eliminated the farm format. In central Illinois many radio stations have discontinued their farm programming and traditional farm broadcasters have lost their positions. In the wake of this trend, farm families are having more difficulty in obtaining reliable information of a non-commercial nature; particularly as it pertains to farm marketing, risk management, and other agricultural economic issues.

Published Photo & Caption

National Winner

PUBLISHED PHOTO

Marrison, David L. [1]

[1] Agriculture and Natural Resources Educator, 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 Star Beacon on Monday, August 2, 2004. The photo and cutline were submitted electronically to support the educator's weekly agriculture column on OSU Extension's dairy twilight tour attended by nearly 200 local dairy farmers and their families. The photo was taken on a Nikon Coolpix 3100 digital camera using a fine resolution at 2,048 * 1,536 pixels. The Educator's weekly column is used in conjunction with news releases submitted from the various Ashtabula County agricultural organizations. Additionally, the educator has been requested to submit one-two photos each week for this page. During the past year, the educator has had 52 personal columns, 74 photos, and 78 special news releases published.

National Finalist

SHERMAN COUNTY 4-H'ER WINS CHAMPION BEEF SHOWMAN AWARD

Macnab,* A. W.

Oregon State University Extension, Sherman County

Extension Agent, Professor Crops/4-H/ Administration. PO Box 385, Moro, Oregon. 97039

News photo was taken to highlight competition at the Sherman County, Ore, Fair. It presents Jana von Borstel, 13, naturally highlighted by a sunbeam in an indoor arena while showing her steer. von Borstel went on to win the Champion Beef Showman Award and placed second in the overall showmanship round. The photo was taken with a hand-held 300 mm lens on a Pentax Z-50 camera with 800 speed film. Photo was digitally scanned on an HP PhotoSmart Scanner S-20 and sent to two papers in JPEG format as part of the record of fair winners. Photos are frequently used to draw attention to the larger story and keep the 4-H presence in the eye of the public.

WHEEL BUG LOOKS FEROCIOUS, BUT IT IS BENEFICIAL IN THE GARDEN

Swackhamer*, E.

Horticulture Extension Educator, Lehigh and Northampton Counties Cooperative Extension, 4184 Dorney Park Road, Room 104, Allentown, PA 18104-5798

The wheel bug is a common insect in Pennsylvania fall gardens. It has a very striking appearance. Home gardeners often bring specimens to the Cooperative Extension office for identification. People sometimes assume this insect is a pest due to its large and intimidating appearance. The photograph was taken in September by the author, using a digital camera with a macro lens. It was sent electronically to the Easton Express-Times newspaper, along with the text of the accompanying article. The photo and article appeared in the author's regular semi-weekly column to help home gardeners identify this insect and understand its biology. The newspaper had a circulation of 49,557 when the article was printed.

PUBLISHED PHOTO

Fabrizius,* K.A.

Gunnison County Extension Director, Colorado State University
275 South Spruce, Gunnison, CO 81230

Positive youth development and mastery of practical life skills are captured in this photograph, taken by Kimberly Fabrizius at the 2004 Cattlemen's Days in Gunnison, Colorado. Objectives were promotion and reinforcement of 4-H members' participation in the fair. Accenting the cover of the *National 4-H Week Publication*, the image and accompanying article both were published in the October 7, 2004, issue. It was a featured insert in t*he Gunnison County Times Newspaper*, circulation 4,000. Snapped with a 35 mm Pentax using 400 film, photographer Kim Fabrizius spotlights local 4-H'er Riley James-Cox with her Champion Rabbit. Recognizing this successful contestant drew local readers' attention to important information outlining 4-H. 30 new members enrolled in the Gunnison County 4-H program subsequent to circulation of this photograph and article.

Regional Finalist

VERMONT MAPLE OPEN HOUSE WEEKEND

Cook,* G. L.

Extension Associate Professor, University of Vermont Extension, Lamoille County, Morrisville, Vermont, 05661

The Vermont Maple Open House Weekend, which coincides with the first weekend of spring, provides an exciting, educational opportunity for the general public to visit maple sugaring operations and learn how maple syrup is produced, from the tapping of the trees to the boiling of the finished product. George Cook, a University of Vermont Maple Specialist, operates a small maple syrup production facility (sugarhouse) at his home in Hyde Park. This candid photo depicts a mom and her 18 month old who visited Cook's sugarhouse and enjoyed sampling the traditional "Sugar-on Snow". The expressions say it all, as little Zayda gets her first taste of the delightfully sweet treat. The digital photo, taken by Cook, was transmitted to the news paper, which featured the full sized image and a brief story on the front page. A total of 90 visitors attended the Open House at Cook's sugarhouse.

PLANTING COUNTY EXTENSION TEST PLOT -- PUBLISHED PHOTO AND CAPTION

Wick,*Sandra L.

[1]Smith County Agricultural Agent, K-State Research and Extension, 218 South Grant, Courthouse, Smith Center, KS 66967

The objective of this photo and caption is to inform the producers of Smith County of the Smith County Extension Demonstration Wheat Test Plot planting

procedures. The purpose is to make producers and citizens of Smith County aware that the plot was planted with the help of the cooperating producer and NW Area Extension. Pictured here is the tractor and no-drill that was used to plant the plot. The picture was published in **The Smith County Pioneer** on Thursday, November 4, 2004. After the picture was printed, our office had several inquiries on the test plot. The paper is distributed to 3,700 households in Smith County.

FACES OF 4-H'ERS AT THE FAIR

Durst.* P. T.

Michigan State University Extension – Oscoda County, PO Box 69, Mio, MI 48647

Fair time is always a great time to capture the excitement of youth, especially 4-H'ers, and the Oscoda County Fair is no exception. Seeing the pleasure that these 4-H'ers had in their animals, and the fun they were having was a story in itself. Noting that a reporter from the local paper was not present, the Agent grabbed his digital camera to capture some of the images, then called the newspaper office to see if they would like to publish some of the photos. The paper, the Oscoda County Herald, is delivered to each household in the county, approximately 3000, and is a good means to keep Extension in front of the people. Not only were pictures used, but the Agent was surprised and pleased to see a full page display of color pictures. Both their office and ours received a number of positive comments from people who appreciated the publication of the pictures. Printed versions now hang in our office.

LOVE IS IN THE AIR (BUGS THAT IS)

Soape, C.H.

Extension Agent for Agriculture and Natural Resources, Washington County, Brenham, Texas

The photographs of love bugs attached to each other and love bugs on the car bumper tell the story of how they got their common name of Alove bugs@ or honeymoon fly, and just some of the impact they have on equipment and the operator=s safety. The objective of the photos was to get the attention of the reading audience, and show the impact these insects have on motorists. The love bugs are a severe nuisance for motorists during late summer in Southeast and South Central Texas. Though these bugs neither bite nor sting, at certain times their sheer numbers transform these innocuous insects into air-borne hordes seemingly determined to devil anyone foolish enough to take to the road. The adults splatter on windshields, lights, grills and radiators of vehicles, and their dried remains are hard to remove. If left in place for more than 48 hours, they can cause the removal of automotive paint. They have been known to cause overheating of motors when large numbers are drawn into the radiator system of vehicles. The photos and article ran as a front page story on August 31, 2004. The Brenham Banner-Press has a circulation of 19,500. Information from media sources reports that each paper is read an average of 3.5 times before being discarded. This indicates that over 68,000 residents of Washington County and the surrounding area became better informed that the love bug is actually a beneficial insect with the larvae feeding on decaying organic matter in the grasses where moisture is abundant (like Central Texas was in 2004).

MASTER GARDENER PROGRAM ADVERTISEMENT

Morse, J.V.

Extension Agent I, Manatee County Extension Service, 1303 17th Street West, Palmetto, FL 34221

Advertising and recruiting twenty new members for the Master Gardener Program is essential to continue program expansion. New Master Gardeners trainees are needed each year, usually twenty trainees begin a new class every August. We advertised to the general public in several local newspapers. The audience size was approximately 50,000. Sixty-eight people requested application packets and of those, we received 20 completed applications. The advertisement was written and pictures were taken by the agent and then sent electronically to the newspapers. The newspapers printed the information and distributed the copies to their circulation customers (54,000).

PUBLISHED PHOTO & CAPTION

Blue, L.G.

Agricultural Extension Agent - Urban Horticulture, North Carolina Cooperative Extension, Buncombe County Center,Asheville, NC 28801

As the population of Buncombe County has grown to over 206,000, the demand for horticultural information appropriate to the area has increased accordingly. And

as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. The western North Carolina area tends to attract people with an interest in outdoor activities and in protecting the environment. The Home & Garden section appears in the Asheville Citizen-Times on Thursday. Circulation is approximately 70,000. Story ideas are scheduled in advance with the section editor. Material is planned to be timely and of broad interest. Articles are typed on a word processor and sent to the editor by email one week in advance. Response from the readership has been excellent. The purpose of this article was to not only to provide information about attracting butterflies to the garden, but also to encourage gardeners to be careful with the use of pesticides. The point that butterflies start out as caterpillars illustrates that not all insects need to be killed. The pictures were taken in my garden with slide film. The slides were scanned and submitted electronically.

Slide Set, Transparencies, Graphic Presentation

National Winner

EMERALD ASH BORER IN OHIO

Martin, J.; Stone, A.; Herms, D.; Boggs, J.; Young, C. Ohio

Since its accidental importation from Asia, emerald ash borer (EAB) has infested and killed more than 10 million ash trees in southeast Michigan. Localized EAB infestations were discovered in Ohio in 2003 in Lucas, Defiance, Paulding, Wood, and Franklin counties, with additional infestations discovered in northwest Ohio in the winter and spring of 2004. All have triggered ongoing eradication efforts in Ohio.The “Emerald Ash Borer in Ohio” presentation arose out of our Master Gardener volunteer (MG) specialization program; we recruited 37 MGs from 20 Ohio counties. Our goal was to train volunteers who could multiply Extension’s efforts and raise public awareness of EAB and its impact and management. It was necessary to produce and equip MGs with an EAB Powerpoint presentation and notes for use in presentations to the general public, tree commissions, civic groups, MGs in other counties, etc., to accomplish this. Master Gardeners used the EAB presentation from September 2004 to present. At the end of 2004, we collected data about their outreach efforts. Thirty-five presentations were made to groups, educating 500 people about EAB. Seven of these presentations were made to other Ohio MG groups, which multiplies the effort. Groups ranged from high school FFA groups to garden clubs to Kiwanas and Rotarians. MGs are continuing to use the presentation in 2005. As we developed the presentation, we found additional users. To date, just over 300 disks have been distributed.

National Finalist

WANTED: THE ASIAN LONGHORNED BEETLE EDUCATIONAL CD ROM

Hlubik, W.T. [1], Polanin N. [2], Weidman R. [3], Marko J. 4, Smela D. [4]

[1]Agricultural Agent Middlesex County, [2] Agricultural Agent Somerset County, [3] Program Associate Middlesex County, [4] Program Assistants Middlesex County. Rutgers Cooperative Research and Extension of New Jersey, Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Drive, New Brunswick, NJ 08901.

The Asian Longhorned Beetle (ALB) is an invasive pest that, according to the USDA, has the potential of causing over $41 billion in damage to the nation’s economy, affecting the lumber, maple syrup, nursery, commercial fruit and tourism industries. ALB has already caused significant damage to trees in forests, woodlots, and communities in Illinois, New York, New Jersey and Canada. In response, our team developed the educational CD ROM “Wanted: The Asian Longhorned Beetle.” The CD ROM includes PowerPoint slide shows (40 slides for a Master Gardener presentation and 48 slides for an Agent / Specialist presentation) and video to provide information on the proper detection and reporting of ALB. The CDROM has been used to train Master Gardeners, Extension Agents, foresters, Environmental Protection employees, the general public and other horticultural professionals. Over the past two years, the CDROM has been used to train over 55 professional tree climbers examining over 74,144 trees in and around the two county quarantine zone in NJ. Over 6,000 ALB infested trees will be removed with a direct loss of 30 to 40 million dollars to New Jersey communities. The CD ROM has also been distributed to Extension Agents and other horticultural professionals in fifteen states and in Canada. Evaluations received from 30 instructors and students to date, reveal that 90 % rate the educational value of the CD ROM as good to excellent. The slides were created in PowerPoint and video clips were linked to the

presentation. Stills were taken with a Sony Mavica and Nikon CoolPix digital cameras.

MARKETING FOR THE AGRITOURISM ENTERPRISE

Bruch, M. L.

Extension Specialist, University of Tennessee Center for Profitable Agriculture, P.O. Box 1819 Spring Hill, Tennessee 37174

The presentation, *Marketing for the Agritourism*, provides an introduction to basic marketing fundamentals and considerations for agritourism entrepreneurs. The presentation was developed by Megan L. Bruch, Extension Specialist with the University of Tennessee Center for Profitable Agriculture in Microsoft PowerPoint. Photographs used in the presentation were taken by the author and by Nancy Edwards, co-owner of Valley Home Farm. The presentation was delivered by the author to approximately 36 farmers, educators and agriculture leaders during two sessions at the 2004 Milan No-Till Field Day in Milan, Tennessee. The presentation is also available online at the Center for Profitable Agriculture Web site.

PESTICIDE CALCULATIONS USING RATE-BASED MATH

Young*, L.J.

County Extension Director and Commercial Horticulture Extension Educator, Penn State Cooperative Extension, Washington County, 100 West Beau St., Washington, PA 15301

The objectives of the presentation were: 1) to provide participants with a simple and infallible method for doing pesticide calculations using rate-based math, and 2) to hold audience attention during a presentation for "core" pesticide recertification credits using humor, attractive and animated slides, and a non-threatening approach to a topic that frequently evokes anxiety. The use of rate-based math was presented as an alternative to complicated formulas and conversion charts often confronted by growers grappling with pesticide and other farming-related calculations. The PowerPoint presentation was developed by the Educator using the core pesticide training manual, and sprayer calibration and pesticide fact sheets from land-grant universities. Calculation examples were developed from pesticide product labels and the Pennsylvania Commercial Vegetable Production Recommendations. The presentation was given to an audience of approximately two hundred and twenty-five people at the Mid-Atlantic Fruit and Vegetable Conference in Hershey, Pennsylvania on February 2, 2005. A paper summarizing the presentation was published in the conference proceedings and distributed to each conference attendee. From working through the examples to chuckling at the humor, the audience remained attentive throughout the entire thirty-minute presentation. Following the presentation, several people requested hard copies, and many commented that they had enjoyed the talk.

Regional Finalist

HOME GARDEN DRIP IRRIGATION SYSTEM

Banks*, J.E.

Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, Utah 84648

The average Utah household uses approximately 650 gallons of water a day. Urban landscape irrigation accounts for 50-75 percent of the annual municipal water use. Due to drought cycles and rapid population growth experienced by Utah, water conservation affects all state residents. Juab County has a population of 8,500 residents and total households of 2,500. Approximately 15 percent or a total of 375 households are involved in raising vegetable gardens. Because of drought conditions, many residents have either scaled back on the size of their garden or eliminated them completely. Water conservation techniques must be employed in order for these residents to raise the type of garden that they desire. Drip irrigation is one way to conserve water. A simple, user friendly and effective system was designed by Juab County gardeners. The system involved using PVC pipe and manual control valves. In a study done at one location, the gardener was using furrow irrigation previous to experimenting with the drip irrigation system. During 2002, 27,000 gallons of water were used to irrigate the vegetable garden. Using the drip irrigation system in 2004, 6,300 gallons of water were used, for a savings of 20,700 gallons. The system lowered water costs, using 75 percent less water and reducing weeding time by 75 percent. Using this type of system to irrigate their gardens, Juab County

residents have the potential of saving approximately 8 million gallons of water annually.

MANAGING (LIVING WITH) TROPICAL SPIDERWORT/LESSONS FROM GRADY COUNTY

Flanders, *J.T.[1], Prostko, E.P.[2], Culpepper, A.S.[2], Webster, T.M.[3]

[1]County Extension Coordinator, University of Georgia, Grady County Extension Service, Cairo, Georgia, 39828
[2]Extension Weed Scientist, University of Georgia, Rural Development Center, Tifton, Georgia, 31793
[3]USDA-ARS Weed Research Agronomist, Coastal Plains Experiment Station, Tifton, Georgia, 31794

Tropical Spiderwort (TSW) (*Commelina Benghalensis*) has become the most troublesome weed in Grady County, Georgia. TSW is spreading rapidly having been confirmed in 29 Georgia Counties by the Georgia Department of Agriculture. Because of TSW rapid spread it is important to educate Georgia farmers about the weed and management strategies. The agent (Flanders) was invited by the Georgia Peanut Agronomist to make a presentation on identification, biology and management of TSW in agronomic crops. The presentation was presented to the Georgia Peanut Achievement Club (Georgia's Best Peanut Growers) in Destin, Florida, March 5, 2005. Thirty one people attended the presentation including Achievement Club Members, Industry and University Personnel. The presentation was prepared by Mr. Flanders using PowerPoint Slides from other PowerPoint presentations made by the agent and the other authors. Results from this presentation are that Georgia's Best Peanut Growers will now be able to identify Tropical Spiderwort when they see it (a survey of the growers showed only one grower had ever seen the weed). These growers will also be better prepared to make weed management decisions related to Tropical Spiderwort.

PLANT MYTHS POWER POINT PRESENTATION

Tapio,* D. D.

Washington State University Extension Educator
Grays Harbor County, Washington State University Extension,
Post Office Box R, Elma, Washington 98541

During my career as an Extension Educator in Community Horticulture, I have read and heard many things regarding ornamental plants that are simply not true. I refer to these as "plant myths". My objective was to educate Master Gardener volunteers and others who work with ornamental plants why these "myths" are not true with scientific explanations. The program I prepared was presented at a workshop titled "Plant Myths" at the Washington State Master Gardener Advanced Training Conference in October 2004. Seventy-five Master Gardener volunteers from throughout Washington State attended the workshop. Evaluation forms returned at the end of the conference rated the workshop as highly educational. I have received 7 requests to do the same program for individual County Master Gardener Foundations. In addition I have made the program available for Master Gardener volunteers to use when a speaker is requested. The entry was prepared using my personal computer in the Extension office.

BROWN THUMB GARDENING

Lorenz*, T.E., and Day, D.R.

Horticulture/Agronomy Specialist and Information Technology
University Outreach & Extension, University of Missouri, Columbia Missouri 65211

This program was developed to introduce the benefits of the services provided by the University of Missouri Extension. It has been presented to the Women's Chamber of Commerce, at Town and Country events, and even as an advertisement and introduction for the core Missouri Master Gardener Program. I start with volunteers from the group explaining some of their worst case scenarios that might explain why they are in search of a green thumb. Once the group discussion gets started, it is very comical and hard to stop the laughter. This sets the tone for the rest of the program and allows for reference back to individuals in the group throughout the topics of this presentation. Topics covered in this presentation include baseline soil testing, climate considerations, vegetable gardening, container gardening, landscape, and evaluating information and research. Near the end of the program, I have the audience select the worst case scenario of a brown thumb from the start of the program if it is not completely obvious. I bring them to the front of the class and present them with a Green Thumb Certificate and tell the audience that this award is being presented to someone who can no longer say that they don't have a green thumb. It usually brings down the house with laughter. While they may still feel that they have

a brown thumb, as a result of the program presentation, they now have to tools to do a better job of working towards a GREEN THUMB.

MAKING THE BEST USE OF YOUR HAY" COMPUTER GRAPHICS PRESENTATION

Strohmeier, K.D.

Owen County Extension Agent for Agriculture,Owen County Extension Office, 265 Ellis Highway, Owenton, Ky 40359

A computer presentation on the topic of making the best use of hay was developed as a followup program for a Phase I Hay Storage cost-share program. Producers were required to get three hay samples and this program was an educational program that tied into the samples. It included some hands-on work, with several samples of hay ranging from excellent to poor quality. It was presented to about 70 farmers at two meetings. The agent and a beef specialist made the presentation. The computer presentation was developed on the Microsoft Powerpoint program. About half the photos were taken by the agent, both with a Pentax ME Super 35mm camera and a Kodak 290DC digital camera. The other photos and graphics that were used came from other forage related Powerpoints developed by University of Kentucky Extension Forage specialists. The cartoon was used by permission of the artist.

GENETICS JEOPARDY – AN INTERACTIVE PRESENTATION TO REVIEW CHANGES IN DAIRY GENETICS

Goodling,*R.C. Jr.[1]

[1]Dairy/Livestock Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, PA 17042

The use of review activities that mimic popular game shows during extended presentations allows for greater audience interaction and increases the amount of information retained by participants. The included presentation was apart of a two hour workshop designed for dairy producers interested in learning the basics of sire summaries. The objective of this presentation was to review information covered in earlier segments of the workshop. Since the information used rarely changes, this presentation can be easily incorporated into other workshops, or simply re-defined for other subject areas. Using such interactive educational methods tends to increase the amount of information retained by participants.

THE COMMON MYTHS OF LAWN AND GARDEN CARE POWER POINT PRESENTATION AS A VERSATILE TOOL FOR CONSUMER HORTICULTURE EDUCATION

Bearinger,* B.D.

Buchanan County Extension Education Director, Iowa State University Extension, 1413 1st Street West, Suite-B, Independence, Iowa 50644

Consumer horticulture is one of the faster growing areas of extension work. With this growth comes the opportunity for misinformation and unsavory business practices. Our consumer horticulture educational programming is growing to meet the ever-expanding needs of this new stakeholder group. Programming sponsored by the Master Gardener system and associations reach a great many stakeholders. Unfortunately, much of the developed programming is not user friendly for extension directors and county staff. The Common Myths of Lawn and Garden Care program was developed as a tool to address this concern. The objective of the program was to create an easy to use versatile, entertaining, educational program that was usable by all county extension districts. The presentation is divided into fifteen categories, which increases versatility. This slide presentation can be used for anything from a full program, to a short service club activity. Another technique used in designing this presentation is the audience choice option. By allowing the audience to choose which topics they would like presented, more participant buy-in is achieved. Twenty North East Iowa extension districts are already using this program. Before receiving a copy, the program was presented to them for editing and improvement. They received the slide presentation as part of a grant funded water quality initiative. Early survey results show that the program is well accepted and most of the districts have used the presentation materials multiple times.

Direct Mail Piece

National Winner

EDUCATIONAL PROGRAMS FOR THE GREEN INDUSTRY-WINTER 2005

Berry*, J.W., Guiser, S.D.

Agricultural Marketing Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Allentown, PA 18104-5798
Horticulture Educator, Penn State Cooperative Extension-Bucks County,
Neshaminy Manor Center, 1282 Almhouse Road, Doylestown, PA 18901-2896

The "green industry" is the growth sector of Extension agricultural programming in southeast Pennsylvania. Meeting the educational needs of this sophisticated and highly professional target audience is a primary concern for 11 county and region based educators. From advisory committees, needs assessment, and partner recruitment through program design, delivery, evaluation and follow-up; these educators work as a cohesive, productive unit to exceed the expectations of over 7,000 enterprises and the associated employees. The method chosen to promote and advertise the excellent educational opportunities is a brochure that allows clients to plan their calendar to take advantage of appropriate programs. This semi-annual calendar of educational activities brochure is targeted at the full spectrum of established and novice green industry professional, both full-time and part-time, owner, manager and employee. The listed events cover a nine county area in a mixed urban/suburban/rural part of Pennsylvania. Information was collected from individual educators, edited, converted to a standard format, and submitted to a commercial printer. Educators worked with the commercial printer to decide the professional graphics, design and layout. Over 13,000 copies are distributed in the fall and spring each year through agent mailings, individual visit, display racks, and industry mailing. The resulting program participation allows this group of educators to enhance current efforts and develop new offerings. The target audience, educators, administrators, Department of Agriculture and support industry personnel continue to comment on the usefulness of this direct mail piece.

National Finalist

EQUINE MANAGEMENT SHORT COURSE

Chamberlain*, E.A.[1], Mickel*, R.C.[2], Foulk, D.L.[3], Komar, S.[4]

[1]County Agriculture and Resource Management Agents, Rutgers Cooperative Research and Extension, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823
[2]County Agriculture and Resource Management Agents, Rutgers Cooperative Research and Extension, PO Box 2900, Flemington, NJ 08822
[3]Agriculture Program Associate, Rutgers Cooperative Research and Extension of Warren County, Administration Building, Suite 102, 165 County Route 519 South, Belvidere, NJ 07823
[4]Agriculture Program Associate, Rutgers Cooperative Research and Extension of Sussex County, 129 Morris Turnpike, Newton, NJ 07860

This direct mail piece was designed to attract equine farm owners, barn managers, trainers, veterinarians, and breeders to an Extension training on equine health issues. The flyer was sent to a mailing list of over 1,000. Ninety-five equine professionals from a ten county interstate region attended the two-day program. The number of equine farms and related businesses are rapidly increasing in New Jersey. The equine industry in the region is valued at over $2 billion. The density of horses per square mile is one of the highest in the nation. Rutgers Cooperative Research and Extension has conducted an Equine Short Course for the past twelve years to address the needs of the equine industry. Health issues are an ever present concern of the performance, pleasure and show horse owner. This is especially true in light of equine movement interstate, intrastate and internationally. The equine professional needs to be aware of new diseases, anaphylactic reactions to vaccines, use of nutraceuticals, stress related illness, and new methods of diagnoses and treatment. Research on horse health issues is proceeding at an accelerated rate, and new technologies are rapidly emerging to diagnose and treat illnesses. This Equine Short Course assembled experts from around the country to present the latest information and research on equine health issues.

WATER QUALITY PROTECTION

Edgett-Minson,* S. L.

Watershed Specialist, Kansas State University Research and Extension, Hays, Kansas 67601

The AWater Quality Protection@ brochure was designed and used as a direct mail promotional piece in April 2004 to invite and encourage stakeholders in the Big Creek and Middle Smoky Hill River Watersheds to attend the Town Hall Conversations. The Town Hall Conversations consisted of a series of three meetings

within the watersheds to explain the importance of protecting and improving water resources. The brochure provided information to stakeholders on the current watershed setting and water quality concerns. The stakeholders that attended the meetings shared what they thought were water pollution contributors along with their concerns and possible solutions to improve and/or protect water resources. The Watershed Specialist along with Task Force members and partnering agencies incorporated what the stakeholders provided into the watershed restoration and protection strategies plan which is the current plan to protect and improve water resources within the watersheds. The plan is a working document that incorporates best management practices in agriculture and urban settings that stakeholders can adopt and practice each day to protect and/or improve water resources in the Big Creek and Middle Smoky Hill River Watersheds.

SAN LUIS VALLEY POTATO/GRAIN CONFERENCE AND AGRICULTURAL TRADE FAIR

Dillon, M.A.[1]

[1]Area Extension Agent, Agronomy, Colorado State University Cooperative Extension, San Luis Valley Research Center, 0249 E. Road 9 North, Center, CO 81125.

This brochure is created to promote pre-registration and attendance at the annual 3-day winter conference. The speaker schedule and topics are listed for each day to encourage grower planning and to attract growers to attend. The brochure is organized in December, printed in early January , mailed in mid-January prior to the Conference in mid-February. The audience includes potato and grain growers, government agency specialists, private crop consultants, bankers and fertilizer and pesticide retail fieldmen in the San Luis Valley and some other states. The brochure attracted 180 pre-registrations plus those registered at the door made a total of 310 registrants. Many attended more than one day resulting in 590 grower/days. The agenda is organized by the author with help from Research Center potato scientists, advisory committee, Chamber of Commerce Ag Committee and suggestions from previous conference evaluations. In Microsoft Publisher, the author creates the agenda with speaker names, times, sponsors, titles, and topics. The brochure is almost camera ready including some clipart, print color, and layout. A secretary made the final touches and coordinated with a local commercial printer who has some of the clipart. Printed commercially with two print colors. 1177 brochures were sent by bulk mail through the Post Office. Some were placed on area business counters. Each Conference attendee and Trade Fair vendor picked up another copy (300+ more copies).

Regional Finalist

QUICKBOOKS COURSE

Potter, S.

Talbot County Cooperative Extension, University of Maryland. 342 C North Aurora Street, Easton , MD 21601.

This direct mail promotional piece was sent to local farms and farm businesses to advertise and encourage attendance at a QuickBooks for Farm Businesses course. It was a new program in 2004 that was funded through a $1,000 Risk Management grant. There were 12 people that attended the class to learn about financial statements, farm record keeping and setting up a QuickBooks account. This educator partnered with Chesapeake College Office of Continuing Education and Workforce Training for the use of their computer lab and software. Evaluations of this class were very positive. All participants report gaining considerable new information and 70% report that they will compile yearly statements, purchase record keeping software and utilize it the farm. Follow up evaluations report that 2 people have purchased the software and have increased their farm efficiency.

GRAZE OWEN COUNTY FLYER

Strohmeier, K.D.

Owen County Extension Agent for Agriculture, Owen County Extension Office, 265 Ellis Highway, Owenton, Ky 40359

A promotional flyer announcing a series of evening farm tours in a three county area was sent to about 70 farm and community businesses in Owen County. The tours were designed to introduce a farmer to some ideas that others were trying. They weren't detailed production meetings, but rather a series of conversations with those who had tried a new enterprise, focusing on the pros and cons of that enterprise, labor and time requirements, marketing strategies and profit potentials. The intent was to allow a farmer to find out whether or not this was something

they'd like to pursue further. Over 170 farmers in the three- county area attended at least one of the programs, gaining knowledge of enterprise advantages and disadvantages from farmers actually in that particular business. It was designed and printed by the Owen County Extension Office staff, using Microsoft Publisher 2000.

MASTER GARDENER TRAINING PROGRAM RECRUITMENT PAMPHLET

Friday,* T.L.[1]

[1] Courtesy Extension Faculty-Residential Horticulture, Santa Rosa County Extension, University of Florida/ IFAS, 6263 Dogwood Drive, Milton, FL 32570

Santa Rosa County has an active Master Gardener program. Recruiting individuals that understand and support the goals and objectives of the Florida Master Gardener program is an important first step towards a successful volunteer program. This recruitment pamphlet was designed to make a positive first impression, to clearly outline the application process, to highlight a few of the community projects supported by the Santa Rosa County Master Gardeners and to answer some of the more frequently asked questions from prospective volunteers. Santa Rosa County residents with an interest in becoming a Florida Master Gardener were the targeted audience. Pamphlets were available in county buildings located in the southern, middle and northern parts of the county. Pamphlets were also mailed to those that called for information. Approximately 250 pamphlets were distributed throughout the county during the summer of 2004. Thirty individuals submitted completed applications and twenty were chosen for the training program. The number of applications was a pleasant surprise considering the devastating impact of Hurricane Ivan and the number of residents negatively impacted by the storm. This promotional piece was prepared by Theresa Friday utilizing Publisher software. It was printed and collated in the Santa Rosa County Extension office.

SMALL RUMINANT CONFERENCE

Lifsey, H.N.
North Carolina Cooperative Extension, PO Box 606, Jackson, NC 27845

The brochure advertising a "Small Ruminant Conference" was mailed to 112 members of the Northampton County livestock mailing list. Eight surrounding counties also received copies of the brochure to distribute. The conference attracted 22 participants from six counties. The main objective of the conference was to give new and potential goat and sheep producers information to develop their operation. Surveys from the Advisory Leadership Committee led Cooperative Extension to offer this program.The brochure was developed using Microsoft Publisher and printed in-house using the office's color printer.

COWS AND CREEKS III" MANAGING FOR HEALTHIER WATERSHEDS

Parsons,* C.T[1]. and Deboodt, T[2].

[1]Central Oregon Extension Livestock/Water Quality Agent,
OSU Crook County Extension, 498 SE Lynn Blvd, Prineville, OR. 97754
[2]Central Oregon Extension Range/Natural Resources Agent,
OSU Crook County Extension, 498 SE Lynn Blvd, Prineville, OR. 97754

The Central Oregon High Desert region comprises over 5 million acres of land, of this 1.9 million is private, 2.8 million is federally owned with the other being state or tribal land. Increasing federal regulations along with increasing recreational uses are making natural resource management and education increasingly important. We are finding it increasingly important to help local ranchers, recreationist and other users of our natural resources, as well as federal agencies understand the federal and state regulations that we must operate within. We designed the "Cows and Creeks" program to help educate local ranchers as well as local federal agency personnel. Since its inception in 2002, "Cows and Creeks" has educated and informed the users of our natural resources about important issues such as water quality, livestock grazing behavior, alternative strategies to improve riparian area conditions, and most recently proper use of annual indicators. Reviews have been very positive with almost all requesting further workshops in the future. In 2005, following many requests, we took the program on the road for the first time. Due to increased requests we plan on conducting the program in multiple locations again this coming year. The attached flyer was prepared, reviewed and printed in the Crook

County Extension office and was mailed, and e-mailed to over 13,000 livestock producers and federal agency personnel. We had 115 attend the Prineville workshop on the 11th, and 55 attend the Beatty workshop.

FARM ACCOUNTING USING QUICKBOOKS

Nelson,* R. M.

Utah State University Extension, Beaver County
105 E Center, Beaver UT 84713

More and more farmers have computers in their homes and they want to use them to keep better production and financial records on their farms. It is difficult for them to find a software program that is relatively easy to use and still will provide the necessary information that they need. Once they find a program they still don=t know how to operate it properly. The course, Farm Accounting Using Quickbooks, was designed to help farmers find a good accounting program and then teach them how to use it. I designed this direct mail piece in such a way to let farmers know this course was available, when and where it would be taught and who to contact for more information. It was sent out to 73 farmers in Beaver County and 14 producers and their wives signed up for the class. This letter was created on Word Perfect 9 and printed on our office color printer.

DIRECT MAIL PROMOTIONAL PIECE

Salkeld*, K.B.

ANR Extension Educator, Purdue University, Jennings County, P.O. Box 365, Vernon, IN 47282

To give Master Gardeners, and lay people information on Composting / Vermiculture, Gourds, and advanced plant classifications. A place to ask questions of experts and for the people to receive usable information that will transmit to a higher understanding of our world and environment. The purpose of the flyer was to draw attention to three excellent classes that were going to held in the fall of 2004 in the three-county area. This flyer was created and edited on MSPublisher. The images were scanned into the system by using the office HP Scanjet 4C, edited by using MSPaint, and was mass produced by using the office duplicating machines. All of the above was done by the Pike County (now Jennings County) ANR Educator and 1.5 office staff. Over 700 flyers were mailed out to Pike, Knox, and Daviess County households and concerned businesses. The information flyer was distributed by the US Postal Service during the middle of October, 2004, so that families and interested people will have time to plan on their attendance. All told, 100 people attend the three classes.

DIRECT MAIL PROMOTIONAL PIECE

Marrison, David L. [1]

[1] Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The 2004 Ashtabula County Twilight Dairy Tour was held on Thursday, July 29, 2004 at Ringbyre Jersey Farm in Monroe, Ohio. The purpose of the annual dairy summer twilight tour is to provide local dairy farmers an opportunity to tour another dairyman's operation, allowing them to learn difference management strategies. Educational topics highlighted at the 2004 twilight tour were: tunnel ventilation, forage production, dairy facility improvements, bulk purchasing, and heat stress. Mailing the direct mail flyer to 300 individuals and businesses on the Ashtabula County Extension dairy newsletter mailing list publicized this event. We received a super response to this mailing as over 225 individuals attended the educational event. This set an all-time dairy tour attendance record. The agricultural staff published the promotional flyer completely "in-house".

Personal Column

National Winner

GREEN THOUGHTS" COLUMN REACHES A LARGER AUDIENCE FOR CORNELL COOPERATIVE EXTENSION

Chinery,* D.H.

Senior Extension Resource Educator, Cornell Cooperative Extension of Rensselaer County, 61 State St., Troy, NY 12180

Faced with level enrollment for the local horticultural newsletter and a desire to serve a larger audience, an agreement was reached with "The Troy Record" to carry an Extension gardening column. "Green Thoughts" debuted on July 21, 2004, and appears Wednesdays in the arts/leisure section. The primary goal of the column is to present timely, localized,

research-based information that also provides lively and entertaining reading. Book reviews, descriptions of seed catalogs and interviews with local gardeners compliment the more traditional Extension subjects also covered. The author enjoys the challenge of presenting a topic in sufficient depth to be useful within the 500 word limit. The column is emailed in Microsoft Word to a staff editor one week in advance of professional printing. A footnote identifies "Green Thoughts" as Cornell Cooperative Extension material and offers readers a phone number for comments or questions. The newspaper has a daily circulation of 17,397 in Rensselaer County and the surrounding Capital District and is a member of the Journal Register Company. Both this greater circulation, which exceeds our newsletter and mailing list potential, and the number of phone calls generated have shown that Extension is now reaching a much broader audience.

National Finalist

SUNCOAST GARDENING

Dessaint, P.

Extension Agent III, Commercial Horticulture, Manatee County Extension Service, Palmetto, Florida 34221, University of Florida.

This is a personal column that appears twice a month on Sundays in the *House & Home II* section of *The Herald.* The purposes are: 1) To provide horticultural information that is specific to Manatee County's wide range of growing conditions, from the Gulf of Mexico to inland areas; 2) To support the green industries and professional horticultural interests. Manatee County's population is growing by leaps and bounds. Newcomers seek reliable horticultural and landscape management information. Professionals who provide landscape and related services also seek this information, both for themselves and for their customers. The author writes the articles, takes photos with a digital camera, writes captions, and emails them to the editor. The editor handles layout and design. *The Herald* is a daily newspaper with a weekend circulation of 165,000. The author uses two types of formats. One is Question & Answer based on questions mailed or called into the office. The other is an in-depth horticulture story about a topic of seasonal interest. "Spectacular bombax tree forms a red carpet" is based on questions received during the previous month. "Drought tolerance—It's as plain as the soil under your feet" is about the upcoming spring seasonal drought, and the nuances involved in selecting plants best suited for a particular site in Manatee County. Based on positive feedback in person and by phone, and requests for additional information from consumers and businesses, these two articles were a success.

WEEKLY HORTICULTURE ARTICLES FOCUS ON CURRENT GARDEN TOPICS FOR SALT LAKE CITY, UTAH

Wolf, M.E. *

*County Horticulture Agent, Utah State University Extension Salt Lake County, 2001 S. State St. #S-1200, Salt Lake City, UT 84190

The Salt Lake Tribune, a daily newspaper with average circulation of 221,340 distributed across Utah, includes a section on 'Utah Living' every weekday. The Wednesday section is titled 'Food & Garden', and my articles on various gardening topics are included in this section each week. I began writing regularly for this section in September, 2004, and have had an article published in each Wednesday issue since that time. I usually provide accompanying photos for the stories, too. Page layout is done by the Salt Lake Tribune editor and staff. My articles are specifically related to current gardening concerns as they relate to Utah's climate and the Wasatch Front's urban environment. I regularly receive calls and e-mails from readers who seek more information about the article topic or a related gardening topic. Through these articles, I am able to picque readers' interest in upcoming classes, lead them to USU Extension resources on the Internet, and encourage people to learn more about gardening. Several of the Salt Lake Master Gardeners and other people in horticulture-related positions have told me they are grateful I write these more 'in-depth' gardening articles.

KEEP IT GREEN PERSONAL COLUMN IN CORPUS CHRISTI CALLER TIMES: ACHRISTMAS IN SEPTEMBER? NO PESTS ON YOUR SAGOS@ AND ANOW IS THE BEST TIME TO PREPARE FOR HURRICANES@

Womack, W.M.

County Extension Agent - Horticulture, Texas Cooperative Extension - Nueces County, Robstown, TX 78380.

Keep It Green is a weekly column written for the Corpus Christi Caller-Times Home and Garden Section, published on Saturdays. The column=s objective is to explain relevant, research-based horticultural topics and practices in an easily understood manner for the novice gardener. Each article is followed by telephone and e-mail information if more information is desired. The column on Asian Cycad Scale (ACS) was a response to positive identification of this insect infestation that had previously been mis-diagnosed by area nurserymen; it explained how to identify and treat the problem and gave readers a way to report the area with ACS allowing Extension to map the areas with the highest occurrences. The best time to prepare for hurricanes was written to encourage winter tree pruning and a proactive approach to landscape preparation for the upcoming hurricane season. Positive readership response has been observed through extensive recognition and comments received at major community events and horticultural questions and comments sent via mail, e-mail, or telephone. The Corpus Christi Caller-Times is the major daily newspaper of the Texas Coastal Bend with a circulation of over 200,000 readers. It is distributed not only in Nueces County, but nine-additional surrounding counties of this media center. All columns are written by the agent and submitted electronically, but the features editor of the Corpus Christi Caller-Times reserves the right to edit or shorten any column due to space constraints and provide alternate headlines or feature captions.

Regional Finalist

PERSONAL COLUMN

Butzler , T.M.

Extension Educator, Horticulture/Integrated Pest Management Pennsylvania, Clinton County

I have a column, in Lock Haven's *The Express,* under the standing line "Making Life Better". With this column, I try to accomplish two things 1) educate the general public on an interesting horticultural topic and 2) to direct them to classes, literature, etc. to learn more about the topic at hand. In most instances, the column starts off with a personal anecdote or interesting paragraph to draw their attention to the rest of the article. I always try to submit several photographs with the written column to add a visual component to attract the reader to the column. Finally, I submit material that could be incorporated into the column in the form of an inserted text box. This inserted text box is a nice way to present material, such as dates or lists, in a bulleted format instead of listing items in paragraph format, which can be difficult to read. *The Express* has a daily circulation over 10,000. Numerous phone calls are generated because of the column and are reflected in the interest of horticulture programs offered through our office.

EXTENSION – REACHING OUT TO YOU

Durst.* P. T.

Michigan State University Extension – Oscoda County, PO Box 69, Mio, MI 48647

In this day of funding concerns, MSU Extension in Oscoda County wants not only to have a positive impact on communities, businesses and families, but also to be visible to the citizens. The Agent was approached in September, 2004 by the editor of the Oscoda County Herald about having a regular column in the paper. We were glad for the opportunity and began a column that appears every other week in this weekly publication. Three Agents rotate writing the column, with this Agent writing monthly. The topics are our choice and the Agent writes about things that will be of interest to the majority of readers from educational initiatives that are on-going. The newspaper has been good about drawing attention to the column with a front page banner note listing the page on which the column appears and including the author's picture. We have received much positive feedback about the columns and it has enabled us to reach a broader audience than we could without the column. The Oscoda County Herald is delivered weekly to all homes, approximately 3000, in the county.

CANTON DAILY LEDGER MASTER GARDENER'S CORNER

Ferree, R. J.

University of Illinois Extension-Fulton County, 15411 N. IL 100 Hwy, Suite C, Lewistown, IL 61542

I write a weekly horticultural article in the Saturday edition of the Ca*nton Daily Ledger* called Master Gardener's Corner. The column is meant to keep Fulton County home gardeners up to date on pertinent gardening topics. The *Canton Daily Ledger* is a daily newspaper that reaches about 5800 readers. I write

each article in first person and try to include personal examples. Each article describes gardening in a personal, fun, and easy to understand way. The purpose is to provide timely and accurate horticultural information to the typical homeowner. I use the column to publicize Extension programming and other interesting events in the county. I know the column is well read by the number of people who recognize me by my picture and indicate their pleasure in my articles. Articles are edited and formatted by secretarial staff, then emailed to the newspaper office.

PERSONAL COLUMN

Marrison, David L. [1]

[1] Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

"Agricultural Educator Comments" is a weekly agriculture column written by the Ashtabula County Extension Educator for the Ashtabula Star Beacon and The Jefferson Gazette. Each newspaper features the educator's weekly column with a photo and byline included. The column is featured in the Ashtabula Star Beacon on Monday and in The Jefferson Gazette on Wednesday. The circulation of the Star Beacon and The Gazette are 26,000 and 50,000 respectively. There are two main objectives to the "Agricultural Extension Comments". The first purpose is to keep the agricultural community up-to-date on educational events and technology advances. The second purpose is to help educate the urban community about agriculture and to provide education in consumer horticulture and natural resource management. Topics for the weekly column in 2004 included: dairy management, home horticulture, farmland preservation, grape management, wage and labor regulations, stress management, beef cattle management, equine management, alpaca management, agri-terrorism, recycling and litter prevention, financial management, bio-security, nuisance wildlife control, farm safety and pond management. The Educator has received many positive comments from both the urban and rural communities about the personal and creative approach to this weekly column. As a significant community response to the agricultural educator's column, the Ashtabula County Star Beacon expanded their agricultural coverage beginning in May, 2002. An "Agricultural Page" is now featured each Monday. The educator's weekly column is used in conjunction with news releases submitted from the various Ashtabula County agricultural organizations.

PERSONAL COLUMN

Shockey, W.L..

Preston, County, West Virginia

In the 1930's fewer than 35% of the US population lived in an urban area. Today, 95% of the US population resides in an urban, non-agricultural environment. This increasing trend is an indication that the vast majority of US citizens are unfamiliar with the day to day practices involved in agricultural production. Such practices include soil conservation, pesticide use, animal husbandry, and genetic modifications. By properly implementing these practices agricultural producers continue to provide ample supplies of safe, wholesome food for the US population. Yet, because the majority of US citizens are not familiar with the proper implementation of these practices, agricultural producers come under regulation and scrutiny that are not always fully warranted. The goals of this personal column are to 1) educate general public about agricultural production practices and food safety in non-technical terms, 2) provide timely, seasonal information about farming, home gardening, pest control, and landscaping, 3) inform readers of events that are scheduled by the WVU Extension Service and cooperating organizations, and 4) alert readers to new issues, changes, or news events that will have a significant impact on local agricultural management. The columns selected for this award nomination focus on goal number 4. Two major events occurred during the past year that will have significant impact on the local agricultural economy. The Preston County Farmland Protection Program was established and the Preston County Farmers Market livestock auction facility was lost in a fire. I write a weekly column for the Sunday Edition of the Dominion Post newspaper. The Sunday Edition of the Dominion Post reaches over 20,000 subscribers each week

KILLER FIGS ON THE LOOSE AND LANDSCAPE CLASSES AND TRAINING OFFERED BY H.I.L.A

McDonald, T.G.

Assistant Extension Agent, Tropical Plant and Soil Sciences Department, University of Hawaii/Extension Service-Kona Office, College of Tropical Agriculture and Human Resources, University of Hawaii at Manoa, Hawaii, 96822.

Titles 1 (*Killer figs on the loose*) and 2 (*Landscape classes and training offered by HILA*), as listed above, refer to two personal columns communicated as part of a weekly newspaper column provided by staff at the Kona CES office. The column is published in both of the daily newspapers circulated on the Big Island (Hawaii Island) and thus distributed island-wide. This agent's area of responsibility includes the landscape and ornamental industries, as well as urban horticulture. The main objective of the column is to disseminate timely and pertinent research-based information to industry personnel and appropriate members of the community. The column, *Killer figs on the loose*, is an Arbor Day piece that not only extols trees and their benefits, but also includes important information on tree placement (landscape design) and examples of the effects of ill-placed trees. Additionally, the articles (such as *Landscape classes and training offered by HILA*) are meant to encourage and inspire people to expand their knowledge base through participation in educational programs offered by industry groups and the Extension Service. This includes those already working in the green industry and those considering entry into the field. Finally, by promoting various industry organizations and their educational programs, it is desired to raise industry standards, which will benefit everyone in the long run.

TREE TOPICS

Downing, A.D.

Extension Agent, Forestry & Natural Resources, Virginia Cooperative Extension – Northern District (Madison County based), P.O. Box 10, Madison, Virginia, 22727

Published 10 times a year in the Fredericksburg area newspaper (Free Lance Star) home and garden section, this column aims to address issues related to urban forestry, arboriculture and other natural resources to homeowners. Articles are written by the nominee with the goal that readers will increase their awareness of various issues related to tree care, urban ecosystems, and the natural resources on which they depend. Quite commonly, articles solicit a responses for more information from extension or sister agencies such as the Virginia Department of Forestry. Circulation is approximately 50,000.

REACHING THE COMMUNITY THROUGH A PERSONAL COLUMN

Tuck, B.V. [1]

[1]Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

The Oregon State University Wasco County Extension Office as a part of its community outreach program provides a weekly personal column in the local newspaper (The Dalles Chronicle) authored by County Extension staff on subjects of importance to the community.

During the last several years we have had very mild open winters, which has provided optimum conditions for serious weed and rodent problems. To help homeowners and small farmers, I have authored two articles that provide some practical research based advice on management and control and useful resources that can be obtained either off the web or from the local Oregon State University Extension Office. The articles were published in The Dalles Chronicle, which has a total circulation of 6000 households in the Mid-Columbia and in the Mid-Columbia Small Farms Newsletter, which has a distribution of 1000 in seven Oregon and Washington Counties. The first article titled "Weeds, weeds: How can we get rid of them?" was published in May of 2004. The article was developed to help homeowners and small farmers understand the basics of weed control and the need to develop a management plan. In this article, I also included local sources of technical help and useful publications and websites. The second article titled "Hey, what's making all those holes in my yard?" was published in February of 2005. The article helps the reader to identify what which pest problem they have and provides some practical research based advice on management and control and useful publications and websites.

Feature Story

National Finalist

REDUCING WILDFIRE RISK FOR THE SMALL FARMER AND LANDOWNER

Tuck, B.V.[1], Nagel, S. [2]

[1]Oregon State University Extension Service-Wasco

County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058
[2]Mid-Columbia Fire and Rescue, 1400 West Eight Street, The Dalles, Oregon 97058

As a part of my efforts to educate our community concerning issues of importance, I provide feature articles periodically that go into depth about a particular subject. During the last five years, the Mid-Columbia area of Oregon has experienced severe drought conditions. In the spring of 2004, we experienced one of the hottest and driest springs on record with temperatures in March in the 90's. This resulted in accelerated plant growth and maturity, and a very early start of the wildfire season. As an OSU Extension Agent and Volunteer Firefighter, I collaborated with Stu Nagel, Mid-Columbia Fire Marshall to make the community aware of the potential danger by revising and expanding a short article we did in 2003 on wildfire safety. Our revised article reviewed a variety of topics including the need to develop a defensible space around the home or farmstead, signage for emergency vehicles, requesting the fire department to evaluate wildfire risk, what do to after a fire to reduce erosion and sources of technical assistance. This article was featured in The Dalles Chronicle on May 19, 2004 with other articles from various public an private agencies in the region concerning fire safety, wildfire risk reduction, fire evacuation plans and fire resistant plants. The total distribution of the articles was to 6000 households in the Mid-Columbia area.

National Finalist

HIGH TECH TO ASSIST RANCHERS

Pawelek, R.W.

Extension Agent, Ohio State University Extension, Gallia County

The *Sunday Times-Sentinel* is a regional paper, circulation 43,000 in the Ohio Valley counties of Gallia, Meigs, and Lawrence in Ohio and Mason and Cabell, West Virginia. The objective of this and every feature story submitted by the Extension Agent at Gallia County is to give farmers and ranchers pertinent information regarding changes in policy that have imminent impact on their business. Local residents are made aware of government policy and restrictions on agricultural producers. This news story was written in 2004 to raise awareness of the intention of the US Animal Identification Plan (USAIP). This particular story indicated that USAIP intends to ensure disease preparedness by identifying any animals exposed to disease and to stop the spread of that disease. The timeline reported in the story was the best approximation in the Spring of 2004. Going into the Summer of 2005, USAIP continues to be voluntary.

LOVE IS IN THE AIR (BUGS THAT IS)

Soape, C.H.

Extension Agent for Agriculture and Natural Resources, Washington County, Brenham, Texas

The feature story of ALove is in the Air (Bugs that is)@ was written with the objective to inform the 30,000-plus residents of Washington County about the nuisance of love bugs they had been dealing with for several weeks. Though these bugs neither bite nor sting, at certain times their sheer numbers transform these innocuous insects into air-borne hordes seemingly determined to devil anyone foolish enough to take to the road. The adults splatter on windshields, lights, grills and radiators of vehicles, and their dried remains are hard to remove. If left in place for more than 48 hours, they can cause the removal of automotive paint. They have been known to cause overheating of motors when large numbers are drawn into the radiator system of vehicles. During the Alove bug season,@ motorist must clean their windshields on a daily basis to be able to safely see to operate their vehicles. These insects flood our area twice a year (in the spring and late summer) causing lots of aggravation to both homeowners and drivers. The Brenham Banner-Press has a circulation of 19,500. Information from media sources reports that each paper is read an average of 3.5 times before being discarded. This indicates that over 68,000 residents in Washington County and the surrounding area became better informed that the love bug is actually a beneficial insect with the larvae feeding on decaying organic matter in the grasses where moisture is abundant.

COTTON QUALITY IS AS IMPORTANT AS COTTON YIELD

Matthews,* S.G

County Extension Agent-Agriculture, Mississippi County Cooperative Extension Service, University of Arkansas Division of Agriculture, P.O. Box 717 Blytheville, Arkansas 72316

Lint yield is the determining factor in a profitable cotton operation. Many times fiber quality has been sacrificed for yield. Cotton producers are often well educated regarding the latest crop production practices but unfamiliar with the steps necessary to create cotton fabric. The 2004 Cotton Textile Symposium provided an educational opportunity for agents across the Cotton Belt to become familiar with textile processing. The resulting feature story develops the path cotton fibers take after leaving the gin. The three predominant methods cotton fibers are processed into yarn require different types of fiber lengths. As cotton usage by foreign mills increases quality needs change. Cotton breeders have control over more fiber quality properties than producers. Producers must ensure proper crop management so that fiber quality is not sacrificed. Ginners have to properly clean lint and remove seed to preserve fiber quality. As a result of the feature story, readers have an increased knowledge of cotton fiber properties and the reason why those properties are important.

Regional Finalist

KEEPING EQUINE FACILITIES SAFE IN "AGRIVIEW" PUBLICATION

Greene*, E.A.

Department of Animal Science, University of Vermont, Burlington, VT 05405-0148

This article was written to educate the equine industry about identifying potential dangers (structural and behavioral) in their facilities, and to make people aware of the "Self Guided Horse Facility Analysis" publication for use in their barn. The intention was to help people recognize current practices that would not hold up under legal scrutiny if a serious injury were to occur. The challenge was to "sell" safety without putting people on the defensive. Seasoned horse professionals do not want to be "preached to" but many don't understand that their expectation of safety and 'duty to protect' the clientele has significantly increased from the past. We drew the reader in with "recognizable" common myths that the equine audience can relate to, and kept the tone of the article light. Equine professionals and clientele will recognize the six myths that were presented from either their current situation, or some past riding environment. This served as a "hook" to read the rest of the article, to take action to evaluate their facilities, and to make proactive changes. The article originally appeared in the Journal of Extension, was reprinted in the Vermont Agency of Agriculture biweekly publication, and has since been reprinted in the New Hampshire Market Bulletin for Agriculture. Booklet requests have increased significantly. The article was co-authored by Greene and an equine colleague that has utilized the tool to evaluate several barns.

HORTICULTURAL OIL, A SLICK ALTERNATIVE

Friday,* T.L.[1]

[1] Courtesy Extension Faculty-Residential Horticulture, Santa Rosa County Extension, University of Florida/ IFAS, 6263 Dogwood Drive, Milton, FL 32570

Florida Master Gardeners are important assets to residential horticulture extension programs. Their role in providing information to county residents is a vital one especially in rapidly growing counties. Their continued success is dependent on being kept up-to-date with environmentally-sound landscaping practices. The purpose of this featured story was to provide Master Gardeners with an in-depth understanding of horticultural oils. With an increased knowledge of which oils to recommend, how to properly apply them and some of the benefits of using horticultural oils, Master Gardeners can do a better job of counseling homeowners. If homeowners better understand the appropriate use of horticultural oils, then they become better stewards of the environment. This featured story has been published in the Earthworm, a Santa Rosa County Master Gardener's newsletter, and in Volunteer News, the Florida Master Gardener statewide newsletter. It was also used by Larry Williams, Okaloosa County Horticulture Agent as one of his weekly articles which was published in the Northwest Florida Daily News. In addition, it is posted on the Santa Rosa County and the Okaloosa County Extension websites. It is also used as a factsheet in plant clinics in Santa Rosa County. An estimated 10,000 people have received this information. This featured story was prepared by Theresa Friday utilizing Microsoft Word software. It was printed in the Santa Rosa County Extension office.

ENERGY CONSERVATION: ENERGY AUDITS SAVE PRODUCERS MONEY

Miller,* Z.W.

Outagamie County Dairy/Livestock Agent, University of Wisconsin-Extension,

3365 W. Brewster Street, WI 54914

Wisconsin dairy farmers will know they can contact their local UW-Extension office or Focus on Energy to have an energy audit performed on their milk house equipment to see if they can save energy by changing equipment. Knowledge of the most important equipment to utilize to cool milk and heat water will reap the most benefits. This article was written for the November issue of the Wisconsin Agriculturist magazine, which has a circulation of about 25,000 in the state of Wisconsin. Key points of the summer project conducted by summer intern Laurie Volkman and himself are presented. The most cost effective and widely used piece of equipment is a heat recovery unit in Outagamie County milk houses, however, most farmers could save money by heating their water with LP or natural gas instead of electricity. Only a few farms have adopted this technology of using a primary fuel over a secondary fuel source to save money. The emphasis in this article is to have an energy audit done to reduce cost and improve the producer's bottom line.

EXTENSION EDUCATOR SHARES FICTIONAL HOLIDAY STORY

Mariman,* Paul A. [1]

[1] Unit Educator, Farm Business Management and Marketing, University of Illinois Extension, 2535 Millikin Parkway, Decatur, Illinois 62526

This story was written at a time when many of the National Guard and Reserve Units in the surrounding area were being called to active duty. Everyday there was news of another young man or woman that had been called to the service of our country. There was news of their families hardship and how they were filled with, both pride of the young persons acomplishments, as well as, concern for their safety. Then came the news of the young men and women that would be coming home for the last time, they had given the ultimate sacrifice for our country. The original title of the story was, "I am glad I am going home". It was written to in a small way thank those that serve and to provide a holiday message of hope to the families and communities that our young service men and women call home.

DIRECT MARKETING FEATURE

Potter, S.

Talbot County Cooperative Extension, University of Maryland. 342 C North Aurora Street, Easton , MD 21601.

This article was written for the 2004 Farming & Agriculture supplement to The Star Democrat. This feature story was written for the public to discuss direct marketing and local products. It describes the theory behind direct marketing and why consumers should purchase locally. Finally the article encourages the public to shop at farmers markets or roadside stands. Also included is a picture of the Easton Farmers Market, listing of local markets and when local produce is available. The Star Democrat serves the five county region and circulates to 39,500 residents per week.

2003 UNH POINSETTIA CULTIVAR EVALUATIONS

Njue*, G.[1,] Fisher, P.R.[2]

[1]Cooperative Extension, Univ. of New Hampshire, 259 County Farm Road , Dover, NH, 03820-6015,
[2]Plant Biology, Univ. of New Hampshire, 38 College Road, G28 Spaulding Hall, Durham, NH, 03824

The purpose of this feature article was to provide poinsettia growers in New Hampshire with information on new poinsettia varieties that would do best under New Hampshire conditions. This information was provided to help growers in selecting poinsettia varieties for 2004 growing season. The information provided in this article was from the results of poinsettia cultivar evaluations by the authors. The presenter wrote the article and the other author provided the photographs. The article was published in 'The Plantsman', the newsletter for New Hampshire Plant Growers Association, and distributed to 245 members of the association. The main goals of the evaluations were to highlight new varieties and to find out which varieties would do best in production and sales under New Hampshire conditions. Eighty nine cultivars were grown in 6 inch pots in Scots 560 coir growing medium at the research greenhouses of the University of New Hampshire in Durham. Cultivars were evaluated and rated by growers and consumers.

Newsletter Individual National Winner

MARYLAND SHEEP & GOAT PRODUCER BI-MONTHLY NEWSLETTER

Schoenian, Susan

Area Agent, Sheep/Goats, Western Maryland Research & Education Center, 18330 Keedysville Road, Keedysville, MD 21756.

The *Maryland Sheep & Goat Producer* is a bi-monthly newsletter for sheep and goat producers, 4-H youth and volunteers, and extension and industry professionals in the Mid-Atlantic region. Producers have the option of receiving the newsletter via the mail for a cost-recovery fee of $10 per year or being placed on an e-mail list to receive e-mail notification when a new issue of the newsletter has been posted to the web. Regular features in the newsletter include Focus on Research, Featured Web Sites, and Calendar of Events. Semi-regular features include Disease In-Depth, Marketing Tips, and Featured Breed. Many articles in the newsletter have been reprinted in other publications or expanded into standalone articles for the web. The newsletter is written, edited, and designed by Susan Schoenian, an Area Agent specializing in sheep and goat production in Western Maryland. Dr. Niki Whitley, Livestock Specialist at the University of Maryland Eastern Shore is a regular contributor to the newsletter. The newsletter is created in WordPerfect. HTML and PDF versions of the newsletter are created and posted to the Maryland Small Ruminant Page web site (www.sheepandgoat.com/news/index.html). The HTML version of the newsletter contains hyperlinks and additional graphics and images. Previous issues of the newsletter are accessible at the newsletter's home page. Since it is not known how many people view the newsletter online, it is difficult to estimate how many people read the newsletter. Approximately fifty (50) copies of the newsletter are mail to subscribers. There are approximately 250 people on the e-mail notification list.

National Finalist

TROWEL AND LEISURE BRINGING YOU PRACTICAL GARDENING KNOWLEDGE

Grey, Donna S.

Extension Educator, Penn State Cooperative Extension Luzerne County, Pennsylvania State University, Pennsylvania, 18643

With a population of 310,000, Luzerne County Cooperative Extension receives daily requests for horticulture information from homeowners. As a way to extend the latest information to our clients, a seasonal newsletter was developed to address pertinent and timely topics. Each issue presents a Seasonal To-Do List, current Questions and Answers, Integrated Pest Management, Top Plant Pick, Unwanted Guests, and Botanical Pleasures. Receiving the newsletter just prior to the start of the season gives the homeowner a look ahead as to what should be done, what to be alerted to, and what to expect. The newsletter was established spring of 2004 and is distributed via the mail to 350 clients in Luzerne County as well as clients in five neighboring counties and New Jersey. The newsletter is edited by Extension Educator with input from Master Gardeners, printed and duplicated by Extension Support Staff on office equipment. The spring 2005 edition is ready to be duplicated and will be available on-line as well.

GREEN GARDEN NEWS

Friday,* T.L.[1]

[1] Courtesy Extension Faculty-Residential Horticulture, Santa Rosa County Extension, University of Florida/ IFAS, 6263 Dogwood Drive, Milton, FL 32570

Santa Rosa County is the eighth fastest growing county in Florida. It ranked as the 77th fastest growing county in the United States. In 2004, the population increased by 13 percent with approximately 15,350 new residents entering the county for a total population of 133,092. Santa Rosa County is also a large coastal county and has many environmentally-sensitive areas. With such a rapid influx of new people to the county, the use of newsletters to provide local gardening information is vital to the success of the horticulture program. Green Garden News is a monthly gardening newsletter. Its objectives are (1) to educate and remind people of the appropriate time of the year to perform specific gardening tasks; (2) to clarify information on specific gardening topics such as the appropriate types of fertilizers to use; (3) to provide information on upcoming horticultural events and (4) to highlight and market UF/IFAS. The targeted audience is gardeners and homeowners in northwest Florida. Green Garden News is distributed primarily by email but

hardcopies are available. Current distribution is approximately 1000 copies per month. The newsletter is prepared by Theresa Friday in Publisher software. Adobe Acrobat is used to convert the file to pdf format which is then emailed to distribution lists. The newsletter is also posted on the Santa Rosa County horticulture website. Hardcopies are made and distributed at the Santa Rosa County Extension Office.

NEWSLETTER-INDIVIDUAL

Marrison, David L. [1]

[1] Agriculture and Natural Resources Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio 44047

The "Ashtabula County Dairy Newsletter" is published bi-monthly for Ashtabula County dairy farmers and for others interested in the dairy industry. Topics included in this year's newsletters were Top Ten Herds, Extension program announcements, and many timely educational articles. Some of the education topics discussed during the past year included: Heat Detection in Dairy Cattle, Animal Protein Feed Alternatives, Management of Spring and Winter Applications of Manure, Economics of Dairy Production in Ohio, Evaluating Forage Stands, Summer Coliform Mastitis, Heat Stress. Handling Downer Cows, Dairy Market and Policy, Pricing Standing Corn, Harvesting and Storing Corn Silage, Workers Compensation, Tax Planning, Farm Business Management, Rumensin for Lactating Cows, and Farm Estate Transfer. The newsletter is currently mailed to nearly 300 local individuals and businesses. Per the request of neighboring Agriculture Extension Educators, this newsletter (as of January, 2004) is being mailed to the dairy farms in Geauga and Trumbull Counties (an additional 250 mailings). In addition, a copy of the current year's newsletters are posted to the county's web site as an Adobe PDF file (http://ashtabula.osu.edu/ag/dairyarchive/dairy-homepage.html). The agricultural extension staff publishes the newsletter completely "in-house".

Regional Finalist

N.E.W. HORTICULTURE NEWSLETTER

Hartman, P.A.

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

The objective of this 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 or emailed to 125 individuals. Issues for May and July, 2004 are submitted. The entries were typed in Word in the Extension office and duplicated in the Brown County Printing Department.

GARDEN TALK!

Schutter-Barnes,* J.L.

Horticulture Specialist, University of Missouri Extension, Adair County,
503 E. Northtown Rd., Kirksville, MO 63501

The objective of the Garden Talk newsletter is to inform gardeners of timely issues such as insect pests and diseases, new variety selection, production practices, horticulture trip opportunities, monthly gardening tips, and upcoming events. Readers are made aware of plant problems and such, hopefully using preventative measures before the problem arises. They also are kept up-to-date on the latest varieties and practices which they can use to make their gardens more productive. Horticulture industry news updates, as well as trip opportunities and summaries, broaden a person's vision of global horticulture. The newsletter is a monthly publication that is sent to over 750 people throughout Missouri, with the majority being in my northeast region. People receiving the newsletter include several hundred Master Gardeners, garden club members, garden centers, libraries, county extension centers, agriculture education instructors/FFA advisors, and any interested person who has requested to receive it. The articles are written in Microsoft Word and cut and pasted into the newsletter format in Microsoft Publisher. Seven hundred fifty copies of the newsletter are sent out the first week of each month. The cost of sending it out each month is $80.00, which is budgeted at the beginning of each year. Since publishing a monthly issue of the newsletter, more people have been informed of upcoming events and program attendance has increased.

SHEEP PRODUCERS' NEWSLETTER

Parsons*, C. F.[1]

[1]University of Vermont Extension, Franklin County, 278 S. Main St. #2, St. Albans, VT 05478

Vermont has a rich history of sheep production. In the early 1800's, sheep were the leading agricultural enterprise. Once again, as the smaller dairy farms in the state continue to decline, sheep production is experiencing resurgence. The development of at least two marketing cooperatives has insured that sheep producers have a viable avenue to market their products. Because of this, it is becoming more and more important that sheep producers have timely management information and are kept abreast of educational events. For this reason, the University of Vermont Extension Sheep Producers' Newsletter is written and produced four times a year. It is sent to a mailing list of 250 subscribers. As this list is purged on a regular basis, all that are on the list have requested to be there. There are several recipients from outside of Vermont, including Canada.

FAUQUIER FARM NEWS

Dickinson, Keith R.

Extension Agent, Farm Business Management, Virginia Cooperative Extension, Northern District, Culpeper County Office, Virginia, 22701

The Fauquier Farm News is a local extension newsletter that is distributed monthly to at least 600 local agricultural clientele. I write and edit the newsletter, using articles that I have personally written, supplemented by articles from area agents and state specialists. The newsletter is sent electronically to the extension distribution center on campus, where it is printed in color on ledger sized paper and mailed to our local clientele. The newsletter is also posted online at the local office website, and an email notice is sent to another 100+ clientele, cooperating agency personnel and other agents in the region. The goal of the newsletter is to provide a mixture of simple timely production and management tips, announcements of area educational programs, and a few detailed reports on emerging research topics. In an evaluation survey that was conducted in the winter of 2004, 95% of responding clientele rated the newsletter as "Good" (45%) or "Excellent" (40%). Furthermore, 94% of responding clientele reported that they used the information presented in the newsletter to make changes to their farming operation or business. The clientele who receive this newsletter are a mixture of farmers, agricultural landowners, local elected officials, and agency personnel.

FORAGE AND BEEF NEWSLETTER

Hall,* J.R.[1]

[1] County Extension Agent-Staff Chair, University of Arkansas, Courthouse, Fordyce, Dallas County, AR 71742

Forage and Beef News is a quarterly newsletter written primarily for forage and beef producers and mailed to a clientele base of 125 producers. It contains basically three types of information: production information; report on completed and on-going county demonstrations; and notice of meetings. It may also contain valuable information on other topics related to farm life. Since many of the producers are reluctant to attend meetings, this newsletter provides them with valuable information that they would otherwise miss. Information published in this newsletter has perpetuated local involvement in the Arkansas Beef Improvement Program (ABIP) by clientele that would not have known about the local program by other means. Other producers have adapted practices from demonstrations reported in the newsletter. Many complements are received by both producers and non-producers on the value of the newsletter. *Forage and Beef News* is produced entirely in the county office.

Newsletter Team

National Winner

CENTRAL COAST AGRICULTURE HIGHLIGHTS NEWSLETTER

Laemmlen, F.; Jensen, W.; Gaskell, M. ; Kraus, J.; Sherrill, M.

This newsletter is produced six times per year (February, April, June, August, October and December). The objective is to provide growers, ranchers, and agri-business persons with research findings and other information of current interest. Articles may address any and all subjects related to crop and animal production, farm safety and product handling, storage, and marketing. Each advisor prepares articles, which are given to the editor and office manager for incorporation into the newsletter. The final publication is put on our county website http://cesantabarbara.ucdavis.edu and also sent to the county printing office. The mail copies are labeled and

prepared for the bulk mailing by my Office Assistant. Online and mailing list recipients currently number 1615.

National Finalist

FRANKLIN COUNTY "INSIGHTS" NEWSLETTER

Parkinson*, S. C. [1], Sant, L. [2]

[1] Extension Professor, District IV, University of Idaho Cooperative Extension, University of Idaho, Franklin County, 561 W. Oneida, Preston, ID 83263
[2] Extension Assistant Professor, District IV, University of Idaho Cooperative Extension, University of Idaho, Franklin County 561 W. Oneida, Preston, ID 83263

For several years the Bear River Basin Cluster published a quarterly newsletter that was distributed in a four county area. Now that the cluster is no longer functioning, Laura Sant and I decided to go ahead with a county newsletter that would include agriculture, horticulture, family and consumer science and 4-H information. We wanted an attractive newsletter that would contain timely information on a variety of subjects. Our goal was to have a newsletter that would appeal to the majority of Franklin County residents. We publish the newsletter quarterly and include articles that are timely and informative. I write or provide at least one article on horticulture and one article on crop production for each issue. Laura Sant also provides at least two articles on FCS and health issues. Our office staff, Wendy Sears, Kim Keller and Stephanie Palmer, also contribute to the newsletter with informative articles, calendars and 4-H leader recognition spots. We also occasionally publish articles written by other Extension personnel who may have more specialized subject expertise than we have. The *Insights* newsletter is currently mailed to 1031 families in Franklin County. The newsletter is formatted using Microsoft Publisher and is printed using office printing and copying equipment.

GARDENER'S GRAPEVINE – A COUNTY-WIDE BIMONTHLY PUBLICATION FOR SALT LAKE COUNTY UTAH

Wolf, M.E. [1], Perfetto, B.[2]

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The Gardener's Grapevine is the horticultural portion of the Salt Lake County Utah State University Extension newsletter. Published six times per year, the newsletter highlights the typical gardening activities of the current season in the Wasatch Front region. Highlights of the Extension Horticulture agents programs, such as the youth horticulture education program and the community service projects, are also common topics. The Gardener's Grapevine reaches an audience of approximately 4,000 readers each publication (averaged over the year). The printing is done in an offset printing method, creating a slick presentation that gives the reader a perception of added value. The newsletter is also available from the Internet in a PDF format.

CENTRAL WISCONSNIN AGRICULTURE EXTENSION REPORT

Connell,* T.R.[1], Lippert, M.[2], Heiman, C.[3], VanderVelde, K.[4], Genrich, D.[5], Saxe, C.[6]

[1]Portage County Agriculture Agent, 1462 Strongs Avenue, Stevens Point WI, 54481
[2]Wood County Agriculture Agent, 400 Market St., Wisconsin Rapids, WI, 54495
[3]Green Lake County Agriculture Agent, 492 Hill St., Green Lake WI, 54941
[4]Marquete County Agriculture Agent, 480 Underwood Ave., Montello, WI, 53949
[5]Adams County Agriculture Agent, 149 N Main St., Adams, WI, 53910
[6]Juneau County Agriculture Agent, 211 Hickory St., Mauston WI, 53948

The agricultural world is one of rapid change and at a rate of change that continues to accelerate. Virtually every topic within a given subject matter area is characterized by increasing volumes of highly technical information that requires time and commitment to comprehend and apply. Technological advancement is today the rule rather than the exception. Producers are interested in highly specialized information that can keep them profitable and competitive. Agribusinesses and their personnel are becoming far more specialized and need Extension Staff that can deliver programs that satisfy their unique needs. To address these needs, a cooperative effort of seven Central Wisconsin Counties and the University of Wisconsin Extension was

formed. Called the Central Wisconsin Agricultural Specialization Team, the group meets monthly and coordinates education efforts across the seven county area. Providing expertise in vegetable production, forage and dairy management, commercial fruit production, agronomy, soils, animal production and farm business management; the team publishes a quarterly newsletter providing articles related to their individual specialty. The newsletter is distributed to over 2900 farms and associated business throughout the seven county area, which has over 1.3 million acres of farmland and a $492 Million market value of production. All members submit articles and the lead author then edits, designs and layouts the newsletter. The newsletter distributed back to each county for photocopying and mailing.

Regional Finalist

BERRY/VEGETABLE TIMES NEWSLETTER

Whidden, A. J.* [1], Chandler, C.K., Price, J. F., Duval, J. R., Peres, N. A., Mertely, J. C., [2], Noling, J. W., [3]

[1]Extension Faculty, UF/IFAS Hillsborough County Extension Service, 5339 CR 579, Seffner, Fl. 33584
[2] Research Faculty, UF/IFAS Gulf Coast Research and Education Center-Dover, 13138 L. Gallagher Rd., Dover, Fl. 33527
[3] Research Faculty UF/IFAS Citrus Research and Education Center, 700 Experiment Station Rd., Lake Alfred, Fl. 33850

The Berry/Vegetable Times newsletter is a team project of the research faculty at GCREC-Dover and the Hillsborough County Vegetable Crops Extension agent. The newsletter provides the latest production as well as regulatory information to strawberry, vegetable and blueberry growers in Hillsborough County as well as having national and international subscribers. Other subscribers are allied industry representatives and government regulatory agencies. Current production techniques and crop problems are able to be addressed rapidly due to the newsletter production schedule of 9-10 times a year. Alicia Whidden, FACAA member, is the editor and writes articles for the newsletter. She provides a link between growers and the research faculty on topics of concern. A paper copy and an electronic version of the newsletter are produced and sent out to 535 subscribers. The paper copy is printed in color by GCREC-Dover staff on a color laser printer and the mailing is handled by the extension office staff. The electronic version is sent out in pdf format by the GCREC-Dover staff.

CHANGING TIMES – TEAM NEWSLETTER RUTGERS COOPERATIVE EXTENSION OF MONMOUTH COUNTY

Sciarappa*, W.J., Obal, R., Quinn, V., Monmouth

County Board of Agriculture
Rutgers Cooperative Research & Extension of Monmouth County
4000 Kozloski Rd., Box 5033
Freehold, New Jersey 07728

The objective of our quarterly agricultural newsletter is to connect people and communicate information on current farming events, agricultural issues and cropping practices in Central New Jersey. Agriculture viability and natural resource protection in our Garden State are a constant challenge. This colorful eight-page newsletter was inaugurated in the Fall of 2003 to serve as a supplementary educational outreach for these concerns and to create synergy for successful projects. Newsletter topics include new agricultural programs, agri-business regulations, cropping trials, emerging markets and controversial land use issues as re-zoning, Farmland Preservation and Right-to-Farm issues. Highlights within our newsletter feature a little history, nostalgia and humor to better compare, understand and cope with our ever-changing times. Stories are written by team members or pertinent articles are reprinted with permission. 1,100 free copies were bulk mailed to the Board of Agriculture, County Agents statewide, University Administration, county officials, vegetable producers, field-crop growers, landscape nurseries, and equine farms. Feedback from this new network of people has been quite substantial and totally positive. The Dean of the College has encouraged us to continue filling this necessary role from this personal perspective that networks a diverse set of interests on common grounds."Changing Times" is produced in our office using Microsoft Publisher 2002 and printed at no charge by our county printshop. Digital photos taken by our team and other sources as accredited are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.asp serves as a source for archiving, downloading and printing from a PDF format.

TEAM NEWSLETTER

Schuster *, C.F. [1], Tregoning, D.W. [2]

[1] Extension Educator, Commercial Horticulture, Maryland Cooperative Extension, Montgomery County, 18410 Muncaster Road, Derwood, MD 20855, U.S.A.
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The Back 40 Newsletter is a Quarterly newsletter written and produced for interested Montgomery County residents. This newsletter is sent to 630 members of the agricultural community to provide timely information on topics related to Montgomery County and regional agriculture. Each member of the team writes articles for the newsletter and team members working with administrative support staff to proof, duplicate, assemble and mail newsletter using bulk mail.

SEEDS FOR THOUGHT

La Faver, C.D.[1], Osborne, J.S.[2], Lyons, K.J.[3]

[1]Warren County Cooperative Extension Agent for Horticulture,
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[2]Allen County Cooperative Extension Agent for Agriculture,
P.O. Box 355, Scottsville, KY 42164
[3]Monroe County Cooperative Extension Agent for Agriculture,
1194 Columbia Avenue, Tompkinsville, KY 42167

"Seeds for Thought" is a team newsletter designed not only to continue education of those who have completed the Master Gardener class, but to inform them on upcoming meetings, events, educational opportunities, and volunteer opportunities available. This newsletter also encourages class member to continue participation in the South Central Kentucky Master Gardener Association. It is distributed at the first of each month to past and current Master Gardeners in Warren, Logan, Allen, Butler, Barren, Monroe, and Muhlenberg counties. It is currently mailed to 136 people each month and is available online on the Warren County and Logan County Extension websites. The newsletter is prepared each month on Publisher by the lead agent using office equipment. Currently, four County Extension Agents and several Master Gardeners contribute articles for each newsletter. The lead agent not only contributes articles to the newsletters but also serves as the contact agent with editing and layout approval prior to mailing to clientele.

THE HOME AND GARDEN NEWSLETTER

Watt,* Marshall P. Jr., Locke, Ernest L.

Anderson County Extension Office, P O Box 1797, Anderson, South Carolina 29622

The Home and Garden Newsletter is a quarterly newsletter written for the clients of Anderson County. The information is available to anyone with a paid subscription, and/or a email address. The need for the latest information on ornamental horticulture, gardening and household tips never ends. The newsletter is full of timely topics that are based on the most frequent questions we receive from clients each month. We receive a numerous amount of questions via e-mail and web site; however, the phone never stops ringing in the Extension office. Extension is continuously changing the way they do business. Beginning with the Spring issue one will only receive the newsletter through email or PDF download off web site, unless they have a paid subscription.

NEWSLETTER-TEAM

Bruynis, Chris[1], Marrison, David L[2], Breece, Don[3]; Ward, Barry[4], Shoemaker, Dianne[5], Zoller, Christopher[6], Skeeles, James[7], Kleinschmidt, Andy[8], Wilson, Gary[9] , Roe, Brian[10], Roberts, Matthew[11], Ernst, Stan[12], ,Sonnenberg, Dusty[13],Watermeier, Nathan[14]
Hudson, William[15], Miller, David[16]

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[10] Associate Professor, *Department of AED Economics & Livestock Marketing Specialist*
, 2120 Fyffe Road, Columbus, Ohio 43210
[11] Assistant Professor, *Department of AED Economics & Grain Marketing Specialist*
, 2120 Fyffe Road, Columbus, Ohio 43210
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[15] Retired Agriculture and Natural Resources Educator, Ohio State University Extension, Marion County, 222 W. Center Street, Marion, Ohio 43302
[16] Retired Extension Specialist, ANR/Economics Farm Management, South Region Office, 16714 SR 215, Caldwell, Ohio 43724

Due to budget cutbacks, the number of State Specialists in the area of Farm Management in Ohio was reduced. Recognizing the need to help maintain OSU Extension's farm and agribusiness management programming the Ohio Ag Manager Team was established in late spring, 2004.This team's goals for 2004 were: to develop the framework and philosophy for OSU Extension's newest team, to inform and recruit Extension Educators and State Specialists to be participants of this team, to design and release the Ohio Ag Manager website, and to publish a monthly electronic newsletter for Ohio's Agriculture and Business Community beginning in July, 2004. The specific goal of the Ohio Ag Manager newsletter is to deliver information relevant to the management of agricultural businesses in short, succinct articles. The newsletter's design concept provides managers with seven to ten articles each month on issues and trends impacting the agricultural industry. The newsletter is currently emailed to the 88 County Extension Educators in Ohio and to 259 individuals and agribusinesses who have subscribed to the Ohio Ag Manager electronic list serve. This list serve was developed so that the monthly newsletter could be electronically sent to subscribers. Six Issues of the Ohio Ag Manager Electronic newsletter were published (July through December, 2004) and has been published each month in 2005. In total, 44 different management topics were shared via the newsletter during 2004. Many of these articles were utilized by County Extension Educators in their country newsletters and news columns.

TEAM NEWSLETTER

Ellis, S. H.
Mariman, P. A.

Macon County Unit, University of Illinois Extension, Decatur, Illinois 62526

"The Resource Review" newsletter is a joint effort by University of Illinois Extension, Macon County, the Macon County Soil and Water Conservation District, and the Macon County office of the Farm Service Agency. The Extension staff, composed of Macon County Unit Leader Stu Ellis and Farm Business Educator Paul Mariman, coordinates its production. Since the newsletter is designed for a highly targeted audience, it only includes information that would be of use to farmland owners and operators in Macon County, IL. Stu Ellis and Paul Mariman jointly discuss articles that may warrant publication. Both individuals research and write articles, periodically inviting a contribution from University of Illinois Extension Marketing Specialist Darrel Good or from Bob Daggett, local fieldman for the Farm Business Farm Management Association to discuss economic and tax issues. Ellis serves as final editor and rewrites items before they are electronically sent to an agency that paginates the newsletter and contracts for printing and mailing.The monthly publication is mailed to over 2,800 farm operators, and landowners who have agricultural interests in Macon County. Extension information is contained in the first four pages of the newsletter to ensure exposure each month. The SWCD and FSA alternate their contributions in the final four pages, allowing each to have exposure six times per year. This

arrangement was made to ensure Extension information remains timely, yet conserving costs for the other agencies. "The Resource Review" is posted on the Macon Extension Unit website, where it receives 3,000 to 3,500 hits per month.

Video Tape / Television

National Winner

NOW ON VIDEO: HEALTHY FARMS—HEALTHY AGRI-CULTURE

Smith*, J.M.

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

Getting farm managers and employees to take biosecurity seriously is challenging. Although the introduction of endemic diseases, like Bovine Virus Diarrhea and Mycoplasma mastitis, or foreign diseases, such as Foot and Mouth Disease, could be costly or devastating to a dairy operation, the risk is fairly low; so farmers tend to be complacent about enforcing biosecurity practices. However, by implementing and maintaining practices that minimize the risk of introducing new diseases, livestock producers would be protecting the health of their herds, their farms, and their agricultural sector. A grant from the United States Department of Agriculture's Animal and Plant Health Inspection Service supported the production of a binder of biosecurity resource materials as well as an accompanying compact disk and website in 2003. Because of the link between an individual herd's health and the industry's health, the project was called, "Healthy Farms—Healthy Agriculture." Key points from these materials were incorporated into a video production. The acronym "STAIRS" guides viewers through the segments on sanitation, traffic control, assessment, isolation, resistance, and security. The author wrote the script and oversaw the production of the video. It was professionally filmed, edited, and narrated through Workhorse Creative, Inc. Duplication of VHS format tapes was contracted out. The target audience includes dairy farm managers, farm workers, dairy production students, and youth in 4-H or FFA programs. The video has been marketed to extension educators and its impact will be assessed subsequently by a survey.

National Finalist

VIDEO TAPE / TELEVISION

Blue, L.G.

Agricultural Extension Agent - Urban Horticulture
North Carolina Cooperative Extension, Buncombe County Center
Asheville, NC 28801

As the population of Buncombe County has grown to over 206,000, the demand for horticultural information appropriate to the area has increased accordingly. And as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. Mass media outlets such as TV offer a means for providing environmentally sound information to the largest number of people. Almanac Gardener is a program of North Carolina Cooperative Extension which is produced by UNC-TV, the PBS affiliate. The half hour show airs weekly from April through August. The viewing audience is estimated at about 75,000 statewide. The show includes a panel of Extension agents and 2 taped segments such as the one submitted.This 5 ½ minute segment emphasizes the value of adding organic amendments to the soil. In addition to the UNC-TV airing, the program has been shared with the local county government cable station for use in educational broadcasts. The segment was developed by the agent and filmed by UNC-TV staff.

GENETIC ENGINEERING IN CALIFORNIA AGRICULTURE

Van Eenennaam, A. L.

Animal Biotechnology and Genomics Specialist
Department of Animal Science
University of California Cooperative Extension
Davis, CA 95616

Three California counties passed initiatives that prohibit the raising of genetically engineered (GE) plants and animals in 2004. GE-free agriculture campaigners are increasing their activities and/or collecting signatures in at least thirteen other counties. Scarce objective, science-based information on issues ranging from GE food safety to the definition of DNA was made available to voters to enable them to make an informed choice about the use of GE in California agriculture. This paucity of comprehensible general audience educational materials initiated the production of a peer-reviewed 30-minute video that explains the science behind GE,

outlines its uses in food crops and animals, details where and why this technology is being used by California farmers, and examines the science-based concerns pertaining to the use of GE in agricultural production systems. The video was made freely available to a wide general audience in September 2004 though innovative distribution channels including broadcasting on UCTV ("Dish Network" Station 9412) and local cable stations throughout the state, and a direct streaming link (mms://STREAM.ucanr.org/Windows Media/UCTV_04_06.asf). Additionally, over 100 VHS or DVD copies were provided to all interested county extension educators and agricultural commissioner offices, and were made available for sale to the general public through the UC Division of Agriculture and Natural Resources publications catalog (http://anrcatalog.ucdavis.edu). A follow-up evaluation survey was sent to 108 people who physically received a VHS or DVD copy. Ninety-seven percent of the respondents felt the content was objective, and ninety percent planned to use the video in their own outreach efforts in the future.

Regional Finalist

DEFENDING YOUR HOME AND PROPERTY FROM WILDFIRES

Jones, C.K.[1] and J.W. Schalau[2]

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[2] University of Arizona Cooperative Extension, Yavapai County, 840 Rodeo Dr. #C, Prescott, AZ 86305

Defending Your Home and Property from Wildfires is a 40 minute video that demonstrates specific actions that mitigate risks to home and property from wildfires. Vegetation is managed to disrupt fuel continuity between homes and adjacent wildlands and to create a safer environment for firefighters working in these areas. This vegetation modification, called defensible space zoning, is described and illustrated using examples found in Arizona's forested and desert grassland ecosystems. The use of mulches, paving, and plants having low flammability are also discussed. Other risk factors are also discussed including roofing materials, cleaning roof gutters, driveway accessibility, skylights, construction materials, propane tank clearance, street and residential signage, chimney spark arrestors, and power line clearance. The video is available in VHS ($15.95) or DVD ($19.95) format from the University of Arizona College of Agriculture and Life Sciences at 877-763-5315 (toll free) or http://cals.arizona.edu/pubs/.

VIDEO TAPE/TELEVISION PRESENTATION

DelValle, T.B.

Horticulture Extension Agent, Duval County, 1010 N. McDuff Avenue, Florida 32254

Four horticulture segments were taped and produced by the Jacksonville Public Information Office. Each segment aired for two months fourteen times a week to Duval Cable Viewers. The estimated cable audience is 187,000 households. The short television segments advise the homeowner on timely horticultural topics. Topics include weed control, mulch, composting, and fertilization. DelValle supplies the subject matter, educational information, and props. The Public Information Office is responsible for taping, editing, choreography and producing the final segments. Jon Weitz with Public Information is the cameraman, choreographer, final editor, and provides comic relief in several of the videotapes.

SIGNS OF A THIRSTY LANDSCAPE

Womack, W.M.

County Extension Agent - Horticulture, Texas Cooperative Extension - Nueces County, Robstown, TX 78380.

A thirty-second public service announcement was created to encourage area homeowners to improve lawn watering habits. The commercial first showed how seeing your footprints in the grass was a good sign of water stress. It also showed them how to manually operate irrigation systems and how to double-cycle their watering to encourage deeper root growth. The script was co-written by Womack and the education coordinator for the City of Corpus Christi Water Department. The Water Department paid for the production and airing of the ad, partnering with Extension due to the agent=s local reputation and name recognition. Taping was conducted by Video Marketing in March of 2004. The PSA aired in over 500 spots on local major networks and over 5000 spots on cable stations operated through Time-Warner and Grande cable networks during from April - October

2004. High visibility and recognition was determined by responses at the Fall 2004 and Spring 2005 Home & Garden Expos where a number of people expressed improved lawn growth due to the ease of implementing the tips from the PSA. Local nurserymen also have passed on comments from customers about their implementation of the lawn care tips.

RAPID RESPONSE EDUCATIONAL EFFORTS: ASIAN LONGHORNED BEETLE

Hlubik,* W.T. [1], Polanin N. [2], Weidman R. [3], Marko J. 4, Smela D. [4]

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[2] Agricultural Agent Somerset County,
[3] Program Associate Middlesex County,
[4] Program Assistants Middlesex County. Rutgers Cooperative Research and Extension of New Jersey, Dept. of Agricultural and Resource Management Agents, Martin Hall Room 326, 88 Lipman Drive, New Brunswick, NJ 08901.

In 2004, an extensive infestation of the Asian Longhorned Beetle (ALB) was found in Carteret, NJ. ALB is a very serious invasive pest that has the potential to devastate susceptible forest and urban trees throughout the northeast. In response, our Extension team created three short Public Service Announcements (PSA's) on the Asian Longhorned Beetle for use on statewide New Jersey Network (NJN) PBS television. Since the majority of ALB infestations, have been reported by members of the general public, the purpose of our project was to educate clientele on how to properly identify and report ALB to the proper authorities to prevent further spread of ALB in New Jersey. The 30 and 60 second clips were created and aired within 3 weeks of the discovery of the ALB infestation. The video clips demonstrate adult beetles, larvae, characteristic damage and urge the public to report sightings of the beetle to our state hotline number 1-866-Beetle-1. The clips were aired in May, 2004 over a three week period. It is estimated that between 150,000 to 200,000 people viewed the PSA's. PSA's aired before and after news and lottery drawings to assure maximum viewers. NJN PBS television reaches over 8 million people in our state and region via broadcast television, cable and satellite distribution. As a result of the airing, a second infestation was spotted and reported in a nearby town. The PSA's were created by our Extension team. Filming was done with a Sony DSR-500 DV Cam and a Canon XL-1 video cameras.

DELMARVA GARDENS BY GINNY ROSENKRANZ, TRI-COUNTY HORTICULTURIST

Rosenkranz, V.L.

Wicomico County Cooperative Extension, University of Maryland, P. O. Box 1836
Salisbury, MD 21802

Delmarva Gardens by Ginny Rosenkranz, Tri-County Horticulturist, is a taped, thirty-minute local cable show on Public Access Channel 14 that reaches thirty thousand household cable subscribers in Wicomico County. It is filmed in greenhouses, outdoors in flower gardens or in landscapes throughout the entire year. Delmarva Gardens is in its fifth year of production and is taped at the beginning of each month to give current, up to date gardening and lawn tips for local gardeners. Each month Delmarva Gardens is shown many times each week and consistently on Thursday evenings at 8:30 pm. It is an excellent opportunity to bring Best Management Practices and practical gardening tips to the residents of Wicomico County. Public Access Channel 14, which is a part of Salisbury University, does all of the filming and production, and all of the program ideas and implementations are by the author. In the October video the concept of designing a butterfly garden was the theme. The various annual and perennial flowers and bulbs were shown that would attract butterflies to the garden from spring through summer and into fall. Proper planting techniques were also discussed and demonstrated step by step. By using visual demonstration, the viewers will be able to feel confident about designing and planting a butterfly garden in their own yard.

Fact Sheet

National Winner

ESTABLISHING AN ORNAMENTAL AQUATIC PLANT CULTURE FACILITY

Flimlin, G.E.[1], Schnoor, D.[2]

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One of the fastest growing sectors of homeowner landscaping is the inclusion of the backyard ornamental

fishpond. A major component of these ponds has always been aquatic plants, which serve as both ornament and bio-filter. Most of the plants that are marketed in the Northeast are produced in Florida and shipped north, often with orders being shorted for lack of supply. This project started with a small grant from NJ Department of Agriculture in 2002 that evaluated growing ornamental aquatic plants at a NJ cranberry farm and marketing them locally. From that success, it was determined that there existed a potential to have other farmers also growing aquatic plants in the state or region to supply the market for the garden ponds. Subsequent to this original project, the USDA Northeastern Regional Aquaculture Center (NRAC) funded the authors to do a Business Feasibility Study for Ornamental Aquatic Plant Aquaculture in the Northeast. This fact sheet serves as a primer for educating prospective growers about this type of aquatic farming, which can be mixed with other aquaculture, greenhouse, or nursery operations. This fact sheet was first distributed at the Northeast Aquaculture Conference and Expo in Manchester NH in November 2003, and has been sent out within the region and state to those who have requested it and it is on the Rutgers Cooperative Extension Publication website. About 75 have been distributed locally. Three new farmers in NJ have decided to take up this opportunity already.

National Finalist

PRUNING BACKYARD GRAPEVINES IN THE FIRST THREE YEARS

Brown*, M.V.[1], Gao, G.[2]

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[2]Associate Professor/Extension Educator, Ohio State University Extension, Clermont County, 1000 Locust St., P.O. Box 670, Owensville, Ohio 45160

This publication was released in 2004 as a joint effort between the authors to address the questions received on grape pruning in Ohio State University Extension offices. Basic grapevine anatomy and pruning steps were discussed to help the backyard gardener better understand the importance of pruning each year to enhance the longevity and productivity of their grapevines. Following the approval of the blind peer review committee, the Communications and Technology office in the College of Food, Agriculture, and Environmental Sciences produced the format for this publication. Electronic notices of the new publication were sent to the "All-AGNR" list serve, which serves Extension personnel at The Ohio State University that have agricultural/horticultural appointments. Additionally, electronic notices were sent to the Ohio Master Gardener coordinators by the "MG-Share" list serve. Copies of this publication can be obtained from Ohioline (http://ohioline.osu.edu/hyg-fact/1000/1429.html). The 2005 pruning season will be the first following the release of this publication and there will be an estimated 440 hard copies distributed (88 Ohio counties X 5 copies/county). Brown served as the lead author on this publication with 75% of the writing/editing and 100% of the artistic work on the figures, and Gao contributed 25% of the writing/editing.

THEY'RE BAAACK! - *Halyomorpha halys* FACT SHEET

Berry*, J.W.,

Agricultural Marketing Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Allentown, PA 18104-5798

A new invasive agricultural insect pest was documented in southeastern Pennsylvania. The economic impact on fresh market fruits, vegetables and ornamentals grown and retailed in this region is projected to be significant. In order to facilitate the adoption of environmentally-sound pest management practices by Pennsylvania farmers, and consumers, concerning the recently documented *Halyomorpha halys* occurrence this fact sheet was the result of a successful matching grant proposal to the PA-IPM program to develop, design, produce and distribute an educational brochure describing the pest, and its potential impacts. This brochure will aid enhanced pest monitoring and control practice development. The objectives include: 1) Growers, agency personnel, advisors and consultants will become aware of the *Halyomorpha halys* presence and potential threat. 2) Increased early monitoring of field conditions expediting USDA, PPQ-CPHST to more thoroughly establish pest biology, hosts and behaviors. 3) Aid the development of appropriate control measures and prevent undue use of non-labeled products. Prior to the 2005 winter meeting season, Extension educators, partner agency personnel, consultants and grower organizations. Content and design for this fact sheet was researched and provided by this educator. Both an English and Spanish version were produced. Layout and printing is

by professional graphic artist and a commercial print shop. Distribution involved getting the product to Extension educators, agency personnel and consultants for further distribution to grower clients, consumers and support service providers. This fact sheet was distributed to Extension, state and federal partners, and growers through direct mail, meetings and trade press news articles

POULTRY AND GREENHOUSE RESOURCES FOR SMALL-SCALE PRODUCERS

Tuck, B.V.[1], Kerr, S. [2]

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The Dalles, Oregon 97058
[2]Washington State University – Klickitat County, 228 W. Main St. Goldendale, WA 98620

As a part of my support of the Mid-Columbia Small Farms program, I have developed a number of fact sheets on a variety of subjects that provide technical information for area small farmers and landowners. The "Poultry and Greenhouse Resources for Small Scale Producers" fact sheet was developed in cooperation with Susan Kerr, Washington University Klickitat County Extension Agent. The need for the fact sheet was in response to numerous requests by area small farmers and homeowners for additional sources of credible technical information concerning poultry and greenhouse management and production. It was also developed as a follow up to the very successful Mid-Columbia Poultry and Greenhouse Management Workshops held in October 2004. The fact sheet is used frequently for those interested in both commercial and small-scale poultry and greenhouse production. It has also been published in The Dalles Chronicle, which has a total circulation of 6000 households in the Mid-Columbia and in the Mid-Columbia Small Farms Newsletter, which has a distribution of 1000 in seven Oregon and Washington Counties.

Regional Finalist

SEPTEMBER 11, 2001 MEMORIAL FACT SHEET

Olsen, S.H.

Utah State University Extension, Davis County Office, Farmington, Utah 84025

This fact sheet was prepared to solicit donations and public support for a September 11, 2001 memorial to be located at Utah State University's Utah Botanical Center in Kaysville, Utah. A Davis County Youth of Promise group developed the idea of the memorial and the county commissioner over the county Extension program suggested that the memorial be located at the botanical center. The design for the memorial was developed by a team from the Youth of Promise, Utah Botanical Center, representatives of Utah families who lost family members in the 9/11 attacks, the county commission, and AJC Architects. The fact sheet was distributed to potential funding sources, community service clubs, city councils, and other interested parties. Two hundred fact sheets have been distributed to date. My contribution was to help with the memorial's design, develop a preliminary draft and format for the fact sheet, and distribute the fact sheet to interested donors. The fact sheet was printed by a university copy center.

ASIAN CYCAD SCALE: A NEW THREAT TO SAGO PALMS

Womack, W.M.

County Extension Agent - Horticulture, Texas Cooperative Extension - Nueces County, Robstown, TX 78380.

The fact sheet on Asian Cycad Scale (*Aulacaspis* scale)was developed to address an emerging need of treating this insect problem affecting a staple in Coastal Bend Landscapes, sago palms (*Cycas revoluta*). Information on this insect was obtained during the pre-conference horticulture tour of the NACAA meeting in Florida. Inspection of plants upon returning to Texas revealed its spread in our area. Local nurserymen were not familiar with this particularly resilient form of scale, assuming it could easily be controlled with a single dose of contact insecticide. Local pictures were included to provide readers with an idea of what to look for on their cycads. Readers were given some information as to how the insect appeared in the US and South Texas, treatment and sanitation measures to increase control success, and were asked to contact the Extension office in Nueces County to report the spread of the infestation. Over 3000 fact sheets were printed in house and distributed through local garden centers and at the 2004 Fall Home & Garden Expo. Clientele have commented on the clarity of the publication and have also distributed copies to their neighbors. Once thought to be locally confined to North Padre Island neighborhoods, responses from residents through this

fact sheet and newspaper columns showed another high concentration in South Central Corpus Christi and isolated cases in surrounding towns.

FACT SHEET

Fechter*, R.H.

Elk County Extension Agent, 4-H & Agriculture
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Kansas State University, Manhattan, KS 66506

There are 272,000 acres of pasture in Elk County. Many of these acres are infested with brush and/or the noxious weed sericea lespedeza. This fact sheet was developed to educate landowners and producers about the proper rates of herbicides and timing of application to use when controlling brush. Many of the questions I receive from landowners and producers about brush control are about how much herbicide to use in a mixture for a spot spray application. Most brush control recommendations and herbicide labels provide information only on a per acre basis. Landowners and producers get frustrated with the per acre recommendations and trying to determine how much mixture to use when they are spot spraying brush. This fact sheet allows producers to have a quick, handy reference that lists brush control recommendations on a per acre and spot spraying basis for the major brush species in Elk County. The fact sheet is an update from one I developed last year. This year I included costs as well as rates to help producers choose which herbicide to use. In addition, one new herbicide for sericea lespedeza became available, so it was added to the fact sheet. The fact sheet is available at the Extension Office and on the Elk County Extension Web Site. The fact sheet is available at all county Extension educational meetings that are related to beef cattle production or weed and brush control. Have distributed approximately 100 copies.

HOME GARDEN EDIBLE-PODDED PEA

Ebesu, R. H.

University of Hawaii College of Tropical Agriculture & Human Resources, Kauai County, 3060 Eiwa St., Ste. 210, Lihue, HI 96766

Whether for food production or for leisure, people are interested in horticultural and gardening information. Newcomers to the State as well as locals want to know what can be grown in their gardens. The need for easily accessed information increased with the expansion of the internet and the Extension Service needs to keep up with the information demand. Previously published home garden vegetable fact sheets were done about thirty years ago. The member updated the fact sheets to include current vegetable varieties grown in Hawaii as well as acceptable pest control methods that reduce health and environmental risks. The updates were sent to the College's Office of Communication Services for editing services. One hundred fifty printed copies of the Home Garden vegetable fact sheets were sent to county offices of the Cooperative Extension Service in Hawaii. The county offices may request more copies as needed. The fact sheets were also placed on the College of Tropical Agriculture & Human Resources web site at www.ctahr.hawaii.edu where gardeners can easily download and print their own copy thereby reaching a greater number of clientele.

BIG BALE STORAGE LOSSES

Saxe, C.A.

University of Wisconsin Cooperative Extension Agriculture Agent, Juneau County, 211 Hickory Street, Mauston WI 53948

The primary objective of the "Big Bale Storage Losses" fact sheet was to emphasis the importance of controlling storage losses in hay. The fact sheet was based upon a recent research study completed at the University of Minnesota and analytical data completed by the University of Wisconsin. This fact sheet was prepared using Microsoft Word, as well as, resources and equipment available in the Juneau County Extension Office. To date over 115 copies of the fact sheet have been printed and disseminated to a wide audience including: producer meetings, surrounding county Extension offices, Extension colleagues and County Board members. This handout is also available at the Central Wisconsin Agriculture Specialization Website (http://www.uwex.edu/ces/cwas/) and has been used in the preparation of local news articles, regional newsletters and one article in a statewide Agriculture newspaper.

VIRGINIA COOPERATIVE EXTENSION CENTRAL DISTRICT EXTENSION FORESTRY PROGRAM

Goerlich, D.L.

Virginia Cooperative Extension, Halifax County Office, P.O. Box 757, Halifax, Virginia, 24558-0757.

The Virginia Cooperative Extension central district forestry and natural resources educational program serves a 17 county region. Occasionally, Extension unit offices within this region request that Agent provide information on area programs for inclusion with local reports to county government officials. During fall 2004, the VCE-Brunswick County Office made such a request, noting that the audience would be--for the most part--unfamiliar with the forestry program. In response, Agent developed a fact sheet that described the forestry and natural resources program, highlighted Brunswick County specific course offerings, and included an example of a locally produced forest product; a laminated veneer sample from a nearby industry. The fact sheet opened with blue, bold-face text emphasizing the importance of Brunswick County's forest resource. This was intended to hook the reader, and encourage him or her to read the remainder of the document. The author designed the brochure using Adobe PageMaker 6.5, and printed 30 color copies using an HP1100 color inkjet printer. Copies were mailed to the VCE-Brunswick County ANR agent, who in turn handed them out in face-to-face meetings with the Extension Leadership Council, county Board of Supervisors, and County administration.

YOUR GUIDE TO REPLACEMENT TREES

Hendrick*, T.M.

County Extension Agent for Agriculture and Natural Resources, University of Kentucky College of Agriculture, Carroll County, 440 Main Street, Ste.6, Carrollton, KY 41008-1060

The City of Carrollton has begun a sidewalk replacement program. Some of the once stately trees that had breeched the sidewalks, endangered overhead utility lines or were considered to be hazardous were removed by the city. The City of Carrollton Urban Forestry Board, to whom I serve as an advisor, agreed to provide homeowners that lost a street tree with $100 towards a replacement tree. The stipulation was the tree had to be one that was on a recommended list. At the meeting where the replacement tree funding was implemented the board also voted to submit a grant to the Kentucky Division of Forestry's Urban Forestry program for a printed guide. The proposal was funded at a 50% match for the development of a replacement tree guide. With the help of Dr. William Fountain, Extension Specialist in Woody Ornamentals, a list of small trees, medium to large trees, evergreens and also trees recommended not to plant was developed. I researched out the trees and created the brochure that was printed. One thousand copies were printed and 900 were delivered door-to-door to city residents by the local Boy Scout Troop. A meeting with the first twenty participants eligible to receive a replacement tree has been scheduled. The City Council has reported that they have received several calls praising the brochure. The Extension specialist has reported that Horticulture Department is considering it as the base for a numbered publication for the Kentucky Cooperative Extension Service.

CARE INFORMATION FOR 'RENAISSANCE RED' POINSETTIA CUT FLOWER

Njue*, G.[1], Fisher, P.R.[2], Dole, J.[3]

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[2]Plant Biology, Univ. of New Hampshire, 38 College Road, G28 Spaulding Hall, Durham, NH, 03824,
[3]Horticultural Sciences, North Carolina State Univ., P.O. Box 7609, Raleigh, NC, 27695-7609

The purpose of this fact sheet was to provide information to florists in the use of 'Renaissance Red' poinsettia cultivar as a cut flower. The fact sheet contains a description of the 'Renaissance Red' poinsettias, and information on how to cut and treat stems, how to ship and hold the cut flowers, and how to use the cut flowers in floral arrangements. The fact sheet was printed and distributed to 150 florists at the annual meeting of New Hampshire State florists association in October 2004, and was also posted at UNH Cooperative Extension website. The presenter wrote the fact sheet and the other authors provided the photographs. The information provided in this fact sheet was from the results of three year research by the authors on production methods and post-harvest life of cut 'Renaissance Red' poinsettias (HortScience 38(5): 722, 2003, HortScience 39(6):1366-1370, 2004). Our research objective was to evaluate effects of pinching date, and applications of ProGibb (gibberellin GA), Fascination (GA+benzyladenine), Florel (ethephon) on stem length and caliper, flower size, and flowering date for 'Renaissance Red' poinsettia. Plants were greenhouse-grown at Univ. of New Hampshire and North Carolina State Univ., with two plants per 20-cm-diameter pot. Pinching reduced stem length but doubled the number of stems. ProGibb increased stem length, Fascination was less effective in promoting stem length and caused leaf distortion, Florel

applications had little effect. Several treatments were also investigated for increasing vase life of cut 'Renaissance Red' poinsettia. Holding stems in the standard floral solution increased vase life and delayed leaf abscission compared to deionized or tap water only. Commercial floral pretreatments and holding solutions had no effect on vase life but delayed leaf abscission.

Publication

National Winner

ABIOTIC DISORDERS OF LANDSCAPE PLANTS: A DIAGNOSTIC GUIDE

[1]Costello, L. R; [2] Perry, E. J; [3] Geisel, P.M.; [4]Henry, J. M.

[1]University of California Cooperative Extension San Francisco and San Mateo Counties, California
[2] University of California Cooperative Extension, Stanislaus County, CA
[3]University of California Cooperative Extension, Fresno County, CA
[4]University of California Cooperative Extension, Riverside County, CA

Cooperative Extension Advisors and landscape professionals are asked to diagnose plant problems on a daily basis. Although we have excellent resource materials for diagnosing biotic disorders (such as pest management manuals), we have little information when it comes to diagnosing abiotic disorders (i.e., those caused by environmental and/or physiological factors such as water deficits, salts, and sunscald). Published in 2003, this book is the first dedicated to abiotic disorders and the first to provide a comprehensive treatment of this important topic. An in-depth coverage of a broad spectrum of abiotic disorders is provided: water deficit and excess, aeration deficits, nutritional deficiencies, specific ion toxicities, pH-related problems, salts, herbicide injury, temperature and light extremes, sunscald, air pollution, gas injury, lightning and hail, wind, graft incompatibility, and mechanical injury. Photographs, diagnostic keys, tables, and text are used to identify and describe each of these problems. This information is used by landscape professionals to improve accuracy in diagnosing disorders of landscape plants. The audience for this publication is very large, including landscape contractors, nursery personnel, arborists, consultants, landscape architects, plant science academics, and Master Gardeners. In the two years since its been published, 3,591 copies have been sold. This publication was produced by the Communications Services (CS) unit of the University of California Division of Agriculture and Natural Resources. Following submission of the text and images by co-authors, CS provided support in copyediting, layout, design, image processing, proof reading, and indexing. It was printed professionally and is distributed by Communications Services and the International Society of Arboriculture.

National Finalist

AN EDUCATION MASTER PLAN FOR THE UTAH BOTANICAL CENTER

Call, J., Varga, W.A., Anderson, D., Olsen,* S.H., Amundsen, D. and Minch, D.

Utah State University Extension and Utah Botanical Center, Logan, Utah 84322

In 2002, the Utah Botanical Center initiated an intensive program planning process that was led by an interdisciplinary team of eleven educators and administrators from Utah State University Extension, the Utah Botanical Center, the Utah State Office of Education, and the Davis School District. The team's goal was to plan, evaluate, and implement new programs that integrated with plans for development of different theme gardens and facilities. Over a period of twelve months, the team conducted surveys and met with a variety of stakeholders to develop a list of priority programs. The project coordinator visited several other botanical gardens to solicit their input and observe successful programs. The team summarized their findings into immediate-term and long-term prioritized programs for different audiences such as K-12 students, university students, horticulture industry professionals, and the general public. The executive summary publication was distributed to university officials involved with the botanical center, the Davis School District, the Davis Soil Conservation District, and county officials. My contribution was to attend the program planning meetings, suggest stakeholders to interview, help find funding to support the planning team, and review the project summary report. The publication was printed by a university copy center.

PUBLICATION

Blue, L.G.

Agricultural Extension Agent - Urban Horticulture, North Carolina Cooperative Extension, Buncombe County Center, Asheville, NC 28801

As the population of Buncombe County has grown to over 206,000, the demand for horticultural information appropriate to the area has increased accordingly. And as the population increases, so does the potential for environmental impacts of inappropriate gardening practices. The western North Carolina area tends to attract people with an interest in outdoor activities and in protecting the environment. The most common questions coming in to the Extension office pertain to the timing of garden chores. The Gardeners' Almanac was designed to provide answers to those questions as well as recommendations for environmentally friendly gardening in Buncombe County. It provides a list of garden chores for each month as well as a timely garden lesson. Additional pages include a vegetable planting guide, a glossary and other information. All of the text for the Gardeners' Almanac was written by the agent. The art is original art work by a Master Gardener volunteer. The layout was done on a computer by another Master Gardener volunteer. The printing of 1,000 copies was paid for by the Master Gardener group and the booklets are sold by the volunteers as a fund raiser to support educational programs. More than 100 copies have been sold since October, and we expect to sell out by the end of the year.

BEYOND THE PONDEROSA: SUCCESSFUL LANDSCAPE TREES FOR THE HIGHER ELEVATOINS IN THE SOUTHWEST 2nd edition

DeGomez, T.E.

Forest Health Specialist, School of Natural Resources, University of Arizona/Cooperative Extension, Flagstaff, Arizona, 86011.

The objective of producing this book was to develop a foundational publication for community forestry at the higher elevations of the Southwest. Its purpose is to provide community foresters, landscapers, and homeowners with a text that will help them make informed decisions about tree selection for their unique environment. The tree care section is to assist in the care of trees. The publication has been particularly vital for Arizona communities that lost trees during the 450,000 acre Rodeo-Chedeski wildfire of 2002. It has been very popular with homeowners who are new to the region. It is distributed via the University of Arizona, the Flagstaff Community Tree Board, and bookstores. The first printing in 1998 was 3,000 copies and the second printing in 2004 was 5,000. Arizona Community Tree Council has purchased 2,000 copies of the second edition. The book was originally prepared by the Flagstaff Community Tree Board with DeGomez shooting all but 10 of the 179 photos, writing the first and final drafts of the text and overseeing the printing. Dr. John Duff Bailey was instrumental as technical editor of both editions. DeGomez secured over $19,000 in grants to fund the first printing, the second printing was funded through sales of the first 3,000 copies. Both editions were printed by a professional print shop. The retail price of the book is $10. DeGomez prepared the new edition for printing by updating the text, replacing several inferior photos and adding six new photos.

Regional Finalist

SELLING YOUR FARM PRODUCTS FACT SHEET

Poole, T.E.[1]

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Agent wrote and developed this 8-page fact sheet as part of an overall program designed to teach small, part-time farmers the basics of agriculture, business management, and marketing. *Selling Your Farm Products*, Fact Sheet 804, provides helpful information on the different methods to direct market farm products, the advantages and disadvantages of the types of markets, and considerations on how to improve the marketability of farm products. Marketing has long been a major weakness among Ag producers and therefore has a major impact on potential farm profitability. Direct marketing is essential for small farm producers, since selling to middlemen will reduce limited profits. Selecting the most appropriate type of direct market that best fits the Ag producer's personality and comfort level is critical to successful marketing. This fact sheet was published through the University of Maryland Information and Publication Department and is part of a fact sheet series written and developed by Agent to help achieve the program objective of assisting small farms to become profitable. These fact sheets support Agent Poole's national award winning

teaching efforts and serve as reference materials for the course participants. Four hundred and fifty copies of Fact Sheet 804, published in 2004, have been distributed nationally. This fact sheet has been used as a reference in national and statewide direct marketing conferences. It and other small farm fact sheets in Agent's small farm series are available online at www.smallfarmsuccess.info.

SWEDE MIDGE IDENTIFICATION GUIDE

Kikkert,* J.A.[1], Hoepting, C.A.[2], and Shelton, A.M.[3]

Cornell University Cooperative Extension Vegetable Program, [1]480 N. Main St., Canandaigua, NY 14424, [2]20 South Main St., P.O. Box 150, Albion, NY 14411, and [3]Department of Entomology, New York State Agricultural Experiment Station, Geneva, NY 14456.

Swede midge (SM) is a new invasive insect pest of cruciferous plants in North America. New York State crucifer production (valued at >$40 million annually) is at high risk for SM infestation because of close proximity to infested fields in Canada and favorable climatic conditions. After learning of the detection of SM in Canada, we initiated an educational program for farmers, crop consultants, government inspectors, and other personnel involved in the crucifer industry. The SM Identification Guide was designed to aid in recognition of crop damage and identification of larvae. The SM is difficult to identify because it is only a few mm in size, larvae are hidden in plant tissue, and damage symptoms can be mistaken for many other plant maladies. The SM guide is pocket-sized, laminated, and spiral bound for use in the field. It has numerous pictures taken on our trips to infested fields in Canada or obtained from colleagues. The extension educators took the lead in writing, layout, securing photographs and permissions, and coordinating with Communication Services at Geneva for professional production. An initial 300 copies were printed in the fall of 2003 and were distributed widely within New York State during 2004. The NYS Cooperative Agricultural Pest Survey Program (CAPS) provided funding. CAPS printed an additional 500 copies for nationwide distribution and the Canadian government purchased 100 copies. Ultimately, we have lessened the chance that SM will go undetected or be unknowingly spread to non-infested areas, and reduced the risk of crop loss.

CATTLE IDNETIFICATION: FREEZE BRANDING

Hall, John B.[1], Greiner, Scott P.[2], Gregg, Cynthia L.[3]

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County, Virginia 23868

Cattle identification is an important part of production records. Ear tags can be lost out of beef cattle's ears in a number of ways. Permanent identification, such as freeze branding, provides an alternative to ear tags and hard to read tattoos. The Cattle Identification: Freeze Branding publication was developed to assist Virginia Beef Cattle Producers to understand this form of permanent identification. The publication is also available fro workshops and 4-H Livestock Club trainings as a resource (take home) piece. The publication is available on the Virginia Cooperative Extension web site under livestock publications. Therefore, the Freeze Branding publication is readily accessible to producer 24 hours a day. The opportunity to help beef cattle producers identify their cattle permanently was the goal in publishing this publication. The option of being able to keep track of animals in case of problems, keeping production data on individuals, or knowing where the cattle are in a pasture or lot is important to producers. The Cattle Identification: Freeze Branding publication has been used during programs and workshop in Virginia as well as training some 4-H Livestock Stockman teams. The publication is also available to beef producers not only in eth Commonwealth of Virginia, but across the Southeast, the United States and even other countries where beef cattle are produced for consumption and utilization.

GRAVES – CHAPPLE FARM 2004 ANNUAL REPORT

Crawford, * J.J.W. [1], Flanary, W. [2], Deering, S. [3], Kelly, R.A. [4], Schleicher, A. [5]

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[3] Regional Livestock Specialist, University of Missouri Extension, Gentry County,1109 South Birch St, Albany, MO 64402
[4] Regional Agriculture Business Specialist, University of Missouri Extension, Buchanan County, 4125 Mitchell Ave, St. Joseph, MO 64507
[5] Regional Livestock Specialist, University of Missouri Extension, Atchison County, 201 Hwy 136 East, Rock Port, MO 64482

The Graves - Chapple Farm is a demonstration site located in southwest Atchison County Missouri. Projects at the farm are conducted in conjunction with researchers from the main campus of the University of Missouri, as well as regional universities, local agribusinesses and local producers. Projects at this site are devoted to various agronomic practices, with a major emphasis on the production of corn and soybeans. Work with forages, other row crops and alternative crops are also conducted. This site is unique in the state due to the soil types, a wind blown loess, and the predominance of no-till planting techniques. Soil conservation and water quality issues are also addressed. The farm strives to perfect practices that will maintain or increase the profitability for area crop producers. In 2004, thirty-two demonstration projects were conducted. Producers from Missouri, Iowa, Nebraska and Kansas benefit from the demonstrations conducted at the farm. The annual report is produced by the farm coordinator with input from other regional specialists involved with demonstrations at the farm. The 2004 annual report was printed in the county office, assembled with a clear cover and backer and then distributed to over 400 area producers as well as being posted on the farm website. Information from the trials is presented by the specialists at many producer meetings throughout the winter and spring months as well as in one in one teaching opportunities.

RECOMMENDED TREES FOR SOUTH CENTRAL KANSAS

Neier, B.

Sedgwick County Extension Agent, Horticulture, Wichita, Kansas

"Recommended Trees for South Central Kansas" is the culmination of 18 months of planning, outlining, coordinating, writing, photography and editing. We have utilized a plant list of the same title from K-State's Urban Forestry Council for over 15 years. This publication expands on that lists and fulfills clients request for information on "what does it look like". After the outline was set by the Agent, Master Gardener Sandee Francel wrote the publication using information and photographs from Horticulture Agent, Bob Neier, other Master Gardeners and state extension specialists.8,100 copies were funded by the Sedgwick County Extension Master Gardeners in February 2005. Printing was done by a commercial printer. So far (with just two weeks of sales and distribution) we have sold 897 copies to individuals and garden centers. Garden Centers throughout the region are distributing the publication. Free copies were given to all public libraries in south-central Kansas and to each of the Sedgwick County Extension Master Gardeners. Favorable comments are coming in from both garden centers and from the individuals who purchased the publication. Garden centers are reporting that people are coming in to purchase trees with book in hand. Extension Agent, Bob Neier guided the outline, writing, photography, budgeting and distribution. The publication was edited and reviewed by many within K-State Research & Extension and the local horticulture industry prior to printing.

FENCE-LINE WEANING: A MARKETING TOOL FOR YOUR CALVES

Suverly, * N.A. [1], Bartlett, B. [2]

[1]District Livestock Extension Educator, Michigan State University Extension, Harrisville, MI 48740
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The separation of beef calves from their dams during weaning is a highly stressful event for calves and can affect their performance. Recent research has shown benefits in fence-line weaning to reduce stress and increase performance in calves. The purpose of this bulletin was to provide a guide to producers on how to plan for fence-line weaning. It provides information on the benefits of fence-line weaning, how to implement, planning a weaning pasture, and a timetable checklist. The bulletin was published in February of 2005 and over 300 have been distributed through county extension offices, the 2005 Michigan Grazing Conference, and through various local extension livestock programs throughout the state. They have been targeted to beef cow/calf producers of both small and large size herds. Producers who have received the bulletins were either interested in implementing this management tool or have done so but wanted to make improvements in their technique. Through conversations with producers

around the state, every contact has stated that fence-line weaning was one of the easiest and best things they did for their operation. The content, photos, and general layout were produced by the two authors and reviewed by the MSU Extension beef team. Communication and Technology Services from the College of Agriculture and Natural Resources were responsible for graphic design and final editing. The bulletin was designed using QuarkXpress for Macintosh and published professionally on a full size printing press. One thousand bulletins were printed and are distributed through the University's bulletin office.

MARKET GOAT HANDBOOK

McLellan, Shane M.

County Extension Agent – Ag, Texas Cooperative Extension, Freestone County Office, P.O. Box 737, Fairfield, TX 75840, (903)389-3436, s-mclellan@tamu.edu

MARKET GOAT HANDBOOK is the Freestone County Extension - Ag Agent=s publication on the exhibition/ care of show goat projects. Agent identified that novice goat exhibitors needed more information than what was currently available. Due to the large number of request for information, this publication titled Market Goat Handbook was prepared. This publication provides current information on show goats beginning with selection, and discusses care, management, nutrition, and showmanship. The subjects material contains authors personal observations and experiences as a 4-H/FFA member and as County Extension Agent. Countless numbers of this publication have been provided to youth and adults. This publication entry is available as a handout in the Freestone County Extension Office, is distributed to persons attending show goat clinics presented by Agent McLellan, and is also available on the Freestone county=s home website http://freestone-co.tamu.edu. Market Goat Handbook is a publication that was written in the Freestone County Extension Office by CEA Shane McLellan. When provided as handout material the publication is bound and printed with office equipment.

Web Page

National Winner

UCBIOTECH.ORG – USING THE INTERNET TO INFORM AND EDUCATE USERS ABOUT AGRICULTURAL BIOTECHNOLOGY

Lemaux,* P. G.[1], Van Eenennaam, A.L.[2]

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The role of extension and campus-based faculty in the debate over genetically modified plants and animals is to provide objective, fact-based information, allowing individuals to make personal decisions about the technology and its products. While much information on biotechnology is available on the internet, little of it references facts from peer-reviewed literature. In response to the abundance of misinformation, we developed http://ucbiotech.org/, an easy-to-navigate website containing science-based information on biotechnology. The "**Biotechnology Information**" section, searchable by category and keyword, is unique among biotechnology information websites because it links responses to the issues often raised to the scientific literature. Responses to such issues as, "Can the new GM foods cause allergies?" and "How is animal cloning done?", are written in lay language to enable non-scientific audiences to understand the topic. Links to scientific literature give citations and short summaries of the articles. The "**Scientific Database**" section, containing over 1000 entries, is searchable by keyword, author and title. Other resources on the site include a weekly updated "**News**" section so users stay current on emerging issues. The "**Resources**" section contains talks by different individuals on numerous relevant topics, many with downloadable Powerpoint slides. Also available are downloadable informational brochures, links to educational videos and displays available for loan. The website has received over 37,000 hits since its inception in May 2001, with interested users worldwide.

National Finalist

HOME PAGE ON THE WORLD WIDE WEB

NEILL, K. C.

Agricultural Extension Agent, North Carolina Cooperative Extension Service
3309 Burlington Road, Greensboro, North Carolina 27405

The consumer horticulture website (www.guilfordgardenanswers.org) project was brought to fruition by three very talented volunteers. The site is dedicated to the citizens of Guilford County to enhance public education in consumer horticulture. This site provides unbiased, research based, environmentally sound educational information to the gardening citizens in the area of lawns, fruits, vegetables, trees and ornamentals. The overall objective for GuilfordGardenAnswers is to provide the type of information local gardeners seek. Guilford County, a large urban county, is fast becoming technology oriented. An intern was recruited from the University of North Carolina at Greensboro to help develop a user-friendly horticulture website with the help of two Extension Master Gardeners. An enhanced level of service has been experienced by citizens adding their name to our email list. These folks receive monthly horticulture updates, letting them know key insects and diseases to be on the lookout for as well as tips on proper landscape maintenance in an effort to educate citizens about environmentally landscaping. Program participation has also increased as monthly calendars alert citizens of classes. To date over 3,000 citizens have visited this site. An article for the Greensboro News and Record was written to introduce the website to citizens, and on the first weekend alone we had over 900 hits. A business card has been prepared which is being distributed by Extension Master Gardeners at garden centers and at local programs and events to promote the website.

HOME PAGE ON WWW

Marrison, D.L[1], Bruynis, C.[2], Breece, Don[3]; Ward, Barry[4], Shoemaker, Dianne[5], Zoller, Christopher[6], Skeeles, James[7], Kleinschmidt, Andy[8], Wilson, Gary[9] , Roe, Brian[10], Roberts, Matthew[11], Ernst, Stan[12], ,Sonnenberg, Dusty[13],Watermeier, Nathan[14], Hudson, William[15], Miller, David[16]

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[3] Extension Specialist, ANR/Economics Farm Management, Lima Extension Center at Findlay 1219 West Main Cross St. (SR 12) Suite 202, Findlay. Ohio 45840-0702

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[12] Outreach Program Manager & Communication Specialist, OSU Extension Department of Agricultural, Environmental and Development Economics, 2120 Fyffe Road, Columbus, Ohio 43210

[13] Agriculture and Natural Resources Educator, Ohio State University Extension, Henry County, 104 E Washington Street, Suite 107 Hahn Center, Napoleon, Ohio 43545

[14] Program Director, Technology, Agriculture and Natural Resources, 2120 Fyffe Road, Columbus, Ohio 43210

[15] Retired Agriculture and Natural Resources Educator, Ohio State University Extension, Marion County, 222 W. Center Street, Marion, Ohio 43302

[16] Retired Extension Specialist, ANR/Economics Farm Management, South Region Office, 16714 SR 215, Caldwell, Ohio 43724

David Marrison, Extension Educator maintains the Ohio Ag Manager Web Site for the sixteen members of the Ohio Ag Manager Team (listed above). This web site is located at: http://ohioagmanager.osu.edu .This team's goals for 2004 were: to develop the framework and philosophy for OSU Extension's newest team, to inform and recruit Extension Educators and State Specialists to be participants of this team, to design and release the Ohio Ag Manager website, and to publish a monthly electronic newsletter for Ohio's Agriculture and Business Community beginning in July, 2004. The specific goal of the Ohio Ag Manager newsletter is to

deliver information relevant to the management of agricultural businesses in short, succinct articles. The newsletter's design concept provides managers with seven to ten articles each month on issues and trends impacting the agricultural industry. Each article is linked to complete reports or websites containing more detailed information. This design allows the reader to retrieve details on topics and issues that are important to the management of their agribusiness.
At the Ohio Ag Manager web site, clientele can access the current month's newsletter, past editions of the newsletter, and receive links to a variety of management topics. Currently there are 88 County Agricultural Extension Educators in Ohio and 259 individuals and agribusinesses who have subscribed to the Ohio Ag Manager electronic list serve. Server data indicates that the web site is averaging thirty hits to the web site per day.

CHRISTIAN COUNTY HORTICULTURE HOME PAGE

Jackson,* K.R.

County Extension Agent for Horticulture, Christian County Cooperative Extension Service, University of Kentucky, Hopkinsville, 42240

The Christian County Horticulture website was developed to reach the program's four target audiences: Homeowners; Green Industry Professionals (labeled as Landscapers); Commercial Producers of fruit, vegetables, and floral crops; and Master Gardener volunteers. The site's objective is to provide those audiences with immediate access to information such as upcoming programs, links to valuable resources and publications, and the ability to send questions to the Horticulture Agent at the Christian County Extension office through the Contact Us page. This website was designed and is maintained with Microsoft Office FrontPage 2003. The site was developed in the fall of 2004 using a FrontPage template created by Round the Bend Wizards. The site, which is maintained on a regular basis, is best viewed when the computer screen is set to 1280 x 800 pixels. This site was and is publicized through the local newspaper, television station, educational events, business cards, and is found on major search engines such as Google.
Home Page Address: http://ces.ca.uky.edu/christian/horticulture/Hort/index.htm

Regional Finalist

AN EMERGING AND DYNAMIC COUNTY EXTENSION WEBSITE

Abrahamson * R.A [1], Fournier M.I. [2]

[1] Technical Advisor, University of Minnesota Extension Service, Clay County, Moorhead, Minnesota 56560
[2] e-Government Administrator, Clay County, Moorhead, Minnesota 56560

The extension web site at http://www.co.clay.mn.us/Depts/Extensio/Extensio.htm has become a standard for extension information in Clay County. It is used by local residents as well as visitors from other states including Hawaii. Information is available in the areas of horticulture and agricultural sciences. "Plant Talk" links are added weekly throughout the growing season. These links correspond to topics presented during daily radio talks. These radio spots generate callers with questions that are easily referred to the web site for more information. Newspaper articles posted online have been downloaded and reprinted in other extension publications in other counties including Hennepin County. The agricultural calendar is in a format that resembles a wall calendar and includes links to more information about many events in our region. PowerPoint presentations are available for viewing or downloading in both agricultural and horticultural areas. The project galleries include photos of local greenhouse and field tours with information about each picture. Each photo is clickable to view a larger photo. Web statistics have been recorded since April 1, 2004 in numbers of views of various web pages. The extension home page has been viewed 1,556 times, "Plant Talk" lead-in page 389, project gallery 288, horticulture main page 916, crop science main page 486, and the agricultural calendar 194 since January 2005. The entire extension web site has been visited 9,637 times since April 1, 2004.

HOME PAGE ON THE WORLD WIDE WEB

Fulton, J.

Logan County, 2040 1700th Ave, Lincoln, IL 62656

Objective: To provide a locally maintained website with program information and appropriate links in all major Extension program areas. Purpose: Why: To

create a place for up-to-date information and links for local users. When: The website was originally developed in early summer of 2004 and is updated at least on a monthly basis. How: The website was developed in the agent's office using Dreamweaver web publishing software. Updating is also accomplished using Dreamweaver. The agent built the hierarchy, main pages, and included graphics. Audience and numbers: The audience is unlimited, since materials are available on the web. Surveys of agricultural and youth audiences indicate about a 50% use rate on at least an every-other month basis. Links are also placed on other sites such as an on-line paper, the Chamber of Commerce, the Fair Association, and the Development Authority. Results: Initial evaluation, given in the form of oral comments, from advisory council groups indicates the site to be very useful. A marketing campaign has been done locally with website address bookmarks for youth programming, and modified business cards including the website address.

UTILIZING THE INTERNET TO MEET THE NEEDS OF BOONE COUNTY RESIDENTS

O'Neil*, A.D.

County Extension Agent-Agriculture, Boone County, University of Arkansas Division of Agriculture, Cooperative Extension Service

The objective of the Boone County Cooperative Extension Service website is to provide internet users easy access to the research-based information available from the county Extension service. For those unfamiliar with the Cooperative Extension Service, the home page offers a short explanation as to the purpose of the Cooperative Extension Service. The web site provides a means for the general public to easily access a searchable online publication database, subscribing for free newsletters, and asking a question directly to a Boone County Extension Agent. A list of diagnostic services, along with a pricing schedule of those services, offered through the Boone County Extension Service is available on the website. Results and updates on local extension demonstrations are kept up to date on the web site for interested clientele. Links to state maintained web sites are available for farm and home biosecurity, calendar of events, county profile, and progress reports from Boone County. Content and organization of county web pages is submitted by Andy O'Neil, County Agent-Agriculture to Extension webmasters. Site layout and content of state web pages linked to the county web page is under the direction of state Extension communications specialists. This maintains a consistent presence for the Cooperative Extension Service, and ensures web accessibility to sight-impaired website visitors. The home page for the Boone County Cooperative Extension Service is located at www.uaex.edu/boone.

MEAT GOAT 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 Meat Goat Home Study Course is a six lesson course developed to teach meat goat producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This home page welcomes meat goat 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 meat goat home study course home page is located has been accessed 457,437 times, with an average of 43,812 times per month. Forty nine meat goat producers are currently enrolled in the web-based course. Last year 26 meat goat producers completed the web-based course. Materials from the website are also available in printed form through a postal service option of the Meat Goat Home Study Course. Results of a follow-up evaluation from the home study course in 2004 showed that 100% of respondents adopted four or more new management practices as a result of taking the course. The home page was prepared using Dreamweaver and Fireworks 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.

SHEEP101.*INFO*

Schoenian, Susan

Area Agent, Sheep/Goats, Western Maryland Research & Education Center, 18330 Keedysville Road, Keedysville, MD 21756.

The target audience for the sheep101.*info* web site is students, teachers, 4-H and FFA members, and beginning shepherds, as well as the general public. The

web site consists of more than 60 pages that fall under seven general subject matter categories: About Sheep, Kinds of Sheep, Raising Sheep, Sheep Products, What Sheep Eat, Predators, and History & Other Interesting Stuff. A new addition to the site is "Sheep 201: A Beginner's Guide to Raising Sheep." Sheep 201 is a "work in progress." The Sheep101.info web site uses simple language and lots of pictures to illustrate topics and concepts. "George" the pet sheep has been incorporated as the site's mascot to add levity and humor. There is a list of "new (vocabulary) words" at the bottom of most pages. Hyperlinks provide the opportunity for more detailed information and/or cross-navigation among pages in the site. Site navigation is via graphic and text hyperlinks and a drop-down menu. Clicking on "George" or the "Go Baaaaa .... ck" link at the bottom of each page always returns the user to the home page and main menu. The web site has its own domain name so that the site can easily be located and recognized. "George" responds to e-mail inquiries. The site provides information on 80 sheep breeds, with information and images having been contributed by breeders and breed associations around the world. Sheep101.info was designed, written, created, and is maintained solely by Susan Schoenian, an Area Agent who specializes in sheep and goat production in Western Maryland. The web pages are written in Dreamweaver using the template feature. http://www.sheep101.info

HOME PAGE ON WWW

Card, A.

Colorado State University Cooperative Extension, Boulder County

Boulder County, Colorado is diverse in topography as well as demographics. Agricultural programming runs the gamut from mountains to plains and from convention crops to organic production. Small acreage management is a growing programmatic effort in response to increased numbers of "ranchettes" in the county. Home to an IBM facility and multiple other IT operations, web access is widespread in Boulder County and many users are comfortable finding information online. Our Agriculture page utilizes CSU web standards and design templates. I have training in Dreamweaver and update pages frequently. The home page and subsequent pages were designed for multiple entry points, meaning the user can find duplicated information on various pages since the users' thought process that guides navigation is not universal. For example, you can find information on reseeding pasture on the Small Acreage Pasture page and also on the Ag Weeds page, since both needs are requiring the same resources.

Learning Module/Notebook

National Winner

BIOIPM POTATO WORKBOOK FOR WISCONSIN

Connell,* T.R.[1], Sexson, D.L. [2]

[1]Portage County Agriculture Agent, 1462 Strongs Avenue, Stevens Point WI, 54481
[2]BioIPM Field Coordinator, Nutrient and Pest Management Program, 1535 Linden Drive Madison, WI 53706

The Potato Biointensive IPM Handbook is written for Wisconsin potato growers and the potato industry. It is organized seasonally to provide comprehensive, year round self-assessment tool and reference on pest management and cultural practices of the potato production system. This handbook is intended as a practical tool for growers' use throughout the entire production cycle. The handbook will help growers learn how to move toward a more biologically – based production system that is ecologically sound and economically profitable. As research and on-farm validation finds new biointensive strategies, the workbook will be updated with new inserts and topic areas. Presently, the workbook's information is not meant to be variety specific, but it is Wisconsin specific. The book was written equally by both authors. The contributors listed served as technical advisors for the workbook and editing and layout was done by personnel in the Nutrient and Pest Management Program. The book was reproduced and compiled by the NPM program. Pictures in the workbook were supplied by the authors and contributors. The workbook has been distributed to all Wisconsin Potato Growers at their annual meeting and additional copies are being made to be distributed to associated businesses. To date, 150 workbooks have been distributed with an additional 100 being made.

National Finalist

4-H VIRTUAL FOREST

Goerlich,* D.L.[1], Kirwan, J.L.[2], Estes, H.C.[3], Hunnings,

J.[4], Oliver, E.C.[5], Willis, J.R.[6], Minnich, G.A.[7], Napier, J.K.[8], Bruce, L.[9], Fisher, K.J.[10], and Cronin, K.[11].

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[4]Extension Specialist, 4-H/Youth Development, Virginia Cooperative Extension State 4-H Office (0419), Virginia Tech, 114 Hutcheson Hall, Blacksburg, Virginia, 24061.
[5]Web Designer, AHNR Information Technology (0365), 135 Smyth Hall, Blacksburg, Virginia, 24061.
[6]Extension Agent, ANR/Natural Resources, Virginia Cooperative Extension, Russell County Office, P.O. Box 697, Lebanon, Virginia, 24266.
[7]Field Producer, University Relations Visual & Broadcast Communications (0133), Virginia Tech, 201-C Media Building, Blacksburg, Virginia, 24061.
[8]Joshua Napier, Videographer/Editor, University Relations Visual & Broadcast Communications (0144), Virginia Tech, 13 Media Annex, Blacksburg, Virginia, 24061.
[9]Extension Specialist, Program Evaluation, Agriculture and Extension Education (0452), Virginia Tech, 229 Smyth Hall, Blacksburg, Virginia, 24061.
[10]Extension Agent, 4H/Youth Development, Virginia Cooperative Extension, Halifax County Office, P.O. Box 757, Halifax, Virginia, 24558-0757.
[11]Karen Cronin, Retired, Virginia Tech, Blacksburg, Virginia, 24061.

Key informant groups composed of foresters and forest landowners have continually expressed concern that "what is taught in the schools" about forestry and natural resources is often based on emotion and misinformation rather than science. Developed to address this need, 4-H Virtual Forest is an interactive, web-based learning experience that introduces forest management concepts to youth aged 9 through 13. The 4-H Virtual Forest website http://www.ext.vt.edu/resources/4h/virtualforest includes seven learning modules that cover the following subjects: land-use management, renewable resources, photosynthesis, tree identification, old-field succession, tree measurements, and timber harvesting. Agent developed drafts of modules by hand prior to submitting them for illustration, wrote the narrative for all modules, and authored the student activity sheets, teacher answer sheets, user's guides, additional resources, and the Virginia "Standards of Learning" that accompany each module. Agent typed these supporting documents using Microsoft Word 2002, and converted them to PDF via Adobe Acrobat 6.0. Illustrations were created in Adobe Illustrator, and imported into Macromedia Flash MX. Interactivity was programmed with Flash Actionscript. More than 9,500 teachers and extension personnel have received notice of 4-H Virtual Forest via printed and on-line newsletters, and 25,000 full-color, animated bookmarks were printed and distributed to Virginia Cooperative Extension 4-H agents along with a cover letter and CD. Web usage statistics show that--during the period from July 1, 2004 through December 31, 2004--4-H Virtual Forest received 262,736 successful requests from 3,758 distinct hosts. These hosts included users from 30 foreign countries.

DEVELOPING A SUCCESSFUL SMALL FARM: TEACHING MATERIALS FOR EXTENSION EDUCATORS

Poole, T.E.[1]

[1]Extension Agent, Agricultural Science, Maryland Cooperative Extension, Frederick County Office, 330 Montevue Lane, Frederick, MD 21702

Small, part-time farmers have historically been overlooked by Extension throughout the United States. Extension considered their economic inputs too small for any educational commitment on their part. However, changes in today's agriculture and socio-economic environment make it necessary for Extension to rethink its position. Small farms represent 92% of the total farms in Frederick County, MD. Agent Poole developed a small farm educational series designed to teach the basics of agriculture, business, and marketing to small farmers. This program, using teaching materials developed by Agent Poole, has demonstrated that small farmers, given adequate basic education, can develop successful farm enterprises. The 535 participants in the small short course programs, presented from 2000 to 2004, evaluated the programs as excellent; follow-up surveys showed that participants developed enterprises that averaged $12,000 in annual gross income. Agent's teaching materials, which include fact sheets and scripted PowerPoint slide presentations on a wide range of subjects, have been assembled into a notebook entitled *Developing a Successful Small Farm: Teaching Materials for Extension Educators*. The universal

principles of agriculture, business, and marketing that are taught through these teaching materials are being used by Extension Educators in 38 other states as self-teaching aides and teaching tools for their small farm audiences. The American public demands more diversity and sustainability in farm products. Small farms can take advantage of these opportunities with educational assistance from Extension.

OKLAHOMA BEEF CATTLE MANUAL AND MASTER CATTLEMAN PROGRAM

Lalman,* D.L.[1], Doye, D.G.[2]

[1] Extension Beef Cattle Specialist, Oklahoma State University, Department of Animal Science, Stillwater, Oklahoma, 74078
[2] Extension Agricultural Economist, Oklahoma State University, Department of Agricultural Economics, Oklahoma State University, Stillwater, Oklahoma, 74078

Beef production accounts for approximately one-third of Oklahoma's agricultural production in most years. More than seventy percent of the state's 86,000 farms have some cattle and most of the operations are small in size, with seventy-eight percent of the beef cow inventory in herds of fifty head or less. The objective of this project is to enhance the profitability of beef operations and the quality of life of beef cattle producers through a comprehensive and consistent educational curriculum delivered locally. An interdisciplinary team of state specialists, area specialists and other professionals contributed to a beef cattle manual. Manual editing was provided by a consultant and Agricultural Communications Services plus team leaders. The University Print Shop published the manual. Approximately 4,000 manuals have been distributed through local Extension offices. USDA Risk Management Agency provided funding support for the manual and educator in-service training. A Master Cattleman program was developed using the Beef Cattle Manual as the primary reference. To receive certification as a "Master Cattleman", a producer must complete twenty eight hours of instruction and successfully complete the quiz associated with each learning module. Learning modules are provided to educators through a web site (www.agecon.okstate.edu/cattleman). Each module includes the chapter from the manual, PowerPoint slides, lesson plans, a quiz and a quiz key. Extension educators provide most of the instruction and meeting series coordination, in cooperation with state and area specialists. The expected long-run impact is that producers will have a better base for making decisions, improving financial and production performance.

Regional Finalist

LEARNING MODULES CREATED FOR THE 2005 UGA ADVANCED GPS/GIS TRAINING

Rucker, K.S. [1*]

[1]Tift County Extension Service, University of Georgia, Tifton, GA 31793.

Since 1993, the University of Georgia Cooperative Extension Service has been providing select county agents in Georgia with handheld computers coupled with GPS and mapping software to use in their county programming efforts. As the use of this equipment has increased, there has become a great need for further training in the use of Geographical Information Systems (GIS) to use collected data in teaching and problem solving situations. In February, 2005, a special class was conducted to teach nine Georgia county agents advanced uses of the ArcView GIS software package. As part of this training effort, Keith Rucker developed four learning modules in the advanced use of ArcView GIS for the class and served as one of three instructors in the training. The four learning modules were included in a notebook binder for each class participant for on-hand use in the class as well as later as a reference. As a result of the creation of these learning modules and the subsequent training, the class participants now have a foundation on the use of the ArcView GIS software package. The materials will be used in future advanced GIS trainings for county agents offered in Georgia and other states who partner with the UGA Precision Ag Team for training purposes.

MASTER GARDENER MANUAL

Cox,* L.

Extension Horticulture Agent, Utah State University, Cache County, UT

Throughout the United States, interest in home gardening has steadily grown since the 1950s. Along with increased interest come questions. Many publications refer to the Cooperative Extension Service as a source of local gardening information. Questions about turf establishment and management routinely arise. In an effort to cover all turf related issues, this learning module was created to distribute to class participants (community and Master Gardener classes), as well as those requesting a publication that covers the topic. Written material is copied in the

Extension office for clients and a powerpoint presentation that corresponds with the material is enclosed that helps to illustrate concepts for those participating in a classroom situation.

EASY AND EFFECTIVE TOOLS TO ASSESS KNOWLEDGE AND SKILL DEVELOPMENT IN LIVESTOCK PROGRAM PARTICIPANTS

Kerr*, S.R.[1]

[1]Washington State University Extension-Klickitat County, 228 W. Main St., MS-CH-12, Goldendale, WA 98620

Program funders, administrators and decision makers are increasingly demanding evidence of the impact of Extension programs. Documenting impacts of livestock programs may seem difficult and unwieldy, yet quick and accurate assessment tools can be devised to evaluate program effectiveness. In this presentation, two such approaches will be shared with attendees. One evaluation tool has been used repeatedly to measure self-reported knowledge gains in traditional lecture-based programs. The other tool was designed to be used at "hands-on" programs where demonstration of skill proficiency was the goal. Both tools are widely applicable to various Extension livestock programs.

CALMING THE WATERS: LEARNING TO MANAGE WATER CONFLICT IN THE WEST

Singletary,* L.

Extension Educator/Associate Professor, University of Nevada Cooperative Extension-Lyon County, 504 South Main Street, Yerington, NV 89447

Calming the Waters is designed as a learning module to teach youth in grades 6 through 12 the concepts, knowledge and skills needed to become future leaders in collaboratively managing complex water conflicts. It encourages youth to consider water issues from a socio-cultural perspective as well as physical. Through learning about the history, culture and motivations of early water users in the Great Basin, youth may be able to better understand current water disputes and collaboratively seek creative and lasting solutions to these long-standing conflicts. Professional educators may use Calming the Waters to supplement other water education materials. Evaluation components are tailored to fit the learning objectives posted at the beginning of each lesson. Evaluation of the effectiveness of the learning module comprises a multitude of activities to provide opportunities for youth with different learning modes, including visual, aural and oral. Examples of opportunities for formative program evaluation include creative writing, role play, data collection and analyses, communication, collaboration and teamwork, public speaking, problem solving and strategic planning. Specific conflicts involve the Truckee, Carson and Walker Rivers in northwestern Nevada. The lives of the early American Indians in northwestern Nevada in particular and their relationship with the Truckee, Carson and Walker Rivers are described. The effects of the gold rush and the federal policies to encourage development of Nevada's waters are also presented. Current water uses and conflicts surrounding water shortages and water quality are considered and collaborative ways to manage these conflicts are explored.

ADDRESSING INFECTIOUS DISEASE TRANSMISSION IN THE EQUINE INDUSTRY

Greene*, E.A. and J. Ather

Department of Animal Science, University of Vermont, Burlington, VT 05405-0148

Recently, several U.S. equine facilities have had outbreaks of infectious diseases such as Equine Herpes Virus and Vesicular Stomatitis. Unlike many other traditional agricultural livestock businesses, most equine operations 1. Depend on public traffic in their facility, 2. May have limited options for manure disposal, 3. Rely on frequent participation in shows and events, and 4. Do not maintain a closed herd. For biosecurity practices to be effective in the equine industry, they must be tailored to the unique challenges faced by horse owners as mentioned above. *Tools for Promoting Biosecurity in Vermont's Equine Community* is designed to help users increase their knowledge of disease mechanisms in barns and modification of management protocols to prevent spread. Key risks are addressed in sections with in-depth information on the potential hazards they represent. The publication is specifically designed in a format for "busy for horse owners" to help them take an active role in biosecurity management. The "Quick View" in each section provides a condensed reference as a way for readers to pick up information at a glance. The publication provides tools for the user including: 1. Evaluating Your Current Practices, 2. Quick Views, 3. In-Depth Information and Resources, and 4. Summary Surveys. This information has been utilized in four states so far. The co-authors are responsible for compiling and creating the content and 100% of the editing, design and formatting.

A FRUIT PRODUCER'S GUIDE TO MANAGING RISK

Cowgill*, W.P., Jr.1, Lee, D.L.2

1Professor and County Agricultural Agent, Rutgers Cooperative Research and Extension of Hunterdon County, PO Box 2900, Flemington, NJ 08822
2Professor and County Agricultural Agent, Rutgers Cooperative Research and Extension of Salem Co., 51 Cheney Rd., Woodstown, NJ 08822

A comprehensive learning module notebook, 335 pages, and CD-Rom were developed for commercial fruit growers in the Northeast U.S. This project was funded by the USDA Risk Management Agency (RMA). The fruit notebook/cd was created to identify all areas of risk in fruit production and to provide an extensive array of tools to assist fruit growers in mitigating risk. A team of outside consultants was brought in to survey NJ commercial fruit production risks by interviewing growers. Each consultant developed a series of Microsoft PowerPoint presentations along with extensive written documentation that address the following areas of risk: financial, production, marketing, environmental, legal and labor/human resources. Fact sheets on crop insurance, numerous financial management tools including FinPack financial examples, and individual farm case studies are included. A special 38-page supplement on "Customer Centered Approaches to Marketing Risk" was specifically developed for inclusion. Grower profiles were developed covering each area of risk. Lee authored the grant from RMA. Cowgill was responsible for all aspects of the fruit notebook/cd project: developing background material, identifying growers and consultants, editing content and authored grower profiles. The notebook and CD-Rom were desktop published, printed, complied and duplicated at the Salem County extension office by Mike Marandola, Program Assistant, RCRE. To date, the CD-Rom has been distributed to over 100 NJ fruit growers and is available to any fruit grower in the U.S. This learning module will be available on the web at http://salem.rutgers.edu/

NACAA
Member Presentation Abstracts

2005 NACAA

90th
Annual Meeting
and
Professional Improvement Conference
Buffalo, New York

PUBLIC RELATIONS AND AGRICULTURAL ISSUES PRESENTATIONS

Building Agricultural Extension Relationships with Federal, State and Local Elected Officials in Monroe County, Michigan

Presenter: Ned M. Birkey
Monroe County MSU Extension Agriculture and Natural Resources Agent

Monroe County is the southeast county of the state of Michigan. It is located on the western shore of Lake Erie and is bounded by Toledo, Ohio to the south, the Detroit metropolitan area to the north and Ann Arbor to the northwest. Fifty-nine percent of the county land area is in agriculture, though the county has a population exceeding 150,000 and there are numerous highways (two interstate highways), railroads and industry in the county, including a nuclear powered electricity generating plant.

Agriculture is comprised of field crops, fresh market and processing vegetables, some tree and small fruits, some Christmas tree growers, commercial dairy and beef operations, a sod farm, and several large and small commercial greenhouses.

Our most prominent educational effort with elected officials begins with our U.S. Congressman, the Honorable John D. Dingell of Dearborn, Michigan, of the 15th Congressional District. Mr. Dingell has requested and we have provided an annual farm tour to him since Monroe County became a part of his congressional district in the 1980 re-apportionment. The Monroe County Extension Agriculture Advisory Council is the sponsor of this educational activity, which has occurred annually since 1981.

Each year Mr. Dingell's district representative initiates this request that our office organize an afternoon tour of important agricultural issues, culminating in an evening dinner with farmers and others involved in agriculture on Monroe County. Although Mr. Dingell has been a member of the United States House of Representatives since 1955, he is a lawyer by training and does not have an agricultural background.

In 2004, for example, we started on a dairy farm to talk about the new National Animal Identification System. We then went to a sawmill to discuss the new exotic pest, Emerald Ash Borer. The third stop was to a farm in the Stony Creek watershed, where an EPA funded project was involved. Next we went into a tomato field of a vegetable farm where Phytophthora root rot is a major issue involving MSU and USDA researchers. Last we saw a sinkhole being filled in, which was in the bottom of a county drain that flows into Lake Erie, because surface water contaminants were getting into the groundwater and into private wells.

Mr. Dingell then went to the Monroe County fairgrounds to have a dinner with a number of area farmers.

Another effort is Extension's cooperation with the Local Affairs Committee of the Monroe County Farm Bureau. This year we have two new State Representatives, neither of whom has been involved with agriculture. This effort involves meeting individually with each Representative and farmers of his/her district to discuss issues.

A third effort is to educate new County Commissioners about Extension and agriculture. We host new County Commissioners, individually, to update them of how extension works, local issues involving agriculture, staffing, budgets and other matters.

A fourth effort involves inviting all elected officials to an annual agricultural banquet. This past December was the 43rd Ag. Banquet.

THIS IS WHAT WE DO IN ASHLEY COUNTY

Presenter: Gus A. Wilson
Agriculture Agent, Ashely County, Arkansas

County Extension Agent – Agriculture, University of Arkansas Division of Agriculture Cooperative Extension Service, Courthouse Annex – Box 15, 205 East Jefferson, Hamburg, AR 71646

Faculty and staff provide educational programs and research-based information to the people of Ashley County as well as the entire state of Arkansas. From agricultural programs to family financial management to youth education, we offer educational programs that have immediate and practical applications.

We are a University without walls, with faculty in every county

We are Agriculture – improving for farmers and agricultural business while protecting the environment

We are Community Development – helping leaders and their communities build a vibrant future

We are Family and Consumer Sciences – teaching families about eating rights, spending smart and living well

We are 4-H Youth Development – building tomorrow's leaders, Arkansas' youth

You will find us in open fields and on the tailgate of a pickup among acres of crops, livestock and natural resources. You will also find us in conference centers and public schools, community centers and courthouses, and in the classrooms. That is why "Arkansas is Our Campus".

We take the opportunity during a meeting each year to bring the Elected Officials and Decision Makers up to date on the programs and activities of the University of Arkansas Division of Agriculture Ashley County Cooperative Extension Service. Ashley County has always been extremely supportive of our Extension programs and we also use this meeting to express our appreciation to our Elected Officials and Decision Makers.

COEXISTENCE OF TRANSGENIC AND ORGANIC AGRICULTURE IN NORTH DAKOTA

Presenter: Bradley Brummond
Agriculture Agent, Walsh County, North Dakota

OBJECTIVES:

1. Identify the issues surrounding coexistence of biotech, organic and identity preserved agriculture
2. Create an understanding of the differing production systems and the problems they face
3. Develop Best Management Practices (BMPs) for the coexistence of our production system
4. Educate producers and decision makers on coexistence

PROGRAM ACTIVITIES

The advancement of biotech agriculture and specifically transgenic crops has impacted crop production systems and marketing of these crops within North Dakota, United States and the world. North Dakota is a national leader in the production of certified organic cereals. Three markets are developing behind this issue: organic, identity preserved, and transgenic. The NDSU Extension Service, with the support of a North Central Region SARE grant, brought a group of stakeholders together to address this issue and develop Best Management Practices and Protocols (BMPs) that would aid in the coexistence of all the production systems. The stakeholders consisted of leaders and decision makers in the following areas: biotech industry, organic industry, NDSU Department of Plant Sciences, NDSU Extension Service, NDSU Agricultural Experiment Station, North Dakota State Seed Department, North Dakota Department of Agriculture, NDSU Foundation Seedstocks Project, organic farmers, biotech farmers and identity preserved farmers.

TEACHING METHODS

The Coexistence Working Group (CWG) met regularly for two years. The meetings focused on the issues, information and teaching by group members and developing Best Management Strategies. The CWG broke into 3 sub groups for the development of the Best Management strategies. Facilitation and keeping the learning flowing in a productive and respectful manner was key. The process used to develop the Best Management Practices was based off the Supreme Court decisions where there would be a majority opinion and a minority opinion. This allowed all opinions to be expressed. There was much good discussion and presentations during the process where the group members learned from each other.

IMPACT AND RESULTS

1. Best Management Practices have been developed and published
2. There is a wider understanding of the differing production system
3. The organic farmers withdrew from the group under protest of the Best Management Practices
4. North Dakota Senate and House Agriculture Committees have received copies of the results.
5. There has been a line of communication established among some group members

AGRICULTURAL ECONOMICS PRESENTATIONS

CONNECTING FARMERS AND RANCHERS WITH THE TOURISM COMMUNITY TO INCREASE SUSTAINABILITY AND PROFITABILITY

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Agritourism is the newest and hottest product in the tourism industry. Farms and ranches are of great interest to travelers...and tour promoters want to help send tourists to these destinations! But, sometimes it's difficult to find these farm and ranch destinations because of limited marketing and promotional dollars. And, some local travel promoters do not understand agritourism along with the possibilities for their communities with increased traffic due to successful agritourism operations. This session will help participants understand the agritourism industry and ways to team up to promote their areas. What is agritourism? We will introduce participants to the thousands of ways farmers and ranchers are attracting guests and economic stability. How can we collaborate? We will share an overview of estimated economic impacts of attracting guests to rural areas and how this can be a large tourism draw for communities. We will show how some farmers/ ranchers are working with local tourism professionals to help attract guests to their farms/ranches. What funding opportunities exist? There are many possibilities for grants and other ideas to help increase marketing and promotional budgets for agritourism. How do we generate ideas? Participants will help brainstorm ideas to connect farmers with economic development professionals, tourism professionals and others to attract dollars to help promote their operations and their communities.

EXTENSION PROGRAM TO IMPROVE MARKETING OF TOMATOES IN UKRAINE

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Abstract - Ukraine is known as the "breadbasket" of the Eastern Europe. The country's rich soils produced nearly one quarter of the grain and oil crops of the former U.S.S.R. Recently, the demand for fresh market tomatoes has rapidly increased throughout the country. Traditional Ukrainian cuisine focuses on beets, cabbage, and grain; however, tomatoes are being rapidly integrated into Ukrainian diet. This increased demand has resulted in good opportunities for small farms and beginning growers. An educational program was begun in order to train small growers in rural areas how to identify, analyze, and enter tomato markets in the heavily populated cities of Northern and Eastern Ukraine. Teaching growers to work cooperatively to enter these markets was also an important objective of the program, because most farmers resist cooperative marketing and production due to former soviet agricultural collectivization. The educational program was conducted in conjunction with the Melitopol Extension Service (Agrotavria Technical Academy) and consisted of two group training sessions at field meetings in Akimovka region (20 participants) and Melitopol region (17 participants), and one hands-on marketing meeting at the Kopani wholesale market in Kherson region (3 participants). After the program, the participants were surveyed to assess results and impacts: 92% of the participants responded that they improved their knowledge about the wholesale and retail markets in Kiev, Kharkiv, Luhansk, and Donetsk as a result of the program; 85% responded that they will increase revenue through improved sales to these markets; 95% indicated that they are interested in learning more about cooperative auction-type sales. This program was funded by the United States Agency for International Development (USAID) through the Citizens Network of Foreign Affairs.

USING "WHAT IF I'M WRONG?' MARKETING STRATEGIES TO SELL IN VOLATILE GRAIN MARKETS

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Historically, pre-harvest new crop grain prices have offered farmers some of the more profitable annual pricing opportunities for their production. In spite of extension efforts to teach price risk management strategies that capture these pricing opportunities, producers continue to be reluctant to commit to significant pre-harvest sales or hedges. This reluctance stems from worries of "what if I'm wrong about expected production and contract too many bushels too early before production is assured" or "what if I accept a price, sell early, and prices move highe r later in the season?" University of Missouri's FAPRI (Food and Agricultural Policy Research Institute) price risk management educational programs include marketing strategies that provide the flexibility needed to manage these "what if I'm wrong" concerns. These strategies incorporate a variety of cash contracts, simple option purchases, or more complex option strategies. The

objective is to develop and teach producer marketing strategies to capture market opportunities and still provide flexibility should markets perform differently than expected or production expectations change. In 2004's volatile grain markets, some of these strategies offered Missouri farmers the opportunity to gain $0.65 to $0.85 per bushel on pre-harvest corn sales compared with harvest time prices. Using trendline yields, these price gains result in added revenue of $79 to $103 per acre. Similar soybean selling strategies also offered significant returns.

EXTENSION VOLUNTEER ORGANIZATION FOR LEADERSHIP VITALITY AND ENTERPRISE (EVOLVE) – A COMMUNITY BASED LEADERSHIP DEVELOPMENT TRAINING PROGRAM.

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Both the public and private sectors have developed effective leadership programs that focus on individual leadership skill building. EVOLVE (Extension Volunteer Organization for Leadership, Vitality and Enterprise) is a leadership training experience that is focused on building human and social capital at the community level. EVOLVE is the result of the Enhancing Wyoming Communities and Households (EWCH) initiative which is a multi-disciplinary team approach to Cooperative Extension Service education. The EWCH team consists of 6 University Extension Educators and Extension Specialist support from numerous departments within the College of Agriculture at the University of Wyoming.

The purpose of EVOLVE is to engage community leaders in an educational process designed to increase the leadership capacity of individuals and organizations within the community. EVOLVE will empower community leaders to more effectively mobilize local resources for the common purpose of building capital and increasing community capacity.

The objectives of EVOLVE are to:
Improve personal growth and self-efficacy.
Build a stronger commitment within the community.
Create a shared community vision and purpose.
Build capacity through a better-informed community.
Strengthen community-based decision-making through stronger commitment and a higher degree of engagement by the community.
EVOLVE is based on 4 basic competencies. Each EVOLVE class is responsible for the development of the curriculum but each program needs to have an initial retreat to establish a baseline for individual leadership skill assessment, identified skill building goals for the leadership trainings, participate in community based experiences and design a class project to be completed by the leadership class.

The philosophy of EVOVLE is based on the premise that everyone has the right, the capacity and desire to be engaged in community decision making. This is a program that spans the entire field of Cooperative Extension Service education.

CHESAPEAKE FIELDS, AN INNOVATIVE, VALUE ADDED BUSINESS MODEL

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Chesapeake Fields Institute (CFI) is a 501(c)(3) non-profit organization founded in 2000 after a year-long needs assessment. Chesapeake Fields works as a regional research resource to find new, workable ways to help farmers become more profitable. CFI has raised over $1M for market research and feasibility studies. Through its research, it has identified specialty wheats and soybeans for value-added processing. In 2003, CFI launched Chesapeake Fields Farmers, LLC. to process, package and distribute value- added grains and oilseeds. Farmers are the key to Chesapeake Fields' efforts. They must have ownership and take responsibility in producing the very best raw ingredients they can for use in the consumer products. They also need to benefit from the increased returns captured in the value-added process; therefore it is essential they have ownership in the value-added component. Chesapeake Fields Farmers Cooperative was developed to provide a way for farmers to invest in the operation, participate in the decision making process, and have a vehicle to pay dividends based on patronage. CF (Chesapeake Fields) plans to build an agriculture business park to house its new businesses starting with an Artisan bread bakery and soy snack foods processing plant, along with a facility to clean and process grain. CF plans to incorporate an agriculture-focused, education-type center adjacent to the business park to teach consumers the value of agriculture, and the importance of our land as a valued natural resource.

COMMUNITY AGRICULTURAL DEVELOPMENT IN KAZAKHSTAN: IMPACTS HERE AND ABROAD

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The University of Idaho Extension Educator in cooperation with ACDI/VOCA offered technical assistance to conduct a five-day training covering community agricultural production operations, primarily focusing on wheat and barley production. The program shared current knowledge and practical information on various environmentally-friendly and commonly-used land preparation techniques and crop cultivation practices for producing grains. Formal classroom seminars were offered in the mornings. Each afternoon individual on-farm trainings, or consultations, were given. They focused on the following: land preparation, sowing, cultivation techniques, harvest management, crop rotation, pruning, and soil fertility testing. The seminars spent considerable time teaching from two fact sheets which had been previously translated for the farmers. An additional seminar was developed and offered to the 12 year old youth at the community school. Approximately 57 men, 7 women, 12 boys, and 13 girls were educated through the program. A total of 41 people were taught during the informal on-farm training sessions. This work in Kazakhstan has been publicized in area newspapers. We have also presented the results of our work with farmers, gardening groups, BLM personnel, scout troops, and church groups. These groups have expressed a greater understanding of the role agriculture plays in international relations, and increased their understanding of former Soviet Republics. Following the presentations, students are less apt to make uninformed generalizations about these countries and their people.

THE ECONOMICS OF DAIRY GRAZING

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

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, summarize and analyze actual farm financial performance from many sustainable, small farming systems which currently lack credible financial data that producers need for decision-making. Over 150 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project in 2000 through 2004. This is the largest and most comprehensive set of data for grazing dairy farms on the continent, showing that the grazing

dairy system is economically competitive.

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

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

The procedures used here can be expanded beyond grazing dairies, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

CONSUMER SURVEY ASSESSING DIRECT MARKETING OPPORTUNITIES FOR FARMERS IN URBAN VS. RURAL COMMUNITIES

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A consumer survey was conducted in 2003 to assess direct marketing opportunities for farmers in The Maine Highlands region. Five direct marketing methods were investigated. They were farm stand, pick-your-own, tailgate market, home delivery and farmers' market. A questionnaire was developed to determine whether the current outlets of farm products satisfy consumer' needs, and to identify potential areas of direct marketing of farm products that can better serve the needs of consumers.

Specifically the questionnaire covered three major themes: 1. Attitudes and shopping behavior in relation to farm products and retail outlets. 2. Factors important to consumers when choosing fresh produce and retail outlets. 3. Consumers' willingness to purchase fresh farm products directly from local farmers.

Questionnaires were mailed to 2,000 randomly selected residents living in each of the two market areas (urban and rural).

ECONOMIC IMPACT OF THE MISSISSIPPI BLUEBERRY INDUSTRY

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Statistics on blueberry production are not readily available in the Census of Agriculture; therefore, information on the impact of this industry is limited. The major variety of blueberries grown in Mississippi is rabbiteye, although the state climate is conducive to growing southern highbush, another popular variety.

Mississippi's blueberry industry has 365 growers and employs about 193 full-time employees. In 2002, the industry produced more than 9.6 million pounds of blueberries. The state ranks about 7th in the nation in blueberry production, with more than 1,600 acres and a production yield of 6,000 pounds per acre in 2002.

To estimate the economic impact of the Mississippi blueberry industry, the study relied on data about the total value of industry output, total industry production costs and the number of people employed in the blueberry industry in 2002. Previously developed enterprise budgets for blueberry production provided an estimate of production costs.

Economic impacts are measured in terms of sales/ output, income, employment, and taxes generated for

state and federal governments. A standard input/ output model (IMPLAN) calculated the indirect and induced impacts and multiplier effects.

In 2002, the retail value of Mississippi blueberries totaled $6.88 million. The industry's direct output of almost $6.88 million produced additional incomes of almost $3.84 and $1.3 million in workers and government officials, respectively. Direct employment of almost 193 people supported the employment of another 84 people in 2002. The Mississippi blueberry industry makes a significant economic impact in the state.

A TAILGATE VENDORS SURVIVAL GUIDE

Potter, * S. [1], Hunsberger, L. [2], Rosenkranz, V. [3]

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Tailgate Markets are very practical and useful ways for farmers to sell their wares directly to the customer. This one-on-one contact requires production, marketing and sales skills. It is vital that vendors increase and refine their abilities not only to make a sale, but also to keep the customer coming back.

This program was designed for vendors to increase their sales and improve tailgate markets. The audience includes vendors, market managers, government agencies and others interested in successful tailgate marketing in any geographic location.

The outcomes of the workshop included: How to increase individual sales and the success of a tailgate market, show examples of vendors at other tailgate markets, how to create a market experience.

Topics will include all aspects of being a vendor, from production to the final sale. What to do before the market? Information included product differentiation, post harvest handling and product presentation. What to do when setting up at the market? Information included display design, merchandizing, signage and product mix. What to do about marketing? Information included pricing, customer service, inventory and business skills.

This inter-active workshop has been given at various regional and multi-state events. End of class evaluations report farmers who were not already selling their produce at a market were excited about adding color to their display and including value added items such as edible flowers. The farmers already marketing their produce at a market said that the display would be changed along with bookkeeping and budgeting. Of the non-farmers attending the session 100% said they would utilize the information to assist their clients in tailgate marketing strategies.

IT'S THE ECONOMY STUPID: CREATING PARTNERSHIPS TO FIND THE LIMITED RESOURCES NEEDED TO ADDRESS ISSUES OF ENVIRONMENTAL EDUCATION

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True synergy becomes possible when federal, state, and local resources are combined to address environmental issues. The Cooperative Extension service can choose the players and lead a unified team to solve local environmental problems.

Economic growth brings both new resources and new problems to local communities. In 20 years, this rural county exploded to become Atlanta's most populous suburb with 675,000 people. Attracted by great schools, visionary political leaders, diverse economic prosperity, and upscale neighborhoods, people flocked to Gwinnett County to enjoy the many benefits of suburban life.

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

ANIMAL SCIENCE PRESENTATIONS

AN EVALUATION OF RETINAL IMAGING TECHNOLOGY FOR 4-H BEEF AND SHEEP IDENTIFICATION

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This study evaluated retinal imaging technology as a means of permanent identification of 4-H beef and sheep projects by comparing the time required to collect a retinal image versus a nose print, and determining the false match and false non-match rate of visual verification for each identification method. The OptiReader™ Device, designed by Optibrand Ltd., LLC, was used to capture digital images of the retinal vascular pattern of 491 beef and 220 sheep during Indiana 4-H enrollment days. A total of 317 beef and 159 sheep were re-imaged at county fairs to compare with the images collected during 4-H enrollment. The on-site visual verification rate was 96.2 percent for beef, and 100 percent for sheep. A visual verification exercise administered to Extension Educators and 4-H volunteers showed that individuals could correctly identify a pair of retinal images as a match 98.6 % of the time for beef and 84.9 % of the time for sheep. Nose prints were correctly identified as a match 68.9% of the time for beef, and 79.5% of the time for sheep. The researcher concluded that the retinal imaging system is a viable method for enrolling Indiana 4-H beef and sheep projects.

HELPING PRODUCERS LOOK AT BENEFITS TO THE NATIONAL ANIMAL IDENTIFICATION SYSTEM

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The National Animal Identification System's (NAIS) goal is to be able to track any suspected animal exposed to a disease to its previous locations within 48 hours. With an identification program, the disease can be quickly contained and eradicated. Additionally, it will provide benefits to the meat industry in terms of market access and consumer demand. The US Animal Identification Plan (USAIP) will uphold the reputation of a safe food supply and promote continued confidence in livestock products. A part of Quality Assurance is proper identification of cattle and use of performance data. Small livestock producers need to become more proficient in the use of cattle data. Country of Origin Labeling (COOL), and the USAIP requirements will cause all small livestock producers to maintain data on their herds just like large operations.

Originally producers focused on how COOL and the national ID program could impact them. It progressed into how information needed for these programs could be made useful beyond the requirements. How can these changes in animal tracking be a benefit rather than a cost? Learning to use a handheld to collect and mange herd data appears to be a relatively easy way. Originally laptop computers were considered as a tool to collect cattle data. While more and more producers have computers, they are not portable models and many do not have electricity located near their cattle handling facilities or may not feel comfortable having an expensive laptop chute side. Thus a handheld computer becomes a feasible alternative.

SOUTH OZARKS PREMIER BEEF MARKETERS MORE THAN A BEEF MARKETING, LLC

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The South Central Region of Missouri contains many small beef cow-calf operations. The value of all cattle in this 10-county region is $446,555,000. These counties have a combined total of 330,800 cows with Texas and Howell counties ranking 1st and 6th in the state respectively. Thirty-five producers from these ten counties in the South Central Region have participated in the South Ozarks Premier Beef Marketer (SOPBM) program and gained an additional $41,933.45 from the first ten groups of cattle. They have also gained an additional $54,014.10 by retaining 25% ownership through the feed yard on several groups of cattle in the program. So far SOPBM has backgrounded twelve groups of calves for a total of 7,577 calves in the program. More importantly, these cow-calf producers have been able to follow the performance of their calves through slaughter allowing them to make; management, health, and genetic selection decisions based upon their own individual animal data. Accomplishments for the group are official LLC designation, purchase of new genetics by producers (Show-Me-Select heifers, bulls from new sources with documented carcass genetics), and top 10% profitability pen for Caprock Feeders ($2568.19 dividend on 70 head). Some of the comments from members are; "I've learned more than I ever imagined about: other sectors of the beef industry, consumers and industry demands, my overall farm management and ways to improve it and about optimally positioning my operation for economic success in the 21st century."

EASY AND EFFECTIVE TOOLS TO ASSESS KNOWLEDGE AND SKILL DEVELOPMENT IN LIVESTOCK PROGRAM PARTICIPANTS

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Program funders, administrators and decision makers are increasingly demanding evidence of the impact of Extension programs. Documenting impacts of livestock programs may seem difficult and unwieldy, yet quick and accurate assessment tools can be devised to evaluate program effectiveness. In this presentation, two such approaches will be shared with attendees. One evaluation tool has been used repeatedly to measure self-reported knowledge gains in traditional lecture-based programs. The other tool was designed to be used at "hands-on" programs where demonstration of skill proficiency was the goal. Both tools are widely applicable to various Extension livestock programs.

A COOPERATIVE APPROACH TO WATER QUALITY RISK ASSESSMENT ON LIVESTOCK CONFINEMENT FACILITIES

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The Concentrated Animal Feeding Operation (CAFO) rule in the Clean Water Act was developed to regulate discharge from large livestock facilities where waste is concentrated and has the potential to enter waters of the U.S. However, the regulations also allow for designation of smaller operations that are significant contributors of pollution. Many states are not programmatically addressing the issue of small CAFOs. In Washington State, there was no existing coordinated effort to provide information to producers. The Livestock Water Quality education program provides livestock producers the information necessary to determine their level of risk as potential polluters and identify management strategies to reduce that risk by improving water quality and/or preventing discharge. The first phase is a cooperative effort among NRCS, Washington Conservation Districts, WSU Extension, Washington Dept. of Ecology, and the Washington State Dept. of Agriculture to identify information needs and develop a training session for public and private natural resource professionals; this workshop will provide a common understanding of applicable regulations and water quality principles and ensure consistent technical assistance delivery across the state. The next phase is direct outreach to producers through mailings, local workshops and field demonstrations, an interactive website, display booths at agricultural events, and resource material provided through Conservation Districts and Extension offices. A

central component of the information package is an assessment tool for on-farm use, designed to walk a producer through a decision tree and evaluate facility conditions through a series of yes/no questions, resulting in recommended practices that could be implemented to reduce the risk of pollution.

WOOD PELLET BEDDING FOR EQUINES DEMONSTRATION

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Many horse farms reported problems with the huge amount of manure that they have to dispose or spread. Using a product that could potentially reduce the amount of manure that horse farms have to deal with could help alleviate this problem.
This project measured the manure outputs from two different types of bedding material (fresh sawdust bedding and pelleted wood product bedding). Horses averaged 1044 pounds body weight and were an equal mix of mares and geldings.
Daily manure production of horses while in their stall for half a day ranged from .5 to 1.0 cubic feet per day with the pellet bedding material compared to .7 to 1.7 cubic feet per day with the fresh sawdust bedding material. It was found that using the dry pelleted bedding product produced on average only two thirds of the volume of manure than that from the sawdust bedding. While the cost of the pelleted product was about 40% more than the sawdust, the cost of hauling, storing and spreading of the manure from stalls bedded with wood pellets would be reduced. Individual farms need to evaluate their own situation to see if the pelleted product would be more economical.

The report can be viewed online at http://www.umext.maine.edu/maineequine/pellet/pellet1.htm

ANIMAL BIOTECHNOLOGY EXTENSION EDUCATION

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Biotechnology is defined as technology based on biology. Many different biotechnologies have been incorporated into livestock breeding programs to accelerate the rate of genetic improvement. Prior to their eventual widespread adoption, some of these new technologies were controversial and their introduction met with some resistance. For example, artificial insemination was initially seen to "be against the laws of God, a repugnant practice that will lead to abnormal outcomes". Recent developments in animal biotechnology also include some controversial technologies, such as cloning and genetic engineering. For many Americans, biotechnology remains an abstract and unfamiliar concept that, in the absence of other information or knowledge, seems to evoke negative reactions. A 2004 survey of public knowledge about biotechnology found that the majority of people who stated that they knew "nothing at all" about animal biotechnology, also disapproved of its use. It is an opportune time to develop extension programming in the area of animal biotechnology for both livestock producers and the general public. In my program, outreach efforts with producers have focused on providing the necessary background to allow for an understanding of how, why and when DNA-based biotechnologies, such as parentage testing and DNA-marker assisted selection, could be used in breeding programs. Educational programs for the general public include a basic explanation of the science behind different animal biotechnologies, and provide information on why these different technologies are being used in animal agricultural production systems.

TEACHING INTEGRATED PARASITE MANAGEMENT (IPM) TO SHEEP AND GOAT PRODUCERS

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Gastro-intestinal parasites (worms) are the #1 health problem in sheep and goat flocks in the Mid-Atlantic region and a limiting factor to producers developing profitable enterprises. Problems are exacerbated by the fact that worms have developed resistance to most of the drugs (anthelmintics) used to control them. The agent designed and conducted educational programs

to teach producers a more integrated approach to internal parasite control in small ruminants. In 2004, ten (10) four-hour IPM (integrated parasite management) workshops were held in four states. Two-hundred and fourteen (214) producers, students, and extension agents from seven states participated in the workshops and gained hands-on experience conducting fecal egg analysis and using the FAMACHA© eye anemia chart. Based on the results of pre- and post-tests, producers increased their knowledge of internal parasites by 30 to 40 percent. Participants were certified in the use of the FAMACHA© system. An additional 234 producers and students participated in IPM programs without the hands-on training. Workshops are coordinated through extension educators and producer groups. They are publicized through the *Maryland Sheep & Goat Producer* newsletter and the Maryland Small Ruminant Page (www.sheepandgoat.com). Grant monies were obtained from Northeast SARE to purchase microscopes and to pay for the travel associated with conducting IPM workshops. Grant funds are also being used to develop IPM educational materials and to carry out parasite-related research. Producers who have participated in the various IPM programs indicate that they are using the FAMACHA© system to make deworming decisions in their flocks. They have adopted other IPM techniques to manage parasites in their flocks. The demand for the IPM workshops continues to grow. Many more workshops will be held in 2005.

CONTROL OF HORN FLIES ON CATTLE BY MECHANICAL MEANS USING A CATTLE WALK-THROUGH FLY TRAP

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A walk through horn fly trap was evaluated for controlling horn flies on pastured beef cattle. The ultimate goal was to reduce horn fly populations to below the economic threshold of 200 per animal. Two herds, the fly-trap herd and control herd, were used in evaluating this method. Flies were counted weekly for ten weeks at each location on ten randomly selected animals, using a standard grid method of determining the fly population. Horn fly populations on the herd using the walk-through fly trap never exceeded the economic threshold and reduced the overall number of flies throughout the study period by 57%. This trap was also compared to insecticide impregnated ear tags and back rubbers in terms of cost. The cost of all control methods was calculated based on a 30 head herd with no charges for time or labor. The annual cost per head for the fly trap, ear tags and back rubbers are $1.33, $1.85 and $0.41 respectively. Based on other studies with insecticide susceptible horn flies, some insecticide impregnated ear tags can provide greater than 90% control when used properly. Back rubbers often provide similar population reduction to that of the walk through trap. The walk through fly trap is 100% environmentally friendly, uses no pesticides, and can accommodate herds greater than 30.

FORESTRY AND NATURAL RESOURCES PRESENTATIONS

CHANGES IN WESTERN LANDSCAPES AS DOCUMENTED BY REPEAT PHOTOGRAPHY

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Data on long-term vegetation change are scarce to nonexistent in Western landscapes. Historic photos are very valuable in documenting vegetation composition in the past. Repeat photography provides data that shows these changes and the impact of past land management practices. Repeat photography is also a valuable educational tool because it is easily interpreted by the general public. To date, 800 photosets have been repeated in Southern Utah and placed on the Utah State University Extension web site (http://www.ext.usu.edu/rra). By systematically evaluating vegetation changes in these photos some clear trends emerge; range conditions have improved, soil erosion has decreased, riparian and stream conditions have improved, while conifers, pinyon-juniper and sagebrush have greatly increased in area and density. Aspen is depicted in 223 repeat-photos in South-Central Utah. In 64% of the photosets, aspen declined, while it remained unchanged in 27% and increase in 9%. This is similar to other research that has reported a major

decline in aspen across the Intermountain West. Where aspen declined, it usually was replaced by invading conifers. Conifers were depicted in 221 repeat-photosets and in 92% of those images conifers increased markedly. Pinyon-Juniper woodlands show a similar trend with 1% of the photos showing a decrease, 5% show no change, with 94% showing and increase in Pinyon-Juniper. Evaluation of these photos shows a clear trend of herbaceous vegetation being replaced by woody species. We attribute this process to a lack of fire in these systems. This conversion is of great importance as it is responsible for a decline in forage for both wildlife and livestock, sets the stage for catastrophic wildfires and results in a less biodiversity in these systems.

PROTECTING GROUNDWATER RESOURCES: AN EDUCATIONAL VIDEO ON PRIVATE DRINKING WATER WELLS

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What do you know about private drinking water wells in the Southeastern United States? A new video titled "Well, What Do You Know" designed by the University of Georgia's Cooperative Extension Service answers this question and educates Georgia's rural well owners about proper construction, maintenance, and testing of private drinking water wells. What makes this video so different from others is that much of the video uses footage of drinking water wells captured by a down-well camera. Images include bored, drilled, and abandoned wells, in addition to those found in various geology. Individuals watching the video will be captivated by the footage and will understand the relationship to their own drinking water. As they say, "a picture is worth a thousand words." By illustrating common problems with drinking water wells, the video encourages individuals to think about their wells, make repairs, or simply construct a new well if necessary. Footage includes images of bored wells with tree roots growing through the casing, leaks, and more. The video also uses interviews with well owners, county extension agents, extension specialist, representatives from the Georgia Well Drillers Association and geologist to drive home the point that the well owner is ultimately responsible for the safety of their own drinking water. Another vital component of the video is that it promotes well owners to seek out the assistance of their local county extension agent for answers to their water quality problems. This video is one that you must see.

COOPERATIVE WEED MANAGEMENT AREAS – ADDRESSING LOCAL WEED MANAGEMENT ISSUES WITH UNITY AND DIRECTION

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Cooperative weed management is not a new concept. State and county noxious weed experts have helped private landowners for years, but often the scale of the cooperative effort was confined to a particular area of land ownership rather than a community or watershed. For a variety of reasons one landowner might have diligently combated noxious weeds while another did not, exacerbating the problem. Varying levels of interest, knowledge, skill, resources and commitment were often wasted while noxious weeds continued to spread throughout the West. It became apparent that a new approach was needed and Lake Counties Strategic Plan for Managing Noxious Weeds was developed and implemented. National leaders provided increased funding to help fight noxious weeds irrespective of land ownership. Concerned neighbors began to share available resources. The

phrase “Pulling Together” was coined and all parties began looking at the bigger picture with renewed hope and support. Lake County Extension, local citizens, city, county, state, and federal leaders began creating a Cooperative Weed Management Area. The term CWMA refers to a local organization that integrates all noxious weed management resources across jurisdictional boundaries in order to benefit entire communities. Significant gains are being made by the Lake County CWMA as neighbors, who were once critical of each other are working on a common goal. Physical and social barriers are fading as partners' experience new success against a common threat. The Lake County Cooperative Weed Management Area is linking Extension outreach education with on the ground management and working to meet the needs of the county.

COMMUNITY EDUCATION – RESPONSE TO A NATURAL DISASTER

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On July 15, 2004, a firestorm devastated Carson City, Nevada. The damage to property, and homes created an urgent demand for collaboration and information. The *Waterfall Fire Education Program* resulted. The purposes of the program were to respond to homeowners' requests for information about landscape and native plant survival; lead an interagency task force to address erosion and revegetation issues for homeowners; develop fuel breaks; develop Fire Safe Council Chapters; build a volunteer program; teach classes on fire related issues; and develop responsive publications to meet community needs. The goals were to minimize erosion; coordinate revegetation efforts across public (county, state, and federal) and private lands; and create a more fire-safe community. The target audience was homeowners affected by the Waterfall fire and remaining neighborhoods. Educational materials produced were nine newspaper columns addressing information requests; one hour-long video entitled *How to Manage Your Landscape After Fire*; a peer-reviewed publication - *Taking Care of Your Landscape After Fire*; and seven powerpoint presentations on related topics. Outcomes included a grant award of $222,300 to accomplish the goals. Participants (N= 200) gained knowledge and skills necessary to stabilize their property. Volunteers improved the environment and made a positive impact on the community. Social action included noxious weed management, fuel breaks developed, Fire Safe Chapters formed, and defensible space implemented. Cooperation was fostered among local, state, and federal agencies and private landholders to make Carson City more fire safe.

UTAH STATE UNIVERISTY PANGUITCH EXPERIMENT FARM RIPARIAN RESTORATION PROJECT

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Four years ago, planning was initiated to conduct a riparian restoration project on the Utah State University (USU) Experiment Farm. An Environmental Protection Agency 319 Clean Water Act grant was received to help complete the project. Since 2000, the following practices have been installed on the farm: Bioengineering -- conifer revetment, vertical willow bundles, willow mattress, bank sloping, riparian vegetation plantings and rock barbs; Alternative Stock Watering Systems -- 2 different manufacturers of nose pumps, hydro ram pump (scheduled installation summer 2004), sling pump (scheduled installation summer 2004), solar powered livestock water; and water management projects. The farm is an excellent demonstration site to evaluate successes and opportunities for riparian restoration. Pastures are grazed differently allowing comparisons between 3 and 4 year exclusion. The farm demonstrates low input (low cost) restoration verses high input (high cost). Additionally, the farm has lent itself to a riparian restoration training for over 35 agency personnel. Evaluations of this training showed that the average knowledge about riparian restoration increased by 58%. Comments from some of the participants included, “Excellent, wish all workshops were this well put together.” and “Excellent workshop, very educational and informative. Thanks for putting it together.” The USU Riparian project demonstrates successful riparian restoration and is an educational tool for local and statewide watershed interests.

WATER QUALITY MONITORING EDUCATION: OSU EXTENSION'S MULTI-TIERED APPROACH

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In Oregon, volunteer-led watershed councils and Soil and Water Conservation Districts are the primary organizations monitoring water quality at the grass-roots level. The Oregon Watershed Enhancement Board (OWEB) is the primary grantor to these organizations. The organizations monitor to describe baseline conditions, prioritize restoration projects, evaluate project effectiveness and educate citizens about their watershed. However, monitoring groups often lack the skills to develop strong sample designs and interpret collected data. Many groups collect data that is never used and does not adequately measure project effectiveness. Our goals were to teach watershed groups to ask researchable questions, design robust monitoring programs, and interpret and use collected data. O.S.U. Extension Service developed and delivered 1) basic trainings statewide through the Master Watershed Steward program; 2) advanced regional trainings; and 3) hands-on assistance to local groups. Statewide workshops have reached over 500 people since 1999, new regional workshops reached 20 groups in 2004, and local assistance has greatly improved monitoring effectiveness in many enhancement projects. These councils and districts have greatly improved their monitoring programs as evidenced in reports and new grants submitted to OWEB.

EXPLORE 4-H VIRTUAL FOREST

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Despite the importance of forests to Virginia's citizens, forest management is not well-understood by much of the general public. Key informant groups composed of foresters and forest landowners have continually expressed concern that "what is taught in the schools" about forestry and natural resources is often based on emotion and misinformation rather than science. Developed to address this need, 4-H Virtual Forest is an interactive, web-based learning experience that introduces forest management concepts to youth aged 9 to 13. Seven learning modules cover land-use management, renewable resources, photosynthesis, tree identification, old-field succession, tree measurements, and timber harvesting. The 4-H Virtual Forest website http://www.ext.vt.edu/resources/4h/virtualforest also includes user's guides, student activity sheets, teacher answer sheets, additional resources, and the Virginia "Standards of Learning" addressed by each module. In addition, student and adult evaluations can be completed and submitted on-line. Research shows that, between home and school, 91% of six to 17 year old youth have access to the Internet. While not a substitute for hands-on field experience, the World Wide Web is a useful medium to present educational materials to youth.

IT'S THE ECONOMY STUPID: CREATING PARTNERSHIPS TO FIND THE LIMITED RESOURCES NEEDED TO ADDRESS ISSUES OF ENVIRONMENTAL EDUCATION

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True synergy becomes possible when federal, state, and local resources are combined to address environmental issues. The Cooperative Extension service can choose the players and lead a unified team to solve local environmental problems.

Economic growth brings both new resources and new problems to local communities. In 20 years, this rural county exploded to become Atlanta's most populous suburb with 675,000 people. Attracted by great schools, visionary political leaders, diverse economic prosperity, and upscale neighborhoods, people flocked to Gwinnett County to enjoy the many benefits of suburban life.

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

NEW TOOLS FOR EXTENSION INTO WATERSHED MANAGEMENT

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Issue/Rational for Program:

Agricultural and Resource Management Agents face several major environmental issues related to land use and water supply. Such concerns include agricultural, residential, industrial and open space needs, water quantity and quality for irrigation and recreation, non-point source pollutants, stormwater runoff, healthy food, and drinking water supplies. Many important streams, rivers and tributaries are rated as moderately to severely impaired by the Department of Environmental Protection. These important waters draw from lands used by rural, urban and suburban populations, farms, golf courses, parks, state forests, light industry, commercial fisherman, commercial boaters and recreational activities.

New tools and technology can help agents collect environmental data, coordinate key organizations, organize scientific knowledge, and disseminate facts about agricultural, municipal and home gardener contributions to non-point source pollution. Examples of these new tools and technology include bacterial source tracking techniques, digital multi-parameter probes, GIS-GPS, digital communication services, smart classrooms and on-site demonstrations of new best management practices for farms, forests and towns. Extension can lead this comprehensive approach in developing best management solutions throughout the watershed.

EFFECTIVENESS OF GEOTHERMAL HEATED LIVESTOCK WATER TANKS

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Given the extreme winter temperatures that we face in the West, and the difficulty and inconvenience it is to chip ice on water troughs on a daily basis, we initiated the design, installation and testing of low cost freeze free water troughs. One cost effective highly dependable option is constructing water troughs using large rubber tires with geothermal heat tubes extending into the ground below the frost line. Advantages of using large rubber tires are numerous. They are, very durable, readily available, easily patched if needed, and they conduct solar heat on cold clear days. Since the ground temperature below the frost line remains a constant 50 to 55^0 F throughout the year, it can be used as a heat source in the winter. The geothermal heat tube (GHT) is used to transport the water in the trough down into the warmer ground where it is warmed by convection. The warmer water then returns to the trough and colder water sinks back down the heat tube to be heated. Construction of these systems is fairly simple and requires limited materials.

Initial (03/04) evaluations have been very positive,

showing that the troughs with the GHT kept water temperatures an average of 8.8^0 F warmer than similar troughs without the GHT. Coldest recorded daily ambient temperature was 3^0 F. At these temperatures the average GHT temperature was 44^0 F, water troughs with GHT averaged 38^0 F, and average water temperature in troughs without GHT was 29^0 F.

PRIVATE FOREST LANDOWNERS: WHAT THEY WANT IN AN EDUCATIONAL PROGRAM

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The challenges that surround working with private forest landowners (PFLs) have a long history. For most PFLs, ideas of stewardship and management are only "occasionally relevant" (Sampson and DeCoster 1997). Forested systems are ever-changing, but the changes are slower and more gradual than, for example, agricultural crops, perhaps frustrating the engagement of PFLs in following appropriate management practices.

One of the greatest ongoing challenges for the extension educator is identifying programs relevant to the clientele's concerns (Seevers et al. 1997). The survey implemented in this study aims to assess the educational desires of PFLs. If educators can reach private forest landowners with well-designed tailored programs (by "programs" we mean any one of a variety of educational events such as workshops, seminars, demonstration areas, etc.) they may increase forest resources stewardship.

The objectives of this study were to understand what private forest landowners (PFLs), who are more likely to attend educational opportunities, want in an educational program and to profile these forest owners as different program audiences.
The results of this study provides a foundation to build on this idea..

Time issues are important to PFLs. Wintertime, Saturdays and Mondays, and evenings are generally preferred.

PFLs desire active learning methods, practically oriented and useful, related to forestry and wildlife management.

Occupation, among other demographic characteristics, sometimes distinguishes PFLs in terms of what they want in an educational program.

A COOPERATIVE APPROACH TO WATER QUALITY RISK ASSESSMENT ON LIVESTOCK CONFINEMENT FACILITIES

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The Concentrated Animal Feeding Operation (CAFO) rule in the Clean Water Act was developed to regulate discharge from large livestock facilities where waste is concentrated and has the potential to enter waters of the U.S. However, the regulations also allow for designation of smaller operations that are significant contributors of pollution. Many states are not programmatically addressing the issue of small CAFOs. In Washington State, there was no existing coordinated effort to provide information to producers. The Livestock Water Quality education program provides livestock producers the information necessary to determine their level of risk as potential polluters and identify management strategies to reduce that risk by improving water quality and/or preventing discharge. The first phase is a cooperative effort among NRCS, Washington Conservation Districts, WSU Extension, Washington Dept. of Ecology, and the Washington State Dept. of Agriculture to identify information needs and develop a training session for public and private natural resource professionals; this workshop will provide a common understanding of applicable regulations and water quality principles and ensure consistent technical assistance delivery across the state. The next phase is direct outreach to producers through mailings, local workshops and field demonstrations, an interactive website, display booths at agricultural events, and resource material provided through Conservation Districts and Extension offices. A central component of the information package is an assessment tool for on-farm use, designed to walk a producer through a decision tree and evaluate facility conditions through a series of yes/no questions, resulting in recommended practices that could be implemented to reduce the risk of pollution.

AQUACULTURE/SEA GRANT PRESENTATIONS

BUSINESS FEASIBILITY STUDY FOR DEVELOPING AN ORNAMENTAL AQUATIC PLANT AQUACULTURE VENTURE

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The inclusion of the backyard pond in the landscaping of homes has grown significantly over the past ten years. In creases in hardware sales and ornamental fish for use in the pond has also required a growth in the production of ornamental aquatic plants to be incorporated into the project. This work, which was funded by the USDA Northeaster Regional Aquaculture Center to improve the economic return in the aquaculture sector in the region, develops three scenarios for prospective farmers to become involved in raising a crop of ornamental aquatic plants. A hobby sized farm, a medium sized and large farm are discussed. A survey of pricing at the retail level is incorporated as well as an economic analysis for a start up business. IT is envisioned that these small aquatic plant farms could be replicated in a numerous locations within the region growing along with the demand for more plants.

COMPOSTING COMMERCIAL FISH PROCESSING WASTE FROM FISH CAUGHT IN THE MICHIGAN WATERS OF THE GREAT LAKES

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The disposal or reuse of fish processing waste has long been a challenge for Michigan's fish processing industry. Approximately 5 million pounds of waste from commercially processed lake whitefish, lake trout, and salmon is generated annually. In an effort to help the Michigan fish processing industry find better solutions to handle fish processing waste materials, a project was initiated to determine the viability of composting fish waste. The objectives of this project were to develop a compost marketing strategy, produce compost that met identified market specifications, and document the levels of mercury and halogenated hydrocarbons along the composting process to allay concerns in using composted fish waste.

No dichlorodiphenyltrichloroethane (DDT) was detected in compost made from white fish/lake trout waste. DDT was detected in compost made from salmon waste, but in amounts well below the USDA Food & Drug Administration's (FDA) action level of 5.0 ppm for food fish. Mercury levels were below both the FDA action level (1.0 ppm) and State of Michigan action level (0.5 ppm) in both white fish/lake trout waste compost and salmon waste compost.

Mercury contaminant levels in basil plants grown in mixes with various amounts of white fish/lake trout and salmon compost in them were well below the FDA action level (1.0 ppm) and State of Michigan action level (0.5 ppm).

It is recommended that fish waste compost be a component of a growing mix that meets a more demanding specification and for which the consumer is accustomed to paying a higher price. Based on the trials in this study, growing mixes containing 20-25% compost in a professional peat based growing media are optimum. There is nothing in compost made from fish waste that would prohibit it from being used in an organic cropping system.

SAFER, HIGH-DENSITY POLYETHYLENE PLASTIC PADDLES FOR HATCHING CHANNEL CATFISH (*Ictalurus punctatus*) EGGS

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Metal paddles made from aluminum or steel that rotate from a central shaft at 20-25 rpm have been used successfully for over 30 years to hatch catfish egg masses in catfish hatcheries. In a recent survey,

88.7% of catfish hatcheries reported they used paddles to hatch egg masses (USDA-APHIS 2003). While efficient, these rotating metal paddles do pose a hazard to workers hands, arms and even hair. Some hatcheries substitute air-stones for hatching paddles. Air-stones are safer for workers but do not provide the needed circulation and current for removal of dead eggs and egg shells at hatch. With air-stones, the newly hatched fry may lay with the retained egg trash causing fungal or bacterial problems. A new paddle has been devised for use in egg hatching troughs made from high-density polyethylene. This paddle is very safe as it will paddle through water properly and can be stopped easily when grabbed by hand. The plastic used to fabricate this paddle is 1/8 inch thick and cut from a drum using a reciprocating saw. New 30-gallon drums, made of food-grade high-density polyethylene, can be purchased for about $30. The length of plastic used here was cut at 12 inches long and 2.5 inches wide. The paddle was folded about 9 inches from one end and shaped to fit a 3/4 inch pipe by slightly heating the plastic with a hand-held propane torch. The folded paddle was then drilled in the center 2.5 inches from the interior folded end with an electric drill and 3/8 inch bit. The paddle is attached with a 1/4 inch diameter bolt (11/2 inch long) nut and washers. The edges and end of the paddle can be easily smoothed with a small knife or coarse-stone grinding wheel. This type of plastic paddle is strong but relatively soft as it can be flexed approximately 11/2. We estimate that there are 20,000 hatching paddles in use in the catfish industry. Two prominent catfish hatcheries, considered industry leaders, have switched to the new paddle. Such producer innovations are important to industry development and extension outreach.

GREAT LAKES FISHERIES LEADERSHIP INSTITUTE: PARTICIPANT MOTIVATIONS, LEARNING EXPECTATIONS, AND INTENDED STEWARDSHIP ACTIONS OF A NEW EXTENSION FISHERIES LEADERSHIP DEVELOPMENT PROGRAM

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The National Sea Grant College Program and Michigan State University Extension require documentation of program impacts, beyond simply describing activities and participant satisfaction. In 2003-04, the Great Lakes Sea Grant Network piloted the Great Lakes Fisheries Leadership Institute (GLFLI), an adult fisheries Extension education program. This evaluation provides an analysis of program impacts most likely to occur as a result of participants' GLFLI experience. Qualitative and quantitative methods were used to describe participation, participant reported program expectations and outcomes, and intended fisheries stewardship actions by Michigan participants (n=22). Results indicated that participants held diverse program expectations and intended to apply their GLFLI experience differently. Motivations for participation included values related to a specific participant cause or purpose, increased understanding about a topic, and social interaction opportunities. Program outcomes identified by participants included networking and understanding of diverse fishery stakeholders, as well as knowledge of fisheries history, biology/ecology, management, and issues. Participants were most likely to carry out stewardship actions consisting of educational activities, policy or legislative work, and/or fisheries habitat work. They sought to apply this learning mainly in local geographic and/or specific fisheries organizational community settings, but they also intended to serve as leaders in statewide, lake-wide, and Great Lakes basin-wide contexts. This evaluation establishes a baseline for comparing future mid- and long-term studies about how participants actually apply their GLFLI learning. It also provides a model by which to apply program evaluation techniques to similar Extension-based education programs with goals of developing leadership related to specific topics.

HORTICULUTURE AND TURFGRASS PRESENTATIONS

HORTICULTURAL THERAPY 101: STARTING A PROGRAM IN YOUR COUNTY

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The American Horticultural Therapy Association defines horticultural therapy as a process that uses plants and gardening to improve people's social, educational, psychological and physical well-being. The Rutgers Master Gardeners of Union County, NJ have an "Introduction to Horticultural Therapy" program that has been offered to 56 agencies, hospices, nursing facilities and schools that serve adults and children with disabilities since 1994. The Rutgers Master Gardeners of Union County funds the program. A volunteer "Horticultural Therapy" committee and the County Agent enroll program sites by letters, personal contact and press releases. The Master Gardeners coordinate program scheduling and purchasing supplies. The program consists of eight sessions in which participants that have disabilities complete small horticultural projects. The participants learn basic horticultural skills such as plant propagation. Some examples of projects include creating terrariums, arranging dried flowers and transplanting annuals. All natural, non-toxic materials are used. Facility administrators and staff are provided with guidance to enable them to continue offering horticultural therapy activities at their location. The administrators have noted that attendance at the sessions is high compared to other activities offered at the site. Adults and children enjoy the interaction with the Master Gardeners. Several facilities have incorporated horticultural therapy programs into their activity schedule.

GARDEN MOSAICS: OPPORTUNITIES FOR EXTENSION EDUCATORS AND MASTER GARDENERS TO PROVIDE PROGRAMMING TO URBAN YOUTH

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The Cornell Garden Mosaics program offers opportunities to work with community groups to deliver educational programming to urban youth. Master Gardeners have served as effective volunteer educators to deliver this programming. Garden Mosaics helps to connect youth and elders to investigate the mosaic of plants, people and cultures in gardens, to learn about science, and to act together to enhance their community. It offers a menu of educational, intergenerational activities that are designed to be used in a variety of gardens that might be found or created in just about all communities. Garden Mosaics is useful due to its adaptable design. Educators can select and use components of the program based on the needs and interests of their audience. Components include four core investigations (Garden Hike, Gardener Story, Neighborhood Exploration and Weed Watch), supporting science pages, ideas for action projects and an evaluation toolkit. Detailed instructions for using the components can be found at < http://www.gardenmosaics.org/ >. In spring 2004, the first author offered five training opportunities for volunteer educators, mostly Master Gardeners, to disseminate the program across Pennsylvania. As a result of these trainings, 100 adults were documented to have used more than one component of the program with 463 youth the following summer. Using some of the techniques in the evaluation toolkit, the evaluator observed the youth in one summer Garden Mosaics program demonstrating newly gained gardening knowledge, and an appreciation for their interaction with the adult gardeners at the site.

MULTIMEDIA EDUCATIONAL PROGRAM: THE ASIAN LONGHORNED BEETLE

Hlubik*, W.T.[1], Polanin, N.[2], Hamilton, G.[3], Weidman, R.[4], Marko, J.[5] and Smela, D.[51]Agricultural Agent Middlesex County, [2]Agricultural Agent Somerset County, [3]Pesticide Management Specialist and State IPM Coordinator, [4]Program Associate Middlesex County, [5]Program Assistants Middlesex County. Rutgers Cooperative Research and Extension of New Jersey, Dept. of Agricultural and Resource Management Agents and Dept. of Extension Specialists, Martin Hall 3rd floor, 88 Lipman Drive, New Brunswick, NJ 08901.

The Asian Longhorned Beetle (ALB) is an invasive pest that, according to the USDA, has the potential of causing over $41 billion in damage to the nation's economy, affecting the lumber, maple syrup, nursery, commercial fruit and tourism industries. ALB has already caused significant damage to trees in forests, woodlots, and communities in Illinois, New York, New

Jersey and Canada. In response, our team developed the educational CD ROM "Wanted: The Asian Longhorned Beetle." The CD ROM includes PowerPoint slide shows and video to provide information on the proper detection and reporting of ALB. The CD ROM has been used to train Master Gardeners, Extension Agents, and other horticultural professionals. Over the past two years, the CD ROM has been used to train over 55 professional tree climbers examining over 74,144 trees (value of $370 million) in and around the two county ALB infested quarantine zone in NJ. Our Extension team also created three video Public Service Announcements (PSA's) on ALB for use on statewide New Jersey Network (NJN) PBS television. The 30 and 60 second PSA's were created and aired within 3 weeks of the discovery of the ALB infestation. The PSA's provide information on ALB signs and symptoms and urge the public to report sightings of the beetle to our state hotline number 1-866-Beetle-1. The PSA's were aired in May, 2004 over a three week period. NJN PBS television reaches over 8 million people in our state and region via broadcast television, cable and satellite distribution. As a result of airing PSA's, another infestation was spotted and reported in a nearby town. In addition, hundreds of people responded to the toll free reporting number, Extension telephone help-lines, and Extension web site as a result of viewing the clips. The PSA's and CD ROM were created by our Extension team.

THE USE AND PERCEIVED VALUE OF SHADE TREES IN THIRTY-TWO CHILDCARE FACILITIES IN A MIDDLE TENNESSEE COUNTY

Kean, Karla, K.

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Study results indicate a high value associated to the importance of shade trees in outdoor play spaces; yet, physical site assessment data reveals a low number of shade trees compared to the presence of standard play equipment. An educational model has been created for the development, implementation and evaluation of shade tree use in childcare centers. This model was used to implement and assess the impact of an educational program on attitude about and knowledge of use of shade trees in childcare facilities. Throughout 2003 and 2004 the attitude of childcare directors toward providing shade by planting trees in outdoor play spaces was analyzed. Facility outdoor play spaces were evaluated through both surveys and physical site assessment data. One workshop was held to educate childcare providers to raise awareness of the need for shade in outdoor play area. While the current model envisioned by childcare providers is a playground full of traditional equipment, many existing natural features could be enhanced at little expense. Study results indicate that childcare providers consistently felt that providing shade was highly important, however, the outdoor play environments do not reflect that attitude. Data derived from site assessments, interviews and observation indicate that childcare directors are aware of the benefits of shade, but they lack the knowledge of how to plan and design facilities to include adequate shade. Discrepancies occurred time and again in what was reported on the *Baseline Survey for Childcare Directors* and what was actually seen during the physical site assessments.

DEVELOPMENT OF AN EDUCATION MASTER PLAN FOR THE UTAH BOTANICAL CENTER

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Utah State University Extension and Utah Botanical Center, Logan, Utah 84322

The Utah Botanical Center encompasses 150 acres of research and demonstration plots and includes 23 acres of water in four ponds and 40 acres of public open space around the ponds. In 2002, the botanical center initiated an intensive program planning process that was led by an interdisciplinary guidance team of twelve educators and administrators from Utah State University Extension, the Utah Botanical Center, the Utah State Office of Education, and the Davis School District. The team's goal was to plan, evaluate, and implement new programs that integrated with the plans for development of different theme gardens and facilities. Over a period of twelve months, the team conducted surveys and met with a variety of stakeholders to develop a list of priority programs. The project coordinator visited several other botanical gardens to solicit their input and observe successful programs. The team summarized their findings into immediate-term and long-term prioritized programs for different audiences such as K-12 students, university students, horticulture industry professionals, and the general public.

SOLVING THE MYSTERY OF MOUSE EAR ON RIVER BIRCH – "A NICKEL DEFICIENCY"

Mickler,* K.D[1] and Ruter, J.M[2].

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Mouse ear has been a problem in pecan (*Carya illinoinensis*) and container-grown river birch (*Betula nigra*) since the early1990's. The problem has caused considerable economic impact in the southeast. The disorder is easy to detect as the plants are stunted and appear to have been "sheared" into their stunted form. The leaves are small, wrinkled, often darker green in color, commonly cupped, and have necrotic margins. Mouse ear disorder on pecan has been corrected by the application of nickel salts. A study was initiated at a nursery in South Georgia to determine if nickel sulfate would cure mouse ear on river birch. River birch in #15 containers were selected for uniformity of size and mouse ear disorder. Treatments consisted of: 1) control, 2) 789 ppm Ni spray, 3) 394 ppm Ni spray, 4) 0.005 lbs Ni/cu. yd. as a drench, 5) 26 g/pot triple superphosphate, and 6) 130 g/pot Milorganite. Both superphosphate and Milorganite contain nickel. Spray treatments were applied at ~100 gal/acre and included 4.0 lb/100 gal urea and 4.0 ml/gal SilEnergy surfactant. Plants treated with sprays of nickel began to resume normal growth within one week of treatment. After 30 days, all plants treated with nickel sulfate had 100% normal growth, where as plants treated with superphosphate, Milorganite, and the control still suffered from severe mouse ear. Nickel appears to be an essential micronutrient for growth of river birch in organic substrates. Further research on nickel nutrition is warranted.

HOME GARDEN DRIP IRRIGATION SYSTEM

Banks, J.E.

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The average Utah household uses approximately 650 gallons of water a day. Urban landscape irrigation accounts for 50-75 percent of the annual municipal water use. Due to drought cycles and rapid population growth experienced by Utah, water conservation affects all state residents. Juab County has a population of 8,500 residents and total households of 2,500. Approximately 20 percent or a total of 500 households are involved in raising vegetable gardens. Because of drought conditions, many residents have either scaled back on the size of their garden or eliminated them completely. Water conservation techniques must be employed in order for these residents to raise the type of garden that they desire. Drip irrigation is one way to conserve water. A simple, user friendly and effective system was designed by Juab County gardeners. The system involved using PVC pipe and manual control valves. In a study done at one location, the gardener was using furrow irrigation previous to experimenting with the drip irrigation system. During 2002, 27,000 gallons of water were used to irrigate the vegetable garden. Using the drip irrigation system in 2004, 6,300 gallons of water were used, for a savings of 20,700 gallons. The system lowered water costs, using 75 percent less water and reducing weeding time by 75 percent. Using this type of system to irrigate their gardens, Juab County residents have the potential of saving over 10 million gallons of water annually. This PowerPoint program will be presented at state and county workshops beginning in March.

EARTH-KIND™ ENVIRONMENTAL LANDSCAPE MANAGEMENT PROGRAM

Chaney, S.A.

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Each year, residential homeowners in Urban, Suburban and Rural areas apply irrigation water, fertilizers and pesticides in efforts to manage home gardens and landscapes. Higher levels of pollutants come from residential landscapes due to over-application of pesticides and fertilizers and improper water techniques. Currently over 80% of the 20.85 million Texas residents live in 21 of the 254 counties in Texas; however, residential landscapes and the potential for negative environmental impacts are present in both rural and urban areas, thus affecting every county in the state. An additional 7 million residents are predicted by 2025 in these 21 counties. Furthermore, increases in population also result in additional runoff pollution potential, especially in urbanized areas. The goal of a nationwide adoption of the Earth-Kind environmental landscape management program is for Americans to enjoy beautiful, productive landscapes, which require only minimal maintenance while providing maximum protection for the environment. The basis of this program is to combine the best of organic and traditional gardening techniques to create a new

horticultural system for the 21st Century, a research-proven system based on real-world effectiveness and environmental responsibility.

HIGH AND DRY RESEARCH IN THE FRONT RANGE, COLORADO

Hall,* G. H.[1], Badertscher, K. B.[2], Shonle, I. K.[3] and Vickerman, L. G.[4]

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The purpose of this study was to gain knowledge about the establishment of drought tolerant species both at high elevations and with no supplemental irrigation. Colorado State University Cooperative Extension (CE) had no research-based information about the establishment of no-water gardens, a topic of much relevance in times of drought and for mountain communities with watering restrictions. Additionally, research-based information about plant establishment at 7500 feet elevation and above is extremely limited. Test gardens were planted at two locations, Gilpin and El Paso Counties. A standardized planting plan was used for both gardens. The plantings were placed in such a way as to be aesthetically pleasing to the public view. Each plot was approximately 400 square feet and contains shrubs, perennials, grasses and bulbs. Mulch was utilized at each garden as a means of moisture conservation for limited amounts of precipitation. A review of the first full year and second growing season will be given along with outreach strategies.

4-H YOUTH DEVELOPMENT

PARTNERING IMPROVES ENVIRONMENT, BENEFITS LANDOWNERS, AND PROVIDES NATURAL RESOURCE EDUCATION FOR YOUTH

Heaton*, K.M[1].

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Utah State University Extension's goals for this project included utilizing the watershed restoration project to involve the local community and private landowners and educate youth with hands-on-activities. Members from local schools, state and federal agency personnel and Utah State University Extension Agent formed the Upper Sevier Information and Education Committee. In 2002, this committee initiated what has become the Annual Upper Sevier Watershed Days. The local elementary students and teachers hike 15 minutes to a near by outdoor class room and are instructed by resource professionals. Local high school students work with natural resource professionals to complete a riparian project on a local landowners property. They learn first hand from specialists while completing a project that they will be able to see improve over time. Over 830 students, 52 teachers, 44 resource professionals and 16 volunteers participated in the last 3 watershed day events. Several teachers and students commented on how educational and fun the 2004 watershed day was. One teacher said, "This was by far the best program that we've had. Thanks for all your efforts putting this together." Additionally, Panguitch High and Elementary students and the Upper Sevier Watershed Information and Education committee received a Water Quality Award from Utah's Governor Olene S. Walker.

YOUTH FIRE AND EMERGENCY SERVICES DAY ABSTRACT

Chizek,* J. W.

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There is a shortage of volunteers among many of the 824 all-volunteer fire departments in Iowa. The Youth Fire and Emergency Services Day program

addresses the importance of volunteerism to a community; big or small. The six-hour program introduces high school youth in grades 10-12 to a volunteer fire department, opportunities for community service and volunteerism within their communities, and a brief experience of the training that firefighters go through. The curriculum developed utilizes the role of "volunteer firefighter" as the vehicle to encourage young people to get involved and has been endorsed by the Iowa Firemen's Association and the Iowa Fire Service Training Bureau. Curriculum topics include fire behavior, fire extinguisher training, personal protective equipment, hose handling and firefighting strategies, interior operations, search and rescue, and volunteerism. All hands-on activities are conducted under the close supervision of local firefighters. Since September, 2001, 14 programs have been conducted in nine Iowa counties involving 359 youth from 17 school districts. Firefighters from 20 fire departments have been involved as instructors and support personnel in the program. Even though this is a program designed to highlight the need for volunteerism and community service and not to actively recruit for the local fire departments, 12 of the respondents to the six-month follow-up evaluation indicated that they had started taking classes to become firefighters. Over 80% of the total respondents said they learned the value of volunteering time for community services.

GROWING A GREEN GENERATION – A curriculum of gardening activities for children ages 12 mos. To 5 years.

Perkins,* D.A.

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315 Daniel Webster Highway, Boscawen New Hampshire, 03303

There are more than 53million elementary school children in the United States.
90% of those children are 2nd or 3rd generation removed from the farm.
Of the remaining 10% it's estimated that less than 1 million will become farmers.
This means that the majority of policy and lawmakers of the future will not understand what is necessary to produce our food but will be in control of it.
In an effort to understand why plant based education isn't used more in schools, a recent survey was done by Cornell University. The survey indicated that confidence and limited resources are the two major obstacles in adopting a plant based curriculum. In addition, the majority of science teachers had taken no science classes or had taken less than 3 science classes in their entire career.
Very little gardening curriculum has been developed for children 12 mos. To 5 years of age. It has long been known that some of the most lasting lessons are learned in the first 5 years of life. It was our goal to develop this much needed resource and make it a tool that any caregiver, teacher, or parent could use, regardless of their level of growing experience.

4-H VIRTUAL FOREST

Goerlich,* D.L.[1], Kirwan, J.L.[2], Estes, H.C.[3], Hunnings, J.[4], Oliver, E.C.[5], Willis, J.R.[6], Minnich, G.A.[7], Napier, J.K.[8], Bruce, L.[9], Fisher, K.J.[10], and Cronin, K.[11].

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Despite the importance of forests to Virginia's citizens, forest management is not well-understood by much of the general public. Key informant groups composed of foresters and forest landowners have continually expressed concern that "what is taught in the schools" about forestry and natural resources is often based on emotion and misinformation rather than science. Developed to address this need, 4-H Virtual Forest is an interactive, web-based learning experience that introduces forest management concepts to youth aged 9 to 13. Seven learning modules cover land-use management, renewable resources, photosynthesis, tree identification, old-field succession, tree measurements, and timber harvesting. The 4-H Virtual Forest website http://www.ext.vt.edu/resources/4h/virtualforest also includes user's guides, student activity sheets, teacher answer sheets, additional resources, and the Virginia "Standards of Learning" addressed by each module. In addition, student and adult evaluations can be completed and submitted on-line. Research shows that, between home and school, 91% of six to 17 year old youth have access to the Internet. While not a substitute for hands-on field experience, the World Wide Web is a useful medium to present educational materials to youth.

Speaker Profiles

2005 NACAA

90th
Annual Meeting
and
Professional Improvement Conference
Buffalo, New York

2005 AM/PIC SPEAKER PROFILES

Steve Tasker

Steve Tasker is widely considered to be the National Football League's greatest special teams player of all-time, quite a feat for a 5'9" man who played in the ultimate big man's game. He is the only true special teams player to be selected as the NFL Pro bowl's Most Valuable Player (1993).

Steve currently is in his 8th year with the CBS Television Network as an NFL Color analyst. He is also on staff with the Buffalo Bills as a community liaison. He appears regularly on several local and national radio and television programs. He is also an active public speaker giving inspirational and motivational speeches in the western New York area and across the country. Steve is most well known for his role as the special teams captain of the Buffalo Bills during the teams four consecutive trips to the Super Bowl. What is not widely known is that Steve and his family, has made appearances on behalf of the NFL, the United Way, the American Red Cross, the March of Dimes and numerous other charity organizations. He is an annual guest of the Variety Club Telethon in the greater Buffalo area helping to raise money for crippled children. His commitment to children is further evident in his involvement with school lunch and reading programs as well as his work with Boys and Girls Clubs of America.

Dennis Mullen,

CEO, Birds Eye Foods

Dennis Mullen heads up the nations largest processor of frozen foods. The Rochester, N.Y. based company, with sales of approximately $1.0 billion annually, processes fruits and vegetables in 26 facilities across the U. S. and Mexico. They provide familiar brands in the frozen aisle including Birds Eye, Birds Eye Voila!, Birds Eye Simply Grillin', Freshlike and McKenzie's. Other processed foods marketed by Birds Eye Foods include fillings and toppings (Comstock and Wilderness); chili and chili ingredients (Nalley and Brooks); salad dressings (Bernstein's and Nalley) and snacks (Tim's Foods and Snyder of Berlin). Birds Eye Foods also produces many of these products for the store brands, food service and industrial markets. Birds Eye is the processing and marketing arm of Pro-Fac one of the largest grower coops in the nation.

Birds Eye CEO Dennis Mullen has the practice of involving all of his employees at Birds Eye Foods in new product launches.This is a perfect example of a corporation learning to leverage its most valuable asset: its employees. Too often, companies overlook this valuable pool of knowledge and resources in their midst. By enlisting his employees in this fashion, Mullen accomplishes several things at once: He creates an informal sales force, gains insight into the company culture, builds employee trust and collects data about informal, internal networks.

Mr. Mullen has been Chairman, President, and CEO of Birds Eye since 2002. He has extensive background in the food industry having worked for The Nestle Company, Farmland Industries, and Globe Products Company, before taking over the reins in two different regions with Birds Eye and moving on to Chief Operating Officer in 1996. A dynamic and sought after speaker he delivers a message encompassing the core values of Birdseye. "The Power of Teamwork", About "Doing things Right", "Excellence in Performance", and "Commitment in Objectives".

Zach Clements

Zach Clements' work has put him in the company of such speakers as President Gerald Ford, Jesse Jackson, Dan Rather, Prime Minister Pierre Elliott Trudeau, Henry Kissinger, and Barbara Walters. Yet this respected, sought-after speaker endured a depression era childhood as an orphan in an African-American and Italian ghetto. He's been through it all—poor performance at public schools, trouble with the law, and the constant lure of easy money from rackets that flourished openly in his neighborhood. Zach's indomitable will to succeed was nourished by

love and wisdom from his immigrant grandparents, and inspiration and help from his teachers, who started him on the road to respect for learning. He has earned Bachelors and Masters degrees from the University of New York at Albany, and a doctorate from the University of Buffalo. He is the author of several books.

A full professor at the University of Vermont for 13 years and a veteran of many more teaching posts, Zach has also been a cook, lifeguard, camp director, football coach, laborer, truck driver, insurance salesman, U.S. Marine, and a musician appearing on American Bandstand and The Ed Sullivan Show in 1960.

As versatile in leisure, he enjoys cooking, jogging, golf and writing fiction. Proud parents and grandparents, Zach and his wife Cynthia recently celebrated their 45th wedding anniversary.

Much of the impact, emotion, and honesty of Zach's message is rooted in his inspiring upward journey from ghetto to public acclaim—energized by an avid hold on life, tempered by oldworld values and warmed by a teacher's love of people.

Notes from Speech

NACAA
Future Meeting Dates

2006	**Cincinnati, Northern Kentucky**	**July 23-27**
2007	**Grand Rapids, Michigan**	**July 15-19**
2008	**Greensboro, North Carolina**	**July 13-17**

NACAA
252 N. Park Street
Decatur, IL 62523