National Association of County Agricultural Agents

Proceedings

92nd Annual Meeting and Professional Improvement Conference

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NACAA
Report To The Membership
2007

NACAA President

Chuck Otte
Kansas

It's Been Teamwork All The Way!

It just seems like yesterday that we were in Orlando. I had just been elected Vice President. Grand Rapids and 2007 both seemed so very far away. Phil Durst, 2007 AM/PIC Chair and I had been visiting about the upcoming meeting that we would plan together. And it seemed so very far away. Fast forward to a little over a year ago. A past president was talking with me and gave me those wonderful words of advice. "Hang on tight. The year will fly by and there's no way to describe it." He was right! And now another AM/PIC has been relegated to memories.

Every AM/PIC I have attended has always left me impressed. The fact that we've had 92 of them is even more impressive. I've often wondered what the first gathering was like. What sort of anticipation and excitement did those founding fathers have when they were traveling to Chicago for the International Livestock Exposition and to gather with county agents from ten states to form a national association. Did they ever imagine that 92 years later the organization they founded would still be meeting? If you ever have the opportunity to sit down with a copy of the *History of the National Association of County Agricultural Agents 1915 – 1976*, you'll find yourself hard pressed to put it down. Many of the issues and opportunities that those early agents faced, we are still facing today.

But keeping an association and an AM/PIC going for 92 years isn't accomplished with just one or two or even a handful of people. It takes an incredible amount of teamwork to make it happen. The National Board changes every year. Yet with that constant change, the board reformulates itself to an engaged team all working for the same ultimate goal, helping you, the membership, become a better, more skilled extension professional. When those tough issues come along, and we have to make the board invariably looks at the situation from the angle of , "How will this help or impact the association and it's members?"

A year ago, the Futuring Committee reported their findings and recommendations after spending two years and a lot of time gathering information and processing that information. The recommendations from that committee are serving as a road map for the association. Stan Moore and the Development and Planning Committee have taken those recommendations and used them as a basis for developing a plan of work. Stan's committee found that several of the recommendations were in the process of being accomplished, some we have started to work on, and some we will work on in the coming years.

Fifteen years ago sustainable agriculture was just starting to show up on the many of our radar screens and few of us were really sure what it was all about. I dare say that most of us now have some segments of our annual programs that involve sustainability. To that end, a new program was launched this year. Thanks to yeoman effort from Vice President, Rick Gibson, the SARE Fellows Program, in partnership with USDA-SARE, has become a reality and will serve as a vehicle to provide in depth training to a select group of extension professionals every year, with the hope that they will provide additional training and leadership back in their home states.

In recent years we have seen a trend where more and more states are putting county extension faculty into the promotion and tenure system. This has created a need for our members to have more venues to present papers and posters or publish their work. After last year's AM/PIC I appointed an ad hoc committee to look into this situation. The committee reported at our spring board meeting that NACAA should start their own refereed and peer reviewed journal. I have asked past President Mickey Cummings to turn this

recommendation into reality. Mickey is hard at work on this and I look forward to the first "issue" of this electronic journal. If Mickey asks you for some help, I hope that you will be willing and able to help him.

As we all become busier with our jobs and our personal lives, we often find that even with all the technology tools we have, it becomes increasingly difficult to 'keep in touch." This impacts NACAA programs just like it impacts our profession so we've had committees looking at how we can utilize the technology to improve communication throughout NACAA. These recommendations may not be earth shattering, but they all serve as building blocks that help us maintain NACAA and move it on towards its second century.

We also recognize that we have a large proportion of our membership who can not attend the AM/PIC in any given year. So how can we provide professional improvement training to those members? The new communications technologies provide a lot of opportunity and we are just now starting to explore those options. This should prove to be a very exciting venue in the coming years.

From my perspective, the most important team within NACAA is the committees. These folks, from the national chair to the regional vice-chairs and state chairs, are the backbone of NACAA. For several years, the Aquaculture/Sea Grant committee has struggled to fill it's regional vice chair positions. The extension professionals in this area around the country are performing fascinating and critical work. This year, at the committees recommendation and support, the National Board combined them with Natural Resources where they will still be recognized and provide professional improvement opportunities for our members working in the aquaculture area. Recognizing the growing need for professional improvement in the area of sustainable agriculture, we are in the process of creating a sustainable agriculture committee in the Professional Improvement Council. Just remember that every time you attend one of those Search for Excellence seminars or professional improvement seminars, you are the beneficiary of the hard work that those committees put forth year in and year out!

All of these things point to just one thing; change is happening and it will continue to happen. We are an association that believes strongly in our history and tradition. But we need to be very careful that we don't let our history and tradition keep us from adapting to new challenges and new technologies. We are needed more now than ever before. Just as the challenges and opportunities have changed over the decades, so must we be willing to change to meet the future! As a team, we can help each other adjust, adapt and continue to serve.

The teamwork isn't just with the membership of NACAA though. We are a member of JCEP, the Joint Council of Extension Professionals. Along with the other five organizations, we find that we have many common needs, challenges and opportunities and none of us need to face these alone. There is strength in cooperation and we continually find that we have more in common that we have differences.

Then, finally, there is my own personal support team. When I was approached several years ago to run for this office, I said that I had to check with a few people first. It started with my wife Jaye, then my four co-workers in the Geary County Extension Office and then my Extension Council. Only after they had all encouraged me to go forward, did I agree to run for national office. Jaye has been a constant and steadfast supporter of my activities and without her support, this simply would not be possible. My coworkers in my office have survived, or perhaps even thrived, in my regular absences. They even survived my missing the county fair a year ago (but they made me promise never to do it again!). My Extension Council has been equally understanding and supportive as have been my coworkers in K-State Research and Extension. I can not thank them enough for this support! This simply proves again that we aren't out there alone doing these jobs, we're all part of a team. Thank you for being part of my team this past year!

President-Elect

N. Fred Miller
North Carolina

Congratulations to Michigan for a well planned and executed Annual Meeting and Professional Improvement Conference. The whole experience can be summed up in a new slogan: "Great Lakes, Great Sites, Great times....Great Meeting!"

The Michigan team has indeed set a high standard for future host state associations and the agents from North Carolina stand ready to take up the challenge. The seeds for an outstanding 2008 meeting have been

planted and nurtured and the plan has begun to come together. While the success of this year's meeting is fresh on your mind, please be sure to block off July 13-17, 2008 on your calendar and plan to join us in Greensboro to continue your professional development journey. We are confident that you will discover North Carolina is truly "A Place to Grow"!

Everyone climbing the NACAA "leadership ladder" is given the opportunity to serve in a variety of roles. Each has its own set of rewards and challenges and provides for the development of new skills and insights about the inner workings of NACAA. It might also necessitate a stretched "comfort zone!" The primary duty of the President Elect is coordination of the fundraising efforts of our organization and fundraising is an area that challenges many of us.

We can all agree that it takes special skills to ask a perfect stranger for money, but it becomes easier if you have a professional relationship with the potential donor. The President Elect has a limited number of personal contacts, but the pool becomes much greater when NACAA Committees and individual members become engaged in the process. In 2002, the NACAA Board recognized the important role that every member can play in the fundraising process and developed an incentive program to reward members who help secure new sponsors for NACAA programs. The incentive program is as follows:

Sponsor Level	Incentive
$2000 - $4999	AM/PIC registration fee reimbursed
$5000 - $9,999	AM/PIC registration fee reimbursed and $500 travel voucher to attend the AM/PIC
$10,000 – up	AM/PIC registration fee reimbursed and $1,000 travel voucher to attend the AM/PIC

Please consider taking advantage of this program this year and work with President Elect Rick Gibson to secure new sponsors/donors for our NACAA programs. This year our NACAA fundraising team was challenged by the loss of sponsorship for our Animal Science programs when Scoring Systems and Pfizer Animal Health chose not to continue as national sponsors. As a result, finding donors for the Animal Science Pre-conference tour and the Search for Excellence in Livestock Production became a priority. An extensive effort was put in place to secure sponsors for these programs. These efforts included:

1) Contacts with livestock-related firms during the North American Farm Broadcasters Convention in November with follow-up emails sent to firms indicating interest.

2) On-site meetings with key representatives of potential sponsors.

3) Contacts with livestock-related firms during the National Cattlemen's Conference and follow-up emails and phone calls with potential donors.

4) Personal contacts with at least 8 other potential donors.

As a result of these efforts, partial sponsorship was secured for the 2007 Livestock programs. There remains some work to be done but the team of folks assisting with this effort successfully created awareness within the livestock and animal health industry of the value of these programs. Under Rick Gibson's leadership next year, these contacts will prove fruitful. Please join me in expressing thanks to the NACAA Animal Science Committee, Glenn Rogers, Julie Smith, Henry Dorough, Chuck Otte and others who assisted with this effort. I'd also like to express appreciation to the Horticulture Committee and a team of Horticulture agents from Florida who helped with a similar effort in support of the Horticulture Pre-conference tour.

Fortunately, NACAA has a core group of 20 companies and organizations who provide ongoing sponsorship of our professional improvement programs, recognition dinners, seminars, and workshops and provide funds for Annual Meeting speakers. Scott Hawbaker, as our Executive Director, works closely with the President Elect to ensure these donors remain committed to the cause. NACAA is fortunate to have Scott in this role because he provides a consistent point of contact for these donors. He has established a rapport and positive history with each company and knows the nuances of each company's budgeting process. Without Scott's efforts, NACAA would be continually challenged to keep up with donor demands and more likely to lose our long-term donors. You are encouraged to give Scott a well-deserved word of thanks the next time you get a chance.

The key element that ensures ongoing interest by donors in our programs is member participation. Nothing shows our appreciation more than a full table of high quality entries and a room full of excited and appreciative participants during the awards ceremony. Every member should feel an obligation to regularly enter these programs. Besides helping to maintain donor support, participation will yield positive results for your own professional development and help build an impressive dossier for promotion or other purposes. With the above said, it never hurts for award winners

to write a brief note of appreciation to our sponsors and everyone is encouraged to help us with this effort. Our Committee Chairs shared thank you cards with many of you to remind you to follow through on this request.

Additionally, last year the Michigan Association of County Agricultural Agents worked with Tom Cooper of Rocky Top Farms who graciously donated jars of cherry preserves as an appreciation gift for donors. The NACAA Board mailed these preserves to all of last year's donors with thank you cards signed by every member of the Board. We plan to repeat this effort this year with products donated by the North Carolina State Association.

As a final note, I'd like to express my appreciation to every member of NACAA for entrusting me with the opportunity to serve as your 2008 President. The 2008 NACAA Board and all of the Committees are assembled and ready to hit the ground running. All we need is you! I encourage you to get on board the bus and help NACAA meet and exceed your expectations. "Miller Time" has indeed arrived and with your participation and assistance, we can work together to make 2008 a banner year for NACAA.

NACAA Vice President

Rick Gibson
Arizona

I signed a contract to serve as a County Extension Agent within the Arizona Cooperative Extension in April of 1981. Almost immediately I was asked by my peers to join our Arizona Agriculture Extension Association, and, along with it, NACAA. It didn't take long, with their encouragement, to pay my dues and sign on the dotted line. I have never regretted the decision.

Through the years, I have been a member of another scientific association, and it has been important to me, but NACAA and AAEA have been my, emphasis on my, primary professional improvement organizations! They have provided balance and diversity to my Extension career. They have helped me become exposed to new ideas and concepts. They have helped me through the promotion and continuing appointment processes within the university tenure system and they have added professionalism to my Extension career.

Perhaps the greatest benefit stemming from my membership in AAEA and NACAA has been the friendships that I have developed through the years. Networking and linkages are becoming more and more important as the world through instant communication becomes smaller and smaller. These professional contacts have been invaluable in helping me be a better agent. I consider them my friends.

I am confident that each of you has similar experiences that have likewise molded your own careers. As we continue to work our way through the questions and the calls that are a part of our lives, I hope that you and I will continue to recognize the value and importance NACAA, and our state organizations, in furthering our Extension careers.

As your NACAA Vice President and a new member of the NACAA Board, I wish to thank the members of our national committees and the council chairs for their hard work this year. I want to call attention to, and thank the committees for, the great programs that we have experienced during this great AM/PIC. I also want to recognize their efforts to vision and bring to reality additional professional improvement opportunities outside of our traditional meeting. It is an ongoing effort. They truly deserve our thanks.

The Futuring Committee last year provided many opportunities to improve our association. The national committee members, the council chairs and your national board have been working diligently to address those issues. Within the committee structure, communication at all levels has been a particularly important topic. I firmly believe that all of us working together, state organizations and national organization alike, that we can bridge that gap and ensure a seamless flow of information and knowledge throughout our system. I hope that you personally have seen improvement in this area.

I want to personally thank those members who have taken time to apply for national professional improvement awards and activities. In the various sessions of the Extension Development and the Professional Improvement Councils; in the awards ceremonies, the poster session and Search for Excellence presentations of the Professional Recognition Council there have been many opportunities to become exposed to new ideas. I hope that we all have feasted heartily upon all that has been available.

One of the great attributes of NACAA is its flexibility to adapt to new opportunities and ideas. This year, we have been able to expand our partnership with the USDA Sustainable Agriculture Research and Education (SARE) program. They have been a partner and a donor for many years, but this year we have been fortunate to initiate two new programs that have drawn considerable interest from our membership. These are the SARE Search for Excellence program within the Program Recognition Council's Extension Programs Committee and the SARE Fellows program that is supervised by the new Sustainable Agriculture Committee within the Professional Improvement Council. As more and more producers become comfortable with Extension's expertise in the many areas of sustainable agriculture, it is appropriate that NACAA provide its members with new opportunities to share their experience and to learn new techniques that they can use at home.

I wish to thank the members of this year's board who have taken the time to teach me about the processes of managing NACAA. It has been a steep learning curve, but with their help, I have been able to learn my duties and become familiar with many facets of our organization. I look forward to working with them in the future.

Now, as we move forward into a new program year, I hope that we can take home with us the leavening and synergy that came from rubbing shoulders together. I hope that the linkages that have been developed will pay dividends in our careers and in the service we deliver. See you next year!

NACAA Secretary

Leon J. Church
Texas

Where has the year gone? I guess it is a sign of getting older, the years go by faster each year with less time to get everything done I wish could be done. This year was the second year as your NACAA Secretary. I again can tell you your national board is doing all it can to provide you an association that meets your needs. Last year the Futuring Committee provided us with a great set of recommendations. Many of which are being implemented, others will take time to accomplish but I am sure future NACAA boards will address them. In fact the Planning and Development Internal Committee of the board has looked at all the recommendations and are prioritizing them so that they may be addressed in a timely manner.

I know this may seem like a broken record, however I think it is important to remind our membership what the four main purposes of the National Association of County Agricultural Agents, as I see it, are. The first purpose is to provide opportunities in professional development, second provide recognition for Extension program excellence, third provide leadership development opportunities and fourth act as an advocate for our profession.

I would like to expand on each of these very briefly. 1) Professional Improvement – this association offers its members a vast array of opportunities for professional improvement, from pre and post-conference tours and workshops, to over 120 workshops during the AM/PIC. Members have the chance to present reviewed posters, papers and presentations on a national level. Additionally, there are opportunities offered outside of the AM/PIC arena, this arena will continue to grow and improve. 2) Recognition – recognition is a very basic element of motivation. NACAA offers many awards programs with national sponsorship, our national donors understand the importance of recognizing programming excellence, an online application process begun this year will make applying for awards easier for you. 3) Leadership development, there are many leadership positions available for our membership, state chairs, regional vice chairs and national chair positions all of which can lead to further involvement in the association. I want to encourage you, the membership to seek out our future leaders. Most people will not just volunteer they need to be asked. And lastly, 4) Advocacy – your association works closely with NASULGC, ECOP and JCEP to further the county agent profession. No other association cares about the county agent as a profession. It is up to us to assure our own future.

Please take this challenge to work at making your association the best ever. You will only get as much out of NACAA as you decide to put into it. Again, thank you for your confidence in me by allowing me to serve as your NACAA Secretary.

Treasurer

Paul Wigley
Georgia

Where do I begin? When I was first asked by members of my state association to run for this office I was both humbled and honored to be considered worthy of the office. The first year as your treasurer has been an exciting, challenging, and rewarding experience. After serving for five years as treasurer of my state association, I thought the national treasurers duties would be similar. They are similar however, the national office carries a whole lot more duties.

I am fortunate that I am following a very well organized and successful treasurer in Chuck Schwartau from Minnesota. Chuck has been very helpful in making the transition from his term to mine very smooth and as efficient as possible. We as members of NACAA were very fortunate to have had Chuck in this capacity for the last three years.

After arriving home from last years AM/PIC in Cincinnati I received bids from several local financial institutions for our NACAA banking business. A local bank offered us four percent interest for our checking balance with no service charges. This is where the main bank account is at this time. As we collected funds in anticipation of this years AM/PIC as well as dues our checking balance grew significantly. With the approval of President Otte I opened a short term investment account with an annual yield of over five percent. A large portion of our assets were transferred to this account to draw a higher yield until the AM/PIC. We on the board of directors are constantly seeking ways to make your money work as hard as possible for NACAA.

As I conclude the first cycle of my term, I have visited with Chuck Schwartau about budget and other bookkeeping matters. Chuck will be returning to the board of directors at the competition of this year's AM/PIC in Grand Rapids. This will be a unique experience as the board will have two persons on the board who have experience as your treasurer. We will attempt to streamline and update the bookkeeping system NACAA currently uses that will make tracking expenses for individual categories easier.

Currently your organization is in a sound financial state. Your board of directors strives to maintain in a policy of sound financial management of your assets. We face one challenge in particular that faces our organization as well as each of us individually. That issue is travel expense. We seek ways to keep travel costs to a minimum even though travel is a required part of performing our organizations business. I pledge to work with our officers and directors to continue to be prudent with out monies.

Past President

Mickey Cummings
Georgia

When my father was a small boy his farm was visited weekly by a peddler that would
come to their farm and sell wares that every household needed to survive. My dad and his brother looked forward to this weekly visit with much anticipation. Dad told me that he and his brother could trade 4 eggs for 2 popsicles. So, every time they would see the peddler coming they would run to the hen house to gather up some eggs. On one particular visit the hen was still setting on the eggs. Every time my dad would get near the nest the old hen would flog him. He decided that nothing was going to prevent him from getting his Popsicle. So, he hit the hen in the head with a stick and gathered the eggs to trade them for a Popsicle. My dad found the problem and proceeded to correct the problem as best as he could. He got his Popsicle. But, he also received a pretty good punishment from his mom for his action.

As your Past President I have had the opportunity to research and make some recommendations on problems affecting members of NACAA. I have worked with 3 different committees in trying to combat problems facing NACAA and NACAA Members. Hopefully, we have researched and made recommendations to these problems so as not to cause NACAA members any pain.

The first problem that we have dealt with concerns communication within our organization. We have identified 3 concerns with communication. First, there seems to be a breakdown in communication between the state and national committees. This is especially true during the awards process. Sometimes state and regional winners are notified in a timely manner. Sometimes there are no entries in a particular award

category. The cause of this communication breakdown is three-fold. First, our database is not being updated by state officers on a timely basis. Second, many times in our haste to fill a vacancy at the state and region level we provide the name of a person that may not have the passion do the job it takes for that position. Third, one responsibility of a state or region chair of a committee is to find people to fill out awards applications. If a person has done a good job in a particular area the state chair should encourage that person to fill out an awards application. Our committee recommended that the Council Chairs develop a Committee Chair Checklist and Timeline and that these be placed in the Committee Handbook. Also, the committee recommended that training be given to Committee members and State Officers at the NACAA AM/PIC. Both of these recommendations have been implemented.

The second problem that another committee addressed was to find a means where NACAA Members could publish research papers or demonstration results in a peer reviewed process. Paul Wigley chaired this committee and recommended that NACAA develop and implement an electronic journal for NACAA Members to publish their research. Chuck Otte asked me to chair a committee to design and implement this electronic journal for NACAA Members. A committee has been formed and is presently working toward implementing this electronic journal in early 2008.

The third problem is not really a problem. It is more of an opportunity. Your NACAA Fiscal Committee has developed a balanced budget for 2008. The committee worked with our present NACAA Treasurer, Paul Wigley as well as our past Treasurer, Chuck Schwartau to develop this budget and we feel that this budget is a good one.

Finally, let me conclude by thanking you for allowing me to represent you for 6 years while serving as Secretary, Vice President, President Elect, President and now Past President of NACAA. It has truly been an honor. Thanks!

Southern Region Director

Henry Dorough
Alabama

I have experienced first hand the meaning of the old saying “time flies when you’re having fun.” I became Southern Region Vice-Director in November 2003 after my good friend Dr. Paul Mask accepted an administrative position within the Alabama Cooperative Extension System and stepped down as NACAA Vice-Director. When asked if I would take the job, my first thought was “this job is really bigger than me.” I was unsure if I was the right person for the job.

Now that my tenure as NACAA Director has come to an end I look back at my experience and I am truly thankful for the opportunity. My experiences on the Board have allowed me to grow professionally and personally during the past four years. I hope I have given to NACAA as much as NACAA has given me. The phrase “Friends for life” has a whole new meaning for me. To Scott, Glenn, Chuck O, Fernando (just kidding Chuck S), Mickey, Gary, Rick, Stan, Dave, Elmo, Doug, Leon, James, Jim, Alan, Dirk, Sandy, Paul and Michelle - thank you for your friendship.

For many years, the pioneers of Extension cut a clear path for us to follow. Providing non-biased, research-based information and education for farmers is a specialty of Extension. The path we have followed for a long time has changed dramatically in recent years. Advances in technology and budget issues have changed who we are and how we interact with our clientele. In some cases, private consultants and Ag industry have replaced the County Agent as the first call for information. These entities can easily provide information specific to the technology they sell, but Extension remains the only source of non-biased and researched information. That is our trademark in the world of agriculture; one that we can remain proud of.

Being the first call for non-biased information is important to a county agent. Being on top of your game and receiving the best training is equally important. That is why NACAA spends most of its energy on the AM/PIC. This meeting offers more training specific to the needs of county agents than any other source. No other Extension organization comes close. The NACAA AM/PIC can only be successful, however, if the membership participate. Ask any county agent who

participated in this year's AM/PIC for the first time and I'll bet they will say they are hooked. I made my first AM/PIC in Casper, Wyoming in 1994 and have missed only three meetings since that time. Most of the success I have lived as a county agent I attribute directly to my learning experiences from past AM/PIC's. I challenge you to make your first trip ever or your first trip in a long time to Greensboro, NC in 2008.

Serving as your director for NACAA I had the distinct privilege to attend the annual meetings for 12 of the 13 southern region states. The rotation did not allow me to get to Texas during my tenure but my good friends in Texas have not forgotten me. I am looking forward to visiting them at the end of July as a guest.

In addition to attending state meetings, I participated in all the regular Board meetings (Winter, Spring, Pre and Post-AM/PIC), JCEP regional meetings, AM/PIC's and all but three monthly conference calls. Your Board spends an enormous amount of time and energy to represent and provide the highest quality professional development and recognition programs for the members of NACAA. I am truly blessed to have been a part of these things.

In closing I want to thank Elmo Collum for preparing me and guiding me through this job and Jim Riddell, James Devillier, Dirk Webb and Allen Galloway for your friendship and laughs along the way. Thanks to all the Board members with whom I served. Thanks to Dr. Smith, Dr. Fowler and Dr. Mask (ACES administration) for your support and guidance. Thanks to the entire membership of the Alabama Association of County Agricultural Agents & Specialists for your support, especially Ronald Britnell for convincing me to do this.

Southern Region Director

James Devillier
Louisiana

The past is but a prologue! What a profound statement!!! As I ponder on its philosophical significance, I think of all the great past successes of NACAA, but at the same time I am excited about the fantastic achievements yet to come. As we near the end of the first decade of the 21st century and end the 92nd AM/PIC, we can only dare to think or imagine what the NACAA and its members can accomplish in the years to come. Incidentally, I know not from where this statement comes but it is inscribed on a statue on Pennsylvania Avenue in Washington D.C.

As a new and junior director of the southern region, I have found this year to be a learning experience of first magnitude. What is unique and stimulating is the diversity of thought among the board members and officers. Yet our unified purpose has been and is to provide you the membership with the ultimate in professional development and leadership opportunities. You can be assured that our deliberations weren't frivolous but thoughtful, reasoned and decisive.

Since the 2006 Cincinnati AM/PIC, monthly conference calls have attended to the business of NACAA. Our winter board meeting considered the program, meeting content and professional activities that were available to you at the Michigan AM/PIC. The board also considered proposals for the Sustainable Ag Fellows and Sustainable Ag Search-for-Excellence programs which were implemented at the AM/PIC.

The spring board meeting allowed us to solidify the 2007 AM/PIC program, ratify committee assignments, implement policy changes, review ongoing committee activities, and consider new ideas for professional development and improved communications within NACAA. A well deserved "**MERCI BEAUCOUP**" to the Texas Association for hosting the meeting, providing an educational tour of King Ranch and cooking a feast fit for, well, County Agents.

Henry Dorough, Dirk Webb, Alan Galloway and I hosted officers of the 13 southern region state associations at the February 2007 JCEP conference. Officers had the opportunity to update attendees on the status of their respective state association and on the health and well-being of their Extension organization. Highlights of the conference were presentations by Ed Williams, President of the Mississippi association, and Paul Wigley, President of the Georgia association, describing the activities and AM/PIC meetings of their respective associations. Opportunities for 'Internationalizing Extension Programs' were presented by a variety of Extension agents describing current and past programming efforts both within and outside the US.

Stan Moore, North Central director, co-chaired the Public Issues Leadership Development conference and I served as the other NACAA PILD committee member. I can unequivocally say that the program was relevant and focused on the public issues impacting change in our local communities which ultimately affect extension

program development and delivery. Over 300 extension agents and volunteer advocates attended the conference. Plans have been laid for next year, and under Stan's able leadership we'll have another outstanding conference.

During the past year, I participated in the state AM/PIC meetings of Mississippi, Arkansas, Louisiana, Alabama, and Oklahoma. Each association had outstanding professional improvement agendas, informative educational tours and excellent business sessions. R. L. Frazier and Myrl Sistrunk of the Louisiana association initiated a poster session at their AM/PIC and have built a solid foundation upon which to grow. Arkansas, led by Mitch Crow, had an excellent meeting highlighted by training on preparing posters using the power point program. Ed Williams and Al Myles conducted a short but excellent annual meeting recognizing those members who excelled in program areas and those retired from Extension. The Mississippi association held a second successful PIC in May. Pre-conference tours were the hit of the Alabama meeting. Poster presentations and learning to publish posters using the power point program again emphasized the professionalism of Alabama members. Danny Cain presided over an excellent meeting. Oklahoma association members are busily preparing for the 2010 NACAA AM/PIC. Their enthusiasm is contagious and another outstanding national AM/PIC is eagerly awaited. Greg Highfill and the conference committee planned and conducted excellent educational tours and programs. Thank you to each association and every member for the hospitality, graciousness and friendliness exhibited during my visits to your state.

The Futuring Committee provided the officers and board members a blueprint for moving our organization toward greater achievement. The board Development and Planning committee has outlined a three year plan for accomplishing that objective. Bertha Calloway once said, *'We cannot direct the wind but we can adjust the sails.'* As officers and board members of NACAA, it is our duty to adjust the sails to the needs of the membership. At the same time, you the membership must do your part by involving your extension programs, your aspirations, indeed your heart and soul in the future of NACAA.

It has been an honor, a privilege and a pleasure to serve you and the NACAA over the past year. I look forward to a bright future and another successful year.

Western Region Director

Michele Hebert
Alaska

How quickly time has passed. I have worked for the Cooperative Extension Service, for last 17 years in the State of Alaska. During that time I have had many duties because there are so few of us in such a large state. Single agent offices are common in the western region and this makes our jobs all the more interesting as we try to wear many hats and shoes. Speaking of shoes, this has been my first years as Western Regional Director and I had some big shoes to fill, following behind Sandy Macnab who did a wonderful job.

One of the best opportunities for professional developments in my career has been my NACAA association contacts and attendance at the annual AM/PIC. I still remember my first year AM/PIC. I met agent from states all across the United States, saw informative posters and attended educational seminars and tours. I have not regretted going to a meeting since. Each one has been filled with tidbits of information to bring back to my state and help me to a better job.

This year in Cincinnati was the same…stocked full of training opportunities in a fun filled week. Phil Durst did a great job of leading the efforts to put together an outstanding annual AM/PIC. Are you as amazed as me with how SUPER Cooperative Extension Agents are?

Recognition also needs to go the dedicated folks from the Western Region who put together the fifth Western Region AMPIC that was held in Caldwell Idaho November 7 and 8, 2006. There were 30 presentations in areas of extension programming, animal science, agronomy and natural resources/horticulture. Seven states were represented Alaska, Arizona, Idaho, Montana, Oregon, Utah, Washington. The first day was organized into two tracks so participants could choose to attend the one, which was most beneficial to their program. The second day included a tour to commercial farms, research facilities and processing plants. A professionally designed abstracts and proceedings booklet was provided to participants along with a bag of agricultural goodies from Idaho. This event has been instrumental in increasing participation at the Annual NACAA AMPIC. Now the proceeding are posted on the NACAA website.

I would like to thank the members of my home state for the confidence in nominating me for this position and especially thanks my family for their support and love as I took on the Western Director in NACAA.

As we approach again other year, I leave with you a thought. CES agents cannot do everything but we can fell proud that we plant a lot of seeds of information that will someday grow to improve the quality of lives for the folks we work with. I hope to have the opportunity to meet with each western state this year.

North Central Region Director

Stan Moore
Michigan

"Learning from the Past, with and eye toward the Future"

Have you ever heard the statements "Never look back" or "There is nothing new under the sun"? The first statement challenges us to press forward toward the future and don't worry about the past. The second reminds us that many ideas and trends tend to come around again. Individually both thoughts contain a lot of truth and wisdom, but what if we put them together? What if we can learn from great and not so great ideas of the past and apply them to the future? Your NACAA board has shown itself to be great at doing just that.

The NACAA board is made up of agents just like yourself, who have a great interest in seeing our association continue to effectively meet the needs of its membership. New ideas are always surfacing as well as looking at how lessons of the past can apply today.

Our policy chair, Gary Hall, helps the board stay true to policy and helps remind us of those valuable lessons of the past. Leon Church, secretary, and Mickey Cummings, past president, also do a great job of helping us build on the collective wisdom of previous boards. The Futuring committee has laid out some great recommendations for our associations' future.

Your NACAA board has taken the Futuring committee report and put together a three year plan based around many of these recommendations. We have strived to put the plan together in a way that builds on the great foundation that our predecessors have laid, stays true to our mission, and incorporates new technologies for a new era. Now it is time for all of us to do our part in implementation these ideas in the best way possible, for the good of our association.

It has been a real joy for me to be a part of this board the last two years. Though we conduct ourselves in a professional manner, we do know how to enjoy ourselves too. I mentioned some of these board members earlier, but I will also miss the great story tellers Mickey Cummings and Dave Myers, the deep thinkers Fred Miller and Rick Gibson, our fearless leader Chuck Otte, the "go nuts" presence of Paul Wigley, and the heart of Henry Dorough, James Devillier and Michelle Herbert. They have all helped me to become a better leader, member, and person.

In my role as regional director this year, I have made visits to 8 of the 12 north central states. Chuck Schwartau, NC region vice-chair has been extremely helpful to me in visiting three other states on my behalf. I was also able to be a part of the Minnesota meeting by way of desktop video. The state visits have been a highlight for me in this role. It has been a great way to enhance communication between states and the national board. It has also helped states to have direct input on important issues like communication and the scholarship database. I have learned a great deal from states, both professionally and personally, and have made some great friends.

As Public Issues Leadership Development (PILD) co-chair I worked with colleagues from our sister associations in developing an excellent leadership training opportunity for our members. Over 300 people participated in this program in Washington D.C. this past April. I will continue on as chair for the program next year. Please inform me of ideas or changes that you would like to see included in the program for 2008.

To my Michigan colleagues, Thank you so much for this opportunity to represent you and the NC region on the NACAA board. It has been an honor and a privilege to serve.

To all of my NACAA friends, Thank you for making my service enjoyable and rewarding. If any of you are presented with the opportunity to serve in this role, take it and show us all how well you can "Learn from the past, with an eye toward the Future".

North East Region Director

Dave Myers
Maryland

As my term as director comes to its closure I can now admit that I was at the onset unprepared for what lied ahead, yet, somehow was able to complete the task with great satisfaction. I hope that every member in turn lays such reservations aside and seizes an opportunity to serve this great organization. I wish to thank the northeast region leadership, especially for its commitment to teamwork. Every state association meeting that I attended in the northeast reinforced the necessity of regional collaboration; thus, together we were able to accomplish every goal. Please indulge the listing of a few noteworthy accomplishments from the northeast region for we readily crossed state borders, rolled up our sleeves and got the work done: The northeast recognized the value in regional team commitment to the host state of a national meeting, and helped New York make the 2005 AMPIC in Buffalo a great success. Maryland and Delaware committed to helping each other with the development of dual state committee chairs and shared association meeting venues. In fact they had so much fun at their Maryland and Delaware summer meeting in 2006 that the Pennsylvania association joined to make it a tri-facto in 2007, becoming the Maryland/Delaware/Pennsylvania joint association summer meeting in Ocean City, Maryland. The New Jersey association currently holds the coffers of past northeast national meetings and has initiated the discussion and development of a NACAA Northeast Regional Foundation for the purpose of holding and administering future northeast national meeting funds. Pennsylvania with its forward thinking membership is considering a bid for the 2013 national meeting which includes the invitation to host Galaxy at one location, simultaneously. These are truly far reaching accomplishments that will move this organization into the future. I am truly proud of every member in the northeast.

The future of every County Agricultural Agent ultimately depends upon the success of agriculture as an occupation. There are many who would render agriculture to the history books in the populated areas of the northeast. Do not you fall prey to such vanity of mind for I have observed that under crumbling asphalt and concrete awaits soil just as capable of production. Never forget that everything man has ever accomplished is at best temporary; as long as the sun continues to shine agriculture will prevail. This point I proved to myself a few years ago when I chiseled an old abandoned county asphalt roadbed to plant a pumpkin crop. This endeavor yielded some of the best pumpkins that I ever raised, although, cultivation was a little tougher.

Now our task at hand is to inspire the youth to invest their minds and backs to an occupation as rewarding as any other. However, we can't inspire the youth if we ourselves have become weary and trouble laden. Some nay sayers even of our own ranks may claim that the County Agent has outlived his or her usefulness in America, put aside such foolish thoughts. I urge all of us to commit to the discovery of truth in the two is a reason to discover and comprehend all of the intricate secrets of life. Hold forth science as truth in its absolute tangible form. Yielding a powerful unbiased knowledge that renders fact from opinion; hence, the Good Life will prevail as a righteous belief in humanity coupled with scientific truth. Let us teach someone about life sciences and agriculture, especially one who has never touched the natural world; Search out the hidden agriculture treasures in our communities and champion them. In so doing, we will inspire someone to become a County Agricultural Agent, a calling for a few.

Professional Improvement Council Chair

Tom Benton
Texas

The Professional Improvement Council offers NACAA members an opportunity to participate in professional improvement presentations to the membership as well as being able to gain information from these presentations. The Professional Improvement Council has again provided excellent opportunities for professional improvement at the AM/PIC in Grand Rapids Michigan.

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 conducted excellent professional improvement workshops for NACAA Members of the AM/PIC meeting in Grand Rapids. Also the NACAA

board combined the Natural Resources and Aquaculture Committee into one and added the SARE Committee to this council.

The sixty-nine (69) workshops that were held on Tuesday, July 17th not only allowed NACAA members to learn from their peers who conducted excellent programs, but also to hear top quality speakers from industry and other professions.

Activities were also offered outside the time frame of the AM/PIC. The Animal Science Committee conducted a pre-conference tour on July 13th & 14th with 16 participants. The Michigan delegation did a great job of assisting the Animal Science Committee with some excellent tour stops.

The Horticulture and Turfgrass Committee also sponsored a pre-conference tour with ten attending. The tour included several stops to view horticulture in the Grand Rapids area including both ornamental horticulture as well as turfgrass.

The Agronomy and Pest Management Committee, in addition to the regular presentations, offered continuing education credits; charging a fee to serve as a source of revenue.

The Aquaculture and Sea Grant Committee provided an excellent slate of presenters at the workshops on Tuesday, July 17th.

I would like to take this opportunity to thank the committee chairs and vice-chairs that put these programs together.

Agricultural Economics and Community Development

Milton Green
Wyoming

For many years the Professional Improvement Council workshops have provided to the membership somewhere between 8 and 12 opportunities for members to gain knowledge and increase their skills in agriculture economics and community development. This year was now exception. The committee sponsored 12 improvement opportunities ranging from estate transition methods to building food system economic partnerships.

I have been involved with this committee since 1999 and the most observable and measurable improvement has been in the diversity and quality of the presentations. Members are training other members which is one of the most effective methods of learning.

Rural economic trends or better put economic trends that impact the communities in which our members work and live is a pressing issue. The Federal Reserve is very effective at tracking economic trends in rural communities and the organization could offer NACAA members some wonderful training opportunities. In 2006 the Agriculture Economics Committee started working on the development of a rural trends pre-conference workshop. The 2007 meeting discussed in depth a pre-conference workshop in agriculture economics and community development for 2008. The New York Board of Trade has sponsored the Cotton Marketing Seminar as a post conference opportunity and the committee would like to study other opportunities with the potential to diversify those programs available to the membership. I would like to take an opportunity and express a deep appreciation to the New York Board of Trade for their past support of NACAA and would encourage that level of industry support to continue.

This will be my last term as the National Committee Chair for the committee and I would like to just say it has been quite a ride. I appreciate all of the work the Regional Vice Chairs have put into building a quality professional improvement program.

Agronomy and Pest Management

Russell Duncan
South Carolina

Committee Members:

Northeast Region Vice Chair – Ed Johnson - MD
North Central Region Vice Chair – Gary Cramer - KS
Western Region Vice Chair – Michael Rethwisch – CA
Southern Region Vice Chair and National Chair – Russell Duncan – SC

The Agronomy and Pest Management Committee had a productive year. We had fourteen applicants for presentations at the 2007 NACAA AM/PIC. All were

accepted, and thirteen actually presented in Grand Rapids. The following were presenters at the 2007 AM/PIC:

Cynthia Gregg and Bobby Long - VA
Ron Wiederholt – ND
Josh Payne – OK
Ed Johnson – MD
Howard Siegrist – OH
Stewart Runsick - AR
Nathan Herendeen - NY
Kiley Harper – FL
Glen Daniels – GA
Kevin Heaton – UT
Jimmy Keith Perkins – AR
Paul Cerosaletti - NY
Sam Angima – OR

We had three concurrent sessions at the AM/PIC. This was an increase over 2006. Our speakers schedule again had 30 minute presentations to meet the requirements for getting Certified Crop Adviser CEUs. Each presentation offered 0.5 credits. Since a growing number of NACAA members are becoming Certified Crop Advisers, we felt that it was important to continue offering CEUs.

It was less difficult to get speakers this year, but we still should have more. This is one of the few opportunities that many NACAA members have to make a presentation at a national meeting.

We also handled the On Target Remote Sensing and GIS Decision Support Seminar. We owe special thanks to Dr. Phil Rasmussen at Utah State University for securing continued funding for this workshop. This is a premiere program. We need to work to get more quality applications if we hope to continue it.

This year we had the following entries by region:
Northeast – 0
North Central – 1
Southern – 2
Western – 2

It has been a great pleasure to serve as chair and vice chair for the past two years. We had an excellent and hard working committee, which made my job as chair much easier. The presentations at the AM/PIC are a great opportunity for NACAA members. I encourage all members to consider applying to present at future meetings.

Animal Science

Mark Stewart
Missouri

The Animal Science Committee was busy in 2007. Barry Foushee, Southern Region Vice-chair, and Mark Stewart National Chair worked with Phil Taylor and Kevin Gould of Michigan to plan the 2007 Pre-AM/PIC Animal Science Tour. We would like to thank Tour sponsor, Elanco Animal Health for helping to make the tour a success. The tour highlighted animal health and livestock marketing. The 21 participants visited stops that included the Michigan State University's Diagnostic Center for Population and Animal Health, a marketing cooperative, a animal health supply operation as well as livestock operations with poultry, beef, dairy and swine production.

A special thank you goes to Phil Taylor, Kevin Gould for planning, and making the 2007 tour in Michigan a very educational and enjoyable tour for the NACAA members from 13 states. 2007 Tour participants Amie Schleicher, MO, Carol Schurman, PA, Richard Garrard, ID, Christa Carlson, FL, Roger Elliot, FL, Joan Petzen, NY, Julia Smith, VT, Chet Parsons, VT, Janet Schmidt, WA, Steven Gaul, FL, Roberta Harrison, NY, Lisa Kempisty, NY, Cynthia Gregg, VA, Wendy Burton, FL, Susan Kerr, WA, Cory Parsons, OR, Robert Mickel, NJ. Animal Science committee members who attended the tour included Barry Foushee, NC, Gene Schurman, PA, Randy Mills, WA, Mark Stewart, MO.

Gene Schurman, Animal Science Vice-chair from the North East Region took the lead on the animal science professional improvement seminars this year. The 2007 AM/PIC Animal Science Seminars were exceptional! The 18 extension agents/educators who presented are to be commended for their educational efforts. 2007 Animal Science Presenters represented 12 states. West Virgina and Alabama were the best represented with three presentations from members in those states. A complete list and of the presentations and the corresponding abstracts can be found elsewhere in this proceedings.

Randy Mills, Animal Science Vice-chair from the Western Region arranged for NACAA members to test to become a Professional Animal Scientist (PAS) under the American Registry for Professional Animal Scientists (ARPAS). Randy also arranged for 3 hours of ARPAS continuing education credits for those NACAA members attending the Animal Science

Professional Improvement Seminars. The Animal Science Committee plans to continue to offer CEU's for ARPAS and well as offer members the opportunity to take ARPAS species exams and qualify for membership.

Natural Resources

Dan Goerlich
Virginia

2006-2007 was a successful year for the Natural Resources Committee. We accomplished all items set forth in our plan of work, along with a few additional tasks. Highlights from the year include the following:

We obtained the evaluations for speakers that delivered natural resources related presentations at the 2006 AM/PIC. Evaluation summaries were developed for each presenter, and returned along with thank you letters. This provided speakers with valuable feedback from peers, and encouraged them to submit abstracts again for the 2007 AM/PIC.

We developed a proposal to introduce a Search for Excellence in Natural Resources award at the 2008 AM/PIC. This proposal was forwarded on to NACAA leadership for consideration.

Since 2007 was an off year for ANREP's annual meeting, we invited ANREP members to attend the NACAA AM/PIC.

We held two telephone conference calls to conduct committee work.

Members submitted 13 presentation applications for natural resources professional improvement sessions. Applications represented a good variety of topics, wide geographic distribution, and high quality programs. As a result, all 13 applications were accepted by the committee. Presenters included the following:

- ***Managing Small Woodlots,*** Daniel L. Goerlich, Virginia
- ***Chemical, Rates and Application Methods Used to Control Russian Olive,*** Ronald K. Patterson, Utah
- ***Evaluation of Changing Farm-Gate Marketing Strategies to Increase Profits,*** Gary Graham, Ohio
- ***Natural Resource Programs for Youth at the Utah Botanical Center,*** Shawn Olsen, Utah
- ***The Influence of Multi-Species Grazing on Continuous CRP,*** Stephen Van Vleet, Washington
- ***Ohio Certified Volunteer Naturalist Program,*** Howard J. Siegrist, Ohio
- ***Hurricane Katrina: Impacts on Forestland, Extension Responses, and Lessons Learned from One of America's Worst Natural Disasters,*** H. Glenn Hughes, Mississippi
- ***Phosphorus Fate and Transport in an Impounded River System: Implications for TMDL Stakeholders and Extension Educators,*** Dean Baas, Michigan
- ***Enabling People to Create Community and Environmental Impact: The Rutgers Environmental Stewards,*** Bruce Barbour, New Jersey
- ***Nebraska Agricultural Water Management Demonstration Network,*** Gary L. Zoubek, Nebraska
- ***Watershed Characterization of Agricultural and Recreational Lands,*** William Sciarappa, New Jersey
- ***Environmental Impacts of an Ethanol Plant in the Missouri Ozarks,*** Robert A. Schultheis, Missouri
- ***What is in that Water? A Water Testing Program for El Paso County, Colorado,*** Gary Hall, Colorado

We designed a presentation schedule that ended the professional improvement presentations by 4:20p.m., thereby avoiding the attendance issue that sometimes occurs when professional improvement sessions encroach upon State's Night Out.

We offered Society of American Foresters Continuing Forestry Education credit for natural resources related sessions held at the 2007 AM/PIC. Extension professionals that maintain forestry and natural resources related certifications or registrations benefited from this new approach.

Committee member Jane Herbert published an article in the April 2007 County Agent magazine highlighting the natural resources focus of the AM/PIC.

Horticulture and Turfgrass

Jennifer L. Schutter
Missouri

Committee Members:
Jennifer Schutter, North Central Region; Committee Chair
Jim Willmott, Eastern Region Vice-Chair
Jo Ann Robbins, Western Region Vice-Chair
Dotty Woodson, Southern Region Vice-Chair

I have greatly enjoyed my position as chair of the Horticulture/turfgrass committee, and meeting and working with my committee members and everyone involved in the organization.

The Horticulture/Turfgrass Committee spent the year planning their PIC/AM Pre-tour and finding ways to secure funding for the tour. The committee worked with Tom Dudek of Michigan in planning and scheduling the tour stops.

Ten NACAA members participated in the 2007 horticulture/turfgrass pre-tour held on Saturday, July 14. Tour stops included the Holland Municipal Farmers' Market, a Mechanical Transplanter Company, Schreur Celery farm, Spring Meadow Nursery, and Glass Corner Greenhouse. An evening meal and stroll through the MSU/Kent County Master Gardener gardens was enjoyed by all.

The committee held its' workshop/meeting on Monday, July 16. Items discussed were the 2008 pre-tour, funding, and the 2008 Plan of Work.

Horticulture/Turfgrass seminars were held on Tuesday, July 17. Eleven presenters gave presentations on various horticulture topics.

Aquaculture/Seagrant

Jim Steeby
Mississippi

The Aquaculture and Sea Grant Committee addressed information on an emerging disease problem in the Great Lakes Area that may impact on many states inside and outside the region. Viral Hemorrhagic Septicemia or VHS is a serious disease in many areas of Europe and has recently been detected as a cause of deaths in some great lakes fishes. The restriction on movement of baitfish in particular and issuing of health certificates for some species are the outcomes of this problem to date. More issues and restrictions may apply in the future. Educational materials that are generated through the Regional Aquaculture Centers as well as frequently encountered aquatic weed problems, and imported seafood issues were also addressed at this year's session. Future planning and professional improvement under this particular committee is expected to take place under the Natural Resources Improvement Committee. Vice chairs and professional improvement will continue under the chair of the Natural Resources Committee starting with the 2008 AM/PIC.

Extension Development Council Chair

Michael Heimer
Texas

Each year a number of committees put their heads together to plan, develop, and present a variety of educational opportunities for the membership of the National Association of County Agricultural Agents. The Extension Development Council has the responsibility to provide educational activities that promote professionalism. This may not appear to be a noble task until you take a look at the membership of NACAA and understand the diversity of the members and their job responsibilities. Our members are as diverse as the day is long and require a vast array of educational opportunities to develop their effectiveness as a leader and educator.

We are educators first and foremost which places the burden of providing accurate and timely programs to their clientele. The clientele look to the Extension educator as the program leader and expect a professionalism that leaves no doubt that Extension educators are to be looked up to as source of reliable information. For this reason, it is critical that our association continue to provide opportunities for all of its members to strengthen their skills as Extension Professionals.

There are four committees in the Extension Development Council that are not subject matter specific, but more importantly provide critical skills to assist in a member's professional growth. Each of these four committees utilize survey information, direct feedback from members and monitor industry growth

to give direction to the programs being presented at the AM/PIC. This meeting in Grand Rapids promises to provide some great educational activities. The Public Relations and Agricultural Issues, Early Career Development, Administrative Skills Development, and Teaching and Educational Technologies committees have been very active identifying critical needs and securing the best resource persons for an effective program.

The Extension Development Council National Chairs, Vice Chairs, and even the state committee chairs collaborate while developing these programs. This is not an easy task, but the communication must exist for future Extension AM/PIC effectiveness. The communication from the county level to the national board and back to the county level is the mechanism by which we measure member needs, develop educational opportunities to make our members more effective, and finally recognize our co-workers for their exceptional efforts. All of these committees work hard to provide the leadership and involvement necessary to accomplish this goal.

The efforts to prepare for the 2007 AM/PIC has seen these committees set timely goals, expand program opportunities, and assemble an outstanding variety of educational resources. The AM/PIC attendees will be impressed with diversity and quality of presenters.

The Extension Development Council along with the two other councils face the annual challenge of identifying and securing volunteers to serve on the many planning committees. The existing committee structure provides for a term limit and rotation of its membership. The upside of this policy allows us to constantly utilize new talent and ideas in the leadership roles. The downside is that members who have been effective leaders must step aside, at least for a short time. The busy lifestyle and workload of our membership can make it difficult to identify members who are willing to serve in these many roles. This ongoing challenge to identify volunteers who will step up and serve must start at the county level and be fostered at the national level. The national committee chairs deserve a special thanks for their dedication and efforts to see NACAA be the best it can be. I would encourage every NACAA member to take advantage of committee leadership roles when given the opportunity.

Public Relations and Agricultural Issues Committee

R. Edmund Gomez, Chair
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 our Regional Vice-Chairs, Dan Downing, Missouri, Jerry Clemons, Arkansas, and Donald Frets, Pennsylvania, for their assistance, guidance and leadership.

The PR & AIC began 2006 -07 by providing the membership at Cincinnati/Northern Kentucky with the seminar “Establishing Partnerships with USDA”. We were honored to host Ms. Courtney Billet, Deputy Administrator, USDA-APHIS; Dr. Ron Bosecker, Administrator, USDA-NASS; Dr. Teresa C. Lasseter, Administrator, USDA- FSA; and Dr. Colien Hefferan, Administrator, USDA-CSREES. A panel discussion on establishing partnerships was led by the Committee Vice- Chairs and resulted with a good participation by the membership.

The Outstanding Young Farmers 51st anniversary Congress was held in Phoenix, Arizona, February 9-12, 2007. I would like to congratulate our NACAA members for nominating 47% of all the 2007 National Outstanding Young Farmer State Winners resulting in 50% of the 2007 national winners nominated by our County Agents.

Of the 38 state winners, only 25 advanced to the semi-finalist competition. The group was further reduced to only 10 finalists competing from across the U.S. These finalists were recognized for their tremendous work with their farm, their conservation practices, and their community. All four national winners had great things to say about their local County Agents in their states of Maryland, Montana, Pennsylvania and Wisconsin. National winners, Kevin and Elizabeth Anderson from Maryland were nominated by their county agent Eddie Johnson, and Andrew and Erin Kimmel from Pennsylvania were nominated by their county agent Kevin Fry. Joining the Anderson's and Kimmel's as National winners were Shane and Erin Silvka from Montana and Jamie and Angela Larse from Wisconsin. In addition to the all the publicity on national TV given by NACAA 2005 American Service to World Agriculture winner Orion Samuelson, the four National winners received additional plaques and monetary compensation. Representing NACAA, were Rick Gibson, Vice-President and R. Edmund Gomez, PR & AI Committee Chair.

In 2007, the National OYF program committee made some changes to program nomination thus giving a tremendous opportunity for NACAA to take the program to the next level. The changes make it easier for us to nominate not just one but several individuals from each state. NACCA members, who nominate future National winners, will receive free registration to the following NACCA AI/PIC, thanks to a resolution passed by the NACCA Board of Directors in 2006. The PR & AIC will make the 2008 NOYFC nomination process a strong priority in the months to come prior to the **AUGUST 1, 2007 deadline.**

The August 1, 2007 deadline nomination form has been shortened to one page, thus making it much easier for you to send forward a potential candidate. If the candidate is selected as a semi-finalist you will hear from the judges by early August to fill out the additional information on the semi-finalist with a deadline for submission by **OCTOBER 1, 2007.**

The top 10 finalists get a free trip to Madison, Wisconsin on January 30 through February 3, 2008 with the resulting top 4 winners getting a free trip to Washington, D. C. to participate in Farmer forums with federal legislators and agricultural leaders from all over the country.

In 6 short years NACAA members have brought this program from a struggling declining enrollment with no participation from NACAA to 47% of all nominations coming from NACAA memberships and 2 of the four national winners being nominated by our membership. We now have the opportunity to bring it to the next level, to have national televised exposure, and to have our clientele telling federal legislators their needs for the future.

As we have completed our 2007 AM/PIC in Grand Rapids, Michigan, the PR & AIC would like to thank Dean Jeffrey Armstrong, Michigan State University for his Seminar on "CREATE 21, Providing Support to Extension". This Seminar gave us a better understanding of the CREATE 21 proposal in the 2007 Farm Bill and how it will affect Extension and Research if passed by Congress.

The PR & AI Committee will continue to support American Agriculture and especially thanks to all who still believe in the American Family Farm and who strive to keep it a viable entity in our economy.

Early Career Development

Mark Nelson
Utah

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 had another good year. We have take many of the suggestions that came from our committee's 2004 national survey of our membership to determine their professional development needs and using them as we plan our future programs.

We selected two national speakers for the July 17, 2007 Extension Development Council Seminars at the NACAA AM/PIC in Grand Rapids, MI. Daniel Kluchinski, Extension Agent from Rutgers Cooperative Extension in New Brunswick, NJ. presented Ten Easy Steps to Program Impact Evaluation. This presentation offered ways to effectively evaluate the impact of your Extension programs. Stephen Hadcock, Extension Educator, Cornell University Cooperative Extension of

Columbia County, New York discussed how your teaching philosophy influences the educational outcomes of your programs. The ECD national committee held a panel discussion on "I wish someone would have told me this when I became an Ag Agent." Brittany Edelson, ECD Southern Region Vice Chair, has worked with other agents from Kentucky to put together a booklet for new agents in their state. She handed out copies of the booklet to all the participants. The committee was very pleased to have these professionals share their experiences and insight.

ECD Committee Vice-chairs for 2006-07 were David Marrison (Ohio) North Central Region, Brittany Edelson, Kentucky) Southern Region, Mark Nelson (Utah) Western region, and Steve Hadcock (New York) North East Region. We are looking forward to a great 2007-2008 and to your participation in our committee's activities.

Administrative Skills Development

J. Lee Miller
Pennsylvania

The administrative skills committee set goals to promote and to develop human resource capacity. A workshop was conducted at the National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conference.. Keith Nieman, Director of Extension Resources, Lancaster County, Lincoln Nebraska submitted a proposal and presented a review of the "Impact of Three Staff Development Modules on Extension Faculty Effectiveness. The program focused on the three modules: The Seven Habits of Highly Effective People; Coaching for Inspired leadership, and Appreciative Inquiry. Each module provides the foundation to build the organization by strengthening and exercising the character and competence of the individual employee.

Jon B. Laughner, Agricultural Entrepreneurship Extension Educator, Indiana , PA provided an overview of the Leadership skill modules "Learning Today, Leading Tomorrow, Developing Leadership Potential. The purpose of *Learning Today, Leading Tomorrow* program is to reveal and develop the leadership potential in our communities. The *Learning Today, Leading Tomorrow* program recruits individuals from all walks of life - regardless of economic status, age, or occupation – and exposes them to the leadership techniques that will help them develop the skills they can use to be leaders in their communities.

Strategies for promotion and funding of extension programs was presented by Brian Tuck, Professor, Dryland and Irrigated Field Crops Oregon State University, Wasco County 400 East Scenic Drive, #2.278 The Dalles, Oregon 97058. With the future very uncertain, the Wasco County Extension Office Faculty proceeded to go through the legal and public campaign steps over a period of 18 months to establish the Wasco County 4-H & Extension Service District with a permanent tax rate. The legal establishment of the 4-H & Extension Service District and permanent tax rate were approved by voters with a 59% approval rating in the November 2006 General Election. The result is that the Wasco County Extension Office now has secure long-term funding.

J. Lee Miller	Chair
Brian Tuck	Vice- Chair West
Richard Fechter	Vice- Chair North Central
Jerry Warren	Vice-Chair South

Teaching and Educational Technologies

Karen Vines
Pennsylvania

The NACAA Teaching & Educational Technologies Committee conducted a survey of membership to identify potential workshop topics and alternative delivery methods. These were used in developing the workshop for the Teaching & Educational Technologies workshop at 2007 AMPIC. In addition to the regular workshops, the committee offered technology-related training on Sunday afternoon and Wednesday morning at AMPIC. Both were "hands-on" training with Sunday focusing on the creation of educational posters and Wednesday providing the "how-to" information for blogging. Tuesday workshop presentations focused on eXtension, MyHorse University from Michigan State Global and technology tools.

Program Recognition Council Chair

Neil Broadwater
Minnesota

The purpose of the Program Recognition Council is to carry out the awards based programs that have been a traditional part of NACAA over many years. The Council consists of seven committees under the NACAA Committee structure. Those committees and the respective National chairs for 2006-07 included: Communications (David Whitson, MO); Extension Programs (Brad Brummond, ND); 4-H & Youth (Nelda Starks, MS); Professional Excellence (Charles Phillips, GA); Public Relations (Larry Moorehead, TN); Recognition & Awards (Todd Lorenz, MO); Scholarship (James Jones, OK). No committee work can be accomplished without good leadership which these chairs have provided. And just as important under our committee structure are the efforts the Regional Vice Chairs and State Committee Chairs put forth in securing and analyzing the award applications. As Council Chair, I greatly appreciate the dedication of these individuals to help make the NACAA awards system function fairly and appropriately. Dave Whitson, Nelda Starks, and James Jones completed their two years as Committee Chairs at the end of the 2007 AM/PIC. I want to thank them for their excellent work and dedication to NACAA.

There are many categories of awards within the Council's committees 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. It is important for members to become familiar with the award categories and as well as the policies and rules related to the awards. Even though there is a structure in place to accept applications, to judge them and then to recognize the winners at AM/PIC, the Council cannot accomplish its tasks unless members apply for the NACAA award and recognition programs that are available.

More NACAA members need to apply for awards in all categories. Members throughout the nation are conducting outstanding programs. We must all do our part to encourage our colleagues who have done an excellent job with an Extension program to apply. 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 that opportunity. Receiving recognition can provide recipients a sense of satisfaction for a job well done. It can allow citizens served by NACAA to see the benefits of the Cooperative Extension Service and help bring public credibility to what members are doing. 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.

This was my final year of a three year term as Council Chair. I have tried to approach my position as a partnership with the committee chairs, the other two Council Chairs, and the Vice-President who is responsible for over site of the Councils and Committees. We worked on problems together, ironed out issues, and communicated numerous times by telephone and e-mail. I feel we have made the awards application process more understandable and as simple as possible.

Finally, there are ample opportunities each year to apply for a leadership position on the various committees. One of the major concerns for the future of NACAA is getting new people to fill committee openings. Members who are organized, committed to NACAA and want to utilize their leadership skills are encouraged to consider applying for any of the positions that will be open in 2008. Application forms will be on the NACAA web site and due to the Council Chairs by March 1, 2008.

It's been an honor and privilege to serve as your Council Chair these past three years.

Recognition and Awards

Todd Lorenz
Missouri

The association honored 69 NACAA members for the Distinguished Service Award (DSA) and 53 members for the Achievement Award (AA) this year in Grand Rapids. Four members or life members are recognized for the Hall of Fame Award. These members have shown excellence in their Extension work and programming locally and are also

superior in association and humanitarian efforts as well. While only one Hall of Fame winner is selected from each region, the selection process came down to only fractions of a difference between the winner and the runner up. These award recipients represent your colleagues and peers from Extension Services across the United States. The citation statements are just a partial list of the great accomplishments and impact that they provide in their counties and communities they serve. It is quite humbling to read these citations and feel proud to be a part of such an awesome association.

Over the last 5 years, I have watched the Recognition and Awards develop into a streamlined and more user friendly process. With technological advances, we will continue to strive for a more efficient way of recognizing those so deserving of our praises. This year's application process was done almost in it's entirety through electronic means. This is a great leap forward and has reduced postage and handling expenses and time commitments enormously. Special thanks go to John Dorner, Electronics Communications Coordinator for making this process happen.

State chairs and Regional Vice-Chairs are instrumental from start to finish in the Recognition and Awards process. It is difficult to list all of those who are responsible for delivering you the award winners but you can find them on the NACAA website at http://www.nacaa.com/committees/.

This year's Regional Vice-Chairs that spend significant time in this process are Carol Schurman of Pennsylvania, Jim Church of Idaho, and new comers Cynthia Gregg of Virginia and Larry Howard of Nebraska. It is their job to evaluate the region applications and provide them to me in a timely manner. They are very professional and a pleasure to work with so my heart felt thank go to them for their efforts.

Communications

David Whitson
Missouri

The Communications Committee is pleased to report strong participation in the communications awards program for 2007. We are also please to report that Bayer Advanced has continued there sponsorship of the Communications Awards Program for 2007.

The large number of entries is evidence of the high quality of work. We had 644 entries in 14 categories. The most common entered categories were personal column with 89 Newsletter individual with 78, direct mail piece with 74 and publication with 57 entries. The categories with the least entries were radio, published photo, web page and video. A new bound book category was added this year with 11 total entries.

At the national level, the national 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 our members are producing quality materials. Many of the judges at the national level report the difficulty in judging the entries due to the consistent quality, thus making the judging more difficult.

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. It has been the practice of the national committee to hold onto the national winner in each category for a year so that states could borrow them to exhibit at their state meetings to encourage entries in the categories. The state chair needs to request that they be sent and then pay the return postage.

Many thanks go to the regional vice-chairs who have 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 Mark Schjuler of Kansas and Larry Williams of Florida for their help. This was their second year on the committee. Larry will be the new national chair this year and Mark has agreed to continue for another term as north central chair. Continuing vice-

chairs are Geoffrey Njue of New Jersey for the northeast region and Julie Riley of Alaska for the western region who served well in their first year on the committee.

Extension Programs

Brad Brummond

It was an exciting year for the Extension Programs Committee. A new Search for Excellence program was initiated by a long term sponsor of NACAA, SARE. The SARE Search for Excellence had many good applications and the judging was very close. A winner was selected from each region and presented at the AM/PIC meeting in Michigan. It is off to a good start and we look forward to many more applications this year and expect to smooth out the logistics it took to get this award judged. At one point we had award applications spread out from the south Pacific to Maine. This presented quite a logistical challenge.

One of the main challenges we faced as a committee was the slow movement of award applications through the mail. With the geographic distribution that we are required to have it is always a challenged to get things judged in a timely manner. We will continue to press for electronic applications to speed up the delivery process and thus the judging. We also need to somehow make it more clear in our application process what is exactly required for an award to receive full consideration. We had several state winning applications that arrived without a required abstract. When filling out these applications make double sure you meet all of the requirements. We also need a system to identify non NACAA members in the application as I spent quite a little time trying to verify membership. The one remaining challenge is get more applications for these programs. We had to actively seek applications in at least one area this year. We need more applications from each state.

Our committee functioned very well and I look forward to the promise of a new year. We will continue to work on our areas that we have challenges in to make it a much friendly and a more timely process.

Professional Excellence

Charles Phillips
Georgia

The Professional Excellence 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) is the primary sponsor for 2007. They sponsored the awards luncheon once again this year.

All posters were peered 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 Brian McLain ’07 Western region, Gary Zoubek ’07, North Central Region, Forrest Connelly ’08 Southern Region, and Virginia Rosenkranz ’08 North East Region.

This year, we had 104 abstracts accepted for the meeting in Grand Rapids. There were 37 entries in the Applied Research category and 67 entries in Extension Education programs.

Awards were presented at the AM/PIC Poster Session Luncheon. The top three posters in each category received cash awards and plaques. Regional winners received 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. The abstracts were peer reviewed by at least two to three 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.

This year the committee utilized more judges to reduce the amount of time it took for the judges to judge. The new system worked very well.

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. The Professional Excellence committee has to get the Poster Session set up, organized, judged, and finally recognized in a

span of three days. It takes a lot of dedication and hard work to make this happen, and without the outstanding Vice Chairs on this committee, this would not happen.

Public Relations

Larry Moorehead
Tennessee

The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Dairy Efforts) program 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 9 entries in t he PRIDE program this year. The entries were excellent examples of 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 Karen Neill of North Carolina, who was our National winner this year and presented her program at our PRIDE luncheon. Congratulations also to Jonathan Rhea, from Tennessee and Bill Lindenmier of Illinois, our National finalists. Each received their awards at our luncheon. This is a great way for younger agents to see what other agents are doing.

A big thank you goes to Russ Higgins, North Central Region Vice Chair, J. Craig Williams, North East Region Vice Chair, Marjorie Rayburn, Southern Region Vice Chair and Robert Kattnig, Western Region Vice Chair. These are the agents who got the work done.

We have two Vice Chairs rotating off this year, they are J. Craig Williams of the Eastern Region and Robert Kattnig of the Western Region. I want to thank both these agents for their work the past two years. I also need to thank Neil Broadwater for all his help in keeping me straight and getting my reports in on time. You are a great leader and I can follow directions.

The Public Relations committee is looking forward to next year's challenge of getting more participation. We went up this year by 28% with two more entries over last year and hope to do that again in 2008. I want to challenge each agent to submit entries in NACAA awards programs especially. This is a great opportunity and all of you have done programs can are worthy of winning.

We will also have two Vice Chair positions, the Eastern and Western Regions, that will be open for new agents. I encourage you to apply and help your national organization. It is a rewarding experience and you have a chance to work with great people from all over the United States.

I want to thank especially our new Pride sponsor, "Great American Agriculture" represented at our luncheon by Connie Witt. This is the first time in several years the Pride has had its own luncheon. If it were not for them our awards and luncheon would not be possible.

4-H and Youth

Nelda Starks
Mississippi

It has been a busy year for the 4-H and Youth Development committee. Unfortunately, the number of entries in our Search for Excellence Program dropped this year, but the quality may have improved. We had an outstanding group of state winners this year submitted to the Regional Vice Chairs. There were 12 4-H Search for Excellence reports submitted this year to the regional vice chairs with every region being represented with at least 2 entries. We appreciate the efforts of the state chairs to promote this award, but we know many NACAA members do outstanding 4-H work each year and do not report it through this program. We encourage members of NACAA to take time and report 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 next year and have at least four entries from each region. Start now to plan on reporting 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: Mike Christian, North Central Region; Jeff Semler, Northeast Region; Ken Hart, Western Region; and Sherry Eudy, Southern Region for all the work that they have done throughout the year. You have been a great group to work with

and look forward to working with Sherry as she rises to the National Chair of this committee.

The 4-H and Youth National Search for Excellence awards were given to the following recipients at the Awards Luncheon on Tuesday during AM-PIC:

National Winner - Jerry Chizek, Iowa – Youth Fire and Emergency Service Day

National Finalist -John Grimes, Ohio – Agriculture Reality Store

National Finalist -Julia Snipes, Georgia – Old Time Farm Day

National Finalist - Mark Brown, Texas - Bringing AG to YOUth

The National winner and the 3 National Finalists presented their program during the lunch meeting. The State winners were also recognized and presented certificates and cash awards.

Even though our committee has not had an active role in putting on the 4-H Talent Revue at the annual meeting this year, we commend the Talent Revue Co-Chairs - Maurus Brown and Pat Hardesty and their committee for the outstanding show in Grand Rapids. Many hours of planning, preparation and practice went into this production to make it a "really big show."

We also thank the agents who submitted talent videos from 4-H members in the North Central Region for the AM/PIC 4-H Talent Review. I'm sure the Talent Revue committee had a difficult job screening the videos and selecting just the right acts, as we are blessed in 4-H to have so many very talented young people who like to perform and show what 4-H has done for them. Again we applaud the young people for their talents, the agents who support and encourage them and the Talent Revue committee for a fantastic display of this talent in the Annual 4-H Talent Revue.

Last year in Cincinnati, we were delighted to have a donor for our Search for Excellence awards. This year, Mr. Robert Fowler increased is support of this awards program and we were able to not only give our winners a monetary award, but we were able to have luncheon for this program. We thank Mr. Fowler for his generosity and hope he will continue this support in the future.

As we approach the 2008 program year, we look forward to nothing but good - more award entries, donors for the awards and more involvement from all states to promote 4-H Youth Development through NACAA. We wish Sherry Eudy much success as she takes the helm for this committee.

Life Member

Hal Tatum
Georgia

The 2006-2007 year has moved by very rapidly. As we "old timer's" age, time seems to fly by, and that was true for NACAA Life Members.

The year began with a very productive meeting with the NACAA Board at the close of AM/PIC in Cincinnati. The Plan of Work for the year was approved, and an action plan was made to improve communications between the Life Member Committee and the Board. Vice President Rick Gibson has been very helpful in providing a link with the NACAA Board.

The Regional Vice Chairs, Duane Duncan, Northeast; Ed Overton, Southern; Mike Stoltz, Western; and Don Utlaut, North Central; have been most helpful in keeping states informed concerning life member activities. However, it continues to be a problem getting states to appoint or elect a life member as the State Chair of the Life Member Committee. We need a state chair or an official contact for each state. We encourage active members to help find a life member contact for each state.

The committee continues to work on recruiting new retirees to become life members. Some state associations pay life member dues for new retirees at the time of their retirement. By doing so, the new retiree then becomes a part of the NACAA life member database, and the national association does not lose contact with members after they retire. If all state associations could pay the life member dues at retirement, it would solve the problem of losing touch with so many retirees.

The program year was completed with an outstanding Life Member program in Grand Rapids. Thanks go to Don Smucker, Host Committee Life Member Chair, and his committee for providing a great meeting and wonderful Michigan hospitality.

At the business meeting on Monday, July 16, Father Stephen Dudek provided an inspirational memorial service to remember life members who had passed

away during 2006 and 2007. The committee has honored the memory of NACAA members as a final tribute for the many years of educational and community service by county agents and extension educators.

On Tuesday, July 17, life members and spouses enjoyed a very grand breakfast buffet. The breakfast meeting was topped off by an Abraham Lincoln presentation. NACAA life member Joseph W."Bill" Ames brought Mr. Lincoln to life as he presented the history of the education system that developed into the Cooperative Extension Service.

After the breakfast meeting, life members and spouses toured one of the six tours planned for the day. There was something for everyone. The six tours were: Gardens, Dutch Heritage, Agriculture Diversity, Maritime Heritage, Along the Lakeshore, and Historic Homes.

The 2007 AM/PIC provided plenty of opportunity for all attendees (Life Members included) to learn, to make new friends, to reconnect with old friends, and to find out about the many activities of NACAA. It was a good meeting and a good year.

Scholarship

James "JJ" Jones
Oklahoma

The 2006 scholarship auction receipts totaled $7,020. 96 items was donated by 151 members for the auction. The two high selling items were a deer hunt provided Eddie Holland purchased by Mickey Cummings for $2,000 and a ladies pearl necklace donated by J.R. Hofstetter Family purchased by Neil Broadwater for $1,250. The money was turned over to the NACAA Educational Foundation. Thanks to everyone who donated or purchased an item. Also, my personal thanks to those individuals who helped with the setup, running and completion of the auction.

In addition to auction proceeds, two other projects resulted in additional donations to the NACAA Educational Foundation. The first is the Special Drawing event held during the auction. Tickets were sold throughout the meeting and at the auction for $20. During the auction 6 tickets are drawn at regular intervals. The first 5 tickets are awarded $100. The final ticket drawn is awarded $1,000. Individuals must be present to claim the award. For those individuals whose name was not drawn, a $20 donation was made to the NACAA Educational Foundation for each ticket purchased. In all 171 tickets were sold.

The second project is the sale of a commemorative NACAA Case Knife with embossed case. This knife is a three blade medium stockman knife produced by Case Knife Company, USA. The handle is a jade green bone with the NACAA logo embossed on the blade of the knife. These knives are available during the AM/PIC meeting or through NACAA national office. The cost of the knife is $45.

Proceeds from the two special projects totaled $3,178. Bringing the total money raised for the NACAA Educational Foundation during the Buffalo AM/PIC was $10,198.

For the 2006/2007 scholarship year, 21 scholarship applications representing 74 members were received. Of the 21 applications, 7 were group applications representing 60 members and the remaining 14 applications were from individuals. A total of $51,588 was requested.

The NACAA Educational Foundation approved the funding of up to, but not to exceed $24,799. The Scholarship Committee met on Sunday morning/afternoon of the Buffalo AM/PIC for approximately 5 hours. Members of the Scholarship Committee each had copies of all the applications for review prior to the meeting.

For the 2006/2007 scholarship year, the Scholarship Committee recommended 12 awards for a total of $24,799. This broke down into $1,750 for 2 individuals to continue their formal education, and $23,049 for 6 groups and 4 individuals to participate in conferences, tours and meetings. The committee was unable to fund 9 requests.

The process of changing over the current database system to a web based system I almost completed and should be done by August 2007. The new system will allow any member to check his/her donation levels and amount of scholarship funds available through the NACAA website. John Dorner NACAA Electronic Communications Coordinator and Laura Watts are completing the switch over to the new database format.

Members can now apply for scholarships electronically. Members can download the application form from the

NACAA website, fill it out and e-mail their applications to the appropriate personnel for electronic signatures. Signatures of the state president, committee chair and extension administrator can be added by the respective person and forwarded on to the next. Once all signatures have been collected it can be forwarded onto the appropriate regional vice chair.

The Scholarship Committee would like to thank all of those individuals who have supported the scholarship fund through financial donations as well as auction items and purchasing of auction items, case knives, and special drawing tickets and. It is through your support that allows the NACAA Educational Foundation to make scholarship awards possible.

Electronic Communications Coordinator

John Dorner, IV
North Carolina

This year has seen an increased use of technology for communications within the organization. The Teaching and Educational Technology Committee even held some of their committee meetings online. 250 members have logged into and used the NACAA Membership Database. If you haven't done so, please do so and at least make sure your contact information - title, phones, mailing, etc. - are correct and update your specialties - all from: http://www.nacaa.com/members/

The NACAA Member Database is continuing to grow with new features being added and the website is also improving with search capabilities and leadership information being pulled directly from the NACAA Membership Database.

The North Carolina Agents are using the NACAA Wiki to plan the 2008 meeting. You can use it for all kinds of things - for example, your state's committees can use it as a collaborative workspace or to plan your state meetings. If you haven't used a wiki before, the NACAA Wiki is a good place to learn and experiment (you can't break it).

The biggest challenge we face in this area is keeping the membership database information current. This task falls on the contact person for each state since they are the ones in a position to know when a member moves, retires, leaves or dies. If you notice someone's information is incorrect in the database, please let the state contact person (usually the secretary or treasurer) know. You can update your own information as well. The state contact person can also use this database to keep up with the state's committees and district level officers.

Our biggest success this year (thanks to JJ Jones, scholarship committee chair and Laura Watts) is probably getting the scholarship information out of the old database and integrated into the new NACAA Membership Database. Now, we'll be able to keep track of your donations and awards when you move, change your name or even leave and return. This was a HUGE undertaking and has taken several people many hours of work to get it done. You can check your state's scholarship awards and contributions by going to: http://www.nacaa.com/scholarship/summary.php

We are still working on developing a way to handle the scholarship and award applications online. We took the first steps this year, but I hope to take it much farther next year.

If you have any suggestions for improving any of the Database, Scholarship, Awards applications or the website, please let me know.

Executive Director

Scott Hawbaker
Illinois

During the last 12 months, as your Executive Director I have served the board and association in a variety of different ways. One of the primary functions of Executive Director is to assist the President-Elect with the procurement of Donor Support. Support raised for 2007 exceeded $120,000 in cash and in-kind contributions. These funds are used to offset AM/PIC award functions and general expenses related to our annual programming.

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.

My congratulations to NACAA President Chuck Otte and the Michigan agents for planning and 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. During the year, I respond to hundreds of phone calls and emails in an effort to meet your needs as a member of NACAA.

Your NACAA board of directors is always seeking input on how they 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) 424-5144, Fax: (217) 424-5115, email: nacaaemail@aol.com or on the world wide web at http://www.nacaa.com.

PROGRAM HIGHLIGHTS
92nd ANNUAL MEETING
NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS
July 15 - July 19, 2007
Grand Rapids, Michigan

FRIDAY, JULY 13

8:00 am- 5:00 pm	**NACAA BOARD MEETING** **Place**: **Amway, Imperial Room**

SATURDAY, JULY 14

7:30 am	**PRE-CONFERENCE HORTICULTURAL TOUR** **Place: Amway, Garden Court Lounge**
8:00 am- 3:00 pm	**NACAA BOARD MEETING** **Place: Amway, Imperial Room**
12:00 pm- 5:00 pm	**REGISTRATION** **Place: Center Concourse (2nd floor), Amway Grand**
6:00 pm - 9:00 pm	**NACAA HERITAGE & MICHIGAN** **GALA DINNER (BY INVITATION)** **Place: Van Andel Museum, 1st Floor**
10:00 pm	**MICHIGAN MEETING** **Place: Amway, West Concourse Lobby or Vandenburg B**

SUNDAY, JULY 15

8:00 am- 7:00 pm	**REGISTRATION** **Place: Amway, Center Concourse (2nd floor)**
9:00 am- 5:00 pm	**SCHOLARSHIP SELECTION COMMITTEE** **Place: Amway, Fine Arts**
9:00 am- 1:00 pm	**COMMERCIAL EXHIBITS, AND NACAA** **EDUCATIONAL EXHIBITS SET UP** **Place: DeVos Ballroom B, C, D**
9:00 am- Noon	**REGIONAL DIRECTORS AND** **VICE DIRECTORS WORKSHOP** **Place: Amway, Robinson**
9:00 am- 4:00 pm	**NACAA POSTER SET UP** **Place**: **DeVos Ballroom B, C, D**
9:00 am- 1:00 pm	**NACAA RECOGNITION AWARDS AND** **EXHIBITS SETUP** **Place**: **DeVos Ballroom B, C, D**
10:00 am – 11:00 am	**SUNDAY MORNING PRAYER SERVICE** **Place: Amway, Pearl** **Presiding:** Rev. Phil Seitz
10:30 am- Noon	**NOMINATING COMMITTEE MEETING** **Place: Amway, Grandview C** **Presiding:** Mickey Cummings, Past President

12:00 pm - **PAST NATIONAL OFFICERS AND BOARD** 2:00 pm
LUNCHEON (DUTCH TREAT)
Place: Amway, Pearl
Coordinator: Mickey Cummings, Past President

12:00 pm - **NATIONAL COMMITTEE CHAIRS**
2:00 pm **AND VICE CHAIRS LUNCHEON AND WORKSHOP**
Place: Amway, Imperial Ballroom
Presiding: Rick Gibson, NACAA Vice President
Courtesy: Philip Morris, USA

12:00 pm – **WELCOMING HOSPITALITY BREAK**
3:00 pm **Place:** DeVos Ballroom B, C, D
Courtesy: Ohio, Kentucky & Indiana

1:00 pm- **COMPUTER CENTER OPEN**
6:30 pm **Place: Amway, Vandenberg A**

1:00 pm- **COMMERCIAL EXHIBIT TRADE SHOW**
6:30 pm **Place: DeVos Ballroom B, C, D**

1:00 pm - **NACAA POSTER SESSION - OPEN**
6:30 pm **Place: DeVos Ballroom B, C, D**
Coordinator: Charles Phillips, Professional Excellence

1:30 pm- **STATE OFFICERS WORKSHOP**
3:00 pm **Place: Amway, Emerald A**
Presiding: Dave Myers, Northeast Region Director

2:00 pm - **CREATING EDUCATIONAL POSTERS WORKSHOP**
5:00 pm **Place: Amway, Vandenburg B**
Coordinator: Karen Vines, Teaching & Educational Technologies

2:00 pm- **PROGRAM RECOGNITION COUNCIL**
5:00 pm **WORKSHOP**
Place: DeVos Grand Gallery C
Presiding: Neil Broadwater, Council Chair

2:00 pm- **EXTENSION DEVELOPMENT COUNCIL**
5:00 pm **WORKSHOP**
Place: DeVos Grand Gallery E
Presiding: Michael Heimer, Council Chair

2:00 pm- **PROFESSIONAL IMPROVEMENT COUNCIL**
5:00 pm **Place: DeVos Grand Gallery F**
Presiding: Tom Benton, Council Chair

2:30 pm- **NACAA EDUCATIONAL FOUNDATION**
4:00 pm **ANNUAL MEETING & BOARD OF DIRECTORS MEETING**
Place: Amway, Riverview
Presiding: Curtis Grissom, Educational Foundation President

3:00 pm- **FIRST TIMER ORIENTATION AND**
4:00 pm **RECEPTION**
Place: DeVos Grand Gallery D
Presiding: Phil Durst, 2007 Annual Meeting Chair
(All first time attendees and spouses invited)

4:30 pm- **GET ACQUAINTED DINNER**
6:30 pm **Place: DeVos Grand Gallery and Secchia Lobby**
Courtesy: Wisconsin

5:30 pm - **STATE PRESIDENT REHEARSAL FOR FLAG**
6:00 pm **CEREMONY**
Place: DeVos Performance Hall
Presiding: Dan Rossman

6:00 pm - **NATIONAL LEADERSHIP REHEARSAL**
6:15 pm **Place: DeVos Performance Hall**
Presiding: Chuck Otte

6:00 pm- **PARENTS ORIENTATION FOR SONS AND**
6:45 pm **DAUGHTERS PROGRAM**
Place: DeVos Grand Gallery A & B
Presiding: Charles Gould

7:00 pm- **OPENING SESSION AND INSPIRATIONAL**
8:30 pm **PROGRAM,**
Place: DeVos Performance Hall
Presiding: Chuck Otte, NACAA President
Invocation: Stan Moore, MI
Presentation of Colors
National Anthem
Presentation of State Flags
Musical Presentation: Three Men and a Tenor
Inspirational Address: *Transforming the Future: Beginning with Self*
Jay Laffoon
Introduction of NACAA Board:
Chuck Otte**,** NACAA President
Closing Announcements

8:30 pm - **ICE CREAM SOCIAL**
9:30 pm **Place: DeVos Grand Gallery and Secchia Lobby**
Courtesy: Missouri

9:00 pm - **STATE PICTURES, DSA & AA Pictures**
11:00 pm (See schedule in back of program)
Place: DeVos Keeler Grand Foyer

9:00 pm - **HOSPITALITY**
12:00 am **(all hospitalities located on 3rd floor of Amway)**
Place: Amway, Thornapple Room - North Carolina
Place: Amway, Haldrane Room - Oklahoma

10:00 pm **MICHIGAN MEETING**
Place: Amway, Ambassador East Ballroom

MONDAY, JULY 16

6:45 am- **VOTING DELEGATES BREAKFAST**
7:45 am **(Meal by invitation & ticket)**
Place: Amway, Ambassador Ballroom East
Presiding: Leon Church, NACAA Secretary
Courtesy: NACAA

7:00 am - **EARLY MORNING NETWORKING COFFEE**
8:00 am **Place: DeVos Grand Gallery**

7:00 am - **ADMINISTRATORS BREAKFAST**
8:30 am (by invitation)
Place: DeVos Boardroom

8:00 am- **REGISTRATION**
5:00 pm **Place: Center Concourse (2nd floor), Amway Grand**

7:00 am- **COMPUTER CENTER**

7:00 pm **Place: Amway, Vandenberg A**

8:00 am-6:00 pm **COMMERCIAL EXHIBITS, NACAA EDUCATIONAL EXHIBITS AND NACAA POSTERS**
Place: DeVos Ballroom B, C & D

8:00 am-noon **NACAA POSTER JUDGING**
Place: DeVos Ballroom B, C & D

8:00 am-10:00 am **GENERAL SESSION**
Place: DeVos Ballroom A
Presiding: Chuck Otte, NACAA President
Pledge of Allegiance:
Glenn Rogers, Past NACAA President
Welcome: Dr. Jeff Armstrong, Dean, College of Agriculture and Natural Resources,Michigan State University
Introductions: National Committee and Council Chairs, Special Assignments And Executive Director
Greetings from JCEP
Report to the Association: Chuck Otte, NACAA President
Recognition of Donors and Introduction of New Programs:
N. Fred Miller**,** NACAA President Elect
Presentation by Bidding State for 2011 AM/PIC
Keynote Address: *Transforming the Future: Changing our Communities*
Dr. Rick Foster, Vice President for Programs, W. K. Kellogg Foundation

8:00 am - 5:00 pm **UNIVERSITY JOB FAIR**
Place: Amway, Vandenberg B

10:15 am-11:40 am **TRADE TALK CONCURRENT SESSIONS**
Seminars -
Animal Science
Igenity, Global Animal Management
Michigan Animal Radio Frequency Identification, Allflex, Presentation by: Dan Buskirk, MSU Animal Science
Place: DeVos River Overlook C

Horticulture
TruGreen ChemLawn, Bayer Advanced
Place: DeVos River Overlook B

Crop Science/Agronomy
Dow/Agro, Pioneer, United Soy Board
Qualisoy, Propane Education & Research Council
Place: DeVos River Overlook A

Bio Energy
Why Cellulosic Ethanol is Nearer Than You Think, Dr. Bruce Dale, MSU
Place: DeVos River Overlook D & E
Sponsor: MSU Extension

11:45 am - 1:15 pm **FIRST TIMER LUNCHEON**
Place: Amway, Imperial Ballroom
Presiding: Mike Metzger
Courtesy: NASCO International
Host: Phil Niemeyer

11:45 am - 1:15 pm **PRIDE LUNCHEON**
Place: DeVos Grand Gallery Overlook D
Presiding: Larry Moorehead
Courtesy: Great American Agriculture
Host: Connie Witt

11:45 am-1:15 pm **PROFESSIONAL IMPROVEMENT AND SEARCH FOR EXCELLENCE LUNCHEONS**

Crop Production
Place: DeVos Grand Gallery C
Presiding: David Harrison
Program: *Bunker Silo Densities and Management for Improvement in South-Central Pennsylvania*
Presenter: Paul Craig
Courtesy: Qualisoy

Farm and Ranch Financial Management
Place: DeVos Grand Gallery B
Presiding: Brad Brummond
Program: *The Farm and Ranch Survival Kit*
Presenter: Susan Kerr and Brian Tuck
Courtesy: Monsanto

Landscape Horticulture
Place: DeVos Grand Gallery A
Presiding: Dick Brzozowski
Program: *Park Employee Education Training Program*
Presenter: Dotty Woodson
Courtesy: ChemLawn

11:45 am - 1:15 pm **EDUCATIONAL LUNCHEON SEMINARS**
Resistance Issues with Anthelminitics in Cattle
Presenter: Dr. Bill Burdett, DVM
Place: DeVos Grand Gallery D
Courtesy: Intervet

Building Entrepreneurial Capacity for Agriculture
Presenter: Dr. Chris Peterson, MSU
Place: DeVos Grand Gallery E
Courtesy: Zeeland Farm Services, Inc.

Sustainable Farming with Cover Crops
Presenter: Dale Mutch, MSU
Place: DeVos Grand Gallery F
Courtesy: USDA SARE

Sustainable Approaches to Conventional Landscaping
Presenter: Dr. Bob Schutzki, MSU
Place: DeVos Grand Gallery Overlook A
Courtesy: Berrien, Genesee, Washtenaw & Van Buren County Master Gardener Programs, MSU Extension

Contrasting Water Quality and Health Issues in the Rural and Urban Communities
Presenter: Dr. Joan Rose, MSU
Place: DeVos Grand Gallery Overlook C
Courtesy: MSU Extension

11:45 am - **COMMERCIAL TECHNOLOGY LUNCHEON** 1:15 pm
SEMINARS

Fertilizer Best Management Practices
Presenter: Tom Bruulsema, IPNI
Place: DeVos Grand Gallery Overlook B
Courtesy: Eastern Michigan Grain Co., IPNI

1:30 pm- 2:30 pm **COMMITTEE WORKSHOPS FOR ALL NACAA MEMBERS**
"How to Host an AM/PIC"
Presiding: Phil Durst
Place: DeVos Grand Gallery E

Communications
Presiding: David Whitson
Place: DeVos Grand Gallery Overlook A

Extension Programs
Presiding: Bradley Brummond
Place: DeVos Grand Gallery Overlook B

4-H & Youth
Presiding: Nelda Starks
Place: DeVos Grand Gallery Overlook C
Professional Excellence
Presiding: Charles Phillips
Place: DeVos Grand Gallery Overlook D
Public Relations
Presiding: Larry Moorehead
Place: DeVos Grand Gallery Overlook E

Recognition & Awards
Presiding: Todd Lorenz
Place: DeVos Grand Gallery Overlook F

Scholarship
Presiding: James "JJ" Jones
Place: DeVos Grand Gallery Overlook G

Agronomy/Pest Management
Presiding: Russell Duncan
Place: DeVos River Overlook A

Agricultural Economics & Community Development
Presiding: Milton Green
Place: DeVos River Overlook B

Animal Science
Presiding: Mark Stewart
Place: DeVos River Overlook C

Natural Resources/Aquaculture/Sea Grant
Presiding: Dan Goerlich
Place: DeVos River Overlook D

Horticulture and Turf Grass
Presiding: Jennifer Schutter
Place: DeVos River Overlook E

Public Relations and Agricultural Issues
Presiding: Edmund Gomez
Place: DeVos Grand Gallery A

Early Career Development
Presiding: Mark Nelson
Place: DeVos Grand Gallery B

Administrative Skills Development
Presiding: Lee Miller
Place: DeVos Grand Gallery C

Teaching and Educational Technologies
Presiding: Karen Vines
Place: DeVos Grand Gallery D

1:30 pm- 5:00 pm **AGRICULTURE AND NATURAL RESOURCES PROGRAM LEADERS MEETING**
Place: Grand Gallery Overlook H

2:30 pm- 3:00 pm **BREAK AND DONOR RECEPTION**
Place: DeVos Ballroom B, C & D
Courtesy: North Dakota and South Dakota

2:30 pm - **MEET THE AUTHORS POSTER SESSION** 3:00 pm
Place: DeVos Ballroom B, C & D

3:15 pm - 5:15 pm **REGIONAL MEETINGS AND CANDIDATE PRESENTATIONS**

Southern	Place: Amway, Ambassador East
North Central	Place: Amway, Ambassador West
Northeast	Place: Amway, Pearl
Western	Place: Amway, Emerald A

5:30 pm - 7:00 pm **DINNER**
Place: DeVos Grand Gallery and Secchia Lobby
Courtesy: Iowa and Illinois

7:30 pm - 9:00 pm **4-H TALENT REVUE**
Place: DeVos Performance Hall

9:30 pm - 11:00 pm **STATE PICTURES, DSA & AA Pictures**
(See schedule in back of program)
Place: DeVos Keeler Grand Foyer

9:00 pm - 12:00 am **HOSPITALITY**
(all hospitalities located on 3rd floor of Amway)
Place: Amway, Grandview A & B, Texas/Georgia
Place: Amway, Thornapple Room - North Carolina
Place: Amway, Haldrane Room - Oklahoma

10:00 pm **MICHIGAN MEETING**
Place: Amway, Ambassador East

TUESDAY, JULY 17

7:00 am - 8:30 am **ACHIEVEMENT AWARD RECOGNITION BREAKFAST**
Place: Amway Gerald R. Ford Presidential Ballroom
Presiding: Todd Lorenz, Chair, Recognition & Awards Committee
Courtesy: American Income Life Insurance Company
Host: Bill Viar, Director of Marketing

7:00 am- 7:00 pm **COMPUTER CENTER**
Place: Amway, Vandenberg A

8:00 am - 5:00 pm **REGISTRATION**
Place: Center Concourse (2nd floor), Amway Grand

8:00 am- 4:00 pm **COMMERCIAL EXHIBITS, NACAA EDUCATIONAL EXHIBITS AND NACAA POSTERS**
Place: DeVos Ballroom B, C & D

8:00 am - 5:00 pm **UNIVERSITY JOB FAIR**
Place: Amway, Vandenberg B

8:30 am- 11:30 am **DELEGATE SESSION**
Place: Amway, Ambassador Ballroom East
Presiding: Chuck Otte, NACAA President
Invocation: Rick Gibson
Delegate Roll Call: Leon Church, NACAA Secretary
Nominating Committee Report: MickeyCummings, Past President
Election of Officers
Selection of 2011 AM/PIC Site
Greetings from JCEP
NACAA Foundation Report
Scholarship Committee Report
Treasurer's Report and Adoption of Budget: Paul Wigley, Treasurer
Confirmation of Committee Appointments: Rick Gibson, NACAA Vice President
Report from Committee: Stan Moore
New Business
Remarks: N. Fred Miller, President-Elect

8:30 am- 11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR ADMINISTRATIVE SKILLS WORKSHOP**
Presiding: J. Lee Miller
Place: DeVos Grand Gallery E
Program 1, 8:30: *Learning Today, Leading Tomorrow, Developing Leadership Potential*
Presenter: Jon B. Laughner, Agricultural Entrepreneurship Extension Educator, Penn State University

Program 2, 9:30: *Impact of Three Staff Development Modules on Extension Faculty Effectiveness*
Presenter: Keith Nieman, Director of Extension Resources, Lancaster County, Lincoln Nebraska

Program 3, 10:30: *Strategies for Promotion and Funding of Extension Programs*
Presenters: Brian Tuck, Professor, Dry Land and Irrigated Field Crops, Oregon State University, J. Lee Miller, County Extension Director, Penn State

8:30 am - 11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR EARLY CAREER DEVELOPMENT WORKSHOP**
Presiding: Mark Nelson
Place: DeVos Grand Gallery D
Program 1, 8:30: *Ten Easy Steps to Program Impact Evaluation*
Presenter: Dan Kluchinski, Rutgers Cooperative Extension

Program 2, 9:30: *Teaching Philosophy Influences Educational Outcomes*
Presenter: Stephen Hadcock, Cornell University
Program 3, 10:30: *Panel discussion from Early Career Development National Committee*
Participants: Mark Nelson, Brittany Edelson, Stephen Hadcock, and David Marrison

8:30 am - 11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR TEACHING & EDUCATIONAL TECHNOLOGIES WORKSHOP**
Presiding: Karen Vines
Place: DeVos Grand Gallery F
Program 1, 8:30: *Technology Tools*
Presenter: John Dorner

Program 2, 9:30: *Imported Fire Ant eXtension*
Presenter: Kathy Flanders

Program 3, 10:30: *MSU's My Horse University*
Presenters: Karen Vignare and Christine Skelly

8:30 am - 11:30 am **EXTENSION DEVELOPMENT SEMINAR PUBLIC RELATIONS & AG ISSUES WORKSHOP**
Presiding: Edmund Gomez
Place: DeVos Grand Gallery A

10:00 am - 11:00 am **SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING OR SMALL FARMS/RANCHER PROGRAM**
Place: DeVos Grand Gallery Overlook F
Presiding: Jerry Clark
Program: *Farm Beginnings: Helping to Create A New Generation of Farm Families in Southeast Minnesota*
Presenter: Chuck Schwartau
Courtesy: Farm Credit System Foundation, Inc.

11:45 am- 1:15 pm **STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON**
Place: Amway Gerald R. Ford Presidential Ballroom
Presiding: N. Fred Miller, NACAA President-Elect

11:45 am - 1:15 pm **POSTER SESSION AWARDS LUNCHEON**
Place: Amway, Imperial Ballroom
Presiding: Charles Phillips, Professional Excellence Committee Chair
Courtesy: Propane Education & Research Council - PERC

11:45 am- **COMMUNICATION AWARDS LUNCHEON** 1:15 pm
Place: Amway, Atrium
Presiding: David Whitson, Chair
Courtesy: Bayer Advanced

11:45 am - 1:15 pm **SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION LUNCHEON AND AWARDS PROGRAM**
Place: DeVos Grand Gallery Overlook H
Presiding: Stephen Van Vleet
Program: *Livestock Program Provides Education*
Presenter: Larry Howard
Courtesy: Igenity

11:45 am - 1:15 pm **SEARCH FOR EXCELLENCE IN REMOTE SENSING AND PRECISION AGRICULTURE LUNCHEON**
Place: DeVos Grand Gallery Overlook E
Presiding: Brad Brummond
Program: *Nebraska Agriculture Technologies Association (NEATA)*
Presenter: David Varner
Courtesy: Utah State University

11:45 am - 1:15 pm **PROGRAM RECOGNITION COUNCIL 4-H Award Luncheon**

Place: DeVos Grand Gallery Overlook G
Presiding: Nelda Starks
Courtesy: Robert Fowler

11:45 am-1:15 pm **EDUCATIONAL LUNCHEON SEMINARS**

Land Use Decision & the Dramatic Effect on Agriculture
Presenter: Dr. Soji Adelaja, MSU
Place: DeVos Grand Gallery Overlook A
Courtesy: MSU Land Policy Institute, MSU Planning & Zoning Center

Turfgrass Issues and Answers
Presenter: Dr. Ron Calhoun, MSU
Place: DeVos Grand Gallery Overlook B
Courtesy: MSU Extension, Michigan Turfgrass Association

Environmental Opportunities for Animal Agriculture: Extension's Critical Role
Presenter: Dr. David Beede, MSU
Place: DeVos Grand Gallery Overlook C
Courtesy: MSU Clint Meadows Endowment for Dairy & Environmental Management

Opportunities and Challenges in More Localized Food Systems
Presenter: Dr. Michael Hamm, MSU
Place: DeVos Grand Gallery Overlook D
Courtesy: CS Mott, Chair of Sustainable Agriculture at MSU, SARE

1:30 pm - 3:00 pm **JOINT COUNCIL OF EXTENSION PROFESSIONALS (JCEP) PRESENTATION**

Alphabet Soup: Making Sense of the USDA Acronyms
Place: Amway, Pearl
Presenting: Carol Schlitt - NEAFCS, Della Baker – Epsilon Sigma Phi, Clyde Jackson - NAE4-HA, Fred Miller - NACAA

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

Agronomy and Pest Management I
Place: DeVos Grand Gallery A
1. *Meeting Needs with a Registered Technician Pesticide Certification Program for Government Employees.*
Cynthia Gregg and Bobby Long 1:30 – 2:00

2. *Manure Application Rate Impacts Soil Nitrogen Behavior and Crop Rotation Sequence*
Ron Wiederholt 2:00 – 2:30

3. *Oklahoma's Poultry Litter Market*
Josh Payne 2:30 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

4. *Is Corn Profitable on the Lower Eastern Shore of Maryland?*
Ed Johnson 3:30 – 4:00

5. *East Central Ohio Agronomy Extension Programming*
Howard Siegrist 4:00 – 4:30

Agronomy and Pest Management II
Place:DeVos Grand Gallery F
1. *Teaching Recommended Rice Production Practices Through the Rice Research Verification Program*
Stewart Runsick 1:30 – 2:00

2. *Voluntary Agricultural Best Management Practices Benefit Conesus Lake*
Nathan Herendeen 2:00 – 2:30

3. *Reach for Safety – Protect Your Agricultural Employees from Stinging and Venomous Insects, Spiders and Snakes*
Kiley Harper 2:30 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

4. *Irrigation Water Conservation with Level-Basin Fields*
Glen Daniels 3:30 – 4:00

5. *Evaluation of Winter Hardiness of Orchard Grass Meadow Brome Grass and Tall Fescue Varieties in a Cold Desert Environment*
Kevin Heaton 4:00 – 4:30

Agronomy and Pest Management III
Place: DeVos River Overlook F
1. *Keep It In the Field Educational Activities*
Jimmy Keith Perkins 1:30 – 2:00

2. *Forage Management Planning for Nutrient Reductions on Dairy Farms*
Paul Cerosaletti 2:00 – 2:30

3. *Small Farm Needs Assessment, Lincoln County Oregon*
Sam Angima 2:30 – 3:00

Ag Economics Track I
Place: DeVos Grand Gallery C
1. *Corn Yield Response and Profitability Relationships for Different Application Levels and Formulations of Nitrogen Fertilizer*
Lyle Holmgren 1:30 – 2:10

2. *The Economics of Organic and Grazing Dairy Farms*
Tom Kriegl (et. al.) 2:20 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

3. *Promoting Dairy Farm Financial Health – A Virginia Approach*
W. H. Whittle & T. A. Stanley 3:30 – 4:10

4. *Farmer Friendly Market Plans*
Melvin Brees 4:20 – 5:00

Ag Economics Track II
Place: DeVos Grand Gallery D
1. *Economic Assessment of Ethnic Specialty*

Vegetables
William Sciarappa 1:30 – 2:10

2. *Evaluating Alternatives to Tobacco Production: Grapes, Vegetables and Cut Flowers*
Ben Beale 2:20 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

3. *The Farm and Ranch Survival Kit*
Brian Tuck and Susan Kerr 3:30 – 4:10

4. *Building a Better Food System in Southeastern Michigan*
Brenda Reau 4:20 – 5:00

Ag Economics Track III
Place: DeVos Grand Gallery Overlook G
1. *Webcasts to Educate Producers on Crop Marketing, Insurance and Weather*
Steve Johnson 1:30 – 2:10

2. *Building for the Successful Transition of Your Agricultural Business*
David Marrison 2:20 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

3. *Strengthening Rural Communities with a Retail Analysis and Development Program*
B. W. Schwartau 3:30 – 4:10

4. *Hispanic/Latino Farmers and Ranchers*
Mark Brennan 4:20 – 5:00

Animal Science Track I
Place: DeVos Grand Gallery E
1. Effective Use of Video-Conference Technology In Delivering Animal Science Programs Across State Lines
Lisa Kriese-Anderson 1:30 – 1:50

2. M*anure Side-Dress Nitrogen Corn and Wheat Plots*
Glen Arnold 1:50 – 2:10

3. *Put the Emphasis on Active with Animal Science Activities for Youth*
Susan Kerr 2:10 – 2:30

4. *Successful Dairy Systems*
Chuck Schwartau, Jim Salfer, Neil Broadwater
2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *Security Alerts and Why Agriculture Should Care*
Julie Smith 3:20 – 3:40

6. *Use of the Hobo Temperature Recorders to Document Mortality Composting Temperatures*
J. Craig Williams 3:40 – 4:00

Animal Science II
Place: DeVos Grand Gallery B
1. *Beef Carcass Education by Participating in the Juab County Fair Steer Carcass Contest*
Jeffrey Banks 1:30 – 1:50

2. *Supplemental Feeding Program Eliminates Hay Feeding and Reduces Winter Feed Costs in Beef Cattle Operations*
Richard Garrard 1:50-2:10

3. *Evaluation of Forage-Based Weaning Systems in Spring-born Cross-Bred Beef Calves*
Ronnie Helmondollar 2:10 – 2:30

4. *Utilizing Video Image Analysis and Warner- Bratzler Shear Force Data as Educational Components of the OK Steer Feedout*
Greg Highfill 2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *A Production Practices Survey of Cow-Calf Producers in Northeastern Oregon:Assessing The Industry's Educational Needs*
Cory Parsons 3:20 – 3:40

6. *Beef Production from Pasture to Plate Taught Through the Master Cattle Producer Course*
M. Kent Stafford 3:40 – 4:00

Animal Science Track III
Place: DeVos River Overlook D
1*. Lamb 300: Producing High Quality, Wholesome Lamb at the Farm, Packer and Retail Levels*
Mark Heistuman 1:30 – 1:50

2. *Meat Goat Pocket Calendar Supports Meat Goat Producers*
James Humphrey1:50 – 2:10

3. *Regional Educational Outreach Program for Producers of Small Ruminants in South Alabama*
William Kelley 2:10 – 2:30

4. *Comparing Rates of Gain of Market Lambs Fed Managed Intensive Pasture, Plus Corn and Concentrate in Confinement*
Chet Parsons 2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *Using the FAMACHA© System to Control Internal Parasites in Small Ruminants During the Summer Grazing System*
Susan Schoenian 3:20 – 3:40
6. *Meat Goat Sire Evaluation Test Using the GrowSafe 4000 System*
David Seymour 3:40 – 4:00

Natural Resources I
Place: River Overlook A
Presentations:
1. *Managing Small Woodlots*
Daniel Goerlich 1:30 – 1:50

2. *Chemical Rates and Application Methods Used to Control Russian Olive*
Ronald Patterson 1:50 – 2:10

3. *Evaluation of Changing Farm-Gate Marketing Strategies to Increase Profits*
Gary Graham 2:10 – 2:30

4. *Natural Resource Programs for Youth at the Utah Botanical Center*
Shawn Olsen 2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *Ohio Certified Volunteer Naturalist Program*
Howard Siegrist 3:20 – 3:40

6. *The Influence of Multi-Species Grazing on Continuous CRP*
Stephen Van Vleet 3:40 – 4:00

7. *Hurricane Katrina: Impacts on Forestland, Extension Responses, and Lessons Learned from One of America's Worst Natural Disasters*
H. Glenn Hughes 4:00 – 4:20

Natural Resources II
Place: River Overlook B
1. *Phosphorus Fate and Transport in an Impounded River System: Implications for TMDL Stakeholders and Extension Educators*
Dean Baas 1:30 – 1:50

2. *Enabling People to Created Community and Environmental Impact: The Rutgers Environmental Stewards*
Bruce Barbour 1:50 – 2:10

3. *Nebraska Agricultural Water Management Demonstration Network*
Gary Zoubek 2:10 – 2:30

4. *Watershed Characterization of Agricultural and Recreational Lands*
William Sciarappa 2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *Environmental Impacts of an Ethanol Plant in the Missouri Ozarks*
Robert Schultheis 3:20 – 3:40

6. *What is in that Water? A Water Testing Program for El Paso County, Colorado*
Gary Hall 3:40 – 4:00

Horticulture and Turf Grass
Place: DeVos River Overlook C
1. *Neighborhood Stormwater/Landscape Program*
Rebecca Jordi 1:30 – 1:45

2. *Gardening at Lunch*
Charles Phillips 1:45 – 2:00

3. *From Stagnant to Outstanding: How the Hall County, GA Master Gardeners Grew from a Social Club to an Impactful Volunteer Corps*
Billy Skaggs 2:00 – 2:15

4. *Rain Garden Demonstration Sites to Promote Groundwater Protection*
Madeline Flahive-DiNardo 2:15 – 2:30

5. *Spring Garden Day*
Annie Coco 2:30 – 2:45

6. *Gardening More With Less; Using Water Resources to Best Advantage*
Larry Sagers 2:45 – 3:00

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

7. *Sustainable and Low Input Strip-till and No-till Vegetable Planting Tactics*
David Myers 3:30 – 3:45

8. *Competencies and Successful Practices for Master Gardener Coordinators: A Delphi Technique involving County Extension Agents in Texas*
Landry Lockett 3:45 – 4:00

9. *Development of Water and Fertilizer Guidelines for Southern Idaho Turf*
Jo Ann Robbins 4:00 – 4:15

10. *Teaching Plant Problem Diagnostic Skills With Audience Participation Techniques*
Tom Stebbins 4:15 – 4:30

11. *Juab County Weed Awareness Program*
Jeff Banks 4:30 – 4:45

Aquaculture/Sea Grant
Place: DeVos River Overlook E
1. *Update on Viral Hemhorragic Septicemia (VHS), an Emerging Disease in Fishes of the Central United States*
Ron Kinnunen 1:30 – 1:50

2. *Controlling VHS, AIS-HACCP for Baitfish and Aquaculture*
Ron Kinnunen 1:50 – 2:10

3. *Extension Programming and a Unique Fee-Fishing Enterprise: Carp Fishing Tournaments*
Molly Sandfoss 2:10 – 2:30

4. *Extension Products of the Regional Aquaculture Centers: Finding the Answers You Need for Clients on Species such as Yellow Perch, Striped Bass, etc.*
Ted Batterson 2:30 – 2:50

3:00 pm - Break: **Place: DeVos Ballroom B, C & D**
Courtesy: Minnesota

5. *Common Aquatic Weed Identification*
(Free Posters Available)

Charlie Hogue 3:20 – 3:40

6. *Treatments for Common Aquatic Weeds*
Charlie Hogue 3:40 – 4:00

7. *U.S. Farm-Raised Catfish Industry and Imports*
Jim Steeby 4:00 – 4:20

3:00 pm- 3:30 pm **BREAK: PLACE: DEVOS BALLROOM B, C & D**
Courtesy: Minnesota

4:00 pm - 5:30 pm **COMMERCIAL EXHIBITS CLOSE AND TAKE DOWN**

5:30 pm **STATES NIGHT OUT**

7:30 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: Amway, Ambassador Ballroom

8:00 pm **LIVE AUCTION**
Place: Amway, Ambassador Ballroom

10:00 pm **MICHIGAN MEETING**
Place: Amway, Pearl

WEDNESDAY, JULY 18

6:30 am - 8:30 am **PANCAKE BREAKFAST –**
Courtesy: Kansas & Nebraska
Place: DeVos Ballroom B

7:45 am- 9:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Place: DeVos Grand Gallery & Ballroom C

9:00 am - 12:00 pm **TECHNOLOGY SEMINAR**
Blogging - from A to Z
Place: Amway, Vandenberg B
Presiding: Karen Vines, Teaching & Educational Technologies

5:45 pm - 8:00 pm **MICHIGAN BARBECUE**
Place: Frederik Meijer Gardens and Sculpture Park

9:00 pm **MICHIGAN MEETING**
Place: Amway, Ambassador East

THURSDAY, JULY 19

7:00 am - 8:30 am **NATIONAL COMMITTEE MEMBERS BREAKFAST**
Recognition of Retiring Chairs and Vice Chairs
Place: Amway Gerald R. Ford Presidential Ballroom
Presiding: Rick Gibson, NACAA Vice President
Courtesy: United Soybean Board

6:30 am - 8:00 a.m. **PRAYER BREAKFAST**
(purchase tickets at registration)
Place: Courtyard by Marriot
Presiding: Phil Taylor

7:00 am - **COMPUTER CENTER**
3:00 pm **Place: Amway, Vandenberg A**

8:30 am- 10:00 am **EXTENSION DEVELOPMENT COUNCIL MEETING**
Place: Amway, Thornapple

8:30 am- 10:00 am **PROFESSIONAL IMPROVEMENT COUNCIL MEETING**
Place: Amway, Cascade

8:30 am- 10:00 am **PROGRAM RECOGNITION COUNCIL MEETING**
Place: Amway, Atrium

8:30 am- 10:00 am **NACAA POLICY MEETING**
Place: Amway, Robinson

9:00 am- 5:00 pm **REGISTRATION**
Place: Center Concourse (2nd floor), Amway Grand

9:00 am- 11:00 am **GENERAL SESSION**
Place: DeVos Ballroom A
Presiding: Chuck Otte, NACAA President
Speaker: Steven D. Wiyatt, Director, Statistics Division of NASS
Extension's Role in the 2007 Census of Agriculture
Outstanding Service to American and World Agriculture Award
Presentation and Response: Duane Acker
Looking Ahead to the Future: N. Fred Miller NACAA President Elect
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Capstone Speaker: Dr. Louie Tupas, USDA-CSREES National Program Leader for Global Change and Climate – *The Role of Extension in Addressing the Effects of Climate Change in US Agriculture and Its Global Impact*

11:45 - 1:30 pm **SEARCH FOR EXCELLENCE LUNCHEON**
Sustainable Agriculture
Place: Amway, Gerald R. Ford Presidential Ballroom
Presiding: Brad Brummond
Program – Southern Region:
Growing Small Farms: An Extension Program Promoting Sustainable Agriculture in North Carolina
Presenter: Debbie Roos
Program – Northeast Region:
Farm to Chef Express Program
Presenter: Paula J. Schafer

Program – West Region:
Living on the Land
Presenter: Stephanie Etter and K. Scott Jensen
Program – North Central Region:
Rotational Grazing Efforts Support Sustainable Agriculture in Northwest Wisconsin
Presenter: Otto Wiegand
Courtesy: USDA SARE

11:45 am - 1:30 pm **EDUCATIONAL LUNCHEON SEMINARS**
Invasive Species Arrive, Survive and Thrive
Presenters: Dr. Chris Difonzo and Dr. Deb McCullough, MSU
Place: Amway, Grandview A

Courtesy: MSU Extension

Managed Intensive Grazing and Dairy Profitability
Presenters: Howard Straub and Jerry Lindquist, MSU Extension
Place: Amway, Pearl
Courtesy: USDA SARE

Equine Management Options in an Urban/Suburban Setting
Presenter: Dr. Christine Skelly, MSU
Place: Amway, Kendall
Courtesy: MSU Extension, Michigan Horse Council

The Long & Storied History of Henry Ford, Ford Motor Company and U.S. Agriculture
Presenter: Jim McCabe, The Henry Ford Museum
Place: Amway, Nelson
Courtesy: MSU Extension

The Role of Renewable Fuels in Today's Automotive Industry
Presenter: John DiMartini & Steven R. Mazure
Place: Amway, Berkey
Courtesy: The Anderson's & Chrysler

A National and State Perspective on Historic Barn Preservation
Presenter: Vera Wiltse, MSU Extension
Place: Amway, Thornapple
Courtesy: MSU Extension, Michigan Barn Preservation Network

11:45 am - 3:30 pm **INTERNATIONAL EXTENSION WORK SYMPOSIUM**
Place: Amway, Cascade
Presiding: Phil Durst

1:30 pm- 4:00 pm **AMERICAN REGISTRY OF PROFESSIONAL ANIMAL SCIENTISTS CERTIFICATION EXAM**
Place: Amway, Ruby
Presiding: Randy Mills

1:30 pm - 3:30 pm **LIVE PERFORMANCE: "What Will be in the Fields Tomorrow?**
Place: Amway, Imperial Ballroom
Presiding: Duke Elsner
Courtesy: MSU Extension

3:30 pm **NACAA BOARD AND INVITED GUESTS IN PRESIDENT'S ROOM**

5:30 pm- 6:30 pm **ASSEMBLE FOR BANQUET**
DSA & AA Recipients, Hall of Fame Recipients, NACAA Board Members, Regional Directors, Past Officers, Special Assignments, Special Guests, Council Chairs,
Place: DeVos River Overlook Lobby

6:30 pm- 9:00 pm **ANNUAL BANQUET**
Place: DeVos Ballrooms A & B
9:15 pm- 11:00 pm **PRESIDENT'S RECEPTION**
Place: Amway, Gerald R. Ford Presidential Ballroom

9:30 pm **MICHIGAN MEETING & CELEBRATION**
Place: Amway, Imperial Ballroom

FRIDAY, JULY 20

8:00 am- 5:00 pm **NACAA BOARD MEETING**
Place: Amway, Atrium

SATURDAY, JULY 21

8:00 am- 12:00 pm **NACAA BOARD MEETING**
Place: Amway, Atrium

LIFE MEMBER PROGRAM
2007 NACAA ANNUAL MEETING

SATURDAY, JULY 14

12:00 pm- 5:00 pm **REGISTRATION**
Place: Center Concourse (2nd floor), Amway Grand

2:00 pm - 4:00 pm **SPOUSE/LIFE MEMBER HOSPITALITY**
Place: Atrium - Amway Concourse

SUNDAY, JULY 15

8:00 am- 7:00 pm **REGISTRATION**
Place: Center Concourse (2nd floor), Amway Grand

10:00 am – 11:00 am **SUNDAY MORNING PRAYER SERVICE**
Place: Amway, Pearl
Presiding: Rev. Phil Seitz

12:00 pm - 2:00 pm **PAST NATIONAL OFFICERS AND BOARD LUNCHEON (Dutch Treat)**
Place: Amway, Pearl
Coordinator: Mickey Cummings, Past President

10:00 am - 5:00 pm **SPOUSE/LIFE MEMBER HOSPITALITY**
Place: Emerald B - Amway Concourse

12:00 pm – 3:00 pm **WELCOMING HOSPITALITY BREAK**
Place: DeVos Ballroom B, C, D
Courtesy: Ohio, Kentucky & Indiana

1:00 pm - 6:30 pm **NACAA POSTER SESSION DISPLAY - OPEN**
Place: DeVos Ballroom B, C, D
Coordinator: Charles Phillips, Professional Excellence

1:00 pm- 6:30 pm **COMMERCIAL EXHIBIT TRADE SHOW**
Place: DeVos Ballroom B, C, D

2:00 pm - 3:00 pm **LIFE MEMBER COMMITTEE MEETING**
Place: Amway, Ruby
Presiding: Hal Tatum, Life Member Chair

4:30 pm- 6:30 pm **GET ACQUAINTED DINNER**
Place: DeVos Grand Gallery and Secchia Lobby
Courtesy: Wisconsin

7:00 pm- 8:30 pm **OPENING SESSION AND INSPIRATIONAL PROGRAM,**
Place: DeVos Performance Hall
Presiding: Chuck Otte, NACAA President
Invocation: Stan Moore, MI
Presentation of Colors
National Anthem
Presentation of State Flags

Musical Presentation: Three Men and a Tenor
Inspirational Address: *Transforming the Future: Beginning with Self*
Jay Laffoon
Introduction of NACAA Board:
Chuck Otte**,** NACAA President
Closing Announcements

8:30 pm - 9:30 pm — **ICE CREAM SOCIAL**
Place: DeVos Grand Gallery and Secchia Lobby
Courtesy: Missouri

9:00 pm - 11:00 pm — **STATE PICTURES, DSA & AA Pictures**
(See schedule in back of program)
Place: DeVos Keeler Grand Foyer

9:00 pm - 12:00 am — **HOSPITALITY**
(all hospitalities located on 3rd floor of Amway)
Place: Amway, Thornapple Room - North Carolina
Place: Amway, Haldrane Room - Oklahoma

MONDAY, JULY 16

8:00 am- 5:00 pm — **REGISTRATION**
Place: Amway Grand, Center Concourse (2nd floor)

8:00 am- 10:00 am — **GENERAL SESSION**
Place: DeVos Ballroom A
(see page 11)

8:00 am- 6:00 pm — **COMMERCIAL EXHIBITS, NACAA EDUCATIONAL EXHIBITS AND NACAA POSTERS**
Place: DeVos Ballroom B, C & D

8:00 am - 4:00 pm — **SPOUSE/LIFE MEMBER HOSPITALITY**
Place:Amway Concourse - Emerald B

1:30 pm 3:00 pm — **LIFE MEMBERS BUSINESS MEETING**
Presiding: Hal Tatum
Place:Amway - Pantlind Ballroom

5:30 pm - 7:00 pm — **DINNER**
Place: DeVos Grand Gallery and Secchia Lobby
Courtesy: Iowa and Illinois

7:30 pm - 9:00 pm — **4-H TALENT REVUE**
Place: DeVos Performance Hall

9:30 pm - 11:00 pm — **STATE PICTURES, DSA & AA PICTURES**
(See schedule in back of program)
Place: DeVos Keeler Grand Foyer

9:00 pm - 12:00 am — **HOSPITALITY**
(all hospitalities located on 3rd floor of Amway)
Place: Amway, Grandview A & B, Texas/Georgia
Place: Amway, Thornapple Room - North Carolina
Place: Amway, Haldrane Room - Oklahoma

TUESDAY, JULY 17

7:00 am - 8:30 am — **LIFE MEMBER BREAKFAST (ticket required)**
Place: Amway - Pantlind Ballroom
Presiding: Hal Tatum, Life Member Chair

8:00 am - 5:00 pm — **REGISTRATION**
Place: Center Concourse (2nd floor), Amway Grand

8:30 am- 9:30 am — **LIFE MEMBER AND LIFE MEMBER SPOUSES TOURS/ Staging Area**
Place: Amway - Ambassador West
FULL DAY TOURS
Tour #2 - Dutch Heritage, Holland MI
Tour #3 - Agricultural Diversity
Tour #4 - Along the Lakeshore in Grand Haven
Tour #5 - Michigan's Maritime Heritage
Tour #6 (Half Day Tour) - Historic Homes in Grand Rapids

5:30 pm — **STATES NIGHT OUT**

7:30 pm — **SILENT AND LIVE AUCTION PREVIEW**
Place: Amway, Ambassador Ballroom

8:00 pm — **LIVE AUCTION**
Place: Amway, Ambassador Ballroom

WEDNESDAY, JULY 18

6:30 am - 8:30 am — **PANCAKE BREAKFAST –**
Courtesy: Kansas & Nebraska
Place: DeVos Ballroom B

7:45 am- 9:00 am — **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
Place: DeVos Grand Gallery & Ballroom C

5:45 pm - 8:00 pm — **MICHIGAN BARBECUE**
Place: Frederik Meijer Gardens and Sculpture Park

THURSDAY, JULY 19

6:30 am - 8:00 am — **PRAYER BREAKFAST**
(purchase tickets at registration)
Place: Courtyard by Marriot
Presiding: Phil Taylor

8:00 am - 4:00 pm — **SPOUSE/LIFE MEMBER HOSPITALITY**
Place: Amway Concourse - Emerald B

9:00 am- 5:00 pm — **REGISTRATION**
Place: Amway - Center Concourse (2nd floor),

9:00 am- 11:00 am — **GENERAL SESSION**
Place: DeVos Ballroom A

1:30 pm - 3:30 pm — **LIVE PERFORMANCE: "What Will be in the Fields Tomorrow?**
Place: Amway, Imperial Ballroom
Presiding: Duke Elsner

5:30 pm- 6:30 pm — **ASSEMBLE FOR BANQUET**
DSA & AA Recipients, Hall of Fame Recipients, NACAA Board Members, Regional Directors, Past Officers, Special Assignments, Special Guests, Council Chairs
Place: DeVos River Overlook Lobby

6:30 pm- 9:00 pm — **ANNUAL BANQUET**
Place: DeVos Ballrooms A & B
9:15 pm- 11:00 pm — **PRESIDENT'S RECEPTION**
Place: Amway, Gerald R. Ford Presidential Ballroom

Poster Session

Applied Research

2007 NACAA

92nd
Annual Meeting
and
Professional Improvement Conference
Grand Rapids, Michigan

Poster Session Abstracts

Applied Research Category

SEDGE CONTROL IN BLACKBERRIES WITH HALOSULFURON AND SULFENTRAZONE

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There are approximately 800 acres of blackberries (*Rubus* spp.) grown in the state of Georgia, and planted acreage in Georgia and the Southeast continues to rise. As with many of the other small fruit growers, the weeds from the sedge family (Cyperaceae) continue to plague growers. Growers throughout Georgia (and the Southeast) have experienced heavy infestations of yellow and purple nutsedge (*Cyperus esculentus* and *C. rotundus*). At present, there are no herbicides labeled for selective postemergent sedge control. There are, however, several postemergent herbicides that are known to be safe to plant in the blackberry family (Rosaceae) and control sedges e.g. Sandea (halosulfuron) and Spartain (sulfentrazone). Experiments conducted in the summer of 2006 (Lakeland, GA) found that both halosulfuron and sulfentrazone provided good control of yellow nutsedge (>80% control) as well as safety to the blackberries.

EVALUATION OF THE EFFECTIVENESS OF DIFFERENT WEANING METHODS FOR BEEF CATTLE

Bain*, C. H.[1], Campbell, T. P.[2], Rawls, E. L.[3]

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[3.] Livestock Economist, Professor, University of Tennessee Extension, Knoxville, Tennessee 37996

The disproportionate weight loss of calves due to stress from weaning can lead to an economic loss for producers. To address the concern and determine the effectiveness of different weaning methods, a demonstration was conducted on 1 beef cattle operation in Dyer County, TN. The demonstration was conducted to determine the difference in total separation weaning, fence-line weaning, and using a plastic weaner method to wean beef calves. The on-farm demonstration was conducted on 104 head of 6-8 month old calves. The calves with the plastic weaners had an average weight increase of 11.2 lbs over a 7 day period post weaning, the fence-line weaned calves had an average weight decrease of 20.3 lbs, and the total separation weaned calves had an average weight decrease of 34 lbs. The average increase in value of the calves with plastic weaners after 7 days compared to the total separation calves was $70.34 / head. The average increase in value when compared to the fence-line weaned calves was $32.90 / head. The results of this demonstration were presented to agriculture extension agents at the Tennessee Western Region Agriculture Marketing Update. Seventy-five percent of the producers that received this data at a beef cattle producer meeting stated they would consider fence-line weaning or utilize the plastic weaner method. Eighty percent of the producers surveyed stated they would be willing to market their calves in a pre-conditioned sale if the following were required: weaned, bunk fed, double vaccinated, de-wormed, dehorned, castrated, electronically identified and source and age verified.

CROP MANAGEMENT ZONES – FERTILIZER USE AND ECONOMIC IMPLICATIONS.

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Global Positioning System (GPS) based technology is becoming commonplace on many Central Ohio farms. This technology allows the application rates of crop inputs to change throughout a field. These practices are changing management strategies on these farms. GIS software allows field data such as soil test results, soil type and yield data to be analyzed and grouped into management zones within a particular

field. Theoretically, combing field based data with the ability to vary input usage at specific points within a field should increase input efficiency. Increased efficiency should improve profit margin and result in the adoption of more environmentally sound practices. The objective of this study was to evaluate phosphorus and potassium fertilizer use and application rates utilizing four different fertility scenarios on a Central Ohio farm with nine 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. "Does precision agriculture pay"? The results of this analysis show economic advantages for each GPS based scenario. When compared to the farmers' normal production plans, the grid sampling scenario resulted in savings of $4.85 per acre. The soil type management zones and the crop removal management zones resulted in savings of $16.26 and $17.67 respectively.

GRAPEVINE SHOOT GROWTH PRODUCED FROM SECONDARY BUDS FOLLOWING SPRING FROST DAMAGE

Brown*, M.V.[1], Prochaska, S.C.[2]

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A table grape trial was established at the OSU Unger farm, in North Central Ohio in 2005 to evaluate six varieties for production. On April 26, 2006, a frost event caused severe damage to newly emerged shoots. All six varieties were damaged by frost and primary bud shoots were killed. Grapes have 1°, 2° and 3° buds in a single compound bud. Within 2 to 3 weeks new shoots began to emerge from the secondary buds. Secondary shoot growth was evaluated on single-plant plots in six replications using a 0 to 10 rating scale, with 10 equal to the tip of the shoot touching the top wire (5½ ft.) of the trellis. Ratings were made on June 16 and July 20. Swenson Red, Concord Seedless, and Vanessa had mean ratings of 10, 9.7 and 8, respectively, on June 16. Himrod and Jupiter were 3.3. Canadice was 7.2, with three of the six reps rated at 10. Results from the July 20 rating indicated that Swenson Red (10), Concord Seedless (9.5) and Vanessa (9.3) recovered relatively unharmed by the loss of the primary shoot growth. However, Himrod (3.6) and Jupiter (1.8) were significantly (Pd"0.01) impacted by the frost event. Canadice had a mean rating of 6.6, which was slightly less than the original June 16 mean rating. Lower mean ratings for Jupiter and Canadice on July 20 may have been due to wind damage or deer feeding. There are considerable differences among some table grape varieties to reestablish vegetative shoots from secondary buds following severe frost damage.

COMPARISON OF THE SELLING PRICE OF SINGLE SEX GROUPS WITH MIXED GROUP STEERS AND HEIFERS IN A TELE-AUCTION CATTLE SALE

Campbell, J. C.

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The Lower Middle Tennessee Cattle Association tele-auction cattle sale offers beef producers the opportunity to market groups of cattle directly to buyers. Minimum group size is 20 head of one sex. If the group is mixed steers and heifers, then either the steers or heifers must be a minimum of 20 head. Some producers mix steers and heifers in order to meet the minimum group size requirements. Others mix steers and heifers to make a 50,000 pound trailer load. Observations of the prices indicated that single sex groups sold higher than mixed sex groups when compared to the weekly auction market price. Prices of single sex groups were compared to mixed group steers and heifers for the years 2004, 2005, 2006. The annual average tele-auction price for all steer groups was 9.31%, 8.32%, and 8.40% respectively higher than the weekly auction market price for the three years. The annual average tele-auction price for mixed group steers was 3.22%, 3.09%, and 2.38% respectively higher than the weekly auction market price. The annual average market price for all heifer groups was 9.14%, 10.14%, and 9.91% respectively higher than the auction market price. The annual average market price for mixed group heifers was 4.76%, 3.80%, and 3.80% respectively higher than the auction market price. While the mixed sex groups

did not achieve the same level of price advantage as the single sex groups, the mixed sex groups sold on average higher than the average weekly auction price.

EFFECT OF APPLICATION EQUIPMENT AND SPRAY VOLUME ON SPRAY COVERAGE IN SOYBEAN

Campbell*, T.P.[1], Bain, C.H.[2], Thompson, M.A.[3]

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Soybean rust continues to be a concern for producers following widespread finds reported in several states in the fall of 2006. Understanding the effects of application technology for disease control is important. Pathologists believe more physical spray coverage in the soybean canopy will provide better control of rust and other foliar diseases. In preliminary research, more coverage was obtained with higher spray volumes, however high volumes limit the number of acres a producer can spray before refilling the tank. An on-farm demonstration was conducted to measure the amount of coverage provided by a ground sprayer and an airplane under similar field and environmental conditions, evaluating low volume applications. Coverage with the ground sprayer was less than 15% in the mid-canopy location and less than 6% in the low-canopy location when 10 to 12.5 GPA spray volumes were used. An 18 GPA Turbo Drop application was better than any low volume applications, regardless of nozzle type or pressure setting. These demonstrations suggested an airplane was not able to provide high levels of spray coverage regardless of volume used and where more physical coverage is desired, a higher volume is preferred with a ground sprayer.

GYPSUM AS A SOIL AMMENDMENT FOR ECONOMIC CROP PRODUCTION

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Gypsum is a chemical amendment to improve soil tilth. To evaluate the conditioning effect of gypsum to improve the quality of heavy clay soil for economic corn and soybean crop production, a randomized complete block experiment was conducted at a Defiance County research and demonstration field, northern Ohio in 2004 - 2006. The treatments were 0 (control), 1 and 2 tons/acre, respectively. Composite core samples at 0-6 inch depth of soil were randomly collected, processed, and analyzed for microbial biomass (SMB), pH, electrical conductivity (Ec), total organic C (TOC), particulate organic C (POC), active (AC) and passive C (PC), bulk density (rb), porosity (*f*t), and macro- and microaggregate distribution ratio (AR). Results show that SMB and percent SMB:TOC significantly increased by more than 25% in 2 tons/acre treatment compared with control. Active C in gypsum amended soil increased by 6 to 10% over control. The AR as a measure of soil structural improvement has significantly influenced (6 to 11%) by 2 tons/acre application. The mass of POC increased (12 to 18%) significantly in response to gypsum amendments of soil. On the other hand, rb, *f*t, TOC, pH and Ec did not vary significantly by gypsum application. 3-year crop response found no significant corn or soybean yield advantage to gypsum treatments compared to the control.

COOPERATIVE RESEARCH EFFORT YIELDS DISEASE AND AESTHETICS EVALUATIONS OF CRABAPPLE TAXA

Draper*, E.[1], Chatfield, J.[2]

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Ornamental crabapples (*Malus* spp.) were selected for evaluation due to their versatility, durability and ability to adapt to a broad range of climatic conditions. They are also economically important. In 2003, Ohio nurserymen wrote to their state legislators that:

"Crabapple cultivars generate tens of millions of dollars in wholesale revenues for Ohio nurseries each year. This was not always the case, as important diseases resulted in reduced demand. Market demand for crabapples was revitalized by research that identified disease resistant varieties. The research created a higher value product for the consumer while decreasing production expenses for the grower." This on-going research is being conducted in 18 sites scattered across the nation and is a cooperative effort of Extension Agents, nurseries, arboreta and the International Ornamental Crabapple Society (IOCS). The results of these evaluations are intended for local, regional and nationwide use by nurseries, garden centers, landscape architects, landscapers, and even homeowners. For example, in the Wooster, Ohio IOCS plot in 2005 'Thunderchild' crabapple was one of 54 of the 72 overall taxa which exhibited some apple scab, and in fact had the third most severe scab ratings in the plot. In the Moscow, Idaho plot however, 'Thunderchild' in 2005 had no scab incidence, reflecting the lower scab pressure under Idaho conditions. The collection and summation of the overall disease and aesthetics results of the 18 sites assists in creating an accurate depiction of each crabapple. Additionally, the results help define a useful range of regions where each taxon of crabapple may be successfully planted and grown in landscapes.

COMPARISONS OF CARCASS TRENDS OF ALABAMA CATTLE WITH NATIONAL QUALITY AUDIT REPORTS

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Since 1991, national beef quality audits have been concerned with increasing hot carcass weight and stagnant USDA quality grades. Data from two sources containing carcass data from Alabama feeder calves were analyzed to determine if Alabama carcass trends were similar to national trends. Hot carcass weight (HCW), 12th rib fat thickness (BF), longissimus dorsi area (REA), USDA yield grade (YG) and USDA marbling score (MS) were analyzed using records from the Alabama Beef Connection (ABC) and Alabama Pasture to Rail Program (P2R). Data was analyzed using a general linear model in SAS. Fixed effects included year, breed of sire and region fed. HCW of Alabama feeder cattle have not followed audit trends. HCW has tended to increase nationally (344 kg to 361 kg). P2R HCW has significantly decreased from 352 kg in 1994 to 335 kg in 2005. ABC shows similar trends (392 kg in 2003 to 351 kg in 2006, $P<.05$). REA remained stable across all years and both datasets (P2R 87.04 cm^2; ABC 88.11 cm^2, audit 84.5 cm^2). MS trended significantly up across years in both datasets. P2R data since 1994 moved from a MS of 411 to 484 ($P<.05$). ABC data from 2003 to 2006 moved from a MS of 484 to 490 ($P<.05$). BF and YG were the most variable carcass traits for Alabama across years trending up and down ($P<.05$). Alabama results do not agree with audit findings of increased HCW and REA over time.

FALL FERTILIZATION FOR SPRING WHEAT PRODUCTION IN THE DRYLAND CROPPING REGION OF WASHINGTON

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3. Wheat Producer, Whitman County, Lamont, Washington, 99185
4. Washington State University Extension Soil Fertility Specialists, Pullman, Washington 99134

Producers throughout the dryland cropping region (8-14 inches precipitation) of Washington continue to adopt conservation tillage leading to increased spring wheat (SW) (*Triticum aestivum* L.) production. Fall applied nitrogen for SW production is of interest to manage workload, capture historically lower fertilizer prices, and improve grain protein in hard wheat. At risk is leaching nitrogen lower in the soil profile below the root zone costing producers and the environment. A

series of on-farm tests were completed examining 'fall' vs. 'spring' applied nitrogen for SW production. Aqua nitrogen was applied with a low disturbance coulter applicator. Fall applied nitrogen was applied after soil temperatures fell below 50ºF to inhibit movement. Seeding was completed in one-pass with starter fertilizer being applied. The tests were carried out over three years at two sites in a RCBD with four replications. Fall applied nitrogen remained in the top foot of the soil profile at the time of seeding. Differences in grain yield were detected between years and sites but were not detected between treatments with an average of 28.3 bu/ac. Similar results were discovered in grain protein and test weight. Economic return over nitrogen costs were greater with the fall treatment averaging $79.80/ac compared to $72.50/ac with the spring treatment due to lower fall fertilizer prices. Overall fall nitrogen applied late had no negative impact on yield and grain quality, giving producers opportunities to improve time management and capture lower fertilizer prices with limited nitrogen movement below the root zone.

EVALUATION OF HYDRAMETHYLNON BAIT AND VARIOUS CONTACT INSECTICIDE FORMULATIONS AS INDIVIDUAL MOUND TREATMENTS AGAINST IMPORTED FIRE ANTS

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2. Extension Specialist, University of Arkansas Cooperative Extension Service, Fayetteville, Arkansas 72703
3. Extension Specialist, University of Arkansas Cooperative Extension Service, Little Rock, Arkansas 72203
4. Former Extension Instructor, University of Arkansas Cooperative Extension Service, Little Rock, Arkansas 72203

The efficacy of individual mound treatments using hydramethylnon bait against red imported fire ants (RIFA) was compared to that of permethrin, acephate, bifenthrin, cyfluthrin, deltamethrin, lambda cyhalothrin, and tau fluvalinate. Statistically significant reductions in RIFA activity were noted one day following treatment with all of the treatments. However, reductions were greatest with acephate, bifenthrin and tau fluvalinate. By seven days post treatment, no significant differences among insecticide treatments occurred and all demonstrated significant reductions in mound activity when compared to the untreated control. This trend held through 56 days following insecticide application. With the exception of deltamethrin, all insecticide treatments had significantly reduced RIFA mound activity than the untreated control at the final evaluation (84 days following insecticide application).

FARM-RELATED INJURIES AMONG OLD ORDER ANABAPTIST CHILDREN: DEVELOPING A BASELINE FROM WHICH TO FORMULATE PREVENTION STRATEGIES

Gilliam,* J.M.[1], Field, W.E.[2], Jones, P.J.[3], Kraybill, D.B.[4], Scott, S.E.[5]

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4. Provost, Elizabethtown College, Elizabethtown, Pennsylvania 17022
5. Research Associate, Young Center for the Study of Anabaptist and Pietest Groups, Elizabethtown College, Elizabethtown, Pennsylvania 17022

Preliminary studies suggest that farm-related injuries and fatalities may be an increasing problem among Old Order Anabaptist children, thus posing the need for a better understanding of causative factors which could then contribute to the design of more effective intervention strategies. This study used an injury surveillance process to expand Purdue's Old Order Anabaptist Injury Database to develop a baseline of Old Order farm-related childhood injury data for 2002 and analyze it in reference to specific underlying factors. Using the database, 217 agriculture-related injuries were identified during 2002 among Old Order children under the age of 18. The primary source of injury to all children was falls and the most commonly reported nature of injury was bone fractures. The age of victim most commonly reported was 14, and peaks in injuries occurred around ages 3-4 and 13-15. Culture-specific factors were involved in many of the incidents including: direct animal contact, hay hole falls, and horse-drawn equipment runovers. Fourteen of the injuries were fatal;

6 were caused by horse-drawn equipment runovers and the rest were attributed to a crush/pin, fall, being struck by an object, direct animal contact, or engulfment in feed/grain. Animal behavior was cited as a secondary source of injury in 6 cases. Based upon the findings of this study, recommendations were developed for culturally sensitive intervention strategies in Old Order communities by parents, employers, and children. The recommendations focus specifically on resources and actions for each group involved as well as possible topics for further research.

EVALUATION OF CHANGING FARM-GATE MARKETING STRATEGIES TO INCREASE PROFITS

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The maple syrup producers in Ohio on average produce 100,000 gallons of syrup annually that contributes $5 million to Ohio's economy and provides a supplemental income from non-timber forest products to many forest land-owners. Recent industry researched of 620 maple syrup producers revealed the majority 41% (n=232) indicate they derive no income from their maple syrup sales and only 34% indicated they made 1-5% of annual income from maple sales. Yet traditional practices of selling in gallon containers, selling the majority of crop wholesale, and under valuing the commodity are high, which reduces the potential income from the production volume. The research revealed that the one gallon container both in plastic and metal was popular retail container for selling maple syrup. Fourth-five percent (n=255) of the 620 respondents used plastic gallons and 20% (n= 116) used metal one gallon containers. Retail prices for a gallon of maple syrup in Ohio varies greatly (+/- $22.00 gallon) by region. This research looks at the potential income if marketing practices were implemented to market smaller size containers at the retail level verses selling in gallon containers and selling bulk syrup to other packers. Comparisons of this research results on production volume, potential income and containers size sales revealed that the United States Department of Agricultural National Agricultural Statistics Service are not being supplied the full picture of the industry in Ohio.

EVALUATION OF CENTER PIVOT IRRIGATION SYSTEMS IN THE PANGUITCH VALLEY OF UTAH

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Seven pivot irrigation systems located in the Panguitch Valley in Garfield County, Utah were evaluated in July and August 2006. Distribution uniformity (DU), application efficiency (AE), catch efficiency (CE) and actual delivered depth (ADD) was calculated for each system. DU values for center pivots varied from 51-85% and averaged 72%. AE values varied from 22-84% and averaged 52%. CE values varied from 58% to 99%. ADD varied from 0.53 inches to 2.94 inches and averaged 1.45 inches. This study identifies the variability of center pivot irrigation systems, areas in which to improve efficiency and the importance of irrigation system maintenance.

EVALUATION OF FORAGE-BASED WEANING SYSTEMS IN SPRING-BORN CROSS-BRED BEEF CALVES.

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Preconditioned calves have more market value per unit weight than normal-weaned calves. Therefore, development of a low cost forage-based weaning system allows producers to add value to their calf-crop. This study evaluated calf performance in three forage-based weaning systems; early-weaned calves were back grounded in legume/grass forage plots and supplemented with commercial preconditioning feed (Treatment I) or corn-mix (Treatment II). Control (Treatment III) calves suckled their dams for an additional 45 days. Weights were collected on days -30, 0 and 45 of the experiment. Overall calf weight gains averaged 2.56, 2.27 and 2.29 lbs/calf/day for commercial supplement, corn-mix and controls, respectively. Year by sex of calf interaction was significant for calf weight gain. Steer calves gained more weight in year 1 and 3 compared to year 2 (119.3 and 122.8 lbs vs. 96.8 lbs, respectively). Heifer weight gains increased marginally over time (94.6 to 106.9 lbs from year 1 to 3, respectively). Cow age also affected calf weight gain; calves from 2-year-old cows gained less weight compared to those from cows 3-5 and > 5 years of age (97.8, 107.8 and 113.5 lbs, respectively). Net returns indicated that corn mix had economic advantage over commercial feed because of the difference in their marginal cost of gain ($0.278 vs. $0.411, respectively). In conclusion, forage-based weaning systems can successfully be utilized to precondition calves providing an economical means for calf weight gain and profit potential as long as other inputs such as feed costs and labor are held within reasonable limits.

FINANCIALLY SELF-SUPPORTED ONION RESEARCH UTILIZING MASTER GARDENERS AND LOCAL FARMERS MARKET SALES RESULTS IN A NEW ALTERNATIVE CROP FOR CENTRAL NEBRASKA

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McCain Foods, USA of Grand Island, Nebraska imports all of its 50 million pounds of onions annually from out of State. Locally grown onions would provide an alternative crop for local producers and McCain Foods would save on shipping costs. UNL Extension in Hall County Nebraska conducted 6 years of onion variety testing, 3 years of which became self supported through funds raised by marketing the onions through local farmers markets. Master Gardener volunteers were utilized in planting and caring for the crop, for harvesting and data collection, and finally for marketing the crop at the local farmers market.

Six years of onion performance trials and cultivar testing at 3 locations in Central Nebraska demonstrated that locally produced onions were of sufficient size, yield and internal quality (ringing characteristics) to meet or exceed plant standards. For the first time ever in 2002, McCain Foods made its first local purchase of 30,000 pounds. A total of 62,090 pounds were produced locally and sold to McCain in 2003, and by 2005 local onion production reached 30 acres. The project also stimulated interest in onion production for the fresh market with fresh market sales exceeding $10,000 in 2003, 2004, and 2005. The six year study demonstrated the feasibility of onions as a viable alternative crop for Nebraska producers. The project also serves as an example of how costs incurred to conduct fruit or vegetable performance trials may be offset in whole or in part through utilization of the market value of the crop.

EVALUATION OF HOME GARDEN TOMATO VARIETIES IN NEW JERSEY

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Historically, tomatoes are an important crop for New Jersey and are the most popular vegetable planted in home vegetable gardens. A trial was done to look at more traditional varieties and varieties home gardeners favor to determine yield and taste attributes. Twelve varieties of tomatoes were evaluated at the Rutgers Agricultural Research and Extension Center (RAREC) in Bridgeton, New Jersey during the 2006 growing season. The trial was planted on May 4 with 8 plants per plot with 3 replications on high raised beds at 5' centers. Plants were staked and tied three times. Harvest began on July 20 with the last harvest on August 11. Tomatoes were harvested weekly and graded and weighed on the same day. They were

categorized as edible or inedible. Inedible tomatoes were those with any amount of rot, excessive cracking, or insect damage. Taste testing was conducted at the Gloucester County Fair and at a twilight meeting at RAREC. 'Early Girl' had the highest yield with an average season weight per plant of 9.7 lbs. 'Champion', 'Celebrity', 'Beefmaster' and 'Supersteak' followed with weights of 8.5, 8.2, 8.1, and 8.0 respectively. 'Rutgers' had the lowest yield, averaging just 5.1 lbs per plant for the season. A taste testing at the Gloucester County Fair resulted in 'Better Boy', 'Supersteak', and 'Beefsteak' having highest ratings for overall taste in that order. The second tasting event at RAREC resulted in 'Big Boy' and 'Jet Star' having the highest scores for taste.

THE ECONOMICS OF ORGANIC AND GRAZING DAIRY FARMS

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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 200 individual management intensive rotationally grazing (MIRG) dairy farms contributed over 600 farm years of data to this project in 2000 through 2005. 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. This project also has over 70 farm years of organic dairy farm data. The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at http://cdp.wisc.edu. The financial data in this project 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.

WETLAND RESERVOIR SUBIRRIGATION SYSTEM: 10-YEARS OF OHIO YIELD RESPONSE

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A crop production and water management system called a Wetland Reservoir Subirrigation System (WRSIS) has been constructed at three demonstration farms in northwestern Ohio. These WRSIS sites are being evaluated on their ability to improve water quality, increase wetland acreage, and enhance crop yields. At a WRSIS site, a wetland for water treatment and a reservoir for water storage are linked to a network of subsurface pipes used to both drain and irrigate crops through the root zone. An extensive monitoring study has been implemented to evaluate WRSIS effectiveness which includes automatic water samplers, piezometers, flumes, flow sensors, and weather stations. The yield data set includes the year 1996 through 2006. Across three farms, annual corn and soybean yields were increased by WRSIS on average by 22.2 bu/acre (16%) and 4.8 bu/acre (11.8%), respectively. The corn yield increase by farm ranged from 5.0 bu/acre (4.9%) to 50.4 bu/acre (34.8%), while the soybean yield increase by farm ranged from 1.4 (6.1%) to 9.1 bu/acre (17.7%) over 10-years.

EVALUATION OF BROADCAST BAITS IN PASTURE FOR RED IMPORTED FIRE ANT MANAGEMENT

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Red imported fire ants, *Solenopsis invicta* Buren, have caused major economic impact on cattle production systems. This trial was conducted to determine the most effective fire ant bait that can be used in pastures and to determine the residual control of each treatment. This study compared Amdro Pro® (0.73% hydramethylnon), Extinguish® (0.5% methoprene), Esteem® (0.5% pyriproxyfen) and Award® (1.0% fenoxycarb) to an untreated control plot. Sixteen plots measuring 100 feet by 100 feet were established with a 20 feet buffer. Four replicates of each treatment were broadcasted using a Scott's hand-held spreader at a rate of 0.25lbs per plot. Active mounds were observed every two weeks for a four month period. Data was analyzed using ANOVA techniques with means separated using Duncan's Multiple Range Test. Amdro Pro® had significantly fewer active fire ant mounds compared to the control throughout the trial, but mound activity increased at 14 weeks. The insect growth regulators (IGRs) found in Extinguish®, Esteem®, and Award® fire ant baits had significantly fewer fire ant mounds compared to the control at 10 weeks. The IGR baits provided a slower but extended reduction of active fire ant mounds. The data suggests that the fire ant baits containing IGRs should be applied twice a year for effective fire ant control, while Amdro Pro® should be applied three times a year.

USING ANNUALS FOR GRAZING WEANED LAMBS IN SUMMER

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Forage based sheep producers with spring born lambs face several challenges when they wean in mid summer. Lamb weight gains on cool season pastures in mid summer and parasite control are two of the major ones. An on farm research project was conducted to see if a combination of annuals could be used to help answer these challenges. The objectives of the study were to reduce or eliminate the use of mechanically harvested feeds for finishing lambs and the dependency on chemical de-wormers for parasite control by providing a management option to keep parasite levels low. Two farms were used as replicates in this study. On both farms a combination of Italian Ryegrass and

brassica were planted the first of June. Ewe lambs on both farms were weaned de-wormed and divided into two groups. One group grazed the annuals and the other grazed existing perennial pasture for at least 30 days. Fecal Egg Counts (FEC) and weights were taken on all groups. Data was analyzed using ANOVA techniques. Although there were differences between the two treatments weight gain and FEC were not significantly different. Despite indications in published literature the animals grazing the annual combination did not significantly outperform animals grazing perennial pastures.

COMPARISON OF IMPLANT STRATEGIES FOR FINISHING BEEF CATTLE

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Anabolic implants are commonly used to improve daily gain, feed efficiency, and lean tissue deposition in feedlot cattle. Numerous implant strategies have been developed to optimize production and carcass value. Aggressive implant strategies may reduce marbling and USDA quality grade. The objective of our study was to compare the effects of a delayed single implant strategy with a conventional two implant strategy on feedlot performance and carcass value in finishing beef cattle.

Upon arrival at the feedyard, weaned spring born Angus crossbred steer and heifer calves (mean weight 613 lbs, n=186) were randomly assigned to either a conventional two implant (CI) treatment or to a delayed single implant (DI) treatment (2004 n=63, 2005 n=123). On day 1, CI steer calves received Revalor IS® and CI heifer calves received Component T-H®. On day 63, CI steer calves were re-implanted with Component TE-S®, CI heifer calves were re-implanted with Component T-H®, DI steer calves were implanted with Component TE-S®, and DI heifer calves were implanted with Component T-H®.

Feedyard performance, USDA quality grade, USDA yield grade, and carcass value were not affected by implant strategy ($P<.01$). We conclude a delayed single implant strategy, when compared to a conventional two implant strategy, will produce comparable feed yard performance, carcass value, and economic return.

GARDEN TILLAGE AND SOIL COMPACTION

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Farmers on sandy, Coastal Plain soils of the southeastern U.S. are aware that tillage can create traffic pans or plow pans. These compacted soil layers can prevent deep rooting of crops. Tillage may also destroy soil structure in soils low in organic matter. The objective of this study was to determine if garden tillage techniques would create similar problems in small vegetable gardens. A series of replicated experiments were conducted over several years at 3 Alabama locations. Master Gardener volunteers in Lee County and Cullman County, Alabama, did most of the work. On sandy, Coastal Plain soils of Central Alabama, the results were dramatic. Intensive soil tillage such as disking, rototilling with a tractor or a garden-type rototiller either created severe traffic pans and/or destroyed soil aggregates which lead to surface soil compaction. These techniques resulted in greatly reduced yields of all vegetable crops. Techniques that disrupted or cut through plow pans such as subsoiling, double-digging, or slit tillage increased yields on Coastal Plain soils. On a deep, loamy soils of the Appalachian Plateau in Cullman County (Hartsells loam), we found no differences in vegetable yields due to tillage. No plow pans were detected in these soils.

THE RELATIONSHIP BETWEEN GRAIN YIELD AND SILAGE YIELD IN FIELD CORN IN NORTHERN ILLINOIS

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Determining a fair price for corn (*Zea mays*) silage is difficult. In the past, a ton of corn silage standing in the field has been valued at 6.5 to 7 times the market price of a bushel of corn (6.5 to 7 bushels of corn grain per ton of silage). With genetic improvements that have been made in the yield potential of hybrids, the guideline for the number of bushels of grain per ton of silage may need to be adjusted upward. A three year (2002-2004) study was conducted at the Northern Illinois Agronomy Research Center, Shabbona to determine if such an adjustment is warranted. We measured grain yield, silage yield and quality from ten "grain" hybrids each year. There were four replicates in a randomized complete block design, and soybean (*Glycine max*) was the previous crop. Averaged across three years, the correlation of grain yield to silage yield was 0.500. A strong negative correlation was found between bushels of grain per ton and silage yield per acre (r = -0.723). Averaged over all hybrids and years, there were nearly 8.3 bushels of corn (15% moisture) per ton of 35% dry matter silage. The average grain yield was 208 bushels (15% moisture) per acre. The study indicated that in high yielding environments in northern Illinois, the guideline of 6.5 to 7 bushels of shell corn per ton of corn silage should be increased to 8 to 8.25 bushels per ton, especially for hybrids that produce high grain yields.

CORN GLUTEN MEAL APPLICATION TIMING AND RATE EFFECTS ON TURFGRASS QUALITY AND WEED SUPPRESSION AT TWO MOWING HEIGHTS

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Corn gluten meal (CGM), a byproduct of the wet-milling corn processing industry, continues to gain popularity among the public as an organic fertilizer and preemergent herbicide. Current recommendations are to apply 98 kg N ha^{-1} of CGM in May and August. However, data is lacking on application frequency to maintain quality turf at different mowing heights while maximizing weed suppression under non-irrigated conditions. Therefore, the objective of this experiment is to evaluate the effectiveness of CGM as a turfgrass fertilizer and pre-emergence herbicide at two different mowing heights on three different turfgrass populations using different application frequency schedules. Applications of CGM began in 2002 and were made in triplicate at 98 kg N ha^{-1} in: early May only; early May and mid-June; early May and mid-August, early May, mid-August and late October; and late October only. Outside of mid-summer hot dry periods, color remained at or better than average for all plots receiving 2 or 3 applications of CGM. May only treatments and October only treatments exhibited better color than control plots 66% and 25% of the time respectively. Dandelion presence increased in all plots throughout the study. While the 7.6 cm mowing height had significantly fewer dandelions across all treatments by the end of the 2005 growing season, no treatments were below an acceptable level of dandelion presence by the end of the study.

OPTICAL BRIGHTENER TESTING AS A PROMISING AND INEXPENSIVE MICROBIAL SOURCE TRACKING TOOL

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Coastal recreation and tourism is a multi-million dollar industry at the Jersey Shore. Increased development and continual impact to surface waters threatens the health, quality of life, and economic livelihood of this region. Bacterial pathogen pollution, in particular, often leads to beach closings and reduced recreational opportunities, as well as presenting a health concern for both residents and visiting tourists. Although agencies conduct regular monitoring, the isolation of human bacterial pathogens remains a problem for both analysis and remediation of this pollution type. These concerns led to the founding of the New Jersey Microbial Source Tracking Working Group, which is composed of governmental administrators and scientists, university researchers, extension educators, environmental agencies, water authorities and

watershed organizations. Several new detection methods for identifying specific bacteria are being investigated such as MAR and qPCR, which are complex, quick, accurate and relatively expensive. Optical Brighteners have been identified as an inexpensive, simple method of human-specific microbial source tracking with the potential for success. Optical brightener traps were deployed at known bacterial contamination sites, including some where MAR analysis was taking place. The results of this preliminary study concluded that the design used was prone to vandalism and sedimentation. Continued research is being conducted to revise methodology and determine if this is a technology that non-profit and volunteer groups in the area may be able to implement as a screening tool.

ECONOMIC RETURN WHEN APPLYING FOLIAR FUNGICIDES TO CORN

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The application of a foliar fungicide for management of leaf diseases in corn is a question often asked by growers in Georgia. During the past five years, southern rust and leaf blights have reduced corn yields on disease susceptible hybrids. Studies conducted on-farm in Georgia in recent years shows a positive economic and yield response when a foliar fungicide was applied targeting southern rust. Studies were conducted on a grower's farm in Burke and Jenkins counties during 2006. A protocol was designed to test 5 fungicide treatments in two replicated trials in East Georgia. Results from 2006 show no yield benefit was gained from any treatment at either location. Due to the lack of disease pressure in 2006, growers would have seen a reduction in farm profits when treating.

PHOSPHORUS FOR BLOOMING PLANTS

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Garden centers and retail fertilizer companies often promote high P fertilizers for blooming plants with no regard to soil test P levels. Master Gardeners in Cullman and Marshall Counties in northern Alabama wanted to determine if applying a high P fertilizer to a soil that was high in P would actually improve flowering for summer annual flowers. Identical experiments were conducted in 2006 at two locations in North Alabama. Soil test prior to establishment indicated that both sites tested extremely high in extractable P; no additional P was recommended. Ten treatments replicated 4 times were applied that included various N:P ratios, two commercial fertilizers for blooming plants and poultry broiler litter (a 3-3-2 grade fertilizer). The highest N and P rate applied was equivalent to 120 lb. N and 120 lb. P_2O_5 per acre applied twice during the growing season. Annual blooming plants were planted in each plot and monitored during the growing season. Additional P fertilization had no effect on number of blooms, bloom quality or vegetative quality. Nitrogen fertilization alone up to 120 lb. N per acre produced healthier plants and more blooms at both locations.

EARLY RESULTS OF ZINNIA AND SUNFLOWER CULTIVAR TRIALS FOR CUT FLOWER PRODUCTION IN NEW JERSEY

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As more growers in the northeast expand their efforts into direct cutflower marketing, performance trials of commonly sold sunflower (*Helianthus annuus*) and *Zinnia elegans* cultivars were conducted in 2006. Field trials of pollen-less cultivars of sunflower ('Moulin Rouge,' 'Pro Cut Yellow Lite,' 'Soraya,' 'Sunny,' and 'Sunrich Gold') and zinnia ('Benary's Giant,' 'Oklahoma,' 'Peppermint Stick,' 'Whirligig,' 'Zowie!,' and 'Yellow Flame') were conducted at two sites in New Jersey. The zinnias were seeded and grown in a greenhouse for 4 weeks prior to transplanting, whereas the sunflowers were direct seeded. Planting beds were raised and supplied with black plastic mulch and trickle irrigation. All varieties were evaluated for degree of trait-expression-as-advertised, pest resistance, and yield. As a measure of market acceptance, harvested flowers were evaluated for stem length, flower diameter and quality, vase-life, and consumer preference. Of the sunflowers evaluated, the cultivar 'Sunny' (F_1 hybrid) rated best for stem length and flower quality and size uniformity. 'Soraya' was extremely susceptible to the sunflower moth (*Homeosoma electellum*), and 'Moulin Rouge' suffered from early petal-fall and short stem length. 'Sunrich Gold' developed a "bent face" from seed production, resulting in flowers too heavy for cut flower use. Although 'Pro Cut Yellow Lite' flowered the earliest and generated large, saleable, high quality flowers, only one cutting per plant could be harvested. A post-harvest study on zinnia flowers using Floralife® revealed 'Benary's Giant,' 'Oklahoma,' and 'Peppermint Stick' had the highest average quality ratings at five days post-harvest, while 'Whirligig' declined significantly after only 2 days post-harvest.

PRODUCING FOR THE ETHNIC CONSUMERS ON THE EAST COAST
AN ASSESSMENT OF DEMAND FOR SPECIALTY PRODUCTS

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USDA's National Research Initiative (NRI) funded this study to document market demand to reveal opportunities for East Coast farmers to grow and cooperatively market ethnic crops. The four largest ethnic groups in this region account for just under 6 million residents and grew by 23% (Puerto Rican), 218% (Mexican), 59% (Chinese) and 105% (Asian Indian) between the 1990 and 2000 US Census surveys. Approximately 60% or more of each of these ethnic populations lives in the Mid-Atlantic region, with the exception of the Mexican group. More than 65% of the Mexican population resides south of Maryland. Community mapping by the Rutgers Food Policy Institute highlights clusters of recent ethnic immigrants and 75% of ethnic consumers surveyed indicated they reside within 10 miles of an ethnic grocery store.

A bilingual survey of the four major ethnic groups named above allowed produce preferences to be ranked by each group from a total list of 42 vegetables. Considering this documented market demand, collaborators from Florida, New Jersey and Massachusetts refined this list from a production perspective to select a range of potential crops for production trials.

This World Crops project is generating production and marketing data for these preferred vegetable crops to be compiled into factsheets, web resources (worldcrops.org) and other outreach materials to connect growers with these emerging markets. This initiative bridges the supply-demand gap in an attempt to sustain the economic viability of the East Coast vegetable industry while contributing to the nutritional and health needs of regional consumers.

COMPARING SLOW RELEASE NITROGEN WITH TRADITIONAL NITROGEN FERTILIZER SOURCES ON CORN YIELD

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Six nitrogen (N) fertilizer treatments were tested in a randomized complete block design with three replications to compare their effects on corn yield. Treatment #1 was anhydrous ammonia 120 lb/acre side-dressed on 6/15/2006. Treatment #2 was Urea 120 lb/acre N applied pre-plant on 4/26/2006. Treatments #3 and #4 were Environmentally Smart Nitrogen (ESN) 120 lb/acre N pre-plant, and 100 lb/acre N pre-plant respectively, incorporated on 4/26/2006. Treatment #5 was urea ammonium nitrate (UAN) 120 lb/acre N surface sprayed on 5/5/2006. Treatment #6 was ESN 100 lb/acre N after planting drilled on 5/5/2006. The ESN is a polymer coated 44% N controlled release fertilizer.

Treatments 4 and 6 were included as a reduced N rate comparison to offset the higher price of ESN compared to other N sources. Corn was planted on 4/28/2006. Corn yield ranged from 178-185 bu/acre, but yield differences between the six N treatments were not statistically significant. Results indicated that ESN, particularly the pre-plant incorporated treatments were effective at replacing a side-dress anhydrous ammonia application. The ESN shows value in wet climates and on soils where N loss is predictable through volatilization, leaching or denitrification. Under conditions of no N loss, ESN still provides flexibility in application timing and reduced application costs. Currently anhydrous ammonia is under increasing social, environmental, safety and liability concerns. The ESN would eliminate the need for a pre-sidedress soil N test and unfavorable side-dress application timing.

MULTI STATE COLLABORATION RESULTS IN NEW SWEETPOTATO VARIETY FOR CALIFORNIA

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Sweetpotatoes (*Ipomoea batatas)* grown in California are marketed and sold predominantly on the West Coast of U.S. and Canada for fresh consumption. The market can be split into four major groups, for which various varieties are used: 1) yams (vars. Beauregard, Bienville); 2) red yams (Diane); 3) sweetpotatoes or “Jersey Sweets” (Golden Sweet, O’Henry); and 4) Japanese or Oriental yams, exclusively Kotobuki, a purple skin/white flesh sweetpotato first introduced in 1979. Because of price premiums and a growing market, the acreage planted to Kotobuki has increased significantly, and now represents about 20% of total production. Despite its growing popularity, however, Kotobuki can be challenging to produce. It has little nematode or *Fusarium* (stem rot) resistance and its yield potential is moderate. Murasaki-29 (originally L-01-29) is a new, purple skin/white flesh line from the LSU breeding program first evaluated in California in 2004 as part of the multi-state National Sweetpotato Collaborators Group annual variety trial. It has better appearance and similar taste characteristics as Kotobuki. Additionally, it offers improved disease and nematode resistance while maintaining favorable agronomic characteristics like good plant bed production and acceptable yields. In 2006, Murasaki-29 was tested in 9 locations in grower fields to observe its performance under varied conditions. Average yields were 35 bins/acre with a size class of 50-40-10 (% #1’s, mediums, and jumbo), indicating a yield potential that is e” Kotobuki. Limited commercial production will begin in 2007. Pending a successful release, Murasaki-29 will be the first new Oriental yam in the California market in nearly 30 years.

THE IMPACT OF TILLAGE ON CARBON SEQUESTRATION IN SOIL

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Agricultural soil carbon (C) sequestration through conservation management is a viable option to improve environmental quality. To evaluate the impacts of no-till (NT) on C sequestration in soil, composite soil samples at 0-7.5, 7.5-15, 15-22.5 and 22.5-30 cm depth were randomly collected from 2, 23, and 40 yr NT, and conventionally tilled (CT) plots in NW Agricultural

Research Center at Wood County, Ohio. Soil samples were processed and analyzed for total (TOC), particulate (POC), active (AC), passive (PC), extractable (Ext C), and soluble C (Sol C) with selected basic properties. The concentration and mass of TOC, POC, AC, PC, and Ext C increased in NT soils compared to CT soils. Temporal effects of NT were more pronounced on AC and POC than on TOC, Ext C, and Sol C at different soil depths. On average, tillage effects were more pronounced at surface than at subsurface soil depth. Combined over soil depths (0 to 30 cm), the storage of TOC, POC, AC, and PC pools varied significantly in response to NT. When plotted the difference of NT-CT mass of TOC, POC, AC, and PC with time, a significant quadratic increase in C sequestration was observed in response to long-term NT. Results suggested that C sequestration in soils under long-term NT compared to CT is possibly due to surface deposition of crop residues, less disturbance, slow and efficient decomposition of residues, and greater physical protection.

DEER REPELLENTS IN THE LANDSCAPE

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Damage to ornamental plants by white-tailed deer (*Odocoileus virginianus*) has increased during the past decade. This increase is attributed to: 1) rising deer populations; 2) human populations shifting to rural and suburban home sites; 3) ability of deer to adapt to suburban environments; and 4) difficulty in controlling population. To effectively manage deer damage it is best to use an integrated wildlife management approach, which includes careful monitoring of any one, or a combination of the following strategies: 1) population management, 2) fencing, 3) repellents, or 4) vegetation management. Landscape contractors and home owners are limited in the number of solutions available for the suppression of feeding damage in the home landscape, particularly in areas where population management is limited or non-existent. Fencing is a management option in some situations but many homeowners find it impractical and some communities have ordinances against electric fences or tall fences that would physically exclude deer. The use of spray-on deer repellents may provide effective protection in some situations. This research was undertaken to share the results of the effectiveness of commercial deer repellents to reduce browsing on landscape plants. A number of spray-on repellents were tested during the dormant season (winter) of 2000-2002. Two spray-on repellents were tested along with two hanging dispenser type systems were tested in the winter of 2006.

THE INFLUENCE OF MULTI-SPECIES GRAZING ON CONTINUOUS CRP

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Whitman County has approximately 200,000 acres (20% of the county's cropland) enrolled in the Conservation Reserve Program (CRP). Undesirable weeds in CRP lands have steadily worsened and are increasingly difficult to control. In 2005 and 2006, cattle and sheep were used to graze continuous CRP stands in Whitman County. A holistic management approach was used. Pastures of varying sizes were set up and permanent sampling points were placed in each pasture. A one meter square area around each sampling point was evaluated for weed control, weed shift and reestablishment of grasses. The livestock (cattle: black Angus, sheep: Suffolk) were evaluated for weight gain and maintenance of health. Spring in-flow temperatures were evaluated (20 foot sections) in an area infested with cattails and in an open area without cattails. Differences were observed in the percent of grass and forb reestablishment. In all pastures, reed canarygrass (*Phalaris arundinaceae*) increased 15% or more in sampling areas containing some canarygrass.. Sampling areas containing primarily catchweed bedstraw (*Galium aparine*), lambsquarter (*Chenopodium album*), and fiddleneck (*Amsinckia menziesii*) in 2005 were repopulated after one grazing season with tumble mustard (*Sisymbrium altissimum*) and downy brome (*Bromus tectorum*). Animal health was maintained and cattle weight gains ranged between 1.8 lb/day in 2005 to 1.6 lbs/day in 2006. Sheep remained at their maintenance weights because they did not lamb. Following grazing, in-stream flow temperatures decreased 2 degrees from an average of 66 degrees in the cattails to 64 degrees. The open water remained at the average 64 degrees throughout the study period.

EFFECT OF COMMERCIAL FERTILIZER, BROILER POULTRY LITTER AND HUMATE ON FORAGE YIELD AND QUALITY

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Due to increased costs of commercial fertilizer inputs, forage producers must look for opportunities using alternative fertility sources without compromising hay yield or quality. In 2006 a forage field trial was set up at four locations in Banks and Stephens County, Georgia. Three locations had Russell Bermuda and one location had Kentucky 31 Fescue. Commercial fertilizer, broiler poultry litter and humate were used with the control being no nitrogen fertilizer added. One trial in each county was harvested twice and one trial in each county was harvested once. There was a significant difference in yield among all first harvest locations between the poultry litter and the control. The commercial nitrogen treatment was significantly higher than all other treatment when addressing RFQ value. There were also significant differences in total digestible nutrients between commercial nitrogen versus poultry litter and commercial fertilizer plus humate. There was a significant difference between the 1st and 2nd harvest in crude protein. There were no significant differences among all other treatments. This study supported that growers can significantly reduce their input costs by using alternative fertility sources without reducing yield.

GEORGIA PRODUCERS' AGRICULTURAL, FOOD AND PUBLIC POLICY PREFERENCES: AN ANALYSIS OF A NATIONAL PUBLIC POLICY SURVEY

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Prior to the release of the 2007 Farm Bill proposal on January 31, several listening sessions were conducted to glean producers' opinions on the 2002 Farm Bill. A national survey on agricultural policy preferences was also conducted in 27 states at the end of 2005. Georgia participated in the survey which asked producers to give their preferences and opinions on agricultural, food and public policy issues related to the new farm bill. There were 1,477 surveys sent out in Georgia with a response rate of 17 percent for a total of 247 returned surveys. The majority of respondents were from small farms (less than $100,000 in market value of agricultural products sold) and the remaining 25% were from medium- to large-size farms (greater than $100,000 in market value of agricultural products sold). The breakout between small and large farms is a reasonable representation of the state in terms of a small to large farm ratio. However, care must be taken in interpreting the responses as the medium to large farms represent the majority of farm revenue generated from farming and thus receive the greater share of benefits from federal farm policy. Five main topic areas were addressed by the National Agricultural, Food and Public Policy Preference Survey. These five topics were titled: 1) Farm Programs and Budget Priorities, 2) Commodity Programs and Risk Management, 3) Conservation and Environmental Policy, 4) Trade Policy and 5) Food System and Regulatory Policy. Policy issues related specifically to Georgia were also addressed.

Poster Session

Extension Education

2007 NACAA

92nd
Annual Meeting
and
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Grand Rapids, Michigan

YOUTH AND HORTICULTURE

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The need to educate our youth about horticulture and plant growth is a tremendous responsibility of county agents. Today's youth are very computer oriented, but many don't get the opportunity to experience more traditional 4-H programming. Tremendous educational opportunities are always present at county, district and state fairs. These avenues give the youth an opportunity to exhibit their horticulture projects. One example is the Giant Watermelon contest at the Arkansas State Fair. This contest provides 4-H'ers the opportunity to showcase their horticultural endeavors. During the duration of the project 4-H'ers are responsible for providing care from a seed to a mature fruit. The State Fair contest is judged solely on the weight of a sound fruit. It is through my work with these youth that they acquire the knowledge needed to produce these giant melons which are placed on exhibit at the State Fair in Little Rock, Arkansas in October of each year. Educational impact of this program is measured through various means. Some of which are membership in 4-H, specifically horticulture or agronomy related projects. Evaluations of this program will continue throughout the life of this program and I would like to share this information with other agents in the NACAA.

BLACKBERRY PRODUCTION EXPANDING IN LANIER COUNTY

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Lanier County growers recognized the increasing market value of growing blackberries commercially with the opening of a small fruit packing, receiving and shipping facility (SunnyRidge) in Homerville, GA. The Lanier County Extension Coordinator worked with each new blackberry grower providing one-on-one education on production practices. These educational meetings incorporated variety selection, irrigation, weed control, water management, trellising, disease control, insects and fertilizer requirements of blackberries. Extension educational programs, SunnyRidge Berry Center and working support by the Lanier County Extension Coordinator helped Lanier County blackberry acreage grow from 11 acres in 2003 to 83 acres in 2007. One Lanier County blackberry producer remarked, "This crop has exceeded our expectations…it's been very worthwhile for us and it's also been a great experience and a challenge." The 2007 Farm Gate income has the potential to be above $1,250,000 for blackberry production in Lanier County. This expansion makes Lanier County one of the leading blackberry producers in Georgia.

MANAGEMENT CONCERNS WITH GLYPHOSATE TOLERANT ALFALFA

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With the development of glyphosate tolerant alfalfa, farmers now have a new tool for control of problem weeds in alfalfa. The expense of planting Roundup Ready® Alfalfa seed, which has glyphosate tolerance, may limit the use on some farms. However, the availability of this new technology provides and opportunity to effectively control weeds in fields with extreme weed pressure particularly during the initial establishment year. It also provides an option for suppressing growth of some of the more problem weeds such as Canada thistle and curly dock that could not be effectively controlled with previous methods. Both of these weeds are increasing in their prevalence in many alfalfa fields in Bracken County. Along with suppressing these weeds, many other weed species can be controlled by applying a labeled glyphosate product (i.e. Roundup OriginalMAX™ or Roundup WeatherMAX™). Roundup Ready® alfalfa can be treated to seedling or established alfalfa after the weeds and alfalfa have emerged without damage to the crop. One concern that was observed in 2006 from the use of this technology is the damage to alfalfa from insects when weeds are removed that serve as an alternative host.

WORKING WITH AGRICULTURAL LENDERS THROUGH EXTENSION SEMINARS

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Ohio State University Extension utilizes Agricultural Lender Seminars to inform lenders of extension programs and university research. Two agricultural lender seminars are held annually in late October in western Ohio. Seminars topics are a blend of current issues in agriculture and new land grant university research. Each year agricultural lenders are solicited for potential seminar topics. In 2006 lender seminars were evaluated using the Ohio State University Extension zoomerang system where lenders could answer a series of questions via the internet from their office. Evaluations indicated the Ag Lender Seminars were very well received by attendees and that research-based information was very important to them. Information was also obtained from zoomerang on other lender items such as the size of operating loans, number of farmers lenders worked with, number of acres per grain farm and number of animals per livestock farm, desired locations and topics for future seminars, and what type of research the university could conduct that would be the beneficial for agricultural lenders.

EXTENSION PROGRAMS ADDRESSING SOYBEAN YIELD LOSS DUE TO SOYBEAN CYST NEMATODE (SCN) IN NORTHERN ILLINOIS

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Soybean Cyst Nematode (SCN) is a microscopic, roundworm that feeds in soybean roots and is the most damaging soybean pathogen in Illinois. Severe SCN field infestations may result in stunted, chlorotic soybean plants. In high organic matter northern Illinois soils, above ground SCN symptoms are seldom observed. The objectives of the program were to provide northern Illinois soybean growers information concerning SCN infestation levels in their fields, provide SCN management recommendations and correct the perception that SCN infestations are primarily only a southern Illinois pest.

Twenty-seven SCN Clinics were held throughout northern Illinois and producers were encouraged to bring soil samples from their fields to the program. Soil samples were screened on site for SCN cyst presence and infestation level. The screening process involved "washing" soil samples through a number 30-mesh sieve and capturing SCN cysts on a number 80-mesh sieve. The screened sample was placed under a dissecting microscope and SCN cysts were counted and expressed as number of cysts per 100 mg of soil. The program included a presentation focusing on SCN biology and management.

One thousand fifty-one soil samples submitted by 449 soybean growers were screened at the SCN Clinics. Ninety-one percent of post program evaluation respondents strongly agreed or agreed that "as a result of the SCN program I have a better understanding of SCN management". Fifty-five percent of the evaluation respondents indicated as a result of the program they "purchased (or plan to purchase) varieties resistant to soybean cyst nematodes".

VIRGINIA COOPERATIVE EXTENSION - LYNCHBURG LIVESTOCK MARKET NAIS PREMISE REGISTRATION OUTREACH PROGRAM

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Virginia Cooperative Extension (VCE) has assumed the primary role in educating livestock producers in Virginia about the USDA National Animal Identification System (NAIS). The goal of NAIS is to trace infected animals back to their point of origin within 48 hours in the event of a disease outbreak. The NAIS will be implemented in three steps: premise identification, individual animal identification, and animal tracking. VCE Agriculture and Natural Resource Agents partnered with Ed Metcalf, General Manager of

Lynchburg Livestock Market and State Animal ID Committee member, to offer on-site premise registration during sale days from May 2005 through December 2006 to increase the visibility of the program to producers during normal business transactions. Outreach efforts include a premise identification registration banner next to the main gate, a direct mail insert included with the market payment checks, and a display board in the market office entrance. Agents and livestock market personnel made individual contact with producers about the NAIS while they waited in the truck unloading lines. As of November 30, 2006, 3,791 premises had been registered statewide. Agents recorded that 218 (5.7%) were registered at the Lynchburg Livestock Market. Over 1500 check inserts were mailed as part of the Lynchburg Livestock Market Premise Registration program. The VCE-Lynchburg Livestock Market NAIS Premise Registration Outreach Program is an excellent example of Extension agents and program partners working together to accomplish a high-priority area programming effort. This was a highly visible program that increased producer awareness, enabled Virginia Cooperative Extension to reach new clientele, and reinforced relationships with existing clients.

IMPACT OF NATURAL GAS LEASING WORKSHOPS ON LANDOWNERS AND COMMUNITIES

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Advances in computer imaging and drilling technology, and the economic need for new sources of energy, have pushed recent increases in deep natural gas exploration in New York and Pennsylvania. Large numbers of landowners across Pennsylvania continue to be contacted by energy companies, landmen, and speculators seeking to purchase mineral rights or lease oil and gas rights. The combination of unfamiliar terminology, very complicated "standard" leases, and high pressure sales pitches, reduces the chances of landowners making good decisions based on accurate facts and ownership goals. In many communities there are few legal or consulting firms that are familiar with gas leases available to assist landowners. A series of three consecutive workshops was developed to help landowners understand the process of gas exploration and the impacts of natural gas leases. The series was presented multiple times to over 3,000 landowners in Pennsylvania. The workshops provided important information such as: the exploration process, typical terms in a lease, the role of regulatory agencies, and the economic impact of leases. Each workshop featured presentations from extension educators and experts representing important stakeholder groups that explained their role in the exploration and leasing process. Responses to surveys showed that workshop participants represented over 386,000 acres of farm and forest land ownership. Participants indicating pre-workshop and post-workshop rental offers demonstrated a direct economic impact to the region that exceeded 15 million dollars in rental payments alone.

ENABLING PEOPLE TO CREATE COMMUNITY AND ENVIRONMENTAL IMPACT: THE RUTGERS EMVIRONMENTAL STEWARDS

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Rutgers Environmental Stewards, a structured volunteer training and management program similar to Master Gardeners but focused on the environmental topics, was initiated in New Jersey in 2004. Objectives are to provide grounding in environmental science and leadership skills for residents interested in environmental issues. In addition, the program provides a mechanism to make meaningful contributions to improving NJ's environment through a 60 hour volunteer internship and subsequent service. Partnerships with 18 government and non-profit environmental organizations were formed. Regional classes were conducted over three years providing 420 hours of training to 120 students. A catalog of volunteer opportunities for intern projects was developed. A web site was created to assist in the promotion and

management of the program, http://www.rce.rutgers.edu/envirostewards/. Participants rated overall lecture quality as 4.6 (scale 5=excellent). 70 students have successfully completed the lecture phase of the program, with 67% of them actively engaged in volunteer intern projects in their communities;27% completed their project. Success stories, including documented impacts of individual interns have been collected. Formal evaluations designed to assess gains in "Environmental Sensitivity", "Science Knowledge", "Civic Participation Knowledge", "How To Take Action Effectively", and "Enthusiasm" showed overall gains ranging from 55% to 97%. Environmental, economic and social impacts of individual intern projects are estimated to range from hundreds to hundreds of thousands of dollars.

ILLINOIS CROP MANAGEMENT CONFERENCES

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The impetus behind development of the *Illinois Crop Management Conferences* was the realization that other crop – related programs conducted in the Illinois were not meeting the educational needs of Certified Crop Advisers and more progressive growers. The campus-based *Illinois Agricultural Pest Management Conference* is experiencing declining enrollment at least partially due to participant cost, travel and time commitment. Local county *Agronomy Days* are economical and easy to access, but do not provide the depth of information desired by agronomic professionals, or provide a vehicle for cost-recovery by Extension.

The *Illinois Crop Management Conferences* were designed to overcome these programmatic problems. Three regional conferences, each lasting two days, were developed to provide the latest research information in the area of crop management. Regionalization of the program improved participant access, while reducing time and travel costs. Regionalization also allowed each conference to focus its information on local agronomic issues and solutions. With a registration fee of $100 per participant, Certified Crop Advisers earn up to 13 hours of CEU credit at a reasonable cost per CEU.

Now in their third year, the *Illinois Crop Management Conferences* draw 300 participants annually. Surveys indicate that participants find the format and content well suited to their educational needs.

FULTON COUNTY ANNUAL AGRICULTURAL BOWL COMPETITION

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Fulton County is the most densely populated, urbanized county in Georgia with a reported population of over 800,000 and the children who live there have no idea about agriculture. Recognizing the need to help the region's multi-ethnic urban youth understand and appreciate the role agriculture plays in their everyday lives, the county's Agriculture/Natural Resource and 4-H/Youth agent collaborated to develop the Fulton County Agricultural Bowl. This annual competition allowed fifth graders from across the county to represent their individual schools in a competitive and much needed agricultural educational experience. Seventeen hundred students receive a study guide of 500 agriculture related questions ranging from biology to ecology. Each student had 3 months to prepare for an in-school competition. This competition resulted in 7 students being selected to participate in the county wide competition. Over 2000 students and families in the Fulton county area were impacted. The Agricultural Bowl has provided an incentive for young students to learn more about agricultural and environmental related issues.

EVALUATING THE EFFECTIVENESS OF ONLINE TOOLS TO IMPROVE COMMUNICATION IN MASTER GARDENER GROUPS

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A challenge facing any group is facilitating communication among members. At the onset of this project, information was passed to Master Gardener members by the president via email and a monthly printed newsletter. To facilitate efficient delivery, all communication was moved to an online group and all mail was then routed to the group. This provided the advantages of virus scanning, an archive, and group calendar. An extensive library of links to horticultural sites was included on the group's site to act as an incentive to enroll, as were access to registration forms for all events. Members were to maintain and update email changes on their own. In spite of all the advantages to this system, our MG group did not embrace this technique. At our peak, we were able to enroll only two-thirds of members with email, even with extensive promotion and illustrated, step-by-step instructions. Generally, younger members (under 50) were active with the group, but interviews revealed older members were intimidated by the process of establishing an account with the group provider and preferred receiving emails from an acquaintance. Due to the resistance of members to enroll and update their information, our Master Gardeners have moved to using a blog to post breaking information to the group. Our blog has received positive feedback from members and may be more appropriate to post information to an older audience who is uncomfortable with online services yet still uses the Internet.

"DO IT YOURSELF" FREE PRECISION AG MAPPING

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The high cost of commercial Geographic Information System (GIS) software creates a barrier to many farmers with the need or desire to create their own farm and field precision agricultural maps. Costs for the most well known commercial and agricultural GIS software ranges from $1500 to over $5000. The challenges in reducing the costs of precision agricultural mapping are two-fold. Acquiring good data layers is the first challenge. The second challenge was finding a way to display the data. A search was conducted to find high quality free data sources and of free methods for viewing the data layers. On-line and free GIS viewing software were compared to a farm map created with ESRI's ArcGIS 9.2. The ArcGIS map consisted of three complex layers: a 2nd generation MrSID Digital Orthoquad aerial photograph, as the base map; a color-coded semi-transparent digital soil type map, labeled by soil type, and a boundary only FSA Common Land Unit (CLU) layer labeled with acreage. Nine free online or downloadable programs were evaluated. Data from the NRCS Geospatial Data Gateway and TatukGIS Viewer were the only combination able to produce a map nearly identical to the commercial ArcGIS output. The results of this research were presented at a county precision ag roundtable, and published as a news column and factsheet. The factsheet is being distributed at Certified Livestock Managers Meetings to assist with the requirements of nutrient management plans. The developers of TatukGIS Viewer indicated a noticeable increase in Illinois downloads of their software following the release of this information.

ENHANCED PRECISION FARMING TECHNOLOGY ADOPTION AND APPLICATION FOR THE PALOUSE THROUGH PRODUCER EDUCATION

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Adoption of Precision Farming technologies for dryland agriculture in the Pacific Northwest Palouse region have been slow even though they have proven to be economically viable in other regions of the USA. This would indicate that adoption of precision farming technology might be the result of educational opportunities. A one-day seminar was developed to present precision farming technologies that could provide economic benefits. GPS guidance systems including light bar guidance and auto-steering systems were the focus. University specialists and industry representatives presented information on current systems providing investment figures with return on investment estimates. A producer presented his recent experience utilizing an

auto-steering system in which he recovered his initial investment in less than one year. This recovery was accomplished through a 20% reduction of seed, chemical and fertilizer inputs by eliminating in-field overlaps. A program evaluation following the meeting indicated that most producers "gained new knowledge" and that they could "put this knowledge to use" in their farming operations. As a result, 3 producers have purchased guidance systems and 8 are considering purchases within the next 6 months. These producer purchases represent an investment of approximately $50,000 and approximately 15,000 acres. Utilizing a conservative 10% reduction in input costs this would save these producers nearly $200,000/year at current prices. If all producers were to implement this technology, a savings to Columbia County producers might exceed more than $3,000,000/year. Environmental benefits will also be achieved from reduced inputs.

DELAWARE COUNTY AGRICULTURAL FLOOD REPONSE PROGRAM

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In June 2006, Delaware County experienced devastating 146 year flood which destroyed bridges, roads, homes, cropland, farm infrastructure, and conservation practices. Cornell Cooperative Extension of Delaware County led the response to the agricultural community, serving as the Agricultural Flood Response Program coordinating agency for six federal, state and local agencies. An initial damage survey was conducted within 72 hours on 369 farms. A detailed assessment of 253 more severely damaged farms and 250 public infrastructure sites was conducted to determine the engineering and construction needs. Data was summarized for disaster aid requests and paperwork. A DVD of flood damage was created with pictures and statistics to communicate County needs at state and federal levels. Extension staff developed seven fact sheets and worked one on one with farmers on emergency crop management and accessing disaster assistance programs. As a result of program efforts, the USDA Farm Service Agency allocated $776,000 to Delaware County for restoring cropland. The USDA Natural Resource Conservation Service allocated over $8 million to Delaware County for infrastructure repairs. To date, 38 farm conservation practices have been restored at a cost of $208,000, and another 43 are scheduled for repair in 2007. Emergency stream stabilization has been completed on 19 farms and over 12,470 linear feet of stream. Extension cooperated with an anonymous donor to distribute $7,000 of aid to exceptionally hard hit farmers. Collaboration between Extension and New York Farm Bureau resulted in over $11,000 in farm bureau grants to Delaware County farmers for acquiring replacement forage.

CENTER FOR URBAN AG: STRENGTHENING THE GEORGIA LANDSCAPE INDUSTRY

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The Georgia Center for Urban Agriculture fosters partnerships and collaborations within urban agriculture, identifies strategic needs that cut across industries and develops appropriate programs. The Center has focused on developing industry leadership, supporting industry associations, certifying landscape professionals, and safety training for Hispanic workers. In this poster we highlight efforts with the Georgia Certified Landscape Professional program (GCLP), the Center website and the Urban Ag Coalition.
GCLP improves professionalism in the industry by training workers and certifying their expertise. Applicants receive a study manual and must pass written and hands-on exams. Recertification training is required to maintain certification. The Center website hosts an online landscape newsletter (*The Landscape Line*), more than 200 factsheets and online learning opportunites. The Urban Ag Coalition unites the efforts of professional organizations to provide a united voice for the urban agriculture industry in Georgia.

PARTNERING WITH THE GREEN INDUSTRY: THE OSU EXTENSION NURSERY LANDSCAPE AND TURF TEAM

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Over the past 14 years the OSU Extension Nursery Landscape and Turf Team (ENLTT) has developed a partnership with the Ohio Nursery & Landscape Association (ONLA). This partnership has resulted in a number of creative projects. These include: 1. A growing series of joint publications for green industry employees and the general public with sales exceeding 100,000 copies; 2. Enhancement of a wide variety of educational programs with significant annual cost recovery benefits to the university; 3. Professional certification programs for the green industry in Ohio involving training and certification manuals, 4. Electronic newsletters widely used by Extension offices and green industry companies; and, 5. Direct funding to ENLTT from ONLA in excess of $400,000 to enhance team activities via computer purchases, camera purchases, educational resource purchases, and team in-servicing such as study tours and internal grants for small pilot projects of team members.

Developing such win-win partnerships with clientele groups is an important strategy in managing shifting availability of public funds for Extension activities. It is also a model for developing significant teamwork across the spectrum of the university missions for outreach, education and research. Team members are from multiple departments and units within Ohio State University, involving field faculty in counties and centers, and departmental faculty from a variety of disciplines with research, teaching and Extension appointments.

BEEF BULL BREEDING SOUNDNESS EVALUATION PROGRAM PROVES TO BE A HELPFUL TOOL TO COW CALF PRODUCERS IN HOT SPRING COUNTY

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We have conducted a Beef Bull Breeding Soundness Evaluation Clinic for the past ten years as a means of giving our cow calf producers and pure bred producers program to make sure their bulls are fertile and physically sound. Bull management is a very important part of the total herd management program. A bull contribution to the herd is not only important for the genetics he is able to transfer to the offspring, but also for his ability to breed and settle cows. Just because a bull produces calves one year does not mean he will produce calves the next year. Therefore, we encourage all producers both cow calf and pure bred to have a breeding soundness exam (BSE) performed. This exam evaluates the bull for his reproductive potential. Various studies have indicated that 1 out of 5 bulls are not satisfactory breeders. Single sire cowherds, which most of ours are, could suffer greatly if a bull becomes infertile during the breeding season. A complete BSE consists of a physical examination, measurements of scrotal size and semen evaluation for sperm motility and abnormal morphology. Through these clinics over the years, we have been able to prevent our producers from missing a calf crop due to an infertile bull. We encourage you to make this program available for beef producers in your area.

EDUCATIONAL OPPORTUNITIES AT PRODUCE AUCTIONS

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Local produce auctions can provide great opportunities to teach a wide variety of fruit and vegetable production topics. Local farmers were organizing a produce auction when they approached Extension Educators as a resource for education and information. A majority of the farmers were first time vegetable producers with little to no first hand experience. Prior to opening the auction Extension Educators worked with the auction board and its members to plan grower meetings. Topics covered included: season extenders, crop scouting, integrated pest management (IPM), irrigation, crop and cultivar selection and basic production practices. After the opening of the Owl Creek Produce Auction Educators were on hand to answer grower questions and look at production issues that had arisen. Fact sheet were written or provided to growers at the auction based on those conversations. Farm visits were made to look at specific IPM issues. Consulting with new greenhouse and vegetable growers to correct greenhouse temperatures or disease and pest management practices resulted in over $36,000 worth of greenhouse products and 45 acres of vegetables that were saved and sold through the market.

TEACHING MASTER GARDENERS THE BASICS OF INTEGRATED PEST MANAGEMENT

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The Master Gardener course in Union County, NJ begins with lectures on the basics of botany, soils, entomology and plant pathology. To bring these concepts "home" to the students, a lecture on Integrated Pest Management (IPM) for Home Grounds is presented to demonstrate how to use the information on their personal property. The lectures explains key plant selection, record-keeping, monitoring techniques, and cultural and pesticide application practices to prevent and manage pest problems. Students are given an assignment to complete during the winter months. The students select eight key plants on their property, research five common insect/disease problems each plant is susceptible to and list cultural practices that can be done in the dormant season to prevent potential problems. As a follow-up assignment, students monitor their key plants in the spring and make note of problems. They list cultural practices they will implement over the spring and summer seasons. The lesson has been taught in 3 NJ counties to 190 Master Gardeners. On program evaluations students agreed/strongly agreed that as a result of the assignments they: can identify potential pest problems; can prevent problems during the dormant season; can identify pest activity; developed an IPM plan for their property; and will practice IPM.

EVALUATION OF THE ALABAMA BEEF EXCELLENCE PROGRAM

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The Alabama Beef Excellence Program is designed to give program participants greater insight into the post weaning beef production process. Instruction on beef anatomy and physiology, live-cattle quality and yield grading, carcass yield and quality grading, whole carcass pricing and sub-primal/retail cut pricing is the foundation of the program. Seventeen producers, two youth and eight Extension personnel participated in the three day training. An evaluation tool rating the program on a scale of 1 (Little Value) to 5 (Great Value) provided data for future programming efforts. Evaluations indicate extreme satisfaction for a) the educational value (4.8) b) the price (4.9) and c) the time spent attending the Program (4.9). The program exercises were evaluated utilizing the same scale and summarized in the chart below:

Program
Average Score (out of 5.0)
Evaluating feeder cattle for frame and muscle 4.4
Evaluating finished cattle 4.5
Pricing feeder cattle 4.2
Pricing finished cattle on-the-hoof and on-the-rail 4.0
USDA Quality and Yield Grading of carcasses 4.5
Fabrication of carcasses 4.5
Injection site demonstration 5.0

IS UNIVERSITY OF ILLINOIS EXTENSION GLOBALLY PREEMINENT?

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Dr. Robert Easter, Dean, University of Illinois College of ACES, maintains that the college should be "Globally preeminent and locally relevant." Certainly, University of Illinois Extension has local relevance, but does it have global preeminence? This was the question of a Pat Buchanan Administrative Internship project completed by Rhonda Ferree between December 2005 and June 2006. Methods of gathering data included talking to staff and others involved in international work, literature search, web search, conference attendance, report study, and reading books. Results indicate that although Illinois Extension does bits and pieces of international programming and a strategic plan exists, there is much yet to be done organizationally to educate and prepare staff for international programming opportunities. Recommendations were provided for new programming ideas such as study tours, international field work, international visitor hosting, and staff training. Additional recommendations suggested possible Extension International Committee projects, survey work, and staff recognition for international work.

DEVELOPING AN EFFECTIVE APPLIED SCIENTIFIC 4-H TEACHING CURRICULUM AND LEARNING GARDEN FOR THE PUTNAM COUNTY ELEMENTARY SCHOOL

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Putnam County Elementary School Administration recognized the need for heightened agricultural and environmental awareness along with in-depth scientific exploration at the fourth through sixth grade levels. Putnam Cooperative Extension and 4-H was identified as a source of expertise to develop a teaching garden and promote learning, awareness and responsibility in students involved. Established long term programming goals included development of an after school garden club and a teaching curriculum utilizing class room instruction and the Learning Garden itself to develop skills of scientific investigation, and promote agricultural and environmental awareness. A curriculum was developed and a lesson plan created that encompasses chemistry, botany, mathematics, physical science, agricultural awareness, environmental education, history, social studies, language arts, writing skills and 4-H project work. Presentations were developed to teach these concepts and generate open discussion, allowing the remaining time to be spent outside in a hands-on approach where each student has an active role in the curriculum. Pre and Post tests are utilized to evaluate and gauge effectiveness to further shape the curriculum. With over 1500 students participating, results from pre and post tests showed increases in average scores from 6% correct on pre tests to 80% correct on post tests. The program has received recognition in the form of the J.C. Penney Excellence in 4-H After-School Programming Award, the Gold Kist Volunteers for Success Award, the Chevron Teen Leadership Award, the American Chemical Society Kids in Chemistry Award and the 2007 National Gardening Association / Home Depot Youth Gardening Grant.

SOUTHWEST PENNSYLVANIA 4-H ACHIEVEMENT LADDER – POSTER SESSION, EDUCATION

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The 4-H Achievement Ladder was an idea initiated by me to create an annual comprehensive
4-H youth recognition program that encourages 4-H youth to maximize the development of seven leadership life skills, create a method to document the impact of 4-H programming, and recognize youth who progressively develop new project and leadership skills. Beginning with a concept developed in Maryland and assisted by two 4-H educator colleagues, the

Achievement Ladder was developed for county 4-H programs and has six specific steps 4-H youth must climb with each step and recognition pin being more difficult to achieve. Six 4-H "clover" pins that correspond to the six achievement steps are awarded to youth who accomplish each step, with the Diamond Clover Pin being the ultimate goal for a 4-H member. Following a slow start late in 2004, three counties in southwest Pennsylvania now utilize the Achievement Ladder as the sole recognition program for 4-H youth in their counties. The growth rate of participants increased more than four times in Fayette and Washington counties between 2005 and 2006. 4-H Leaders and members are recognizing the true value of having 4-H members and parents pre-plan their goals for achievement within a 4-H program year. Seven years of effort are required to totally complete the Achievement Ladder. Additional counties in southwest Pennsylvania are planning to adopt the Achievement Ladder as their measure of individual 4-H member accomplishment.

GOOD NATURED GARDEN PARTNERS PROGRAM

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The Good Natured Garden Partners (GNGP) program is an education program that promotes and rewards youth in the urban areas of the county to grow vegetable gardens. The program is modeled after two of our most traditional Extension programs, 4H and the Fair. To participate in the program, a group must consist of at least one adult leader and one child. This group then registers as a "Growing Team" and chooses a site in which to grow their garden. The registered teams are invited to a kick off luncheon to be introduced and to receive their free plants. The teams return to their sites and plant their gardens. Extension sends growing information to the team throughout the season and invites the teams back in the late summer to enter their best into a produce judging competition. The winners compete in 5 categories for gift cards issued from various stores. As the growers become more skilled they are encouraged to enter their produce at the county fair. Currently, the program has 13 teams sponsored by various community groups, schools, and organizations and serves over 78 children.

HERITAGE INFLUENCE ON PARTICIPATION IN EDUCATIONAL PROGRAMMING

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Maple syrup production contributes $5 million annually to Ohio's economy and provides a supplemental income to forest land-owners. Although Ohio State University (OSU) Extension has provided expertise to maple syrup producers for over 90 years, little information is available concerning the Ohio maple syrup industry. The goal of this research was to investigate the association among demographic characteristics, specifically heritage (English or non-Amish, Amish) of the Ohio maple syrup industry and determine if heritage influenced participation in OSU Extension programming. In 2004, a detailed survey was sent to all known Ohio maple syrup producers (*N* = 761); 81% (N = 620) of these surveys were returned by active maple syrup operations. Chi-square analyses revealed there are important differences among demographic groups (Ü = 0.05). Of surveyed responders, 75% (n=467) were of English heritage yet only 35% reported attending annual workshops conducted by OSU Extension. However, individuals of Amish heritage represented 25% (n=153) of the respondents and 21% of them indicated they attended the workshops. The Amish producers appear to be more likely to attend workshops to obtain the latest research based knowledge than English counterparts. However, it is unknown how many Amish producers did not return the survey due to their heritage beliefs.

BEEHIVE MASTER BEEF MANAGER PROGRAM

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The Beehive Master Beef Manager (BMBM) Program is an educational program targeting beef cattle managers who want to increase their understanding of advanced topics in beef cattle production. The curriculum for a particular county or area in Utah is developed by the producers from these areas. This allows the program to be targeted and timely. Utah State University Extension is undertaking this method of delivery to address the particular problems or issues which affect Utah's beef producers. In order to accomplish this, beef producers have been asked to set educational priorities and establish a curriculum which meets their needs. This program is more than just a one-time, "watch and go" program. When a producer decides to participate they will be making a commitment to attend a series of programs on many different facets of beef production and management. Upon completion, they will be awarded a certificate of completion and be able to use this certification to market their ranch and cattle. Additionally, they will have gained new knowledge or reinforced their own understanding of beef production and the beef industry.

OHIO BEEF HEIFER DEVELOPMENT SHORT COURSE

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The 2006 Ohio Beef Heifer Development Short Course was designed to challenge Ohio's cattlemen to evaluate the long and short-term effects of replacement heifer management choices. Similar programs were held in two consecutive weeks in Highland and Fairfield Counties with a field day session at the Ohio Agricultural Research and Development Center's Jackson Agricultural Research Station serving as the joint conclusion to the course. Beef Extension Specialists and Extension Educators from Ohio and Kentucky served as instructors for the course. Important topics relating to successful heifer development covered in the classroom sessions included genetics, replacement heifer selection, nutrition, reproductive management, economics, and future planning. The session in Jackson provided participants with a unique opportunity to participate in hands-on learning exercises on topics such as body condition scoring, frame scoring, keep-cull selections, facilities, evaluation of conformation, and animal identification. Eighty-five individuals from 21 counties in Ohio and Pennsylvania attended the Short Course. The Course received an overall rating of 9.03 on a 10-point scale (10=Excellent, 1=Poor). 100% of the survey respondents stated they would recommend this Course to another individual. Based on the interest in heifer development generated from this Course, funding was pursued from the Southern Ohio Agricultural and Community Development Foundation to further examine heifer development in Ohio. Ohio State University Extension, the Ohio State University Animal Science Department, and the Ohio Cattlemen's Association received a $91,800 grant from the Foundation to establish two heifer development locations in southern Ohio and establish an Ohio Professional Beef Producer educational program.

TRI-COUNTY FORAGE PRODUCTION MEETINGS

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Forage producers in Franklin, Logan, and Johnson counties have benefited from Tri-County Forage Production meetings for the past two years. The meetings were developed for forage producers in the River Valley desiring to increase production and improve forage quality. The overall goal is to enhance producers' knowledge of the latest forage production research information. The objectives of the program are: (1) to aid producers in selecting the proper forage types and varieties suitable for their individual operations, (2) to provide producers with the current

recommendations for weed control, (3) to assist producers in making informed decisions and matching cattle requirements to available forage, (4) to provide economic data to producers experiencing high inputs and production cost and (5) to provide producers with fertilizer updates and recommendations for forage production. The Tri-County Forage Production meetings were attended by a total of 60 producers. The forty-five producers that completed an evaluation form rated the production meetings as good or excellent. The Tri-County Forage Production meetings were educational programs that provided producers with the knowledge to make more informed management decisions.

WATER CONSERVATION GARDEN CONVEYS MESSAGE OF BEAUTY, EDUCATION, AND CONSERVATION

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With only 8-10 inches of precipitation a year, water is a precious resource in the arid west. Residents use 60 percent of their culinary water to irrigate their landscape during the summer months. With a growing population, the need exists to show homeowners how to landscape their grounds in a more efficient manner. The Water Conservation Garden, located in St. George, Utah is an example of how residents can landscape their homes using water conservation practices. Concepts such as reducing turf, plant selection, hydrozones, and mulching are demonstrated. Drip irrigation is used to water the garden and is demonstrated in one area of turf. Elementary and middle school groups frequently come to the garden for field trips. Several thousand people tour the garden each year including garden clubs, civic groups, and professional organizations. Almost the entire area was planted by volunteers. City officials are delighted with the beauty of the garden and the message of conservation that it teaches.

LAMB 300: PRODUCING HIGH QUALITY, WHOLESOME LAMB AT THE FARM, PACKER AND RETAIL LEVELS

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Objectives of the Lamb 300 short course were to: provide hands-on training in evaluating the factors that influence the price received for lambs and lamb products at the marketplace; provide an overview of the environmental, genetic, nutritional and management factors that contribute to muscle quality; increase the understanding of the production chain from farm to table; and enable participants to make informed decisions to improve the overall profitability of their sheep operations. Participants represented the commercial, purebred, club lamb, and direct marketing sections of the sheep industry, as well as representatives from the processing and wholesale/ retail sectors. Topics addressed included: live animal and carcass evaluation; the use of ultrasound technology; food safety and quality assurance; and the harvesting and marketing of lamb and lamb products. Working in teams, participants purchased a lamb during a live auction and then harvested and processed the lamb into retail cuts. An economic analysis of the profitability of each lamb was computed based upon the purchase price, yield and value of the retail products. A pre and post survey of program participants indicated that they increased their level of knowledge of the marketing of sheep products; carcass evaluation; the

use of ultrasound; the fabrication of lamb products; and food safety. Lamb 300 participants indicated they would strive to produce lambs with superior conformation and market lambs at the correct weight and fat cover. Ninety-three percent of the participants indicated that the Lamb 300 program would positively impact the economic status of their sheep operations.

UTILIZING VIDEO IMAGE ANALYSIS AND WARNER-BRATZLER SHEAR FORCE DATA AS EDUCATIONAL COMPONENTS OF THE OK STEER FEEDOUT

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The OK Steer Feedout (OKSFO) is an information feedback program for cow-calf producers desiring to learn more about the post-weaning performance of their calf crop. The OKSFO began in 1984 and has fed over 5,000 steers representing 40 plus beef breeds, 333 ranches and six states. The objective is to provide cattle producers feedlot gain, health performance, and carcass merit data to serve as benchmarks for their genetic and management program on the ranch. A summary booklet for each test year is produced with complete data from each steer and a test overview. Since 2004, the cooperating beef packer has provided Video Image Analysis (VIA) images and related data to further enhance the educational impact of the OKSFO program. VIA is a vision-based technology that utilizes a picture of the 12th-13th rib interface to analyze computer generated color images and record detailed carcass evaluation measurements. Data collected includes ribeye muscle area, subcutaneous fat thickness, lean color, and marbling amount and distribution. In October 2006, the USDA Standardization Branch approved two VIA systems for yield grade augmentation and marbling prediction. Beef packers can more accurately evaluate their cattle suppliers based on red meat yield and carcass value. In addition, several producers paid the additional charge to have a Warner-Bratzler Shear (WBS) test, a measure of tenderness, conducted on ribeye steaks from their steers. Several producers have had consistently positive WBS test results. The OKSFO incorporates VIA images and WBS results in educational programming to enhance producer knowledge and improve herd performance.

ALTERNATIVE TILLAGE METHODS FOR CUCURBIT CROPS

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No-till and Strip-tillage methods have been utilized for the production of field crops for many years. Alternative tillage methods for vegetable crops is not always a successful option. Research has shown feasibility in planting vegetable transplants into no-till systems. Generally, seeded vegetables need a clean seed bed for germination. However, large seeded vegetable crops, like cucurbits, can be successfully established in alternative tillage systems. Seeding methods for no-till or strip-till vegetable production do not differ greatly from no-tilling field crops and may be as easy as changing the seed plates on a no-till planter. Seeded cucurbit crops can be planted into a small grain cover crop or stubble, hairy vetch, or a combination of winter rye and hairy vetch. Other cover crops may be suitable, but these mentioned have been shown to work best for cucurbit crops. Irrigation may be needed since spring growth of the cover crop may deplete soil moisture, especially if rainfall is limited. Cover crop residue will act as a buffer between the air and soil to decrease evaporation of water from the soil surface, however, irrigation may be needed after the crop is established if lack of rainfall prevails. Crop growth in no-till and strip-till systems is comparable to that of conventionally grown cucurbits. In some years alternative tillage systems have out yielded bare ground tilled fields. This may be due to the more even supply of soil moisture throughout the season in fields with cover crop surface residues.

REDUCE WINTER HAY FEEDING AND EXPENSES BY STOCKPILING FESCUE

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The winter hay feeding season in Arkansas lasts from November 15 – March 31. By optimizing forage management and grazing technology, this period could be shortened significantly.

Arkansas Beef Improvement Projects (ABIP) and Cooperative Extension Focus programs have successfully demonstrated these practices on a statewide scale. However, many producers in Arkansas have been reluctant to adopt these practices because of the incorrect perception that fertilizer applied during hot weather is ineffective.

The major expense of maintaining the cow herd is feed costs. Production and feeding cost of hay is probably the single largest expense of maintaining a beef herd. With the high price of fertilizer and fuel, this has also increased producers expenses.

Based upon a survey of cow-calf producers, Cattle-Fax® recently reported on the cash costs to carry a cow in various regions of the United States in 2004. In the southeast the total cash cost per cow was $282 with feed cost average per cow $165 (58.5%).

Tall fescue can be stockpiled during fall to use as pasture later in the winter. The leafy forage of fall grown fescue makes excellent quality forage. In the stockpiled fescue demonstrations conducted in Baxter County, the forage quality was adequate for the nutrient requirements of the cattle grazing the forage. Also, the grazing season was extended an average of 62 days and had a savings of $47.97/animal unit (AU).

REGIONAL EDUCATIONAL OUTREACH PROGRAM FOR PRODUCERS OF SMALL RUMINANTS IN SOUTH ALABAMA

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Increasing urban development and urban sprawl have impacted agriculture in southwest Alabama. Farm acreage availability has limited large scale livestock production, which has resulted in an increasing number of small farms and ranchettes where small-ruminant production is more practical than traditional large ruminant production. A series of regional multi-state mini-workshops were held at the Escambia County Alabama stockyard, with an objective of educating small and beginning small-ruminant producers. The topics for these mini-workshops included genetic selection for the meat goat market, health, nutrition, and quality assurance. The mini-workshops culminated with a multi-state field day held at the Gulf Coast Research and Extension Center in Fairhope, Alabama. Topics included in the field day included forage management, reproduction, nutrition, quality assurance, toxic plants, and FAMACHA training. Presenters for the mini-workshops and field day included representatives from The Alabama Cooperative Extension System, Auburn University, University of Florida, IFAS Extension, Florida A&M University, U.S.D.A., and local market buyers. Participants of the field day were presented with a copy of the proceedings from the field day, and were asked to fill out a short questionnaire and evaluation form. Evaluation statistics relay that 92 % of those surveyed found the overall meeting to be very informative. Evaluation participants also indicated intentions to employ many of the practices explained in the program, with rotational grazing and use of the FAMACHA system being mentioned by a majority of participants as two methodologies that would definitely be utilized.

SMALL BUSINESS COLLEGE FOR RURAL COMMUNITIES

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Small businesses make up an integral part of the economical base in most Tennessee rural communities. Likewise, in Grundy County Tennessee, small businesses make up 22% of the employment base for the county. Due to the fact that there is very little industry in Grundy County and most of those working in the county are employed by county government, many residents are self employed or choose to establish small businesses within the county to earn income. In an effort to provide educational programming to an underserved audience, UT

Extension in Grundy County developed and implemented an eight session Small Business College. The fee-based program included topics such as: developing a business plan, taxes, community assessment, accounting, marketing, financing a business, and much more. As a result of this educational effort, twenty-two (22) participants graduated from the program and graduating participants reported gaining an average of 74% on all topics covered.

LOGAN COUNTY HAY SHOWS IMPROVES RESULTS

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Arkansas beef and forage producers rely on Extension programs to improve profits. Since 1986, Logan County Hay Shows have played a direct role in combating rising feed and input cost. Beef production in Logan County contributes 12 million dollars annually to the state's economy. The Logan County Hay Shows afford producers educational programs vital to improved forage production. Providing producers with updated forage management information and improving the quality of hay produced in Logan County are key goals. Program objectives include: (1) Educating producers on the benefits of proper hay sampling, (2) Encouraging hay sampling and show participation, (3) Providing producers with technical knowledge useful in improving forage production, (4) To help producers reduce winter feed cost, and (5) Providing extension agents the opportunity to discuss forage production locally. During the 20 year history of the Hay Shows, an increase in hay quality when comparing Crude Protein(CP) and Total Digestible Nutrients(TDN) has been observed. In 1986 CP and TDN were 7.23% and 46.29% respectively, compared to 2006 results where CP and TDN were 13.11% and 61.10% respectively. Theses results demonstrate a 44% increase in CP and a 24 % increase in TDN. The Logan County Hay Shows have been an effective educational tool in increasing producer awareness and improving forage production.

GOOD AGRICULTURAL PRACTICES TRAINING FOR WHOLESALE AND RETAIL GROWERS

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Microbial food safety has become an important concern for New Jersey growers since the *Escherichia coli* O157:H7 outbreak in spinach during September 2006. An educational program was developed in cooperation with the New Jersey Department of Agriculture to train growers in good agricultural practices (GAPs) and third-party audits. Third-party audits are designed for wholesale growers to verify their GAPs. Workshop topics included the following: understanding the basic biology of organisms that can cause food-borne illness; communicating effectively with the media during an outbreak, and application of lessons learned to best management practices on the farm. A third-party audit training manual was developed to help growers understand how to evaluate their operations. An evaluation was included in the manual so growers can provide feedback as they use the manual. In addition, evaluations were conducted at the workshops. Over a two-month period, twelve events were held where 472 individuals were trained in microbial food safety and 200 on preparing for a third-party audit. The training consisted of two separate formats: (1) a 30-minute presentation on food safety and (2) a 4-hour session on third-party audits. These are followed with on site visits for participants who request additional help. At one food safety session, 45 of 51 participants indicated they would recommend the training to another person. While at the third-party audit training 13 of 19 would recommend the training.

MID-ATLANTIC GRAIN AND FORAGE JOURNAL

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The *Mid-Atlantic Grain and Forage Journal* is a peer-reviewed, web-based journal featuring articles on research, quantifiable demonstrations, and significant unique observations related to field and forage crop production in the Mid-Atlantic region. The journal provides an avenue for publication of results by land grant research and extension, and other USDA agency personnel. The primary objective is to provide local and regional information to farmers and producers, as well as industry personnel, researchers and educators. The journal began in 1994 as the *New Jersey Grain and Forage Journal,* an annual printed publication that included agronomic research solely conducted at Rutgers University. In 1999 it became an electronic publication and the call for papers was expanded to neighboring states. The name was changed in 2001 to *Mid-Atlantic Grain and Forage Journal* to reflect this regional expansion. Since 2000 it has been published biennially; the tenth volume was published in 2007. A call for papers is announced via e-mail by the editor, based at Rutgers University. Submitted articles are reviewed anonymously by 3 to 4 university faculty/staff in the region; articles are accepted as submitted, with minor revisions, or rejected. Since 1994, 77 articles have been published. The web-based format has helped to expand the range of distribution at low cost, from 400 copies printed and distributed in 1994 to 9,665 downloads of articles or entire volumes in CY 2006. The journal is located at www.rce.rutgers.edu/pubs/magfj/.

MARKETING HAY TO THE EQUINE INDUSTRY IN NEW JERSEY

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The equine industry in the Northeastern United States is one of the fastest growing agricultural sectors in the region. A survey conducted in 2004 reported that nearly one-billion dollars was spent annually by the equine industry for hay, feed and supplies. While this steady increase in demand for quality hay offers a tremendous opportunity for hay producers, the demands of the equine industry are drastically different when compared to other animal industries such as dairy and beef production. An educational series was conducted by the Rutgers Cooperative Extension Hay Team to educate hay producers about the unique demands of the equine industry and to educate hay consumers about the difficulties producers face in the Northeast when producing quality hay for the equine market. Hay producers reported gaining a better understanding of the equine hay market from this educational series. Producers further reported gaining valuable information about production practices that will be implemented in their production plans in the future. Hay consumers reported gaining a better understanding of the difficulties of producing hay and further reported a willingness to pay a premium for locally grown hay. The equine industry is expected to continue to be an important consumer of hay in New Jersey. Programs that focus on producer, as well as, consumer concerns may maximize productivity and profitability for producers while providing the equine industry with a steady supply of high quality forage.

BEGINNING BEEKEEPING SHORT COURSE

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Tobacco production has traditionally been the primary cash crop in Southern Kentucky; however, with the phasing out of tobacco producers have been searching for alternative crops. University of Kentucky Extension Agent's have been promoting diversification of farm operations. Due to this push to diversify the family farm the "Beginning Beekeeping Short Course" was developed for new and beginning beekeepers as a new enterprise to supplement farm income. Twenty-two participants from three counties took part in the seven session course. Sessions included: Bee Biology, Equipment, Assembling Equipment, Hive Management, Pests & Diseases, Hive Inspection, and Honey Extraction. All sessions were designed to give all participants the knowledge to become a beekeeper at the end of the course; including hands-on sessions and practical applications. Pre- and Post-tests for each

session were given as well as an end of course evaluation. All participants gained knowledge on how to become a beekeeper and many have put this knowledge into practice. A follow-up survey will determine the economic benefit of this program.

EDUCATION AT THE COUNTY FAIR USING FORAGE TESTING

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For many years the Monroe County Agricultural Society held a hay and silage contest at the county fair. Entries consisted of a half small square bale of hay and silage entries consisted of two quarts of fermented silage in a plastic bag. All samples were visually judged using characteristics such as forage maturity, amount of leaves in the sample, stems, color, presence of weeds or dust etc., to determine winners in each class. In 2006 the Extension Educator and Soil and Water Conservation technician were able to make changes in the contest to better serve participants. Since laboratory analysis is the only way to accurately determine the nutrient content of forages, Near Infrared Reflectance Spectroscopy (NIR) laboratory tests were run on each sample. Guidelines were established for entries and contestants could now take samples from round bales or square bales to enter. Each participant was instructed to use core sampling equipment and proper sampling technique. An educational program was planned and held on the fourth day of the fair to discuss lab results and teach clientele how to use the information they received. Entry of a sample only cost the participant $3.00. When asked how participants liked the new contest format, 100% indicated they liked the new format better than the old format. One participant stated “everyone won because we all have information we can use”.

BUSINESS PLANNING WORKSHOP VIA VIDEO-CONFERENCE

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Small businesses, particularly small agricultural businesses, are hampered by labor, marketing, and financial issues. Often the small agricultural business owner is or has started an enterprise because they excelled at producing a product or providing a much needed service. Time is always in short supply to an entrepreneur. Planning is something that is done while performing several other much needed tasks. Even for the agricultural entrepreneur that recognizes the importance and significance of business planning, the thought of spending their last waking moments before sleep planning escapes them. The Tilling of the Soil of Opportunity business planning curriculum was chosen as the educational tool for teaching business planning. Video-teleconference equipment was chosen as the delivery method. To ensure that the well-prepared instructors had an adequate audience, five sites across Pennsylvania were established to receive the broadcast course. The business planning course and the various locations were advertised in Cooperative Extension newsletters. Extension Educators and outside instructors presented the course material approximately every other week for six day long sessions. Participants were encouraged to enter into discussions with students at the other sites via Video Teleconference polycom units. The real-time instructor video broadcast was combined with Power Point slides and other educational materials for the class to observe, ask questions, and work on their own business plans. Students were provided time during each session to work on their business plan and to ask questions of their on-site coordinator and other students. At the end of the six sessions, students had a good draft of their business plan.

RELEASE OF PHORID FLY ON FIRE ANTS IN PERRY COUNTY, ARKANSAS.

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Starting in 2004, Fire Ants became an issue in Perry County. They had slowly moved up from southern Arkansas and taken over Perry County. In 2006 Perry County was quarantined through the USDA Quarantine. Perry County has 25 sod producers in the county, and this quarantine has brought much stress to these

producers. In an effort to help the sod producers and homeowners in Perry County, there was a release of the Phorid Fly. A producer was asked in the fall of 2006 to help with this project. Through the help of state specialists, a site was picked and the project began. We started by counting mounds on the property. Mounds were rated, and fire ants collected. The collected ant were sent to the University of Florida, and subjected to Phorid Fly infestations. The ants were sent back to Arkansas and released on the farm. The results are ongoing at this time and will be evaluated over several years. We hope this demonstration will spread the Phorid Fly over the county and help keep fire ant populations in check.

DIFUSSION OF NORTH TEXAS RED IMPORTED FIRE ANT MULTI-ORGANIZATION RESEARCH TO RURAL AND URBAN CLIENTELE

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Red imported fire ants, *Solenopsis invicta* Buren is a significant pest insect in north Texas pasture and hay meadows as well as residential areas. Based upon issues brought forward by the Collin County Extension livestock and forage committee, red imported fire ant management options should be explored. The Collin County Horticulture committee also identified red imported fire ants as a problem in both landscapes and urban areas. Collin County Extension educators identified available resources to address this issue. Kim Schofield, Extension IPM Specialist, agreed to provide technical and logistical support to a research project testing multiple RIFA treatments in both pasture and lawn. The Samuel Roberts Noble Foundation was identified as a potential partner that could potentially expand our resources and knowledge base They cooperated by providing a specialist in small acreage agriculture to assist with both the research and education components of the project. A local producer (a Noble Foundation cooperator) provided 24 acres for the 14 week study and facilities for the subsequent educational field day.

At the completion of the research, an educational field day was conducted utilizing specialists and educators from Collin County Extension, Extension IPM, USDA-NRCS agents and Noble Foundation livestock, pasture and range, and suburban agriculture specialists.

BUILDING FOR THE SUCCESSFUL TRANSITION OF YOUR AGRICULTURAL BUSINESS

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As Ohio farm operators age, farm transition planning, the process by which the ownership and management of the family business is transferred to the next generation, is an important risk management issue family farms will face. To help farm families address this risk area, a team of OSU Extension Educators wrote and received a grant from the North Central Risk Management Education Center in 2006.

The team developed nine Extension fact sheets and revised the Extension bulletin, "Transferring Your Farm Business to the Next Generation." The team also developed the teaching materials, class exercises, and participant notebooks for the two day workshop which was held in four regional locations in the winter of 2007. These workshops entitled "Building for the Successful Transition of Your Agricultural Business" were designed to help all members of the family business analyze the current status of the business and to plan for the future. Participants learned how to share responsibilities between generations and challenged family members to honestly communicate with one another when planning for the future. Participants also learned about business organization structures and strategies, how to treat on-farm and off farm heirs, how to equitably transfer assets, how to plan for adequate retirement income, and how buy-sell agreements, trusts, and life insurance can be utilized in transition planning. Over 150 Ohio producers attended the regional workshops. Over 90% of the participants in the workshops indicated they would hold a family meeting and consult with a lawyer or transition planning specialist in the next six months.

OVERCOMMING BARRIERS TO INSTITUTIONS BUYING LOCAL FOOD

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Incorporating local foods on the menus of local institutions can be a challenge. The corporate food service structure or practices make it difficult for smaller local farmers to market their products to them. Barriers like demands for weekly volume, packaging requirements, quality standards, consistency, liability issues, food safety requirements, invoicing, and payment methods all exist. To overcome those barriers education is needed to explain the issues facing each segment of the food industry to the other segments of the food industry. Kenyon College, a small liberal arts school in Knox County, Ohio, expressed the desire to incorporate locally produced food on their dinning service menu. The Knox County Extension Office was initially contacted for farmer names for the college. Since then Educators have worked with not only the producers, but also the food service company and the college on what the various segments of the food service industry need. Kenyon has incorporated more locally produced food into the college's dinning cuisine. For example, during January and February 2007 they have purchased 25 steers and 105 hogs directly from local farmers.

WINTERSCHOOL ON THE ROAD "ROME'N THE GREEN"

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The urban agriculture industry in Georgia has become the second largest agriculture industry in Georgia. Urban agriculture is an $8.12 billion industry, with over 7,000 companies and 80,000 employees. Urban agriculture has become the second largest agriculture commodity behind poultry. Surveys identified urban agriculture as a rapidly growing industry in volume and types of services. In 2006, a series of educational events were held throughout Georgia as a follow-up to the Georgia Green Industry Association's Winterschool Conference called *Winterschool on the Road.* These events were a team effort between The University of Georgia Cooperative Extension in Floyd and Houston County, Georgia Green Industry Association, The Center for Urban Agriculture, and USDA Risk Management Agency. Together these cooperators produced events in Perry and Rome, Georgia. The Floyd County Extension agent was the lead cooperator for the event *Winterschool on the Road* "Rome'n the Green" held Tuesday, March 7, 2006 at the Forum in Rome, Georgia. There were 107 attendees at the inaugural *Winterschool on the Road* in Rome. Survey results from Rome'n the Green indicated that 100 percent of attendees thought that the program was helpful and would attend future programs of this nature. Seventy-nine percent said they would implement principles learned. Based upon estimates from the UGA Center for Agribusiness and Economic Development, each hour of pesticide credit given has a value economic value of $6,427.00 per business represented. Therefore, the five pesticide credit hours for the program had and economic value of $2,249,450 for the participants in the program.

THE BARNEGAT BAY SHELLFISH RESTORATION PROGRAM: AQUACULTURE AND STEWARDSHIP

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Ocean County, New Jersey has had a very long association with the coast, the waters of Barnegat Bay, and the natural resources of its estuary. The Barnegat Bay Shellfish Restoration Program, currently in its third year, has won local support, press, and awards for its efforts to "ReClam the Bay". Rutgers Cooperative Extension runs the program in cooperation with the NJDEP Division of Fish and Wildlife Bureau of Shellfisheries, and through funding provided by the County of Ocean and the USEPA's Barnegat Bay National Estuary Program. Thus far, the program has trained two groups of 80 volunteers, and grown 1.8 million clam seed and 100,000 oyster seed. Volunteers have formed a non-profit organization (ReClam the Bay!) to help secure funds for the continuation of the program into the future. Public outreach is an important aspect of the program, and emphasizes the connection between shellfish restoration, citizen stewardship, and the overall health of the water, habitat and resources of Barnegat Bay.

CLAY COUNTY AG-VENTURES: EXPANDING YOUTH AGRICULTURAL AWARENESS

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Agriculture is the foundation of our society and an important economic industry in Florida. Clay County like many Florida counties has a diminishing agriculture base and a growing urbanized population. Many within this growing urban population, particularly youth, do not have an understanding or appreciation of where their food and fiber is produced. In order to expand youth awareness and understanding of Florida agriculture and natural resources, Clay County Extension agents provided a three day event addressing these needs. Ag-Ventures provided event information and invitations to each county third grade class for October 10th, Ilth, or 12th participation. Each student visited eight interactive stations and spent fifteen minutes at each commodity or agriculture/ natural resource related industry. Stations on eggs, poultry, dairy, wildlife, forestry, water resources, equine, bees, cattle, marine science, and citrus were taught by FFA youth and advisors, extension agents, industry and community volunteers. Clay County Ag-Ventures reached 949 third graders from seven elementary schools in 2006. Over thirty volunteers donated their time and expertise. County FFA programs provided over sixty youth for various teaching and events activities. Ag-Ventures was funded thru a Florida Agriculture in the Classroom grant, the University of Florida IFAS Clay County Extension, and donations from various agricultural commodity groups. Response from teachers, students and parents has been very positive; the plan is to continue expanding youth agriculture awareness in Clay County into the future.

ROLES FOR EXTENSION IN COUNTY GOVERNMENT FINANCE

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Many counties in Arkansas are struggling financially. From 2000-2005, 34 counties lost population, 46 lost jobs, and 15 had decreases in property tax assessments. These declines all contribute to county financial distress. Because the University of Arkansas Division of Agriculture Cooperative Extension Service relies in part on county funding, it is important for county agents to have a good understanding of their local financial situation. Demonstrating this understanding and working with county officials to help analyze and build awareness about county finances can be critical steps in building positive relationships with county decision makers. In this paper and poster presentation, steps for achieving these goals are suggested.
Roles for county agents in the area of county

government finance fall into three main categories. Basic roles include interacting with county officials during the budgeting process and involving county decision makers in Extension program planning, implementation and evaluation. County Agents can take a more active role by working with elected officials to analyze county finances. Finally, county agents can conduct educational programs on public issues related to county finance. All of these methods were recently employed in Monroe County. They were instituted in response to a fiscal crisis in which the county judge threatened to close the county Extension office to cut costs. Although the county is still struggling financially, the efforts of county and state Extension faculty have resulted in some positive impacts, including the decision by local officials to continue funding the Monroe County Extension Service office.

EMAIL CONSULTATIONS FOR WELL AND SEPTIC EDUCATION

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A web site is maintained to teach well and septic maintenance to homeowners. Homeowners are invited to email questions not answered on the website. There were 243 email well/septic consultations in 2006. The majority of email questions concerned septic systems (78%) and 19% concerned wells or water quality. The rest were on other topics such as clogged drains. A survey was sent to all participants during 2006. Of those responding (33%), 46% reported receiving all or the information needed to solve their problem, 25% got most of the information needed, 17% got some of the information needed, 8% felt they were directed to the right place to get the information, and 4% felt they did not get their question answered in any way. On the question of money saved, 75% said they did not save any money but some said they got “peace of mind”. Of those reporting money saved, 50% specified amounts ranging from $500 to $40,000 and an average of $11,400. On the question of the value of the email consultation service, 76% felt it was very valuable and should continue, 20% felt it was somewhat valuable and should continue if funds were available, and 4% felt that it was not that valuable. Many respondents (56%) added positive comments praising the promptness of the response, detail, and accuracy of the information received. Many cited the value of having an independent source of well/septic information and stated that the information provided gave them more confidence in discussing their situation with local contractors.

EXTENSION ENHANCES SUSTAINABLE AGRICULTURE IN NORTHWEST ALABAMA

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An Extension educational program was conducted in northwest Alabama during March 15, 2004 through March 10, 2007 to promote sustainable agriculture in the region by helping row crop and poultry farmers. Accomplishments included (1). Reduced row crop production costs by increasing usage of broiler litter (2). Helped poultry farmers dispose of excess litter in an environmentally acceptable manner and reduced application of litter to pasture and hayland with high phosphorus levels (3). Helped row crop farmers implement optimum IPM strategies (4). Increased number of farmers who actively managed fuel cost risks (5). Risk management enhanced by promoting forward-pricing of corn and soybeans (6).Alternative fuels were promoted for row crop and poultry farmers. Newsletters, educational programs that included internet training, on-farm demonstrations, numerous farm visits and phone calls were used to deliver educational information to farmers. The total amount of litter applied to row crop land in 5 counties by 13 farmers who participated in this program during the 3 year period was 35,169 tons. Growers saved $420,067 through reduced fertilizer and lime costs. The local poultry feed mill bought most of the litter-fertilized corn. Crop protection chemicals were used judiciously. Water quality was protected by helping farmers use litter in accordance with best management practices and eliminating unnecessary pesticide applications. Poultry farmers managed risks by using over 4 million gallons of price-protected propane. Farmers bought several hundred gallons of diesel fuel just before hurricane-induced price increase in 2005. Farmers initiated efforts to use alternative fuels.

WSU EXTENSION, COMMUNITY SERVICE LEARNING AND STUDENTS: A NATURAL PARTNERSHIP

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WSU is committed to providing a world class experience for undergraduates as they acquire a degree and prepare for the workforce. A unique method to accomplish this evolves around forming a partnership between WSU Extension, the Community Service Learning Center and WSU students. WSU Extension is the conncection to youth, families and communities in every county across the state. Connecting students to Extension through Community Service Learning creates experiential learning opportunities for students that reflect real life. Four WSU Extension partners were recruited to work with students in Human Development 205 Communications class. One partner was the WSU-Whitman County Extension 4-H Program. With the overall theme of 4-H promotion and recruitment of leaders and members in Pullman, Team 35 focused on development of 4-H materials, conducted recruitment activities with the schools and implemented the 4-H Friday event. As part of this event students developed eye-catching 4-H promotional materials, hosted informational meetings at three elementary schools, provided improvement suggestions for the Whitman County 4-H website, arranged for departmental experiences and conducted a geo-caching activity for 4-H Friday participants. Students demonstrated the ability to effectively work in teams, connect with the community and carry out activities to accomplish their goals. Pullman families became more aware of Whitman County 4-H opportunities through this program. Materials developed by Team 35 will be used for future 4-H promotion events. This unique partnership between WSU Extension, Community Service Learning and students in HD 205 enabled students to enhance their communication skills while creating solutions to real world problems.

INITIATING A PASTURE-BASED MEAT GOAT PERFORMANCE TEST IN WESTERN MARYLAND

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A pasture-based meat goat performance test was initiated at the Western Maryland Research & Education Center in Keedysville, MD on June 10, 2006. The purpose of the test was to measure genetic differences in meat goats consuming a pasture diet with natural exposure to internal parasites. Thirty-five Boer (n=6) , Kiko (n=17), Boer x Kiko (n=11), and Genemaster (n=1) buck kids from six states were consigned to the first test. The goats were rotationally grazed for 119 days among five 2-acre paddocks composed of mostly cool season grasses. They did not receive any supplemental feed, but always had access to a central laneway containing port-a-hut shelters, minerals, water, and a handling system. While on test, the goats were evaluated for growth performance, parasite resistance, and carcass merit. They were handled every 14 d to determine FAMACHA© eye anemia and body condition scores and the need for deworming. They were dewormed at the start of the test and fecal samples were collected at 0, 28, and 56 d. The goats were weighed every 28 days. Thirty-one goats finished the test; four were eliminated for health reasons. Fifty-one anthelmintic treatments were administered to the 31 goats for an average of 1.65 treatments per animal, excluding the initial deworming. Four goats did not require deworming during the testing period Thirteen were treated only once. Fecal egg counts range from 0 to 7700 eggs per gram. ADG varied by time period and was 0.258, 0.202, 0.293, and 0.01 lbs. per day for the four consecutive 28-day periods. Overall gain averaged 0.19 lbs. per day. Ribeye areas ranged from 1.06 to 1.86 square inches and averaged 1.43 square inches. Twelfth rib fat thickness ranged from 0.04 to 0.14 inches and averaged 0.077 inches. Scrotal circumference in the bucks range from 18 to 30 centimeters and averaged 24.5 centimeters. A blog (http://mdgoattest.blogspot.com) was established to enable consigners and other interested persons to follow the progress of the test. Next year's test will start on June

9, 2006; up to 50 goats will be accepted from consigners from any state.

OPERATIONAL EXCELLENCE THROUGH DAIRY ONTIME™

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Operational Excellence Through Dairy OnTime™ has been a three-year program to improve the quality of management on Minnesota dairy farms. This program helps dairy producers organize and manage the labor on their farms. One of the educational goals is to demonstrate the value that consistent, high quality work performance has on the profitability of participants' farms. This program is being offered in cooperation with Dairy Strategies, Inc. as both a farmer-training program and a professional training program for extension educators and farm business management advisors.

Participating dairy producers and coaches work and learn together for the benefit of the farm. Goals for the program include: a leadership team that develops a compelling vision and culture of quality for the business; an engaged workforce capable of "no defects" farm performance; clearly established procedures and monitoring processes; and business performance goals and metrics.

Participants are trained to use a set of tools and worksheets that guide them toward achieving their established goals.

Success depended greatly on the owner/managers personal motivation and commitment to complete action plans developed with the coach and management team. Educators have learned new skills and techniques we can use with all our clients, whether enrolled in this program or not.

In 2007, we are utilizing webinars as a teaching tool to reach farmers, educators and advisors with less time and travel investment to learn concepts of supervision and priority setting on the dairy.

KEEP IT IN THE FIELD EDUCATIONAL ACTIVITIES

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Arkansas was hard hit by herbicide drift in 2006. Over 60 complaints statewide were registered at the Arkansas State Plant board for glyphosate alone. While Lonoke County did not experience widespread herbicide drift in 2006, our row crop mixture presents the challenge of maximizing production without off-target herbicide movement. Lonoke County Extension Agents and Extension Specialists hypothesized that increased educational programming will reduce herbicide drift. With this background Weed Scientists, Extension Engineers and County Extension Agents collaborated to formulate an educational program entitled "Keep It in the Field". The primary objective of "Keep It In The Field" is to educate our producers about chemical applications and drift management. An educational meeting was organized. Newspaper articles declared "Drift Education Week" and calibration clinics were held. A herbicide demonstration using different spray tips and application rates was established to show the importance of tip selection and boom height. 21 producers and consultants from Lonoke attended these events and learned more about sprayer setup, calibration and tip selection. The producers also increased their knowledge of herbicide drift symptomology and herbicide regulations. Evaluation strategies include tracking the number of herbicide drift complaints the regulatory agency received starting in 2006 and continuing through the duration of this program. Surveys from educational meetings direct supplemental educational activities. This non traditional type of educational effort was a success and I would like to share this information with other agents in the NACAA.

NORTH GEORGIA TURFGRASS FIELD DAY: AN ANNUAL EVENT FOR GREEN INDUSTRY PROFESSIONALS

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In May of 2003, Hall County Cooperative Extension held the first North Georgia Turfgrass Field Day at the Allen Creek Soccer Complex in Gainesville. Since then the Turf Field Day has become an annual event attended by 'Green' industry professionals from across Georgia. Topics have included water management, equipment maintenance, disease management, pesticide safety, common sports field problems, and weed control strategies. This annual event includes an extensive tour of the Soccer Complex, during which time participants have an opportunity to evaluate maintenance practices and field conditions. Over 400 turf professionals have attended and, 310 attendees received category 24 pesticide credit (average of 4 hours per applicator) over the four field days held. Based on estimates from the UGA Center for Agribusiness & Economic Development, each hour of pesticide credit has an economic value of $6,427. As such, the economic value to the businesses represented totaled **$7,969,480.**

TEACHING PLANT PROBLEM DIAGNOSTIC SKILLS WITH AUDIENCE PARTICIPATION TECHNIQUES

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A presentation called Crime Scene Investigation (*CSI) for Plant Diagnostics* was developed. The audience solves a problem as they are showed the evidence collected. Evidence may include pictures, samples, interviews of clients, microscope analysis, soil tests and information from books or internet search. The agent is dressed as Sherlock Holmes with the double brimmed hat, rubber boots, raincoat and a large hand lens. Common diagnostic tools such as vials, bags, nets, and books hang out of the pockets. For school presentations students are selected and dressed to look the part. PowerPoint slides are used that represent typical and not so typical problems encountered in the field. Each slide is a complete case study with several overlay pictures which are revealed in sequence as clues. Questions are encouraged, not guesses. Large question cards given out can also be raised. Examples of question cards are: "What is the plant?" or "What did the soil test say?" About 20 cases are usually solved in an hour presentation, covering turf, tree, and ornamental problems. Master Gardeners enjoy the problem solving components. School children like the fun of dressing like a detective, county agent or CSI investigator.

CONSERVATION PRACTICES SURVEY USED TO DETERMINE EXTENSION PROGRAMMING

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In order to develop educational programs to increase the adoption of conservation tillage practices, Extension Educators must understand why farmers are not changing practices. A survey was conducted to gather information from Ohio farmers regarding their conservation tillage practices. The highest ranked sources of conservation tillage information were other farmers, followed by magazine articles, family members, and then Extension Educators. When surveyed as to what factors prevent you from adopting conservation tillage practices, Ohio farmers chose decreased yields, followed by poor crop stands, equipment not suitable, and could not control weeds as responses. Educational programs will be developed as a result of these survey findings. More discussion panels will be used which feature experienced and respected conservation tillage minded farmers sharing their success. Extension research information will be published in farm magazines as a way to reach more farmers. The focus of these articles will include solutions to decreased yields, poor stands, weeds, and equipment choices. A survey is a very useful tool to gain a better understanding of the educational needs of a group and how best to deliver the information. As a result, Extension programs will be more effective in changing practices.

QUALITY ASSURANCE EDUCATION FOR WASHINGTON'S LIVESTOCK INDUSTRY

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The 2000 Beef Quality audit reported quality losses from carcass and hide defects totaled $63.71 per market steer/heifer. The 2005 audit reported total losses declined to $55.68 and incidence of injection site lesions declined from over 20% to 0% since 1991. This is due largely to education of livestock producers through the Beef Quality Assurance Program in the United States. Educational efforts in Washington have occurred for the beef, lamb, and pork industries but a recent team effort from Washington State University Extension has begun to streamline and update publications and outreach for Washington's livestock industry and youth livestock projects. This collaboration involves on-campus faculty from three departments in the College of Agriculture, Human and Natural Resource Sciences, county Extension faculty, and livestock industry representatives. Output from the team includes revision of the "Food Safety is Your Business" publication, quality assurance education for youth programs in Washington counties, and beef quality assurance education for cattle feeders and cow/calf producers in Whitman and Grant Counties. Consequently, meat packers revised standards for fat thickness on lamb carcasses and no violations have been found in youth projects since 2001.

CHALLENGES AND OPPORTUNITIES FOR INTERNATIONALIZING EXTENSION

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U.S. Cooperative Extension is at a crossroads. The diversity and multicultural heritage of the U.S. population have affected the way U.S. Cooperative Extension conducts business. Internationalizing Extension is no longer an option but a necessity. The program's objectives were to: (1) discuss challenges and opportunities for internationalizing Maryland Cooperative Extension; (2) promote UMES internationalized extension initiative; and (3) discuss strategies for an effective internationalized cooperative extension. Methods used for this research included "internationalizing extension initiative" workshops, a case study of UMES faculty sent abroad on international assignments, and literature search. Five workshops on globalization and extension were conducted in 2004 and 2005 targeting students, foreign and domestic professionals, faculty and staff. After discussion among 100 participants (in the extension session), and following a survey of 10 faculty sent on international assignments, it was revealed that (1) challenges for internationalization are to be changed into opportunities by correctly framing global issues, and creating a supportive environment for internationalization; (2) institutions are to show a strong commitment to internationalization by sponsoring educational programs on global issues, and exposing both faculty and clientele to international activities; and finally (3) strategies for an effective internationalized extension consist of changing the overall university leadership, institutional commitment, and organizational culture toward international programming. The impact of this project includes (1) a very strong commitment of UMES to internationalization; (2) awareness and recognition of UMES faculty for international programming; (3) change in faculty's attitudes, behaviors, and perception toward other cultures; and (4) better Extension educational programming.

THE FARM AND RANCH SURVIVAL KIT

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Lack of profitability is a major threat to agricultural enterprise sustainability. Despite the critical importance of business planning and analysis, few producers have much knowledge or interest in receiving training about this topic. Due to competing time demands, fears of being perceived as struggling financially and/or disinterest in the subject, few producers attend public workshops on financial topics. The Farm and Ranch Survival Kit program was developed to address the financial risk management educational needs of agricultural producers in a non-threatening, user-friendly manner using simple yet innovative delivery techniques. An invitational postcard was sent to agricultural property owners in the Mid-Columbia River area. Respondents enrolled in the program and opted to receive six monthly installments of risk management educational materials in hard copy or electronic format. Each installment highlighted a farm enterprise financial sustainability topic such as Enterprise Diversification, Marketing Strategies, Farm Financial Analysis, Business and Strategic Planning, Interpersonal Skill Development and Farm Succession Planning. More than 160 participants enrolled in the program. Hundreds of others accessed program materials online and/or attended supplemental workshops. Due to increased knowledge, appreciation for topic importance, development of trust with program sponsors and decreased fear, workshops were very well attended. Topics included Ranching for Profit, Land Lease Agreements, Farm Succession Planning, Farm Business Analysis and other agriculture business topics. Program effectiveness was measured by progress toward self-selected goals and a telephone survey. Respondents reported they would eliminate non-profitable enterprises, evaluate new ventures, reduce overhead costs, do more financial analyses, change marketing methods and restructure.

USE OF WEED CONTROL DEMONSTRATION PLOTS TO ENHANCE FORAGE EDUCATIONAL PROGRAMS

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Louisiana has approximately 2.7 million acres of pastureland. It has been estimated that only about 25% of this land is regularly treated with herbicides for control of grassy and broadleaf weeds. Extension agents and specialists at the Louisiana State University Agricultural Center (LSUAC) typically provide forage educational programs to their clientele through various means such as meetings, seminars and field days. A valuable component for many of the forage field days has been the incorporation of demonstration plots involving pasture weed control. The majority of these demonstrations have involved the evaluation of different herbicides for broadleaf weed control in pastures. Other demonstrations have emphasized fence row weed control and the killing of individual undesirable trees via the “hack and squirt” method. Selective control of grassy weeds in bermudagrass (*Cynodon dactylon* (L.) Pers.) and bahiagrass (*Paspalum notatum* Flugge) pastures has been demonstrated by using methods such as wick bar applicators and pelleted herbicide products. The inclusion of weed control identification contests has been used to aid clientele in identifying weeds commonly found in pastures. Since 1995 about 10 forage weed control demonstrations per year have been conducted by LSUAC extension personnel. Clientele regularly rank forage weed control demonstrations high on evaluations of forage field days. Clientele report that observing side-by-side comparisons of different herbicides provides them with valuable information they can use and apply in their own farming operations.

NURTURING EQUINE ENTERPRISES-MANAGING RISK

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A 2005 American Horse Council study listed Virginia as the 12th largest equine state, with over 239,000 horses. The industry in the northern Shenandoah Valley is rapidly growing, creating the demand for knowledgeable equine service providers. To determine the current status of the boarding industry, and to address the need for improved knowledge and management practices within this industry, VCE conducted a survey of existing boarding facilities in the northern Shenandoah Valley and used that information to develop a comprehensive conference on boarding business management, "Managing the Risks of Equine Enterprises." Topics covered included liability law, insurance, business planning, barn safety, farm labor, taxation and results of the 2006 Horse Boarding Survey of the Northern Shenandoah Valley. Funding for the conference was secured with a grant from RMA, local agribusinesses and registration fees. The program attracted more than 80 participants from Virginia and surrounding states, and more than 30 additional individuals requested program proceedings. A conference evaluation revealed that ninety-four percent of the attendees considered the information useful to very useful. For most topics, there was over a one unit increase (scale = 1 to 5) in knowledge of the subject matter. The majority of participants planned to implement management tools learned; develop business plans (84.0%), protect water quality (62.0%), review liability issues (98.2%), review barn safety protocol (94.0%), review insurance policies (86.3%), develop labor records (57.5%), and review tax issues (89.8%). A six month post conference evaluation will be used to determine practices implemented and to determine future programming.

FARMERS MARKET BRINGS COMMUNITIES TOGETHER

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A farmers market was established in Findlay, Ohio on a 5-week trial basis in 2005 in a city parking lot. The market was forced to move twice before finding a permanent location at the county fairgrounds for 2007. The market was established to take place every Thursday afternoon from 4:00 to 7:00 p.m.; that was done to complement neighboring farm markets taking place on Saturdays. This farmers market entitled "The Old Millstream Farmers Market" has grown from 15 vendors to 48 vendors, and customers have grown from around 75 per week to over 200 people coming from both rural and urban communities. Customer surveys have indicated 90% plan to return to the farmers market another time. The Old Millstream Farmers Market has applied for grants to assist with marketing and advertising, plus extra funds to help transport low income people to the market. Another goal of the market is to provide "tailgate talks" featuring tips and demonstrations for fresh food preparation and cost benefits. In summary, the Farmers Market, in addition to fostering relationships between city and country neighbors, also has provided great economic and entrepreneurial opportunities for small family farms to sell fresh, local produce to the community.

PARK EMPLOYEE TRAINING

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Park Departments require quality training for new and experienced employees. These trainings are expensive if park employees have to travel to conferences. In order to provide quality education training for park employees in Tarrant County, horticulture County Extension Agent, Dotty Woodson, met with 3 Arlington Park Department supervisors to plan a 2 year education series for park employees. Seven subjects were selected for the series. Arlington Park Department agreed to host the series and agreed to invite other cities' park department employees in Tarrant County to attend and so other cities could hold down cost of professional development. Tarrant Commercial Horticulture Committee assisted in arranging speakers, writing evaluations, registration, implementation and evaluation interpretation. Each training was designed to cover a subject first in the classroom with power point presentations and demonstrations followed by a field trip to cover the same subject matter. Horticulture Extension agents and Extension specialists provided excellent programs on the subjects requested by the park departments. Ninety-one park employees attended 4 trainings covering horticulture practices, turf management and tree selection, planting and care. Evaluation surveys showed; 90% of the attendees indicated they would adopt practices mentioned in the training. Retro-post evaluation surveys indicated an average gain in knowledge of 66%.

DEVELOPING A COUNTY-WIDE TRAIL AND GREEN SPACE PLAN

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There has been a growing interest among Tuscarawas County citizens for more recreational areas, especially trails for walking, bicycling, and equestrian use. One of the challenges of stimulating support for trails and green space in the county is the sense that there is already an abundance of open space. In many cases, residents can walk out their front door and see green space. However, many citizens have seen and experienced recreational opportunities in other communities and want those same opportunities in their own county. In response to concerns by farmers about private property rights and citizen requests for an organized park system, the County Commissioners contracted with the Ohio and Erie Canal Coalition (OECC) to assist the county in the development of a Countywide Trail and Green Space Plan. The commissioners appointed a sixteen member Park Advisory Committee including OSU Extension to act in an advisory role to the OECC and the county commissioners. To build community support for the development of a trail and green pace plan, the advisory committee has involved diverse public input, including elected officials, business owners, and private citizens. To gain grassroots support, the trustees in each of the twenty-two townships were visited to explain the purpose of the plan and to ask for a resolution of support and a financial commitment. The Park Advisory Committee has had many successes, including cash and in-kind support totaling more than $100,000, the identification of six strategically placed “early action” projects, and the uniting of local communities.

Award Winners

2007 NACAA

92nd
Annual Meeting
and
Professional Improvement Conference
Grand Rapids, Michigan

EXTENSION PROGRAM NATIONAL JUDGING RESULTS

SARE

REGIONAL WINNERS

LIVING ON THE LAND

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The conversion of agricultural land to urban use is a phenomenon so large that it appeared in the July 2001 issue of National Geographic. Idaho has not been immune to this event. Since 2002 University of Idaho extension educators in Southwest Idaho have been using the Living on the Land (LOTL) curriculum to help educate small acreage landowners of the significant impact they have on our natural resources. Topics covered during the 18 week course include soil, water, weed control, pasture management, animal husbandry and marketing. In 2005 we began offering a stand alone LOTL Mini-Series class to the public for the last four weeks of class. Participants in the Mini-Series can choose between classes on livestock production or market gardening each night. In 2006 Idaho LOTL instructors and collaborators received a Western Sustainable Agriculture Research and Education (SARE) grant to expand the program to multiple sites in Southwest Idaho and conduct local research for small acreages. Beginning in January 2007, two LOTL classes are currently being taught in the Treasure Valley. On-farm research and demonstration trials on vegetable varieties, goat and pastured poultry production, and grasses to reduce water use and manage weeds will begin during the summer of 2007. Since the class began in 2002, 166 adults and 8 youth have participated in the course representing eight Southwest Idaho counties and one Eastern Oregon county. Exit surveys and evaluations have shown that participant's knowledge of land stewardship and resource management increased as well as their preparedness to adopt best management practices by taking the LOTL course.

GROWING SMALL FARMS – AN EXTENSION PROGRAM PROMOTING SUSTAINABLE AGRICULTURE IN NORTH CAROLINA

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Chatham has a large concentration of farms practicing organic and sustainable agriculture. An Extension program was developed to meet the unique needs of these sustainable producers. The Growing Small Farms program has several objectives: 1) to improve the economic development of small farms in Chatham County; 2) to enhance the environmental quality of small farms by promoting sustainable practices; 3) to help small farmers diversify into new enterprises and new markets, including the integration of livestock; 4) to enhance the quality of life for farmers and strengthen the local food system; and 5) to improve agricultural literacy among the non-farming public. Proactive programming is delivered through a quarterly newsletter, monthly Enhancing Sustainability workshops, a comprehensive website that focuses on sustainable production, and email discussion groups, or listservs. Teaching methods are varied and include lectures, panel discussions, participatory exercises, field days, demonstrations, farm visits, the website, and newsletter. In the past three years, there has been an average of 60 participants at each of the 44 workshops. The audience for the website has increased 660% since 2002 to over 110,000 visits in 2006. Feedback from evaluations of the workshops, newsletter, website, and individual consultations indicate that these are valuable teaching tools that have made a positive impact on the sustainability of small farms in the area. The Growing Small Farms program has served as a model sustainable agriculture program for other states and other educators use the website, newsletter, and workshops to educate themselves and their clients.

FARM TO CHEF EXPRESS PROGRAM

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In 2004, Cornell Cooperative Extension in Saratoga and Washington Counties developed an Agricultural Economic Development program to assist local farmers in increase market outlets and revenues specifically in the New York City area.

The Farm to Chef Express program helped sustain farms and promote efficient use of non-renewable resources by coordinating delivery to New York City. Through meetings, educational programs, and farm tours, farmers gained a greater understanding how to market their products to New York City chefs. The New York City chefs in turn were able to source New York State products with ease and convenience. Since its first delivery of products to New York City chefs on June 23, 2004, over 30 farmers connected with 25+ chefs selling over $390,000 at the end of July 2006 of locally grown products.

ROTATIONAL GRAZING EFFORTS SUPPORT SUSTAINABLE AGRICULTURE IN NORTHWEST WISCONSIN

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Management-intensive rotational grazing (MIRG) is a growing alternative for Northwest Wisconsin farmers. MIRG not only fits dairy, beef, small ruminants and other livestock, it fits an environmental ethic that crosses boundaries between farmers and non-farm neighbors. MIRG doubles the yield of forage over common pasturing. It helps new people to more-easily get into livestock farming. MIRG supports a growing market for grass-fed livestock products. A needs assessment conducted by Otto Wiegand in 2005 showed that grazing/forages was the highest education priority among clients. The Northwest Wisconsin Graziers Network (NW Graziers), formed in 2001 and covering a six-county area, holds pasture walks, winter conferences, grazing schools and other types of meetings to educate prospective graziers at all levels of experience and for all types of livestock operations. Over 500 persons have attended pasture walks, over 200 the winter conferences and over 650 are on the current mailing list. Surveys have been done to find out what graziers need and expect. NW Graziers has received over $75,000 in grants for education, research and grazing planning. The grazing planner hired in 2006 has done 30 plans covering 2,000 acres and has many more plans in the works. Some type of MIRG is now used by 24% of Wisconsin dairy farmers and 50% of beginning dairy farmers.

OTHER ABSTRACTS

THE MID-COLUMBIA SMALL FARMS AND ACREAGE PROGRAM

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As in many parts of the country, increasing demands from new and small acreage owners are being added to the already-full plates of agricultural educators in the Mid-Columbia river gorge, stretching limited Extension resources even thinner. The Mid-Columbia Small Farms and Acreage Program (MCSFAP) was established in 2000 to serve a five-county area between Washington and Oregon. The program has since expanded to reach a national and international audience. MCSFAP outputs include a Web site, bi-monthly newsletter and a wide variety of sustainable agriculture workshops. Worships have included topics such as small-scale poultry production, direct seeding, small greenhouse management, direct marketing, small ruminant production, water quality monitoring, hydroponics and alternative crops; special emphasis ahs been placed on farm financial sustainability and farm succession. Team members have received a total of $58,821 from USDA-SARE and the Western Center for Risk Management Education for program support, sustainable agriculture professional development and financial education program development and delivery. The MCSFAP program and its materials have earned numerous state, regional and national awards. Program evaluations document significant gains in participants' knowledge bases. Ongoing contact with program participants allows monitoring of longer-term impacts such as changes in marketing techniques, conservation practices, farm business structure and planning, enterprise selection and other changes in behaviors and conditions.

EXTENSION ENHANCES SUSTAINABLE AGRI'CULTURE IN NORTHWEST ALABAMA

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An Extension educational program was conducting in northwest Alabama during March 15, 2004 through March 10, 2007 to promote sustainable agriculture in the region by helping row crop farmers reduce crop production costs by increasing usage of broiler litter. This helped poultry farmers dispose of excess litter in an environmentally acceptable manner and reduced application of litter to pasture and hayland with high phosphorus levels. The program included grant-funded on-farm research to determine if recommended rates of pre-plant poultry litter alone provided adequate nitrogen for the most profitable crop yields. Alternative fuels were also promoted for row crop and poultry farmers. Newsletters, educational programs that included internet training, on-farm research, numerous farm visits and phone calls were used to deliver educational information to farmers. The total amount of litter applied to row crop land in 5 counties by 13 farmers who participated in this program during the 3 year period was 35,169 tons. Growers saved $420,067 through reduced fertilizer and lime costs. On-farm research provided information about optimal rates of sidedress nitrogen to use with litter. The local poultry feed mill bought most of the litter-fertilized corn. Water quality was protected by helping farmers use litter in accordance with the best management practices. Farmers initiated efforts to use alternative fuels.

CROP PRODUCTION AWARDS

NATIONAL WINNER

BUNKER SILO DENSITIES AND MANAGEMENT FOR IMPROVEMENT IN SOUTH-CENTRAL PENNSYLVANIA

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The science and art of producing high-quality corn silage has changed dramatically in recent years. A great challenge to successful silage production lies in the silo, whether it's an upright, bag, pile, or bunker. Fermentation can be modified through practices such as changing harvest moisture, length of harvest period, limiting oxygen exposure, or incorporating silage inoculants. However, the most important factor influencing silage quality is the density of the silage pile. In 2004 a study was initiated to determine bunker and silage pile densities in south-central Pennsylvania. The intent of this on-farm investigation was to measure existing silage densities to determine if dairymen were meeting the goal of 14 #DM/ft^3 as recommended by researchers from The University of Wisconsin and Cornell University. Since 2004 seventy-four (74) bunkers and piles have been sampled for densities. Fifteen (15) farms have cooperated for three years. Since that time these farms have an average improvement in densities of 7%, with a range from 5% to 53% increase. Educational programs to provide management assistance for silage producers have included: study result reports; mass media; on-farm and classroom instruction; tabletop displays; the World Wide Web; and personal assistance. Twelve (12) educational events have provided opportunities for more than 1,000 individuals to gain knowledge related to bunker and silage pile management.

NATIONAL FINALISTS

TEN EASY WAYS TO BOOST PROFIT $20/ACRE

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Ten Easy Ways to Boost Profit $20/acre is a University of Nebraska-Lincoln Extension program designed to help farmers identify several practices based on solid research demonstrated on farms but under-used by producers. Many of the practices are relatively inexpensive and are considered "cheap insurance". The premise for the **Ten Easy Ways to Boost Profit $20/acre** program is that the additive

effect of “cheap insurance” can cost at least $20/acre and significantly reduce farm profitability. Twenty-three workshops were conducted by 44 educators, specialists and assistants with an attendance of 372 farmers in the winters of 2005 and 2006. Farm size ranged from <500 - 5,000+ acres. Participants received a notebook of 22 practices and timely follow-up reminders about practices learned in each workshop. Workshops were uniquely modified for each location, featuring 10 of the most appropriate practices. The **Ten Easy Ways to Boost Profit $20/acre** team collaborated to produce 25 Power Point presentations and a peer reviewed document, EC-196 **“Ten Easy Ways to Boost Profit $20/acre”**. Participants from two workshops were surveyed one year later to determine actual adoption of practices. Respondents reported that 75% of the practices were equal to or more valuable than advertised and they implemented 12 of the practices on their farms. **Respondents valued the practices utilized at $49/acre, generating $941,598 more profit to their row crop acres. If these savings are typical of all those that attended workshops, the potential benefit is $12.5 million.**

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, 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 $10 to $100 per acre, with an average response of $29 per acre, which equates to a $403,000 impact in 2006. Of the producers surveyed, 70% indicated that their crop yields increased as a result of best management practices they had implemented, having learned from Extension programs.

ALTERNATIVE TO MARYLAND (TYPE 32) TOBACCO IS BURLEY (TYPE 31) TOBACCO

Conrad,* D.L.

Extension Regional Tobacco Specialist, Maryland Cooperative Extension, Central Maryland Research and Education Center, Upper Marlboro Facility, Upper Marlboro, Maryland 20774.

Maryland Type 32 tobacco growers are being assisted in their transitioning to burley Type 31 tobacco production due to the federal tobacco buyout. Since burley tobacco is new to the Maryland region, a 2 year research and Extension program was established to evaluate: (1) burley tobacco varieties; (2) burley varieties growing under various nitrogen rates; (3) trickle irrigation under burley tobacco, and, (4) sucker control utilizing fatty alcohols, contacts, and a systemic. Information was shared with growers through Amish on-farm variety demonstration plots, Twilight Tobacco Research Walking Tours, and grower winter meetings. Suitable varieties for Maryland’s climate are emerging from the variety test which adds options to growers’ variety selections. Nutrient management guidelines have been developed from this work for fertilizing burley tobacco and accepted by the Maryland Nutrient Management Program Coordinator’s office. Nutrient guidelines are in the offices of the regions nutrient management advisors. A reasonable yield goal of 2,500 pounds per acre for the Maryland region has been established based upon this work.

FARM AND RANCH FINANCIAL MANAGEMENT

NATIONAL WINNERS

THE FARM AND RANCH SURVIVAL KIT PROGRAM

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The Mid-Columbia River area between Washington and Oregon is home to a rich variety of commercial agricultural enterprises. Small acreage owners are increasing in numbers, too. Extension educators in the region have partnered to deliver financial management educational programs to producers, but attendance was always low. Brainstorming with a local ranch manager, the educators created the Farm and Ranch Survival Kit (FRSK), an educational series delivered to producers at home in a convenient and non-threatening format. The project received funding from the Western Center for Risk Management Education (WCRME). The main goal was to increase producers' knowledge base on key financial topics to promote informed decision making. A direct mailing about the program was sent to agricultural, timber and open space acreage owners in a five-county Mid-Columbia area; 165 people enrolled in the program. Educational installments were created on the topics of business planning, financial planning, interpersonal relations, farm succession planning, tax and insurance planning and marketing. These publications were sent to program participants and placed on the project Web site at http://extension.oregonstate.edu/wasco/smallfarms/RiskManagement.php for access by wider audiences. Eleven workshops on a variety of related topics were held in conjunction with the FRSK program. FRSK program materials are now being used by other educators throughout the country. Participants reported they had become much more knowledgeable about farm financial management and had taken several financial management action steps. In the words of one participant, "I feel like I went from knowing nothing to be able to make intelligent decisions."

NATIONAL FINALISTS

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-three farm families completed intensive farm plans. On 2,356 other occasions, farm families were assisted with or provided information related to farm financial management and marketing. Forty-three producer educational meetings and 5 computer workshops were conducted. Sixty-two educational pieces, 12 farm management newsletters, 36 dairy marketing newsletters, and 7 corn and soybean 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 $803,000 for the three year period.

FEASIBILITY OF THE USE OF DIGESTERS TO GENERATE ELECTRICITY ON FLORIDA DAIRY FARMS

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[4]. Professor, University of Florida Department of Soil and Water Science, Gainesville, Florida 32611

Our federal government is encouraging agriculture to produce >green= energy. Digester technology helps reduce odors as it uses manure to develop biogas, which in turn can be used to generate electricity. A project was initiated to improve awareness of digesters, seek designs of digester systems for three dairies and determine their economic feasibility. The best fit was determined by (1) economics and (2) appropriate type of digester for the particular nutrient handling system of each dairy. Costs were obtained and potential returns estimated. Analytical results were shared with the producers. Of these producers; 100% increased their understanding of digesters as part of their manure handling system. The constraints were determined and shared with leaders and 1,100 copies of publications were mailed to Florida dairy farmers and others. This program may have had an impact as new rules have been announced and, if implemented, will greatly improve the economic feasibility of energy produced on farms. With this development, an important impact for the U.F. and the Florida Dairy Industry will have been accomplished. A continuing program will assist the development of at least one demonstration project, allowing our team to monitor its effectiveness. Extension cares about the future of the Florida Dairy Industry and can help producers and society find solutions.

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COMMERCIAL BEEF COW/CALF OPERATIONS

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 Farm and Ranch Financial Management Educational Programming in Livingston County has always centered on the concept of improving the profitability and sustainability of commercial beef cow/calf operations. This goal has been accomplished ADDING VALUE AND REDUCING INPUT COSTS OF through a variety of educational activities and teaching methods. Major activities that have led to achieving the goal of improved profitability and sustainability include the Beef Integrated Resource Management (IRM) Purchasing Alliance and the Purchase Area Premier Bred Heifer Sale. The Beef IRM Purchasing Alliance was initiated to group purchase beef cattle mineral supplements. This group has reduced their cost of production and increased revenue at the same time through improved reproductive health and percent calf weaned per cow exposed. The Purchase Area Premier Bred Heifer Sale has provided an avenue for elite producers to add value to their replacement females and provided other producers in need of improved genetics access to top quality replacement females. When all the program impacts are considered, the economic impact totals in excess of $300,000 in increased revenue and/or reduced input costs. Furthermore, the positive impact, improved visibility, and enhanced image of the Livingston County Cooperative Extension Service will yield immeasurable results and reinforce the Land-grant mission of providing research-based education and service to producers.

LIVESTOCK PRODUCTION AWARDS

NATIONAL WINNER

LIVESTOCK PROGRAM PROVIDES EDUCATION

Howard*, L.F.

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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 adult and youth 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 is delivered with a variety of teaching methods including workshops, tours, hands-on demonstrations, individual consultations, computers, internet, polycom, 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 UNL Extension staff at the county and state levels, livestock producer groups, agribusinesses, regulatory agencies and most importantly the local livestock producer. Efforts will continue to help build an even stronger livestock program for this area with an increased awareness for environmental stewardship and improved management practices.

NATIONAL FINALISTS

NORTHEAST REGIONAL SMALL FARM AND RURAL LIVING EXPOSITION AND TRADE SHOW

Mickel, R.C.[1]*, Komar. S.[2]*, Miller, D[3]*, Joyce, L[4].

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[2]Rutgers Cooperative Extension, 129 Morris Turnpike, Newton, New Jersey 07860
[3]Penn State Cooperative Extension, 1202 Ag Center Drive, Pottsville, Pennsylvania 17901
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The scope and forms of agriculture across the northeast have been changing over the last ten years at a very rapid rate. The change has also brought in an influx of new landowners with limited agricultural backgrounds and knowledge of cooperative extension and our mission. The developing and growing "small farm and rural living" issues have created a new audience for extension at both the local and regional levels. To accommodate this need, the three cooperative extensions in New Jersey, Pennsylvania and New York collaborated to design and develop the "Northeast Small Farm & Rural Living Trade Show & Exposition" (the Expo) six years ago. The "Expo" has been held annually over the last six years and has alternated across the three respective states. The "Expo" was designed as a two-day educational program where science based research, applied technologies and related agency programs are presented to a diverse audience of adults and youth producers. The event has attracted over 22,000 participants from over eleven states and four countries, with the assistance of over 300 volunteers annually. The goal of the "Expo" is to assist both new and existing small farm growers with the education, strategies, technologies and the tools essential for them to be successful! The multi-tract educational training lectures, related agency net working, combined with multiple hands-on activities create a valuable atmosphere for learning and training. Exit card evaluations have indicated that the "Expo" has been very beneficial to small farm endeavors by providing them with the tools, knowledge and training to assist them in making sound decisions related to their particular small farm enterprise. In addition, the "Expo" established a 502 (3) (c) status in 2005 to assist in the financial development of the program.

MILK MARKETING INITIATIVE PROGRAM

Hulle,* L.R.
Cornell Cooperative Extension of Orange County
Education Center, 1 Ashley Avenue, Middletown, NY 10940

Milk Marketing opportunities in southeastern NY are being aggressively pursued. A dairy market assessment report was developed to provide a guideline for a milk marketing consultant to research the local and regional milk marketing opportunities for our dairy producers. Through support from the local agricultural organizations a milk marketing consultant was hired to address the concerns of the local dairy industry. From 2005-07 seminars and workshops dealt with the critical regulatory issues for on-farm milk processing and alternative milk markets available to the local dairy producers.

The program objectives were to have local farm participants pursue the milk marketing opportunities that are presented as the most viable options. Dairy and field crop farmers learned about the growing demand for organically produced dairy and forage products. Participants in this program learned from experts in the field of organic production how to transition their dairy and crop lands to certified organic production. Activities included presentations from a current organic dairy producer and a veterinarian that works directly with organic herds. Using field meetings and newsletters, farmers learned about the benefits of transitioning to organic milk production. Of the participants in this program, 25% are actively pursuing the next step in transitioning to organic milk production. Participants of the Milk Marketing Initiative program will change their management to organic milk production

because they realize the economic benefit as a result of this program.

EFFECTIVE ANIMAL IDENTIFICATION EDUCATION THROUGH A UNIVERSITY-GOVERNMENT PARTNERSHIP

Ahola*, J.K.[1], Glaze, J.B. Jr.[2], Williams, S.K.[3], Kinder, C.A.[4], Church, J.A.[5], Etter, S.J.[6], Jensen, K.S.[7], Nash, S.A.[8], Panting, R.R.[9]

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[6] Extension Agent, University of Idaho Extension-Canyon County, Caldwell, Idaho 83606
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[8] Extension Agent, University of Idaho Extension-Bingham County, Blackfoot, Idaho 83221
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Since April 2004, the United States Department of Agriculture has worked to implement the National Animal Identification System (NAIS), an animal health program designed to enable 48-hour trace-back of livestock associated with a disease outbreak. The Idaho State Department of Agriculture (ISDA) provides leadership for NAIS implementation in Idaho; however, they lack adequate staffing and outreach resources to properly educate trainers and producers about the NAIS. Therefore, University of Idaho (UI) Extension faculty initiated a two-year outreach partnership with ISDA to disseminate NAIS information to livestock producers. Three major outreach efforts were organized and implemented by UI Extension, including: 1) eight train-the-trainer workshops for UI Extension faculty and/or Idaho brand inspectors, 2) nineteen producer workshops, and 3) demonstration of electronic identification (EID) technology in 10,400 4-H/FFA livestock: 3,400 steers, 4,250 hogs, and 2,750 lambs. Workshops included NAIS-related presentations from Extension faculty and ISDA staff, and ISDA purchased all EID tags and readers. As a result, over 50 UI Extension faculty and staff and 40 brand inspectors were trained about the NAIS. In addition, 647 producers participated in workshops where 87.7% indicated ISDA participation was helpful and 98.5% responded that they would recommend the workshop to others. Finally, utilization of EID in youth livestock increased from 0% of Idaho's 44 counties in 2005 to 68% in 2006, and 84% in 2007. Currently, a network of over 50 Extension personnel are equipped with information and skills (including the operation and demonstration of EID technology) to inform producers about the NAIS in Idaho.

OTHER ABSTRACTS

VALUE ADDED DIRECT MARKETING LAMB PROJECT FOR ADULT & YOUTH PRODUUCERS

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New and existing sheep producers in the region have a tremendous potential to "direct market" home grown high quality lamb (s) to a very affluent clientele that are very supportive of a "grown local/buy local" philosophy. The lamb production model design implemented fifteen years ago continues today as over forty growers annually utilize the models unique concepts. Producers not only use the model to market the lambs for high net returns (up to $100 per lamb), but also utilize the model to assist them in procuring and maintaining a valid farm tax assessment base in New Jersey. The tax assessment basis component saves the producer/landowner thousands of dollars in taxes annually. The unique "terminal and seasonal" lamb model is designed as an applied livestock project that walks prospective growers through the project step by step. The terminal project design avoids the added components of maintaining a year round flock of sheep that demands 24/7 care. Growers need not worry about lambing, breeding, shearing, wintering and year round feeding as the lamb model is implemented during the grazing season from May to October in our region. Cooperators during their first season work very closely with the agent to insure successful implementation. Concepts and strategies used to implement the model are discussed within the applied project design and cover issues inclusive of the overall concept, facility needs, lamb acquisition, lamb types, feeding, husbandry needs, marketing and processing, quality assurance concerns and potential veterinarian needs. Twilight meetings at cooperator farms and hoof to rail programs provide in-

depth training for all the cooperators and related sheep producers in the region.

ADDING VALUE AND REDUCING INPUT COSTS OF COMMERCIAL BEEF COW/CALF OPERATIONS

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 Beef Programming in Livingston County has always centered on the concept of improving the profitability and sustainability 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 profitability and sustainability include the Beef Integrated Resource Management (IRM) Purchasing Alliance and the Purchase Area Premier Bred Heifer Sale. The Beef IRM Purchasing Alliance was initiated to group purchase beef cattle mineral supplements. This group has reduced their cost of production and increased revenue at the same time through improved reproductive health and percent calf weaned per cow exposed. The Purchase Area Premier Bred Heifer Sale has provided an avenue for elite producers to add value to their replacement females and provided other producers in need of improved genetics access to top quality replacement females. When all the program impacts are considered, the economic impact totals in excess of $300,000 in increased revenue and/or reduced input costs. Furthermore, the positive impact, improved visibility, and enhanced image of the Livingston County Cooperative Extension Service will yield immeasurable results and reinforce the Land-grant mission of providing research-based education and service to producers.

REMOTE SENSING & PRECISION AGRICULTURE

NATIONAL WINNER

NEBRASKA AGRICULTURAL TECHNOLOGIES ASSOCIATION (NEATA)

Varner,* D.L.
Extension Educator, University of Nebraska-Lincoln Extension, Dodge County, Fremont, Nebraska 68025

Over the past three years the Nebraska Agricultural Technologies Association (NeATA) has served as a tremendous catalyst and support group for agricultural producers, agribusiness professionals and post-secondary education institutions. This agricultural-based non-profit association was co-founded by University of Nebraska-Lincoln (UNL) Extension and innovative Nebraska farmers and agribusiness representatives that share a common desire to stay abreast of emerging agricultural technologies. NeATA is a grassroots oriented emerging agricultural technology support group that partners with UNL Extension to identify, evaluate and document practical applications of emerging agricultural technologies. The annual NeATA conference and tradeshow provides nearly two million dollars in economic benefit to Nebraska agriculture. The NeATA conference and tradeshow was recognized in the Farm Journal as one of the nation's top twelve agricultural conferences to attend in 2006. NeATA has been instrumental in developing, promoting and conducting timely, focused emerging technology educational opportunities for Nebraska agriculturalist. Facilitating innovative, hands-on educational experiences relative to using aerial imagery in crop production and implementing GPS auto-guidance technologies on the farm are a couple of NeATA's recent endeavors. NeATA maintains one of the most extensive and active agricultural technology information sharing listervs in the Midwest. Retired Congressman Osborne's agricultural staff members routinely sought out the NeATA organization to help address issues, such as irrigation water management, that were important to Nebraska agriculture relative to technology adoption and implementation.

NATIONAL FINALISTS

SITE SPECIFIC FARM MANAGEMENT TRAINING FOR NORTH DAKOTA PRODUCERS

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NDSU Extension and ND Farm Business Management personnel are cooperating with eight North Dakota farmers to evaluate possible advantages of using geospatial technology in crop production. The primary goal of this program is to improve producer skill levels in the operation of geospatial technology and proper interpretation and utilization of data collected in crop production. This interdisciplinary research-extension project helped producers compare crop production on 160 acres on each of eight farms using geospatial technologies with crop production on similar land on each of the farms. Teaching methods included meetings, emails, web conferencing and one on one consultation. Prior to this extension program, participating producers had little knowledge of spatial farm management, let alone the skills to implement this management system. The program provided eight producers an intensive training program on using hardware and software associated with spatial farm management. At the conclusion of the third year of the program producers were constructing prescription maps and profit/loss maps. Material from the Geospatial Farm Management Group has been used with other producer groups to explain how site specific farming could reduce fertilizer applications and eliminate excessive N rates on non-productive soils.

GIS/GPS TECHNOLOGY ADOPTION

Bowman,* N.D.[1]

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Discussions with Extension Clientele and Staff identified several barriers to the adoption of Global Positioning Systems, Geographic Information Systems and other precision farming technologies. Those factors included a general lack of understanding of the technology, the perceived costs of the technology, and a lack of trained unbiased support personnel (such as Extension staff) that could assist clientele with adoption of these technologies. Over the last three years, significant progress has been made in overcoming these barriers. Grants have been received that have allowed the purchase of GPS kits the can be loaned out for training activities. Over 45 University of Illinois Extension staff have received GPS and/or GIS training. Additionally over 480 adult and youth clients have been trained.

THE PACIFIC NORTHWEST PALOUSE REGION

Carter,* P.G.

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Adoption of Precision Farming technologies for dryland agriculture in the Pacific Northwest Palouse region have been slow even though they have proven to be economically viable in other regions of the USA. This would indicate that adoption of precision farming technology might be the result of educational opportunities. A seminar was developed to present precision farming technologies that could provide economic benefits to production agriculture. GPS guidance systems including light bar guidance and auto-steering systems were the focus. University specialists and industry representatives presented information on current systems providing investment figures with return on investment estimates. A producer presented his recent experience utilizing an auto-steering system in which he recovered his initial investment in less than one year. This recovery was accomplished through a 20% reduction of seed, chemical and fertilizer inputs by eliminating in-field overlaps. A program evaluation following the meeting indicated that most producers “gained new knowledge” and that they could “put this knowledge to use” in their farming operations. As a result, 6 producers have purchased guidance systems and 6 are considering purchases within the next 6 months. These producer purchases represent an investment of approximately $50,000 and approximately 20,000 acres. Utilizing a conservative 10% reduction in input costs at current prices this would save these producers nearly $200,000 annually. If all producers were to implement this technology, a savings to Columbia County producers might exceed $3,000,000 annually.

4-H & YOUTH PROGRAMMING

AGRICULTURAL AWARENESS FOR YOUTH IN LUBBOCK COUNTY AND THE SOUTHERN HIGH PLAINS OF TEXAS

Brown,* C.M.[1], Criswell, M.C.[2], and Alexander, R.D.[3]

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[3] County Extension Agent – 4-H, Texas Cooperative Extension, Lubbock County, Lubbock, TX 79408

A total of 98% of Texas residents are now 3 to 4 generations removed from the farm, and are not knowledgeable about the importance of Agriculture to our everyday lives and to the Texas and Lubbock / South Plains economies. It is also important to recognize that Youth will have future involvement in the Democratic process that will impact Agricultural policies. In response, Texas Cooperative Extension (Lubbock County) and collaborative partners conducted the following Agricultural Awareness programs during 2005-'06: Children's 4-H Barnyard at the South Plains Fair; Texas Farm Bureau "Planet Agriculture" trailer exhibit with learning modules on cotton, corn, wheat, swine, beef cattle, and dairy products; the Mobile Dairy Classroom; the "Bringing Ag to YOUth" program that highlighted cotton, entomology, poultry, wool and sheep production, MyPyramid and Texas Agriculture; and the "Ag In the Bag" Youth Agricultural Awareness Fair. These Youth Agricultural Awareness programs reached a total of 9,748 direct contacts and an estimated 369,000 indirect contacts. Participants increased their knowledge and understanding of the importance of Texas Agriculture, as well as their knowledge of agricultural commodities produced in the Lubbock area. This information will allow youth participants to better relate to Agriculture and issues regarding agriculture and natural resources both now and in the future.

YOUTH FIRE AND EMERGENCY SERVICES DAY

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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, 16 programs have been conducted in nine Iowa counties involving 446 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, 16 of the respondents to the six-month follow-up evaluation indicated that they had started taking classes to become firefighters. Over 82% of the total respondents said they learned the value of volunteering time for community services.

AGRICULTURE REALITY STORE

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[2] Extension Educator, Ohio State University Extension-Brown County, Georgetown, Ohio 45121
[3] Extension Educator, Ohio State University Extension-Brown County, Georgetown, Ohio 45121 [4] Extension Educator, Ohio State University Extension-Highland County, Hillsboro, Ohio 45133
[5] Farm Loan Manager, USDA Farm Service Agency-Brown County, Georgetown, Ohio 45121

The Agriculture Reality Store is an educational program designed to expose high school juniors to an experiential learning activity relating to agriculture. One hundred and fifteen students from three vocational agricultural education programs in Adams, Brown, and Highland Counties participated in two separate programs in 2005 and 2006. The primary educational objectives were to increase the participant's awareness of the economic principles involved in operating a farm and to develop an appreciation for careers in agriculture. A simulation activity was conducted where

students were assigned a 300 acre farm to manage and were awarded start-up capital based upon their Grade Point Averages. They were required to purchase inputs necessary to manage their farm and show a profit. Students interacted with representatives from local businesses to help them evaluate production costs utilizing current prices for inputs such as livestock, equipment, land, and chemicals and to make decisions about what type of farming activities were to be a part of their 300 acre farm. Evaluations indicated a very favorable response to the program. Results indicated that 96% of the respondents increased their knowledge of accepted business practices involved with production agriculture. Ninety-three percent of the respondents felt they increased their knowledge relating to agricultural careers and 75% of the respondents felt they would be involved in agricultural production in the future based on their experience in the Agriculture Reality Store.

OLD TIME FARM DAY

Snipes,* J.E.[1], Wise, A.L.[2]

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Old Time Farm Day is a unique educational field day developed for 5th and 8th grade students and their teachers to provide hands-on learning in agriculture and social studies. The program, now in its third year, is a reenactment of life on the farm as it was in the 1930's. Held at the historic boyhood farm of President Jimmy Carter, students actively participate in the daily activities of farm life. From gathering eggs to planting the garden, to plowing with mules, students step back in history and try their hands at farming. Thru this eye-opening experience, they develop an appreciation and respect for their heritage and for modern agriculture. Teachers select from twenty four stations those providing the most benefit to their students and that fit into the current curriculum being taught in their classroom. Since the first Old Time Farm Day in 2004, 2,650 students have experienced farm life in a way that cannot be duplicated in the classroom. Teachers use the experiences and knowledge gained at Old Time Farm Day back in the classroom for in-depth discussions, writing exercises and for further exploration. Teachers say their students still refer to things they learned at Old Time Farm Day. Because the event focuses on the Georgia Department of Education's Performance Standards, students, teachers, and principals continue to be excited and enthusiastic about Old Time Farm Day. Due to teacher demand in 2006, the program was offered twice.

LANDSCAPE HORTICULTURE

NATIONAL WINNER

PARK EMPLOYEE TRAINING

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City park departments require quality training for new and experienced employees. These trainings are expensive if park employees have to travel to conferences. In order to provide quality education training for park employees in Tarrant County, horticulture County Extension Agent, Dotty Woodson, met with 3 Arlington Park Department supervisors to plan a 2 year education series for park employees. Seven subjects were selected for the series. Arlington Park Department agreed to host the series and agreed to invite other park department employees in other cities in Tarrant County to attend. Tarrant Commercial Horticulture Committee, Extension Program Area Committee, assisted in arranging speakers, writing evaluations, registration, implementation, and evaluation interpretation. Trainings were designed to cover a subject first in the classroom with power point presentations and demonstrations followed by a field trip to cover the same subject matter. Horticulture Extension agents and Extension specialists provided excellent programs on the subjects requested by the park departments. So far, ninety-one park employees attended 4 trainings covering horticulture practices, turf management and tree selection, planting and care. Evaluation surveys showed; 90% of the attendees indicated they would adopt practices mentioned in the training. Retro-post evaluation surveys indicated an average gain in knowledge of 66%.

NATIONAL FINALISTS

CULTIVATING A GROWING LANDSCAPE INDUSTRY

Chance III,* W.O.

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The landscape industry in Central Georgia is growing rapidly creating a great need for landscape maintenance training. Since 1997, UGA Extension has offered *Green Up* Landscape Updates to train this industry.

These meetings are designed to teach landscape maintenance principles to new employees, to update seasoned workers and to provide managers with new ideas. We also address issues like professionalism, certification and how UGA can help landscape firms.

I coordinate these efforts working with other Extension personnel and industry representatives collaborating with the Georgia Green Industry Association (GGIA). The Georgia Center for Urban Ag is a partner as well. Working with the Center, we also began a web-based newsletter for the landscape industry, *The Landscape Line*.

We get many good comments like "Very good presenters, knowledgeable, interesting presentations . . ." "I will pass on to my fellow employees handouts etc." We are working with GGIA to plan regional landscape updates at other locations across Georgia through their *WinterSchool on the Road* program.

SEARCH FOR EXCELLENCE IN LANDSCAPING HORTICULTURE

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Urban stormwater runoff is a critical issue that must be addressed by communities. North Carolina Cooperative Extension (NCCE) can provide local roles in education efforts. The Piedmont Triad Water Quality Partnership (includes 15 municipalities) in collaboration with five Piedmont NCCE offices piloted the Carolina Yards and Neighborhoods program with a $95,000 grant to address stormwater management. This program teaches consumers to design, install and maintain landscapes through nine principles that save time and money while reducing runoff and conserving water. Extension agents promoted the program through media to over 500,000 people. Of the 286 workshop participants surveyed 131 stated they would implement practices to reduce stormwater runoff. The value savings from this program averaged $300 per person or $85,800 for all participants. Follow-up surveys will determine adoption practices and total impact savings in the coming year. The success of this program is evident from the desire for continuation locally and interest in expanding into surrounding counties.

CORN GLUTEN MEAL APPLICATION TIMING AND RATE EFFECTS ON TURFGRASS QUALITY AND WEED SUPPRESSION AT TWO MOWING HEIGHTS

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[1.] Regional Extension Educator, University of Minnesota Extension, Extension Regional Center – Farmington, 4100 220th St. W., Suite 100, Farmington, MN 55024
[2.] Extension Turfgrass Specialist & Assistant Professor, University of Minnesota Extension, Department of Horticultural Science, 254 Alderman Hall, 1970 Folwell Ave., St. Paul, MN 55108
[3.] Turfgrass Research Scientist, University of Minnesota, Department of Horticultural Science, 305 Alderman Hall, 1970 Folwell Ave., St. Paul, MN 55108

Corn gluten meal (CGM), a byproduct of the wet-milling corn processing industry, continues to gain popularity among the public as an organic fertilizer and preemergent herbicide. Current recommendations are to apply 98 kg N ha^{-1} of CGM in May and August. However, data is lacking on application frequency to maintain quality turf at different mowing heights while maximizing weed suppression under non-irrigated conditions. Therefore, the objective of this experiment is to evaluate the effectiveness of CGM as a turfgrass fertilizer and pre-emergence herbicide at two different mowing heights on three different turfgrass populations using different application frequency schedules. Applications of CGM began in 2002 and were made in triplicate at 98 kg N ha^{-1} in: early May only; early May and mid-June; early May and mid-August, early May, mid-August and late October; and late October only. Outside of mid-summer hot dry periods, color remained

at or better than average for all plots receiving 2 or 3 applications of CGM. May only treatments and October only treatments exhibited better color than control plots 66% and 25% of the time respectively. Dandelion presence increased in all plots throughout the study. While the 7.6 cm mowing height had significantly fewer dandelions across all treatments by the end of the 2005 growing season, no treatments were below an acceptable level of dandelion presence by the end of the study.

OTHER ABSTRACTS

WINTERSCHOOL ON THE ROAD "ROME'N THE GREEN"

Mickler,* K.D.[1]; Hurt, R.T. [2].

[1.] Extension Agent, The University of Georgia Cooperative Extension, Floyd County, Rome, Georgia 30161
[2.] Training Coordinator, The University of Georgia Center for Urban Agriculture, Griffin, Georgia, 30223

The urban agriculture industry has become the second largest agriculture industry in Georgia. Urban agriculture is an $8.12 billion industry, with over 7,000 companies and 80,000 employees. In 2006 and 2007, a series of educational events were held throughout Georgia as a follow-up to the Georgia Green Industry Association's Winterschool. These events were a team effort between The University of Georgia Cooperative Extension in Floyd and Houston County, Georgia Green Industry Association, The Center for Urban Agriculture, and USDA Risk Management Agency and Coosa Valley Technical College. Together these cooperators produced events in Perry and Rome, Georgia. The Floyd County Extension agent was the lead cooperator for the event *Winterschool on the Road* "Rome'n the Green". There were 107 attendees in 2006 and 121 in 2007 (70 of them being commercial applicators in 2006 and 75 in 2007) at *Winterschool on the Road* in Rome. Combined survey results from 2006 and 2007 Rome'n the Green indicated that 100 percent of attendees thought that the program was helpful and would attend future programs of this nature. Ninety percent said they would implement principles learned. Based upon estimates from the UGA Center for Agribusiness and Economic Development, each hour of pesticide credit given has a value economic value of $6,427.00 per business represented. Therefore, the 5 pesticide credit hours for the 2006 program had and economic value of $2,249,450 and the 5 pesticide credit hour for the 2007 program had an economic value of $2,410,125.00 for the participants in the program.

YOUNG, BEGINNING, SMALL FARMERS AND RANCHERS

NATIONAL WINNER

FARM BEGINNINGS: HELPING TO CREATE A NEW GENERATION OF FARM FAMILIES IN SOUTHEAST MINNESOTA

Schwartau, C. R.

Regional Extension Educator, Rochester Regional Extension Center, 863 30th Ave SE, Rochester, MN 55904-4915

Farm Beginnings™ was born of a group of Wabasha County, MN, farmers in 1993, asking questions about the future of farming. They realized if a new generation is expected to start farming dedicated help and backing was necessary. From that, Farm Beginnings™ was cooperatively started by the University of Minnesota Extension Service and the Land Stewardship Project (LSP). A farmer-based steering committee provides on-going leadership and guidance to the program with staffing from LSP. The program offers a short-course in the basic concepts of goal setting, financial planning, business plan creation, alternative marketing and low-cost sustainable farming techniques. Many of these classes are taught by farmers with personal experience as well as other experts. The class also offers mentorship opportunities to help new farmers benefit from the experience of others. In the past two years, the program has spun-off to a program entirely operated by the Land Stewardship Project in Minnesota, with input from individual extension educators as steering committee members and occasional instructors. Program success is evidenced in two ways: 1) The program has reached out to initiate Farm Beginnings™ programs in Illinois (Northern and Central), Missouri and Nebraska with support from the Minnesota program. Two of those state programs are under the direction of extension educators. 2) From the first eight years of Minnesota classes, over 300 people have attended, 60% are in some kind of farming operation, and nearly 20% are new farmers who have relocated from urban areas to begin modest farming operations of their own.

NATIONAL FINALISTS

THE SMALL ACREAGE CONSERVATION EDUCATION AND OUTREACH PROJECT – FOSTERING A CULTURE OF STEWARDSHIP AMONG NEW-TO-THE-LAND CLIENTS

Ehmke, C.C.[1], Heald, T.E.[2], Peterson, E.M.[3], Mount,* D.E.[4], Taylor, L.R.[5]

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[2.] Extension Educator, University of Wyoming Cooperative Service, Natrona County, Casper, Wyoming 82604
[3.] Extension Educator, University of Wyoming Cooperative Extension Service, Sublette County, Pinedale, Wyoming 82941
[4.] Extension Educator, University of Wyoming Cooperative Extension Service,Platte County, Wheatland, Wyoming 82201
[5.] Extension Educator, University of Wyoming Cooperative Extension Service, Campbell County, Gillette, Wyoming 82716

Wyoming and the Western United States in general are undergoing a very rapid shift in land use. Thousands of acres of land are being subdivided into small acreage parcels. As this occurs, the number of small acreage landowners is growing. To meet the educational needs of these landowners a collaborative, multi-pronged approach to land management education is needed. Recognizing this need, a multi-agency group of conservation professionals joined forces as the Small Acreage Issue Team. Their mission is*"To create a culture of stewardship among small acreage land managers by promoting sustainable practices which enhance the ecological, economic and social aspects of the land and its people."* The Small Acreage Issue Team approach includes: packaging hands-on information for delivery via an attractive subscription-based magazine called Barnyards and Backyards, interacting individually with landowners through landowner visits, offering a multi-topic workshops targeted to local needs, and completing survey work to better understand the audience. During the 2006 year, between 5,000 and 10,000 of each each issue of the Barnyards and Backyards magazine were distributed each quarter, a total of 58 landowners received a visit to their property by a representative of the team and a total of 270 participants took part in one of 14 workshops offered. The evaluation results indicate that the use of these methods to deliver information and assistance to small acreage land owners is effective. The target audience is increasing their knowledge of beneficial land use practices and they are indicating a behavioral change.

I OWN A FARM, WHAT DO I DO NOW?

Long,* R.S.

Extension Agent, Virginia Cooperative Extension - Prince Edward County, Farmville, Virginia 23901

Southside Virginia has experienced an influx of new or inexperienced farm owners with small acreages in recent years. These citizens eagerly seek information on small scale agriculture which warranted development of an extension program. Input was solicited from the community, via newspaper and newsletter articles, to determine what topics to include. As a result of their response and previous inquiries, a program series entitled "I Own a Farm, What Do I Do Now?" was designed. The workshop has been offered three times with 58 participants from 46 farm families attending. Topics discussed included Economic and Tax Implications of Farming, Introduction to the USDA Service Center, Evaluating Farm Resources and Adaptability, Marketing Strategies: Benefits and Drawbacks, Small Scale Livestock, Forage Production, Forestry and Wildlife Endeavors for Small Landowners, Small Acreage and Alternative Crop Production, Greenhouse Production, and Small Fruit Alternatives. On the evaluations, all attendees indicated a beneficial increase in their knowledge of agriculture and several expressed interest in more detailed follow-up sessions on many of the topics. Workshop participants now receive notice of other programs such as the Rural Entrepreneurship Program, the Small Fruit Field Day, and alternative agriculture and organic farming conferences. Seven follow-up programs, such as "Small Ruminant Management", "Aquaculture for Watershed Ponds", and "Developing a Successful Farmers Market", have been developed and successfully offered. Over 1/3 of program attendees have contacted resources identified during the program or have attended other programs to gain additional knowledge. This program has served as a template for similar programs in Virginia.

2007 American/World Agriculture Award Recipient

Duane Acker

Duane Acker has served as a professor, dean, university president, administrator of the Foreign Agricultural Service and Assistant Secretary of Agriculture. He now farms. In 1996, Acker bought a line of used equipment and began operation of his 1,500-acre Iowa farm. Since then, he chaired a group that organized the Southwest Iowa Egg Cooperative and is serving as board chair of the Iowa Agricultural Finance Corporation, which invests, along with producers, in value-added agricultural businesses and also in biotechnology.

During the Ronald Reagan and George Bush presidential administrations, Acker was in charge of food and agriculture programs for the U. S. Agency for International Development, then headed the USDA's Foreign Agricultural Service and served as Assistant Secretary for Science and Education.

He studied and taught animal science at Iowa State and Oklahoma State Universities, was adviser to hundreds of students and wrote an animal science textbook. He headed agricultural and natural resources programs at South Dakota State University and the University of Nebraska, and was President of Kansas State University prior to his government service.

2007 NACAA Distinguished Service Award Winners

North Central Region — 16

Illinois
Pete Fandel

Indiana
Mike Ferree
Daniel D. Kirtley

Kansas
Scott C. Gordon
Gregory W. McClure

Michigan
Amy Irish-Brown
Daniel B. Rajzer

Minnesota
David Pfarr

Missouri
Bob Broz
Randall Saner

Nebraska
N.Tony Anderson

North Dakota
Bill Klein

Ohio
John Hixson
Jane C. Martin

South Dakota
Michael C. Huber

Wisconsin
Nolan Anderson

Southern Region — 37

Alabama
Michael Henshaw
Roger C. Vines

Arkansas
Jerry H. Clemons
Ron Matlock

Florida
A.M. Andreasen
Elizabeth R. Bolles
Larry L. Williams

Georgia
William Terry Kelley
Wes Smith
Tim Varnedore
Johnny P. Whiddon

Kentucky
Rankin E. Powell
Jason R. P'Pool

Louisiana
John A. Chaney
John M. "Mike" Rome

Mississippi
Shelby W. Bearden
Glenn Hughes

North Carolina
Ralph E. Blalock, Jr.
Linda Blue
Dalton Dockery
Marjorie L. Rayburn
Allan C. Thornton

Oklahoma
Mark S. Gregory

South Carolina
Anthony (Tony) Melton
Carlin C. Munnerlyn

Tennessee
Walter Battle
Joseph Griffy
Harold Tim Woods

Texas
Brent Batchelor
Deborah Benge Frost
Glen Moore
Danny J. Nusser
John B. Toner
Rocky Vinson

Virginia
James N. Belote, II
W. Dee Whittier
William H. Whittle

Western Region — 8

Arizona
David M. Kopec

California
Ben Faber

Colorado
Kipp A. Nye

Idaho
Stan Gortsema

Montana
John W. Halpop

New Mexico
John Martin White

Oregon
Sandy Macnab

Utah
Richard F. Heflebower, Jr.

Northeast Region — 8

Maine
David T. Handley

Maryland
David A. Martin

New Jersey
William T. Hlubik

New York
David H. Chinery
Stanley (Lee) Telega

Pennsylvania
Timothy E. Elkner
Robert Pollock

West Virginia
David Seymour

2007 NACAA Achievement Award Winners

North Central Region — 11

Illinois
Aaron N. Dufelmeier

Indiana
Jon R. Neufelder

Kansas
Amy R. Jordan

Michigan
Gerald May
Matt Shane

Missouri
Marcia Shannon

Nebraska
Delroy Hemsath

North Dakota
Bill Hodous

Ohio
Eric Barrett

South Dakota
Rod Geppert

Wisconsin
Jerry Clark

Southern Region — 26

Alabama
William Kenneth Kelley

Arkansas
Cindy Ham
Stewart K. Runsick

Florida
Pamela R. Mattis
Maia McGuire

Georgia
Rusty Harris
David B. Langston, Jr.
Bobby Smith

Kentucky
Carol La Faver
Paul Sizemore

Louisiana
Benjamin L. Legendre
Don Reed

Mississippi
Trey DeLoach
Steven W. Martin

North Carolina
Kevin E. Johnson
Debbie Roos
Diane Turner

Oklahoma
Danny P. Cook

South Carolina
James F. Hodges

Tennessee
Tammy L. McKinley
Alice J. Rhea

Texas
Landry Lynn Lockett
Brandon M. McGinty
Langdon Reagan

Virginia
Adria C. Bordas
Matthew A. Lewis

Western Region — 8

Arizona
Jack J. Kelly

California
C. Scott Stoddard

Colorado
Thaddeus R. Gourd

Idaho
Wayne B. Jones

New Mexico
Tom Dean

Oregon
Cory Parsons

Washington
Norman Suverly

Wyoming
Dallas Mount

Northeast Region — 6

Maryland
Shannon P. Dill

New Hampshire
Carl Majewski

New Jersey
Mary Cummings

New York
Roberta M. Harrison

Pennsylvania
Stanley A. McKee

West Virginia
Georgette F. Plaugher

2007
North Central Region
Hall of Fame Award

Warren N. Sifferath
Minnesota
36 Years — Retired

Warren served his entire career in Dakota County. Beginning in 1962 as Assistant Extension Agent working with 4-H, he rose quickly through the ranks and became County Extension Director in 1972.

Warren played a large part in bringing irrigation to the sandy soils of Dakota County which ultimately led to new agricultural industries. During the 80's farm crisis, Warren was given a special assignment as a marketing specialist. He worked with Hmong immigrants to begin truck farming. Warren was called on to coordinate a farm visit for then Russian President Mikhail Gorbachev. Later he worked with Volunteers Overseas Cooperative Assistance to help form Extension services in Kazakhstan.

Warren oversaw the county office transformation from a staff of five to having 35 employees. He shepherded the construction of the Dakota County Ag Service Center which consolidated several agencies. Toward the end of his career, he worked on a task force to explore financial sustainability of the University of Minnesota Extension Service.

Warren was an active member of the community, serving on Dakota County's first Planning Commission. He was on the Farmington School Board for 12 years and served on the Dakota County Fair board for six years. Warren continues his community involvement today as President of his Homeowners Association where he lives in Arizona.

A former colleague and high school ag teacher stated, "Warren was a dedicated and devoted servant to the extension service every day of his career. He was innovative, original, cooperative, dependable, and enthusiastic in his approach to the job he loved".

2007
Northeast Region
Hall of Fame Award

Leslie Firth
Pennsylvania
37 Years — Retired

Leslie started with 4-H and Dairy Extension improving knowledge of farm business management principles to develop maximum profit plans for dairymen. When promoted to Mercer County Extension director in 1965, he worked to develop a 13 acre 4-H park complete with barn facilities. A new county extension center was then constructed in 1981.

Leslie has served the association at both state and national levels. While serving as NACAA President, he chaired the ECOP subcommittee on agent association and produced "Extension Report to America" which was presented in the U.S. Congress. In 1981, then Secretary of Agriculture John Block appointed an "Extension in the 80's" committee to study and further the mission of Cooperative Extension. Leslie was the only Extension field staff appointment.

Leslie was involved with the development of the NACAA Educational Foundation and later served as a charter trustee. He also served as The County Agent editor. Leslie evaluated the Peace Corp in the Philippines, Malaysia and the Fiji Islands and made reports to NACAA and Washington D.C. Peace Corp. Near retirement, Leslie worked on the Polish American Extension Project where the free enterprise system and American Extension method were taught.

Leslie has made a lasting mark on 4-H youth in his long career. Those youth have grown to be community leaders and mention his many positive influences. One stated, "Mercer County has truly been blessed to have Les Firth, but if I know Les, he will tell you that it was the other way around".

2007
Southern Region
Hall of Fame Award

George Upton
North Carolina
51 Years

For 51 years, George Upton has meritoriously represented North Carolina Cooperative Extension by serving the citizens as a 4-H Agent, Livestock Agent and County Extension Director while upholding the principles of the Extension Service to make Sampson County a better place to live and work.

Sampson is one of North Carolina's leading livestock production and agriculture income counties. Through the years, George has developed and supervised the marketing of over 70,000 head of feeder and stocker cattle through a cooperative marketing program that has resulted in an estimated $25 per head return.

Through the efforts of George Upton, a new livestock education center was opened and named The Sampson County Livestock Facility. Under George's leadership, a new County Cooperative Extension Building is to be occupied this year.

George has attended 25 national, 40 state association and more district/committee meetings than one can count. George has been a member of the local, state, and national association his entire professional career, holding numerous district and state leadership roles. He has won the State Agent's Search for Excellence and Pride Award at the state and national level.

George is frequently called to serve on advisory boards and committees and with his common sense, no-nonsense approach to issues and willingness to work for others, he has received 15 state and local organization awards.

His District Extension Director stated, "George's life has been dedicated to Cooperative Extension and to our mission. He is a role model in our organization and one that all aspires to emulate".

2007
Western Region
Hall of Fame Award

N. John Hansen
Oregon
31 Years — Retired

N. John Hansen enrolled in 4-H in 1927 and by 1943 was working for Oregon State University as the Linn County 4-H Agent. He was involved with two 10 year planning programs where local citizen committees were responsible for developing county extension program priorities. He has worked with the young farmers groups in developing soil sampling days. This program was featured in the May 1963 Agriculture Leaders Digest.

N. John Hansen attended his first NACAA meeting in 1954 at Salt Lake City and was elected as vice president only 10 years later. In 1975, he started the first Life Member page in the County Agent magazine and later worked to organize a Life Member group. By the late 80's and early 90's, he was vice-chair of the Western Region Life Member group and went on to become the National Chair. In 2006, he attended his 43rd NACAA meeting with his wife Ruth who was attending her 39th.

N. John Hansen was instrumental in working with Ivan Stewert to develop his farm for the Oregon 4-H center in 1962. In 2000, he established an endowment for maintenance of the center. In 2004, he also established an endowment for the Polk County 4-H leaders Association for camp scholarships and 4-H leader trainings and later had a four bedroom cottage at the 4-H center named "Hansen Cottage".

One letter of support stated "our family has farmed in three counties and John was without a doubt the most accommodating and most helpful agent…we are honored to have him as a friend".

2007 P.R.I.D.E. Awards Abstracts

PLANT, PROTECT AND PRESERVE TREES

NEILL, K.C.

Agricultural Extension Agent
North Carolina Cooperative Extension Service
3309 Burlington Road
Greensboro, North Carolina 27405

Guilford County has undergone significant growth over the past several years at the expense of the urban forest and many of the treasured trees. We have lost a significant amount of tree canopy. Our intent was that a public tree education program be designed to educate all citizens about the value of trees to our society. We must educate everyone on the importance of recognizing, preserving and protecting our living heritage so that future generations can continue to see the majestic giants of our past.

To do this, we felt it was important to educate citizens on the proper care these mature trees need. The senseless brutalization of trees due to topping each year is heartbreaking. Many citizens spend considerable sums of money on unnecessary tree topping. We introduced citizens to species of trees that will do well in the piedmont and continue to emphasize proper planting away from power lines. ISA workshops were another avenue to provide continuing education about proper tree care and in this case, to the tree care industry, helping them to maintain a higher level of professionalism and to be more responsible about following required safety practices.

Our hope was that we will influence citizens' understanding of the benefits of trees; raise their awareness of the problems that result when we do not save our shade trees; and encourage planting new trees for future generations. Our program served as the catalyst for bringing organizations together to preserve our community's trees.

AG AWARENESS DAY IN OGLE COUNTY, ILLINOIS

Lindenmier, * W.J.(1), Moser, D.(2)

1) Unit Educator, Crop Systems, University of Illinois Extension, Ogle County, Oregon, Illinois 61061
2) Unit Educator, Youth Development, University of Illinois Extension, Ogle County, Illinois 61061

A survey of elementary school teachers in Ogle County, Illinois indicated that children had not been given the opportunity to learn about the benefits of the agricultural industry. This was in spite of the fact that agriculture is a major portion of the economy of Ogle County. A program of educating 5th graders about food production and the career opportunities in the agricultural sector was planned and implemented. As of 2006, 842 students of diverse residence and ethnic backgrounds have engaged in many learning activities such as shearing sheep, following GPS waypoints and candling eggs. Differences in pre-test and post test scores show that participating students are learning more about agriculture as a result of their participation. Average number of correct answers to pre and post test questions about agricultural topics rose from 34% to 56% respectively. Both immediately after the event and six months later, instructors were asked to rate their confidence in teaching subjects related to agriculture and their use of agriculturally related learning activities. One hundred percent of the teachers expressed a higher level of confidence in teaching about agriculturally related topics after the event. All participating teachers indicated that the topics of the day surfaced as the school year progressed and served as common "reference points" on which to build further learning. As stated by one teacher, "Students have stronger background knowledge allowing me the flexibility to take the lessons beyond an introductory level." Feedback also shows that Ag Awareness Day also related to classroom environmental, math, science, language arts, and reading studies.

REGISTERED FORESTERS CONTINUING EDUCATION TRAINING

Dollar,* R.D.[1], Simpson, A.L.[2], Clemons, J.H.[3], McCarter, D.M.[4], Guffey, C.W .[5]

[1]Staff Chair, University of Arkansas Cooperative Extension Service – Nevada County, Prescott, AR 71857
[2]Extension Agent, University of Arkansas Cooperative Extension Service – Clark County, Arkadelphia, AR 71923
[3]Staff Chair, University of Arkansas Cooperative Extension Service – Clark County, Arkadelphia, AR 71923

[4]Staff Chair, University of Arkansas Cooperative Extension Service – Pike County, Murfreesboro, AR 71958
[5]Natural Resource Program Associate, University of Arkansas Cooperative Extension Service, Monticello, AR 71656

The Foresters Continuing Education Training was planned and conducted to offer an opportunity for registered foresters to complete all annual continuing education requirements at one location and in one training session. Registered Foresters in the state of Arkansas are required to complete annually six hours of continuing Forestry Education to maintain their state licensing. It is not uncommon for Registered Foresters in Southwest Arkansas to travel many miles to fulfill this requirement. Many of the continuing forestry education courses available offers only a portion of the certification hours required to meet the continuing education criteria. The Nevada County Cooperative Extension Service initiated an educational program in cooperation with the Pike and Clark County Cooperative Extension Service offices and with the University of Arkansas Cooperative Extension Service, Division of Agriculture, Extension Forester providing programmatic support to the training. The 2006 Foresters training flier was prepared by the team and mailed to approximately 600 registered foresters throughout the state. One hundred thirty-five foresters participated in the Second Annual 2006 Foresters Training on June 13, 2006 in Prescott, Arkansas. The Registered Foresters participating in the training met the State's 6.0 hour Continuing Forestry Education requirement in this one day training.

JEFFERSON COUNTY LEADERSHIP PROGRAM

Rhea, J. P.

Extension Agent, The University of Tennessee Extension, Jefferson County, Dandridge, Tennessee, 37725

Jefferson County is a moderately industrialized county nestled between the booming urbanized counties of Knox and Sevier and the primarily rural county of Grainger. There are 1,311 farms in Jefferson County with a population of 48,394 people. The University of Tennessee Jefferson County Extension partners with the Jefferson County Chamber of Commerce in both the Youth and Adult Leadership Programs offered to students and potential leaders of Jefferson County. Jefferson County Extension has established the overall objective and goal regarding its involvement in the leadership class as: Educate non-agriculture related individuals about the value of production agriculture by visiting a diversity of successful operations and thereby gaining a greater understanding and appreciation for the agricultural industry in Jefferson County. The Leadership Jefferson County Program is designed to create community awareness, to encourage discussion on a wide range of issues, and to develop leadership skills among participants. NACAA member organized, planned, and evaluated the program.

PUBLIC RELATIONS EFFORTS OF GREG DRAKE II IN BUTLER COUNTY KENTUCKY

Drake, G.K.

Extension Agent, University of Kentucky Cooperative Extension Service-Butler County, Morgantown, Kentucky 24461

Public relations efforts are an important part on any county extension agent's job. The farm population is falling every year. The number of persons involved in the agriculture industry is falling in most parts of the county. Those of us involved in agriculture must do a good job of promoting our industry to all stakeholders. We need the support of non-farm people to insure a favorable environment to produce the nation's food and fiber. In Butler County there are twelve thousand people and only about two thousand that are involved in agriculture. As agriculture agent I have worked on ways to help these people have their voice heard. I have been elected to the local chamber of commerce, I have worked to make agriculture programs in Butler County more interesting to non-farm clientele, I have tried to convey a pro-agriculture message wherever I am, and I have worked to get other farmers and agriculture industry professionals to work on the same message. Through these efforts we have made policy makers aware of the importance of the farm community in our changing little community. We have seen no regulations passed locally that would hurt farmers, and more people understand why having farmers in the community is a very positive thing.

GATOR DAY BANNERS

Felter,* L.A.[1], Graddy, S.E., Mansfield, K.L., Wallig, M.

[1] Extension Agent, Florida Cooperative Extension Service, Orange County, Apopka, Florida 32703

These twelve banners were designed for Gator Day 2006, which took place on April 5. Gator Day, University of Florida's (UF's) annual showcase, takes place in the Florida Capitol building in Tallahassee. Legislators and their staff are invited to view displays and visit booths with information about UF research and programs. Our charge was to show how agriculture and UF/IFAS are important to the state. In order to do that, we devised each banner to be simple and catchy, and to deliver a powerful message. Ten of the banners each reference a specific agricultural commodity, with a number showing that commodity's economic impact on the state. An eleventh banner has a map of UF/IFAS research facilities throughout the state, along with the campaign tagline, "UF/IFAS: Keeping Florida Strong and Healthy." The culminating, largest banner shows the collective economic impact of agriculture and natural resources in Florida: $87,600,000,000. We wanted the sheer length of that figure to impress passersby enough for them to stop, count, and figure out what all of those zeros add up to: almost $88 billion. These banners have been met with such a positive reaction that they are constantly being moved to new locations around the main campus. They are also regularly taken to conferences and public events regularly by various offices within UF/IFAS. Since Gator Day, eight more banners have been created based on the originals.

SPRING GARDEN DAY

Coco,* A.M.
County Agent, LSU AgCenter, Tangipahoa Parish, PO Box 848, Amite, Louisiana 70422

The population in Tangipahoa Parish, Louisiana, has been increasing, especially since Hurricane Katrina, with people moving from the New Orleans area, which has different temperatures and soils. All homeowners and gardeners in the area need to know which plants will do well here, and where they can find gardening and landscape products and services they want. Since 2000, the LSU AgCenter Extension agents and Louisiana Master Gardeners in Tangipahoa Parish have sponsored an annual event open to the public called Spring Garden Day. The 2007 Spring Garden Day was held on Saturday, March 10th to: 1) educate the public on LSU AgCenter recommendations on gardening and landscaping and related topics for the area, 2) let the public know what garden and related products and services are available in the area, and 3) serve as a fund-raiser for the Tangipahoa master gardeners, to enable them to continue their educational efforts and services related to horticulture in the parish. The event consisted of educational exhibits, commercial exhibitors selling plants and/or garden related items, master gardener demonstrations, tours of the research station, seminars by LSU AgCenter horticulturists, master gardener plant sale, kids' tent with gardening related activities, gardening advice, master gardener program information, and concessions. Almost 800 people participated in the event. About 90% of the people who turned in their evaluation forms, indicated they gained some knowledge about gardening and/or products and services for the area, as a result of attending Spring Garden Day.

BRINGING AGRICULTURE AND EXTENSION FACE TO FACE WITH THE COUNTY THEY COEXIST IN

Felter,*L.A.[1], Sweat, M.[2]

[1.] Extension Agent, Florida Cooperative Extension, Orange County, Apopka, Florida 32703
[2.] Extension Agent, Florida Cooperative Extension, Baker County, Macclenny, Florida 32063

Florida is a state that faces urbanization and rapid development everyday. Residents of the state are unaware of the impact that agriculture has on their daily lives. The state also has term limits and has to continually educate new decision makers about agricultural production and its relationship with Extension. To increase the visibility of agriculture and the awareness of Extension a statewide effort is made each year at the Florida Association of Counties annual meeting. Members of this association are county commissioners from all 67 counties, county and city managers, and other decision makers. The event averages 4,500 attendees. For many years the Florida Association of County Agriculture Agents (FACAA) has participated by providing a booth called "The Country Store". Extension agents from around the state collect the best samples of agricultural products. The agents then work at the trade show booth for a day and half,

giving samples of these items to everyone that visits the booth. The booth is very popular and the attendees seek out the booth every year. While visiting the booth they receive free samples of Florida's agricultural products and at the same time hear Extension's story and get answers to any questions they may have as well as visit with agents from their county. Our consistent presence has also built a relationship with the attendees and the FAC conference coordinators. We have come to the point where if we were not present we would be missed.

GOODNESS GROWS IN NORTH CAROLINA

Barkley,* D.V.[1]

[1.] Extension Agent, North Carolina Cooperative Extension, Brunswick County, Bolivia, North Carolina 28422

Each year the regional fair for the tri county area in Southeastern North Carolina which includes Brunswick County, Pender County, and New Hanover County provides an educational display focusing on the need to support our local farmers by buying locally grown produce. The North Carolina Department of Agriculture has combined two of its marketing campaigns, "Goodness Grows in North Carolina" and "It's Got to be NC", to also increase consumer awareness on how important it is that consumers buy locally grown produce. The Cooperative Extension Service and the NC Department of Agriculture are working collaboratively to achieve a common goal of helping the farmer and the consumer. By purchasing local produce not only does the farmer benefit but, so does the whole community. Buying locally grown produce can mean better nutrition, better quality and better flavor because the produce is often fresher and allowed more time on the plant to reach full ripeness and maturity. The North Carolina Commissioner of Agriculture gives out an award to the County and Regional Fairs that best promotes supporting local farmers each year at the annual NC/SC Fair Convention. This year's winner was Brunswick County Horticulture Agent David Barkley representing the Cooperative Extension Service at the Cape Fear Fair and Expo. David designed the display and with the help of Master Gardener Volunteers and 4H Youth put together an educational display featuring many fine examples of crops and produce that are grown in North Carolina, especially the ones available from local growers

COMMUNICATIONS AWARD PROGRAM - 2007

ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

RADIO PROGRAM

National Winner

GARDENING IN A MINUTE RADIO PROGRAM

Eubanks, E.E., Felter, L.A.[2], Graddy, S.E., Wichman,* T.A.[1]

[1] Extension Agent, Florida Cooperative Extension Service, Alachua County, Gainesville, Florida 32611
[2] Extension Agent, Florida Cooperative Extension Service, Orange County, Apopka, Florida 32703

Florida's natural resources are increasingly taxed by residents and tourists, and the responsible management of water, wildlife habitat, and energy become more important every year. To help spread sustainable landscape management practices, UF/IFAS recently developed a daily one-minute radio program for NPR and other interested stations. In a short, fun format, Gardening in a Minute shows educate listeners on sustainability issues related to water, plants, pests, wildlife, and quality of life; each show explores a different home gardening or lawn care topic. Gardening in a Minute has several objectives: 1) to introduce gardeners to Florida-friendly gardening practices; 2) to encourage the use of these practices for a more sustainable Florida; 3) to create awareness of University of Florida research and programs; 4) to promote University of Florida Extension resources through the program's Web site; and 5) to create public value for Extension. At the end of each show, listeners are directed to their county Extension offices for more region-specific information and to the show's Web site, www.gardeninginaminute.com, where they can listen to all past shows. Gardening in a Minute is currently being broadcast in nineteen counties in north central Florida on two NPR affiliates. The show has a listening audience of about 15,000 and its Web site receives about 5,000 visitors per month. Gardening in a Minute launched October 2, 2006 and has been receiving outstanding results. The project team is beginning a syndication process to enter the other Florida markets.

National Finalist

KSL RADIO GREENHOUSE SHOW

Sagers,* L. A.
Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

The KSL Radio Greenhouse Show is America's longest-running gardening show. Sagers has now hosted his radio program longer than any similar program in the country. For three to four hours each Saturday morning for the past 24 years, he has answered more than 52,000 garden questions. This DVD contains an introduction to one of the more than 160 hours of radio programs during the past year. It is a live, unscripted show recorded on the air on March 3, 2007. The format is a live call-in show with Sagers providing answers to any and all listeners' questions. Each hour, he presents a short, seasonal topic. KSL is a 50,000 watt clear-channel station reaching and receiving calls or letters from listeners in the eleven western states, South Dakota and Canada. Through internet streaming it extends throughout the world with questions from Turkey, Germany and Brazil. He has broadcast the show on location from Italy, England, three Canadian Provinces and more than fifteen states. Subject matter depends on questions and the season. The listeners access the show via one of 10 phone lines, e-mail, or fax. Arbitron ratings rank the show as the most listened-to weekend radio program in Utah and the most popular garden program between Denver and the West Coast. It was voted Utah's most entertaining radio program by the Utah Broadcaster's Association.

SAGO PALM DAMAGE RADIO SPOT

McNulty,*A.C.

Extension Agent, Clemson Cooperative Extension Service, Sumter County, Sumter, South Carolina 29150

Many South Carolina gardeners were unprepared for a severe freeze in early December of 2006 and did not protect or bring in their sago palms. As a consequence, the fronds were damaged and turned brown on many plants. Extension agents fielded numerous questions about this damage and how to respond to it. This agent used her time on state-wide radio to explain to listeners what caused the damage and that the affected fronds would not recover. She described how and when to remove those fronds and gave listeners a suggestion of how to incorporate them into next year's holiday decorations. SC Educational Radio provides a daily 54 second radio slot to Clemson Extension; each program is broadcast two different days, three times per day, state-wide. This program was aired March 2 and March 9, 2007. This program was recorded in the station of WRJA in Sumter, SC, a regional affiliate of SC Educational Radio.

Boser, S.M.
Associate Extension Educator, Penn State Cooperative Extension Beaver County, Monaca, PA 15061

This radio program was recorded on Tuesday, February 13, 2007, at WBVP. The radio show is a weekly, live, hour-long Extension spot airing from 9:10-10:00 am each Tuesday on Beaver County's AM 1230 WBVP/ 1460 WMBA. The stations serve an average listening audience of approximately 6,000 people in Beaver County and surrounding areas. Each week a different member of the Beaver County Extension staff presents information on topics such as gardening, home horticulture, food safety, nutrition, or water quality. Listeners are encouraged to call in with questions on the presented topics. This particular program serves to educate the public on various water quality issues including groundwater, water quantity, home waters supplies, water treatment, and water pollution prevention. Beaver County is home to approximately 80,000 people, many of whom rely on wells as their water supply. In addition, two major rivers – the Beaver River and the Ohio River - and many creeks and streams make up the local landscape. These factors make water quality education an important aspect to the people of Beaver County.

Regional Finalist

EPD'S ARE ONLY AS GOOD AS YOUR GOALS

Cantalupo, * N.M.
1. Extension Agent, Montana State University Extension Service, Fallon/Carter Counties, Baker, Montana 59313

Once you get thru the beautiful marketing pictures, terms like "scrotal circumference" "IMF" "REA" "Growth and Milk" and then the confusing term "EPD's" comes up. As I thought about it, Expected/Estimating Progeny Difference EPD, what does it mean? The definition of EPD's I like the best is " it is a prediction of how future

sons and daughters of a sire are expected to perform in each of the traits listed as compared in their own breed." Most EPD's are expressed in pounds, however some are expressed in ratios such as calving ease. EPD's on animals that have not bred anything yet are calculated on the performance of their ancestors. So, before you can choice a bull based on his EPD pluses or minuses, you must know where your herd is at today and where you would like it to go, in other words what are your **production goals**. For example; if you sell all your calves at weaning time and buy replacement heifers, than the milk EPD should not be important to you as well as you should know if the bull calves were fed creep feed, which would add pounds to there weaning weights. Evaluate the bulls on paper first then the second step is to do a visual evaluation where structure, balance, frame and muscle will probably play a roll in your final decision. This is normally done the day of the sale. Remember the Bull is only as good as your goals!

Schwartau, C. R[1]

[1.] Regional Extension Educator, Rochester Regional Extension Center, 863 30th Ave SE, Rochester, MN 55904-4915

This entry is an example of the program done every other Wednesday morning (5:40 a.m.) on KDHL radio, Faribault, MN. It is an interview format done over the phone with the station's farm programming director. To lend it a personal touch, the director likes to open with some timely questions about current conditions or issues of the day. Since we tape the afternoon before airing, we can be quite current. The program normally runs 5 – 7 minutes. Taping ahead of air time allows the director to plan the morning broadcast with some flexibility to use the full interview. The station's advertising department estimates listenership at "50,000 plus" for this time slot. Historically this station and time has given our agricultural programs excellent exposure.

This particular program focused on a human resource management topic that I picked up at a regional dairy business management conference. It reports how dairy farmers use certain practices and how those practices lead to greater success managing employees on the dairy farm.

COURT RULING ON NRDC LAWSUIT MAY MEAN THAT WATER WILL FLOW IN THE UPPER SAN JOAQUIN RIVER AGAIN.

Stoddard, C.S.

Farm Advisor, University of California Cooperative Extension. 2145 Wardrobe Ave., Merced, CA 95340. csstoddard@ucdavis.edu.

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. On November 28, 2006, I taped a discussion with the KYOS show host Dennis Daly about a recent court ruling in favor of the Natural Resource Defense Council (NRDC) against the Friant Water Users Authority regarding diversion of water for agriculture out of the San Joaquin River. Currently, so much water is diverted into canals that the upper river is dry for more than 60 miles until joined by the Merced River. These diversions severely restrict fish migration, especially salmon. 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 points of interest. We discussed the current river situation and the potential impacts to agriculture if more water were allowed to go into the river for salmon restoration.

RADIO

Reed, M.S.[1]

[1]Powell County Extension Agent for Agriculture & Natural Resources, University of Kentucky Cooperative Extension Service, Powell County Office, 169 Maple Street, Stanton, KY 40380

The radio program prepared for the radio station WSKV (104.9) is one of two locally owned and operated

radio stations serving Powell County, KY. The radio program is three to give minutes in length and is aired each morning at 7:20 a.m. the radio program contains timely production tips in the areas of home gardening, beef cattle, burley tobacco and other topics relating to area agriculture and living in the rural areas of eastern Kentucky. It also will contain announcements of upcoming events and activities sponsored by the Extension Service o interest to local residents. The program is taped in agent's office weekly on a standard tape and hand delivered to the radio station once a week. The radio program has aired each day since June of 1981 and reaches over 5,000 homes.

COMMUNICATIONS – RADIO

Mahan *, G.L.

Extension Educator, Ohio State University Extension Greene County, Xenia, Ohio 45385

Objective: to inform listeners of Ext. programs related to agriculture including those topics of horticulture nature and share information which may be of use to them in their everyday lives. Program is taped for airing each Monday. Average length is 6-8 minutes. This program was taped from the Extension office in Xenia via the telephone with the radio studio in Wilmington. Agent is sole contributor to determining content. Audience is estimated at 15000. Show was broadcast on WBZI radio-1500AM on Monday January 8, 2007.

PUBLISHED PHOTO & CAPTION

National Winner

TAKE TIPS FROM BRITS TO DESIGN A GARDEN

Sagers,* L. A

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

These photographs were published as part of a feature story in the *Deseret Morning News*. They were part of a longer series that covered several weeks and included design suggestions based on several English gardens. These pictures and the accompanying article focused on creating a beautiful perennial border. The English are masters at creating spectacular border gardens and Christopher Lloyd was considered one of the greatest of these designers. The author took the pictures of Lloyd's garden at his home at Great Dixter, Kent, England to illustrate his use of form, color and texture in creating great border garden designs. Photos were submitted in digital form to the newspaper. Copies of the color photos submitted are included as prints and in JPEG form on the enclosed disk. The daily newspaper circulation is 70,000 copies distributed throughout the state of Utah and surrounding states.

National Finalist

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 218,000, 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 Friday. 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 story was to educate readers on the hazards of topping trees and to teach how to correctly remove a tree branch. The pictures were originally taken with slide film and were scanned into digital format. They were submitted to the newspaper electronically.

READY AIM…4-H EXTENDS BEYOND AGRICULTURE TO BB GUN CLUB

Varner,* D.L.

Extension Educator, University of Nebraska-Lincoln Extension, Dodge County, Fremont, Nebraska 68025

Extension's 4-H program is often perceived to be focused on traditional livestock, cooking, sewing and related project areas. The "Ready Aim….4-H Extends Beyond Agriculture to BB Gun Club" feature in the Fremont Tribune "Life" section was designed to introduce readers to a new generation of 4-H project opportunities. A photo of a young 4-Her practicing safe and responsible BB gun safety was used in the header of the newspaper's front page and again as an eye-catching image in the feature story. The full-page story was printed as the 2007 4-H project year commenced. Nearly 20,000 households purchased this newspaper in Dodge and adjacent counties which contributed to substantial new 4-H project awareness in a four county area. Story photos were captured and photo captions authored by Educator Varner. The adjoining article was authored by a freelance author based on interviews and material provided by Educator Varner and 4-H Assistant Lisa Poppe. Appropriately the final sentence of the story reads, "Expanded from the agricultural base that defined a generation, today, a wide field of opportunity openly beckons the head and the heart of today's youth." This story generated much interest in the local 4-H program from parents and youth who were not currently enrolled.

WHAT A MELON!

Allen,* C.S.

Extension Agent, University of Arkansas Cooperative Extension, Poinsett County, Harrisburg, Arkansas 72432

The need to educate our youth about horticulture and plant growth is a tremendous responsibility of county agents. The purpose of the Giant Watermelon contest at the Arkansas State Fair is to provide 4-H'ers the opportunity to be involved in horticultural endeavors. During the duration of the project 4-H'ers are responsible for providing care from a seed to a mature fruit. The State Fair contest is judged solely on the weight of a sound fruit. It is through my work with these youth that they acquire the knowledge needed to produce these giant melons which are weighed and placed on exhibit at the State Fair in Little Rock, Arkansas in October of each year. This photo was taken on site at the Arkansas State Fair by the Poinsett County agent and was distributed to three newspaper outlets in the county, reaching a readership of about 50,000 individuals.

Regional Finalist

NACAA COMMUNICATIONS AWARDS PROGRAM-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 28, 2006. The photo and cut-line were submitted electronically to support the educator's weekly agriculture column on OSU Extension's fall community horticulture classes. This article and picture served as the primary promotion piece for these classes which were attended by 100 residents. This attendance was more than was anticipated due to the fact the Master Gardeners had never offered a fall series of classes before. Many of the participants in the class remarked about how the sunflower picture caught their attention. 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, 72 photos, and 81 special news releases published in the Ashtabula Star Beacon.

EASTERN TENT CATEPILLAR, PHOTO, CAPTION, AND ARTICLE

Butzler*, T.M. [1]

[1]Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

Every spring, calls come into the office about the massive gypsy moth infestation when in reality; it is the eastern tent caterpillar. I decided that it was time to educate the public on our annual spring pest, the eastern tent caterpillar with an article in the local newspaper. I always submit several photographs with the written column, hoping that at least one photograph will be included with the text. This visual component

is used to attract the reader to the column. The article, with photo, was published on May 22, 2006 by the above author. It was submitted via *The Express*'s virtual newsroom; therefore, it was not prepared with letterhead. An Olympus C-700 was used for the photograph. *The Express* has a daily circulation over 10,000. Several phone calls were generated because of the news article and some callers requested additional information.

TWIN-ROW CORN EMERGES IN JEFFERSON COUNTY

Bender, T.J.

Crops and Soils Agent, University of Wisconsin Extension, Jefferson County, Jefferson, Wisconsin 53549

Corn producers are interested in optimizing corn planting equipment to increase yields. One concept is increasing yields by planting corn in closely spaced rows centered on a standard row width or twin-rows. A common configuration is to plant corn in twin-rows that are eight inches apart on thirty inch centers. A key aspect of this configuration is that producers can utilize their current harvesting equipment. Can producers increase yield by utilizing twin-rows? Is there a best planting population for corn grain production in twin-rows? A strip trial was planted with four different populations with twin-rows compared to thirty inch rows at one population. The twin-row planter was operated at 33,000, 36,000, 39,000 and 42,000 kernels per acre and the standard planter at 33,000. The lowest plant population had the highest yields for both planter configurations. The top yield was 228.38 bushels per acre (bpa) achieved by the twin-row configuration at 33,000, along with the second rank yield of 223.02 bpa achieved by the thirty inch rows at 33,000 plant population. The twin-row top yield resulted in additional revenue of $24.58 per acre adjusted for moisture and drying. The study has caught national and statewide recognition. On January 29, 2007, thirty-five clients attended a meeting featuring the topic. An article was also included in *Hay & Forage Grower* (January 2007) which was distributed to 82,000 forage producers.

FEATURE PHOTOGRAPH AND CAPTION FOR "GROWING HOLIDAY TRADITION"

Hlubik, * W.T.

Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, Davidson Mill Pond Park, EARTH Center, North Brunswick, NJ 08902.

The feature photograph and caption was created for the feature article "Growing Holiday Tradition." The photograph and caption appeared on the front page of the Home and Garden section of the Star Ledger on December 14, 2006.
The picture shows 10 year old Joseph Zimmerman and his father Robert selecting their Christmas tree at the Giamarese farm in East Brunswick, NJ.
Circulation for the Thursday paper is 468,955 paid subscribers. The Star Ledger is the most widely circulated newspaper in New Jersey, reaching most of the northern and central parts of the state as well as parts of southeastern New Jersey. The Star Ledger ranks 13th in the United States for daily circulation. The photograph was taken with a Canon Digital Rebel EOS camera and uploaded to the Star Ledger picture data base one week prior to print.

Tuck, * B.[1], Engel, E.[2]

[1.] Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

[2.] Oregon State University Extension Service – Extension & Experiment Station Communications, 422 Kerr Administration Building, Oregon State University, Corvallis, Oregon 97331

Several counties in Oregon are currently experiencing serious budget cuts in their local funding. One option is to secure long-term sustainable funding through the establishment of an extension service district and permanent tax rate. The steps to establish a service district and permanent tax rate are extensive. To support counties that are considering this approach statewide training was developed. To support this training a service district resource manual was developed by Brian Tuck, Oregon State University Extension Agent and Deborah Maddy, Oregon State University Associate Extension Director. The attached photo was used for the cover of this statewide resource manual. The photo was taken by Brian Tuck and the resource manual cover page using the photo was formatted by Evie Engel, OSU Extension & Experiment Station Communications Specialist. The manuals are available to any Oregon County through Oregon State University Extension Administration in Corvallis Oregon.

PUBLISHED PHOTO& CAPTION

Talbert, M.J.

Clemson Extension Service
96 U.S. Hwy.321 S.
Winnsboro, S.C., 29180

I took this picture at last summer's on farm cattlemen's meeting. I submitted it to the local paper this winter to capture the attention of farmers with the question "what are they
looking at?" I wanted farmers to read the caption to find out what the farmers are looking at and read on. My objective was to generate curiosity and interest enough to get farmers to see that there are three very good production meetings scheduled for this spring.

A secondary goal was to get an agricultural picture in the paper so that the general public
can maintain awareness of agriculture and the educational component that The Clemson University Extension Service provides.

I used a Sony digital camera and sent the picture as an attachment to the Herald Independent Newspaper that has a circulation of 6000. The editor changed the size to fit
the space that he had available. I composed the caption.

SLIDE SET, TRANSPARENCIES, GRAPHIC PRESENTATION

National Winner

INNOVATIVE FENCING AND FACILITY OPTIONS FOR HORSES

Beale,* B.E. [1], Wilson, K. S. [2]

[1] Extension Educator, Agricultural and Natural Resources, St. Mary's Co., University of Maryland Cooperative Extension, P.O. Box 663, Leonardtown, MD 20650
[2] Regional 4-H Horse Extension Specialist, University of Maryland Cooperative Extension, 11975 Homewood Road, Ellicott City, MD 21042

In response to the increasing number of new and expanding horse operations in Maryland, the authors developed a presentation entitled "Innovative Fencing and Facility Options for Horses" with the objective of providing information to horse owners for building good fences and designing facilities that avoid common pitfalls. Many of these new farms begin with limited acreage in populated suburban areas with heavy traffic patterns. As a result, manure storage, preventing muddy areas, composting capability and maintaining adequate fences are important tools to reduce liability, provide a safe environment and prevent environmental problems. The authors were first invited to give the presentation at the 2nd Annual Maryland Horse Conference to a group of 84 horse enthusiasts. After class survey results indicated 93% of participants rated the program either "Very Good" or "Excellent". The authors gave the presentation again by invitation at the Southern Maryland Horse Conference and were invited to present at an upcoming Mud, Water and Horse Conference for Conservation Professionals. Most pictures were taken by the authors with some from equipment suppliers or colleagues. The presentation was developed entirely by the authors using Microsoft PowerPoint software. The one hour presentation is designed to be given by two presenters. The first presenter covers introductory slides as well as the facility portion of the presentation and the second presenter covers the fencing portion. There are numerous presentation aids such as samples of various types of fencing material, samples of geo-textile material, different sizes stone, and compost samples to pass around the audience. The presentation includes a two page reference guide. A print version of the presentation was also distributed to the audience.

National Finalist

CRITTENDEN/LIVINGSTON MEAT GOAT COLLEGE

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

The Crittenden/Livingston Meat Goat College was initiated a few years ago to provide timely, research-based, yet practical meat goat production and management information to the growing meat goat industry in Livingston County. Arguably, the basic stockmanship skill of selecting breeding stock has become a lost art over the years and particularly many

producers that are becoming involved in meat goat production may have little or no experience in Animal Agriculture. While the importance of utilizing performance data and the eventual incorporation of expected progeny differences (currently being calculated by some meat goat breed associations) in breeding stock selection is of utmost importance, the aspect of visual appraisal should not be ignored. This presentation combined the aspects of visual appraisal, performance records and expected progeny differences in selecting breeding stock. The program was presented in early March of 2007 at the Winter Session of the Crittenden/Livingston Meat Goat College using Microsoft PowerPoint and was prepared/adapted by the Livingston County Extension Agent for Agriculture and Natural Resources from a variety of University/ Extension sources. A total of 15 people attended the session with 75% of the survey respondents rating the program "Excellent" and 25% rating it "Good".

ECONOMIC ASSESSMENT OF ETHNIC SPECIALTY VEGETABLES

Sciarappa, * W.[1], -Van Vranken, R.[1], Govindasamy, R.[2], Purduri, V.[2], Ayeni, A.[3], Simon, J.E. [4], Mangan, F.[5], Lamberts, M.[6], - McAvoy, G. [6], - and Pappas, K.[2]

[1]Rutgers Cooperative Extension , New Jersey Agriculture Experiment Station, Rutgers Univesity, New Brunswick, NJ 08901; [2]Agricultural Economics and Marketing, Rutgers University, New Brunswick, NJ 08901; [3]International Agriculture - Deans Office, Foran Hall, 59 Dudley Rd., Rutgers University, New Brunswick, NJ 08901; [4]Center for New Use Agriculture and Natural Plant Products, Rutgers University, New Brunswick, NJ 08901, USA; [5] Department of Plant, Soil & Insect Sciences, French Hall, 201 University of Mass., Amherst, MA 01003; [6] University of Florida, 18710 SW 288th St., Homestead, FL 33030

The general objective of this USDA-NRI study is to document the available opportunities for east coast farmers to grow ethnic crops from a market demand perspective. Economic opportunities have arisen in the last decade for specialty crop agriculture catering to the ethnically diverse consumers of the United States. USA Census 2000 data show significant rises in ethnic populations ranging from 3% to 8%. The first generation ethnic composition of New Jersey, New York, Massachusetts and Florida are 18%, 21%, 11% and 17%, respectively. Community maps pinpoint concentrations of recent ethnic citizens which help a grower better determine local consumer populations and preferences.

A survey based on random sampling was prepared for four major selected ethnic groups namely, Chinese, Indian, Mexican and Puerto Rican. 271 people were interviewed from each selected ethnicity totaling 1,084 samples. Bilingual surveys of these ethnic consumers developed food crop preference and ranking from a potential list of over 100 fruits and vegetables. Crop production experts from Florida to Massachusetts further refined this list from a production perspective. These consumer choices of preferred vegetables as well as their purchase amounts per shopping visit were calculated. Specific lists of vegetable preferences and community maps were compiled to connect growers to these emerging marketplaces and to direct crop demonstration plots for university partners along the east coast of the United States. This initiative bridges the supply-demand gap, delivering practical solutions to economic problems faced by many vegetable growers while contributing to the nutritional and health needs of regional consumers.

NEW TECHNOLOGIES IN FORAGE PRESERVATION

Saxe, C.A.
University of Wisconsin Cooperative Extension Agriculture Agent, Juneau County, 211 Hickory Street, Mauston WI 53948

"New Technologies in Forage Preservation" is a computer-generated presentation created by using the PowerPoint computer software program. This slide show presentation was designed to share some of the latest innovations in forage preservation to the producer audience. Innovations discussed ranged from widely adapted concepts to exploratory concepts that are in the process of being researched and developed. This PowerPoint presentation was presented at four producer meetings involving more then 40 participants during the months of February through early March of 2007. Hard copies of the presentation were also distributed to producers at these meetings. This member developed the presentation idea, content, script and selected all pictures and images. This PowerPoint presentation has also been made available on the World Wide Web at the Central Wisconsin Agriculture Specialization Website (http://www.uwex.edu/ces/cwas/).

Regional Finalist

FIGURING OUT FERTILIZER APPLICATION

Dunning, S. O.

Commercial Horticulture Courtesy Agent I, University of Florida Extension, Okaloosa County, Crestview, Florida 32536

A properly fertilized lawn absorbs non-point source pollutants, helps stabilize soil and promotes a healthy ecosystem. Over-fertilization can aggravate pest problems, stimulate excessive growth and may require more frequent watering. Additionally, improperly applied fertilizer can be washed off site by rainfall directly into waterways creating a pollution concern. Commercial landscape business operators, Master Gardeners and Florida homeowners often do not understand the process of how to determine the correct amount of fertilizer required for proper application. A PowerPoint presentation was created by the agent and delivered to 427 individuals at six different educational events across three Western Panhandle counties. At the conclusion of each program, each attendee completed a practical exercise demonstrating their increased knowledge. One-hundred percent (427) of the participants were able to calculate the proper amount of fertilizer required after completing the training. Green industry personnel and Master Gardener volunteers expressed an intention to share the information with others.

EXTENDING THE GRAZING SEASON

Landefeld,* M.A.

Extension Educator, Agriculture & Natural Resources, Ohio State University Extension Service – Monroe County, 101 N. Main St. RM 17, Woodsfield, Ohio 43793

One of the greatest variable expenses for livestock producers is feed costs. Ohio has a relatively short growing season with cold winters, so extending the grazing season has important implications in reducing total feed costs. By implementing rotational grazing and stockpiling techniques one may extend the time livestock graze in the spring and fall reducing the need for expensive stored feed. Environmental issues are also addressed with stockpiling and rotational grazing because vegetative cover breaks the impact of rainfall, vigorous root systems hold soil in place and erosion is reduced. This power point presentation was presented to forty-four farm clientele to teach ways of providing additional forage that livestock could graze. The entire presentation was prepared by this Extension Educator using equipment within our office.

CLUSTERS OF GRAPES: A VIRTUAL FARM TOUR AND CLUSTER MODEL OF FARMER NETWORKING PRESENTATION

Chizek,* J. W.

Calhoun County Extension Education Director, Iowa State University,
521 4th Street, Rockwell City, Iowa 50579-0233

The fourth annual farm vineyard field day was held in July, 2006 at the Richard Black farm near Farnhamville, Iowa. One of the main sponsors for the event was the Practical Farmers of Iowa (PFI) organization. "Practical Farmers of Iowa is a non-profit, educational organization whose mission is to research, develop and promote profitable, ecologically sound and community-enhancing approaches to agriculture." They carry out diverse programs to assist farmers with both production and marketing needs, to raise public awareness of where food comes from, and to educate youth about agriculture and the environment. After the field day, I was contacted to present an hour-long program on grapes at the annual PFI Conference on January 13, 2007 in Des Moines. It is not practical for people to stop and see the vineyard throughout the season, so that is the reason for the virtual tour. We wanted people interested in grape production to see the steps, time, and thought necessary to be successful in grape production. So many PowerPoint presentations appear to be the presenter's notes on the slides. Richard and I decided to use the power of the photos to tell the story. Photographers for the presentation were Paul Ophiem, Richard Black, and me. Twenty-nine people attended our concurrent session at the PFI Conference.

Kevin S. Fry

Penn State Extension, 124 Armsdale Road, Suite 112, Kittanning, PA 16201

Objective - To educate farmers on how to protect themselves from pesticide exposure while making repairs to sprayer equipment in the field.

Purpose – As an applicator, I have felt unprepared to safely work on spray equipment in the field. As an extension educator, I wanted to fill this void and educated farmers on how to protect themselves in the field.

Audience – Farmers making pesticide applications using a boom sprayer.

The presentation has been presented at many meetings and field days. With an assembled safety kit, the presentation can be made without the luxury of power point.

Results – 73% of 92 attending farmers at one meeting indicated a likeliness to assemble and install a safety kit to their sprayer.

Presentation, including photographs, was made by educator.

SELECTING, PLANTING AND STAKING TREES

Kelly,* J.J.[1], Schuch, U.K[2]

[1] Extension Agent, University of Arizona Cooperative Extension, Pima County, Tucson, Arizona 85719
[2] Specialist, Ornamental Horticulture, University of Arizona Plant Sciences Dept., Tucson, Arizona 85721

Selecting, Planting and Staking Trees is an easy-to-follow presentation based upon the latest research on these topics. All pertinent topics are graphically presented and are clear and concise. The slides are accompanied by 'speaker's notes' which allows people, other than the authors to present this Power Point presentation. Selecting, Planting, and Staking Trees consists of 53 slides containing pictures, illustrations and text. Each slide is accompanied by speaker notes comprehensive enough to allow anyone to understand or present the information. The presentation focuses on how proper selection, planting, and staking of trees can ensure successful tree establishment in the landscape. Plant selection stresses the importance of choosing plant species that are adapted to the environment, the soil and the site. This is followed by a description of desirable characteristics of a vigorous, healthy container-grown or bare root plant at the time of purchase. Planting specifications summarize research-based information on how to prepare the planting hole, placement of the plant, backfill, and irrigation following planting. Typical hazards such as deep planting or organic amendments in the backfill are pointed out. The benefits and proper placement of organic mulches are explained next. Reasons for staking trees and different types of staking are recounted with many examples. The presentation concludes with a summary of the keys to successful tree establishment and resources for further information.

DIRECT MAIL PIECE

National Winner

POULTRY DISEASE CONFERENCE: PREPARING FOR AVIAN INFLUENZA

Payne,* J.B.

Area Extension Animal Waste Management Specialist, Oklahoma State University - Oklahoma Cooperative Extension Service, Northeast District and Southeast District, 230 W. Okmulgee, Muskogee, OK 74401

In response to the threat of a possible U.S. avian influenza outbreak, the Oklahoma Cooperative Extension Service (OCES) hosted the 2006 Poultry Disease Conference: Preparing for Avian Influenza at the Oklahoma State University-Tulsa Campus on March 30, 2006. The objective of the conference was to address a potential U.S. poultry outbreak of avian influenza by educating participants on topics such as current avian influenza updates, proper biosecurity measures, diagnosis, mass euthanasia, carcass disposal, and emergency preparation/response to a disease outbreak. Three-hundred brochures were created by OCES staff, professionally printed, and then distributed via direct mail, email, and county extension offices throughout Oklahoma and surrounding states. The Area Extension Animal Waste Management Specialist coordinated all aspects of the conference planning, development, programming and marketing. With approximately 150 individuals attending the event, the audience consisted of state and federal officials concerned with animal health and waste management, University personnel, Cooperative Extension personnel, poultry industry managers, veterinarians, poultry

growers and independent producers. Presentations were given by experts from Oklahoma State University; University of Delaware; University of Maryland; University of Arkansas; National Veterinary Services Laboratories - USDA; Oklahoma Department of Agriculture, Food and Forestry; and Oklahoma State Department of Human Health. This timely conference provided attendees an opportunity to gain valuable knowledge for preparing and responding to a poultry disease outbreak. The conference also allowed participants to network while discussing their potential roles in the event of an avian influenza outbreak.

National Finalist

2007 EDUCATION FOR AGRICULTUE CALENDAR OF EVENTS

Berry,* J.W.[1], Leiby, R.E.[2]

[1.] Extension Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Room #104, Allentown, PA 18104-5798
[2.] Extension Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Allentown, PA 18104-5798

Declining financial resources and increasing diversity of programs offered encouraged county extension educators to be innovative with methods promoting extension's outreach. Agricultural educators agreed that clients needed to be made aware of extension opportunities in nearby counties. Also, novice farmers not necessarily in the traditional flow of information may need to be made more aware of what is available from their land-grant institution. The solution was a brochure that allowed clients and potential clients to plan their calendar for taking advantage of appropriate programs over an entire year. This annual calendar of educational activities brochure is targeted at the full spectrum of established and novice farmers, both full-time and part-time. The listed events cover a seven 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 to be used. Over 10,000 copies were distributed in the fall of 2006 through mailings, individual visit, display racks, and industry distribution. Farmers, educators, administrators and support industry personnel continue to comment on the usefulness of this direct mail piece. Utilizing the diversity of Extension Educator expertise across the region enables clients to enhance their skills effectively as the University gains from the increase in efficient use of available resources and broader awareness of Outreach capacity.

COMMUNICATIONS – DIRECT MAIL PIECE

Schwartau, C. R[1], Broadwater, N.[2], Salfer, J.[3]

[1.] Regional Extension Educator, Rochester Regional Extension Center, 863 30th Ave SE, Rochester, MN 55904-4915

[2]. Regional Extension Educator, Rochester Regional Extension Center, 863 30th Ave SE, Rochester, MN 55904-4915

[3]. Regional Extension Educator, St Cloud Regional Extension Center, Midtown Office Complex, Suite 400, 3400 First St N, St. Cloud, MN 56303-4000

Successful Dairy Systems Field Days was a series of twelve on-farm workshops conducted around Minnesota in the summer of 2006. Each farm offered different systems that had proven successful on their farm. The objective of the series was to point out that each farm has different circumstances and go through different processes to determine what will work on that farm. We wanted to share success stories with other dairy farmers considering making changes on their farms and we wanted to provide a forum in which farmers could learn from each other as well as from the extension educators. The brochure was sent to approximately 5,000 dairy farmers in the state. We intentionally put all the programs in one brochure to show dairymen the extent of the total offering and to allow them to pick workshops that may fit their situation and needs, not just ones closest to them geographically. The "Dairy Extension" banner on the back side is a common banner we use for our webpage, publications, news columns and presentation title pages to develop brand recognition. Attendance at the twelve workshops varied from 15 to 50 farmers and business people.

WOMEN IN AGRICULTURE CONFERENCE

Woodruff, J.N.[1]

[1]Extension Educator, Ohio State University Extension, Ashland County, 804 US HWY 250 East, Ashland, Ohio 44805.

The role women play in the family farm has greatly expanded over the years, and the number of women owning and operating farms has increased dramatically in recent years. Because women are taking more responsibilities within the farm business, there is a need for additional educational opportunities for women. This conference was planned to address that need. It was advertised to several counties in the area using a tri-fold brochure. Over 300 brochures were mailed to Extension Educators, Farm Bureau Organizational Directors, and individual women in Ashland and surrounding counties. The brochure was linked to the Ashland County Extension webpage as a PDF file and emailed to Extension Educators statewide. Microsoft Publisher was used to create the brochure and it was duplicated using field office equipment by the educator. It is difficult to determine the impact of the brochure, as the registration deadline is not until March 16, 2007. However, since the brochure was mailed, phone calls and emails have been received daily. With a week left before the registration deadline, nineteen women from five counties had already registered. Woodruff contributed 90% of the overall publication effort.

Regional Finalist

SALT LAKE COUNTY MASTER GARDENERS VOLUNTEER PROGRAM PROMOTIONAL BROCHURES

Shao,*M.[1], Petersen, S.[2]

1. Extension Agent, Utah State University Cooperative Extension, Salt Lake County, Utah 84190
2. Publishing Technician , Utah State University Cooperative Extension, Salt Lake County, UT 84190

The Master Gardener Volunteer Program has been in Salt Lake County since the 1980s. The program has always been a popular program, but the purpose and impact of the Master Gardner program is not apparent to the general public. To promote a better understanding of Utah State University Cooperative Extension and the Master Gardener Volunteer program, the current Horticulture Agent and Master Gardener Coordinator produced a series of informational brochures. These brochures are to provide information for the public at the locations where Master Gardeners are currently volunteering. These brochures are also available as a .pdf on the county website under the Master Gardener webpage: (http://extension.usu.edu/saltlake/htm/horticulture/mgprogram/mgprojects). This information is available to all who are interested in becoming a Master Gardener, or want to become better acquainted with the volunteer programs. The Extension Agent and Publishing Technician worked together to produce these brochures. The Extension Agent provided direction, content, and many of the photos, while the Publishing Technician provided additional photos, graphics, and final layout. The initial printing was a total of 1800, 200 copies for nine separate projects.

OREGON STATE UNIVERSITY WASCO COUNTY EXTENSION PROGRAM PROMOTIONAL PIECE

Tuck,* B.V.[1]

1. Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

In 2006, the Oregon State University Extension Service in Wasco County successfully went before the voters of Wasco County to request the establishment of a service district and permanent tax rate to provide long-term funding. This was necessary due to the elimination of local OSU Wasco County Extension Office support as of July 1, 2007 due to county budget shortfalls. To promote the value of Extension in Wasco County and create an awareness of the issue for sustainable long-term funding, we developed as one part of our educational information campaign one-page color mailers. The first mailer went out to the 12,500 registered voters in Wasco County just prior to when the ballots were mailed. A second similar mailer, but simpler in format went out to registered voters just before the ballots were due on November 7, 2006 to further remind voters of the issue on the ballot. The format and color scheme used for the mailers was similar to other information pieces including banners, yard signs, newsletter inserts etc., used during the campaign in order to create visual recognition of our campaign and consistency in our message with the voters.

HORTICULTURE SEMINAR PROMOTIONAL FLIER

Morgan,* J.L.

Dougherty County Extension Agent, A&NR, Dougherty County Cooperative Extension

125 Pine Ave., Suite 100, Albany, GA 31701, USA

Horticulture seminar promotional fliers are created to advertise seminars that are conducted throughout the county. The flier contains the topic at hand, where the seminar will be held, time, and date of the seminar. The print is large enough to be read at a glance and all the pertinent information is bold or in color. The wording is short and it has art work to capture the reader's attention. The fliers are printed and photocopied on field office equipment by field staff and mailed out to clients on the lawn and garden mailing list. These fliers are also given to the Albany Herald newspaper and printed next to my bi-monthly column and also in the community calendar section of the paper. This newspaper is sent out to 29,000 paid subscribers in Albany and 22 surrounding counties. The promotional fliers are sent to the two local television stations to be placed on the air. They are also positioned around the county at local businesses that serve the horticulture clientele. The fliers are made available in the Extension office to be picked up by homeowners.

BEEF FORAGE CLINIC

Clemons,* J. H.[1], Driggers, J. K.[2], McCarter, D. M.[3]

[1] County Extension Agent- Staff Chair, University of Arkansas Division of Agriculture, Cooperative Extension, Clark County, 640 S. 6th, Suite B, Arkadelphia, Arkansas, 71923
[2] County Extension Agent- Staff Chair, University of Arkansas Division of Agriculture, Cooperative Extension, Garland County, 236 Woodbine, Hot Springs, Arkansas, 71901
[3] County Extension Agent- Staff Chair, University of Arkansas Division of Agriculture, Cooperative Extension, Pike County, 100 E. Court St., Murfreesboro, Arkansas, 71958

The Beef Forage Clinic has been a regional meeting involving three counties in Southwest Arkansas for the past 8 years. The 2006 meeting was important to help producers with drought recovery and the specific topic for one of the sessions was "Pasture Renovation After a Drought". The summer of 2005 in Southwest Arkansas was very dry and most of the warm season pastures were damaged. This promotional piece was mailed to beef cattle producers in all three participating counties. Clark County contacted 200 producers, Pike County contacted 225 producers, and Garland County contacted 338 producers. There were 76 producers registered for the 2006 meeting.

MASTER GARDENER TRAINING CLASSES

Schutter-Barnes, J.L.
Horticulture Specialist, University of Missouri Extension, Adair County
503 E. Northtown Rd., Kirksville, MO 63501

Master Gardener training classes are held every spring and fall in Northeast Missouri. These classes prepare participants to become certified Master Gardeners. Master Gardeners volunteer numerous hours each year beautifying their communities, assisting with youth gardening programs, working with the elderly, as well as many other activities. Northeast Missouri is a very rural, agricultural area, and approximately 15-25 people enroll in the training classes when they are held. Advertising of the classes begins eight weeks before they start. Methods of advertising include radio announcements, local television, newsletters, news articles, and brochures. A variety of audiences are reached including high school youth, men, women, growers and homeowners. Program promotional pieces are created in Microsoft Publisher and sent electronically to the University Extension Center in the county the training is going to be held as well as surrounding counties. The county offices make copies of the brochures and have them available for people to pick up. Brochures can also be downloaded from the Adair County Master Gardener website at http://extension.missouri.edu/adair/. Approximately 30-40 brochures are mailed out of my office to interested people who have called and requested a form be sent to them. There is no way of knowing for sure how many training brochures are actually picked up, or downloaded from computers. It is estimated that a couple thousand people are reached by all methods of program advertising, and possibly a 150-200 by brochure (promotional mail piece).

Eighteen people from four counties enrolled in the 2006 Fall Master Gardener Training classes held in Hannibal, Missouri. This is pretty typical and a pretty good size class for this area of the state. The majority of people enrolled were homeowners and home gardeners.

HORTICULTURAL THERAPY WORKSHOP PROMOTIONAL PIECE

Flahive DiNardo, M.*1, Orlofsky, L. 2

1 Agricultural Agent, RCE of Union County, 300 North Ave East, Westfield, NJ 07090
2 Agriculture Secretary, RCE of Union County, 300 North Ave East, Westfield, NJ 07090

The Rutgers Master Gardeners of Union County have had a successful Horticultural Therapy Program for 19 years. We had requests from agencies that participated in our program and Master Gardener groups in other counties for assistance starting or continuing a horticultural therapy program. We designed this promotional piece to encourage Master Gardeners, undergraduate and vocational technical school students and professionals who work with special needs populations to participate in a Horticultural Therapy Workshop. The objectives of the workshop are to: promote horticultural therapy activities and the profession; provide volunteers and agency administrators with information on facilitating horticultural therapy programs; and inform the audience of the diverse applications of therapeutic horticulture for all disability groups and populations. The brochure was created in Microsoft Publisher™. The county agent provided text and photographs, approved the layout and edited the brochure. It was printed on a Hewlett Packard Color Laser Jet 555On. Four-Hundred brochures were distributed by mail to Extension offices state-wide and Union County, NJ hospitals, rehabilitation centers, hospices, senior's centers, schools, agencies that serve people with disabilities and the county Vocational Technical School FFA program. The workshop could accommodate 72 participants, and was filled 5 days before the registration deadline. The participants represent Rutgers and Vo-Tech students, Master Gardeners, teachers, and professionals who work with special needs populations.

PERSONAL COLUMN

National Winner

HOME AND GARDEN PERSONAL COLUMN

Welshans*, Jennifer L.[1]

[1]Extension Faculty – Horticulture, University of Florida IFAS Extension - Osceola County, Kissimmee, FL 34744

The Home and Garden column is written to educate the residents of Osceola County, Florida on various horticultural topics. These topics include issues that are affecting the horticultural industry and home horticultural practices. Topics have included citrus greening, tree care, landscape design, pesticide services, and storm-scaping. Along with informing readers on certain horticultural topics, this column is also used to create awareness of the UF/IFAS Osceola County Extension and the services it offers, as well as promoting educational workshops. It also is used to direct horticultural related questions to the Master Gardeners' Plant Clinic. The horticulture agent writes the column twice a month. It is emailed to the newspaper's senior editor, where it is edited, titled, and published in the Sunday addition of the Osceola Sentinel, a section of the Orlando Sentinel. The Sunday edition has a circulation of 34,000. It is distributed to homes, businesses, and newsstands throughout the county.

National Finalist

PLANT TALK COLUMN FOR THE STAR LEDGER

Hlubik, * W.T.

Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, Davidson Mill Pond Park, North Brunswick, NJ 08902.

On November 2, 2006, the Plant Talk column was created for the Thursday Home and Garden section of the Star Ledger. This Question and Answer column addresses questions related to gardening and pest control. Questions are sent to the Star Ledger and forwarded to the author via mail and email. One to three questions are answered, depending on the length of the response. The column encourages proper cultural techniques and Integrated Pest Management for gardens and landscapes. Public response to Plant Talk has been very positive and the number of questions and comments continues to grow each week. The column encourages readers to visit the statewide Cooperative Extension website as well as the "If Plants Could Talk" website for more information. Circulation for the Thursday paper is 468,955 paid subscribers.

The Star Ledger is the most widely circulated newspaper in New Jersey reaching most of the northern and central parts of the state as well as parts of southeastern New Jersey. The Star Ledger ranks 13th in the United States for daily circulation. Articles are created in Microsoft Word and photographs for articles are taken with a Canon Digital Rebel EOS camera.

Heisdorffer,* A. M.

Extension Agent for Horticulture, Kentucky Cooperative Extension, Daviess County,
4800A New Hartford Road, Owensboro, KY 42303

The column provides information and educates clientele on home horticulture topics. By providing the latest, timely information, my objectives are to save clientele money and time, promote proper plant care, select appropriate plants and improve the home environment. I explain the purpose of recommended practices so clientele understand the reasons for the actions.

The column appears weekly in the Home and Garden section in the Sunday edition of the *MessengerInquirer* newspaper from Owensboro, Kentucky. Circulation for the Sunday edition is 32,000 within six counties.

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

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

Jones, W. B.

Extension Educator, Idaho Cooperative Extension, Bonneville County, Idaho Falls, Idaho 83402.

The objective of the Bug Box is to highlight mostly insects, but also other things people classify as bugs that are encountered or could be encountered. Included are pests and potential pests of the area. It is formatted in such a manner as to give the reader an understanding of the biology and status of the particular topic bug for that week. Both beneficial and pest organisms are chosen, as well as unusual organisms. It is geared to teach the reader of the biology and benefits of beneficial organisms as well as the damaging nature of pest species. Potential damaging pests are written about to alert the area of possible introductions. I write a new bug box each week from several reference sources. It is written for a supplement of the Idaho Post Register, called The Farm and Ranch, which goes mainly to rural areas. The circulation of the supplement is about 17,000. Several requests have been received wanting the bug box published in a book form. Several calls are received in the office requesting more information on particular articles.

Regional Finalist

THIS WEEK IN THE GARDEN – A WEEKLY PERSONAL COLUMN

Stebbins, * T.C.

Extension Agent, University of Tennessee Extension, Hamilton County, Chattanooga, TN 37416

A personal column called “This Week in the Garden” is written each week by the author. The 650 word column appears each Saturday in the garden section of The Chattanooga Times Free Press. This paper has a circulation of about fifty thousand. The readership comprises the greater Chattanooga area as well as northern Georgia and Alabama. The intention of the column is to encourage gardening and sound environmental practices. Timely articles are written to remind gardeners of suggested activities. Some articles are written to promote gardening as a fun and interesting past time. A contact email and phone number of the author are always included. Frequently additional information is provided via a website or Extension bulletin.

EXTENSION BITS AND PIECES.

Barkley, M.E.

Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

This personal column appears once every three weeks in the Sunday edition of the local newspaper, the Bedford Gazette. The weekly column is shared with other agents in the Bedford County office. The newspaper that the column appears in is distributed

countywide with a circulation of 19,000. These agricultural related articles are written for livestock and dairy producers to address current issues related to farming and to teach management skills. The column is prepared using Microsoft Word and is sent to the newspaper editor electronically via email and fax.

PURDUE EXTENSION NEWS COLUMN

Ferree, L. M. .[1]

Purdue University Cooperative Extension Service, Bartholomew County, 1971 State St. Columbus, IN 47201

The Purdue Extension News Column appears twice a month on Sundays in the Columbus The Republic newspaper. I have had the news column since I began working in Bartholomew County since October of 2000. The purpose of the news column is to provide timely information to the agriculture, home horticulture and general community. The objective of the news column is increase the awareness for agriculture and consumer horticulture. The Republic newspaper circulation is 25,000 on Sundays for Bartholomew and surrounding counties. The news column is created using Microsoft Word 2003 on my office computer. An electronic copy of the column is emailed to the editor of The Republic. The news column is an excellent way to provide information to the public as well as promote the Purdue Extension Office. I have frequently used my columns to promote attendance for my educational events. I have received many positive comments from the public about my column. Many clientele seek additional information from the Extension Office by phone, in person visits, or email. .

Saxe, C.A.
University of Wisconsin Cooperative Extension Agriculture Agent, Juneau County, 211 Hickory Street, Mauston WI 53948

The “Ag Corner” is a personal column published weekly in the Wisconsin Reminder. The Wisconsin Reminder circulates 16,000 papers free of charge to residents of Juneau County and the surrounding area. The “Ag Corner” provides a means for UW-Extension in Juneau County to present timely, factual, and educationally sound information to the general public. Through this medium readers are alerted to upcoming programs of interest and timely tips. This personal column also provides increased community awareness to the University of Wisconsin Extension, its agents and its mission. The two sample articles submitted were designed to educate the general public about current horticultural topics. The topics chosen in the articles submitted were based upon questions asked of the Juneau County Agriculture Agent.

Buxton*, S.A.[1],

[1] Extension Resource Educator, Cornell Cooperative Extension, 415 Lower Main Street, Hudson Falls, New York 12839

Designed to provide small snippets of information, the monthly agent columns are a popular feature in the Agricultural News. My personal column generally includes information about upcoming events and issues, or occasionally additional points from recent activities that seem to need to be stressed.

By providing information in a friendly manner, it provides another opportunity to remind readers to connect with staff members with questions. The columns have become a powerful tool for disseminating information. The audience for these columns consists of all members of the farm business community in Eastern New York since the information often varies from reinforcement of something that has been presented to new information.

Created as a Word document, the column is transmitted via e-mail to a staff professional who formats it in Dream Weaver. She then prepares a CD with the publication on it that is sent to a professional printing company where 4000 are produced. The publications are then labeled and mailed to subscribers.

CURRENT TOPIC ARTICLES FOR AGRICULTULTURE SECTION OF LEWISTON TRIBUNE NEWSPAPER.

Heitstuman,* M.D.[1]

[1.] Extension Educator, Washington State University/ Asotin County, Asotin, WA 99402

Extension Educator Heitstuman writes articles on a bi-monthly basis for the Agriculture Section of the Lewiston Tribune Newspaper. The objective of each article is to inform both agriculture producers and non-producers on current issues facing the agriculture industry. Each article results in inquiring phone calls

and e-mails being submitted to Heitstuman from readers. The Lewiston Tribune is a daily newspaper that has a weekday readership of approximately 24,000 individuals in a 10-county area of Southeastern Washington and Northern Idaho. Heitstuman writes each original article and submits the column in Microsoft Word format to the Editor of the Lewiston Tribune Agriculture Section for final editing.

EXAMPLES OF NEWSPAPER COLUMNS WHICH ENGAGE THE READER WHILE IMPARTING USEFUL INFORMATION

Hall, Terence L.

Extension Educator – Agronomy, South Dakota State University Cooperative Extension, Sully County, Onida, South Dakota 57564

Newspapers as media for the distribution of Extension science-based research data and tested performance results, has long been accepted by the public. The Educator has written columns on a weekly basis for six newspapers: the Aberdeen *Farm Forum*, the Onida *Watchman,* the *Potter County News,* the Hoven *Review,* the *Faulk County Record,* and the Highmore *Herald.* The combined readership of the six publications would be conservatively 30,000 people. To gain the attention of this many people, the Educator has striven to not only provide a column on a regular basis but also to engage the reader by writing an interesting story or anecdote to precede the information that is available from Extension. The Educator also tries to engage readers of all ages and both sexes. The Educator writes the column and then sends it by email to the person or persons mentioned in the column for their approval. The column, once approved, is sent to the editors of the six newspapers by email before the deadline imposed by each. Readers have often told the Educator either by word of mouth or by email how much they enjoy reading the published columns not only for the interesting stories but also for the knowledge they have gained from the information that it includes.

FEATURE STORY

National Winner

McNulty,* A.C.

Extension Agent, Clemson Cooperative Extension Service, Sumter County, Sumter, South Carolina.

The Extension Horticulture agent is asked to submit articles for the "Panorama" section of The Item, a county-wide daily newspaper with a circulation of 23,000.
"Panorama" is a Saturday special section with emphasis on gardening, decorating, and home improvements. The Extension writer and the feature editor discuss the topic, trying to find a subject of local, topical interest. In this article, the winter perennial Lenten Rose (*Hellobores orientalis*) was featured because of its prominence in local gardens and its spectacular display at Sumter's Swan Lake Iris Gardens, a local institution visited by thousands of people each month. The writer uses this twice monthly feature article to educate the public on relatively available but often overlooked plant material that will perform well in Sumter County. A local nursery owner reports that clients come to his business with the "Panorama" articles in hand, asking for the specific plant has was highlighted.

National Finalist

Rector, Natalie

MSU Extension Educator

Crop and livestock farmers alike sometimes still do not realize the potential of manure nutrients to crop production. Natalie Rector took the common questions she has heard while visiting with farmers about manure management issues and summed them up into an article called Myths about Manure. This was distributed via the Michigan State University Extension media distribution center and picked up by *Beef* magazine. She hoped that by presenting the same questions back to producers it would catch their attention and target the main fallacies of manure nutrient management. By encouraging the nutrient value of manure to be credited, producers would reduce purchased fertilizer inputs, thereby saving them money and protecting the

environment from the risk of unnecessary nutrients. Beef magazine has a circulation of 138,000.

BIO-FUELS CAN HELP BRIDGE ENERGY GAP NEBRASKA IN IDEAL POSITION TO BE SUPPLIER OF BIOFUELS

Dorn, Thomas W.

University of Nebraska Extension, Lancaster County

The United States is the world's largest user of energy, both in terms of total consumption and per capita. Forty percent of our energy currently comes from oil and we import about 60 percent of the oil we consume. This leaves the US vulnerable to natural disasters such as hurricanes Katrina and Rita and political unrest in the oil exporting countries of the world.

The political climate, economic competitiveness, and technical expertise are coming together to make large-scale biofuel production a certainty. Nebraska will be a key player in the biofuel industry because of its location, infrastructure, natural resources, and its mix crop and animal agriculture which ensures a reliable supply of feedstock for production of bio-fuels and a ready market for the byproducts. The feature story, published in June, 2006, takes a look at what is happening today and what the future of biofuels is likely to be.

FLORIDA MASTER NATURALISTS GET UP CLOSE AND PERSONAL FEATURE ARTICLE

Chapman* C. A. [1]

[1] Extension Agent, Florida Cooperative Extension, Marion County, Ocala, Florida 34470

This featured article was printed with a photo to make the public aware of the benefits of the gopher tortoise and its reclassification from "a species of special concern," to a "threatened" species in Florida. The reclassification meant steps could be taken to better protect a species at a high risk and help prevent its extinction. The gopher tortoise is a key uplands species because it provides shelter for hundreds of other species. The tortoise was spotted during a Florida Master Naturalist field trip through the Silver River State Park, Ocala, Florida, in Marion County. Master Naturalist and guide, Jim Buckner lifted the tortoise briefly turning it to view all sides as the agent took pictures. A Sony Cyber- shot, DSC-P200 digital camera was used to capture the tortoise. The images were electronically saved as jpegs and transmitted directly to the Star-Banner newspaper along with the article. The article titled "Florida Master Naturalists Get Up Close and Personal," was printed in the Star-Banner newspaper and published to their website. The agent was part of a team teaching event for the Uplands module of The Florida Master Naturalist Program, University of Florida Extension, IFAS when the picture and information for this article were obtained. The reader is brought up close and personal as the value of the gopher tortoise is considered.

Regional Finalist

ALLENWAITE FARM: POISED FOR THE FUTURE

Buxton*, S.A.[1],

[1] Extension Resource Educator, Cornell Cooperative Extension, 415 Lower Main Street, Hudson Falls, New York 12839

Allenwaite Farm is a multi-generational farm business that has worked through the years to be prepared to take advantage of any and all opportunities that are presented to the farm. With another generation beginning to work on the farm, this business has addressed most if not all of the issues that traditionally face family businesses. How some of their decisions have been made is another interesting point in the background of the story.

Each cover story in the Agricultural News is designed to provide insight through a story about a local business and the issues that need to be addressed on each farm business. A discussion between the author and George Allen, one of the partners on the farm, provided the input and background for this article.

Created as a Word document with .jpg photos, the article is transmitted via e-mail to a staff professional who formats it in Dream Weaver. She then prepares a CD with the publication on it that is sent to a professional printing company where 4000 are produced. The publications are then labeled and mailed to subscribers who are producers, employees and agri-service personnel in Eastern New York.

"GROWING HOLIDAY TRADITION" FEATURE ARTICLE FOR THE STAR LEDGER

Hlubik, * W.T.

Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, Davidson Mill Pond Park, North Brunswick, NJ 08902.

The feature article "Growing Holiday Tradition" appeared on the front page of the Home and Garden section of the Star Ledger on December 14, 2006. The article provides comments from a family that has established a tradition of cutting their own Christmas trees from local farms. The picture accompanying the article shows 10 year old Joseph Zimmerman and his father Robert selecting their Christmas tree at the Giamarese farm in East Brunswick, NJ. In addition, the article provides comments and tips from local Christmas tree farmers and relates their family tradition of growing "fresh cut" trees for the public. Local growers provided very favorable comments on the article and believed that it helped promote tree sales. Readers were encouraged to visit www.njchristmastrees.org for a complete listing of Christmas tree growers throughout the state as well as www.ifplantscouldtalk.rutgers.edu for more information on tree selection and care. Circulation for the Thursday paper is 468,955 paid subscribers reaching most of the northern and central parts of New Jersey. The Star Ledger is the most widely read paper in NJ and ranks 13th in the United States for daily circulation. The article was created in Microsoft Word and the photograph for the feature article was taken with a Canon Digital Rebel EOS camera.

THREE "SUPER NESTS" FOUND IN COOSA COUNTY

Vines,*R.C.

1. County Extension Coordinator, Alabama Cooperative Extension System, Coosa County, Rockford, Alabama 35136

In the summer of 2006, an unusual phenomenon was noticed in south-central Alabama. Large yellow jacket nests were being found that, to say the least, were non-typical. The nests were extremely large, contained multiple queens, and often found above the ground. In contrast, most yellow jacket nests seen in the south have typically been only small nests found in the ground with only one queen. These "super nests" are so large that they pose a serious potential health risk to humans and animals. An article was published in the local newspaper describing the phenomenon that had been seen in a few locations in south Alabama. As a result of the article three new nests were discovered in Coosa County and then inspected and documented by the county extension coordinator. These were then reported to Extension entomologist, Dr. Charles Ray for further investigation. A second feature article was printed on the front page of the local newspaper with a photo of one of the newly discovered nests along with a description and precautions should other nest be found.

NOVAKS HONORED AT U OF M FARM FAMILY RECOGNITION PROGRAM

Martens, D.C.

County Extension Educator, University of Minnesota Extension, Benton Stearns and Morrison Counties, Foley, Minnesota 56329

The purpose of this feature story is to 1) recognize the Benton County farm family that was selected for the 2006 University of Minnesota Farm Family Recognition Program; 2) to communicate to residents of the local area that agriculture is significant and that farm families are doing an excellent job; 3) to share insights with other farmers about the kinds of creative thinking, learning, and strategies farm families can use to shape a viable future in a farming career. Martens interviewed the farm family, wrote the article and reviewed it and with the farm family before submitting it to local media. Editing was based on the Novak's suggestions. The pictures that were submitted were taken by other people as noted in the captions. The article was printed in 3 weekly papers: the Benton County News and the Sauk Rapids Herald that circulate in Benton County, and the Morrison County Record that covers Morrison County and some parts of neighboring counties including the northern part of Benton County where the Novaks live. Martens is one of two County Extension Educators that are hired jointly by Stearns, Benton and Morrison Counties.

THE BOUNTY OF KLICKITAT COUNTY: JULY

Kerr,* S.R.[1]

[1.] County Extension Director, Washington State University Extension, Klickitat County, Goldendale, Washington 98620

Although agriculture has been and continues to be the major industry in Klickitat County, many new and long-term residents lack basic knowledge and understanding of most agricultural practices in the area. To help educate the public about the nature and importance of agriculture practices in the county, a year-long series of monthly newspaper feature story installments was created for publication in both county weekly newspapers. Each article is written about a topic appropriate for that time of year and a photo accompanies each article. Installments published to date have focused on tree fruits, hay and grain production, fall harvest and planting, beef cattle, timber, winter chores and laws pertaining to agriculture and natural resources. The remaining articles in the series will highlight calving, lambing, pasture management, spring planting and the dairy industry. In addition to educating readers about various agricultural practices, a major objective of the series is to lessen the likelihood of misunderstandings and problems that arise from residents' lack of knowledge about generally-accepted practices performed by the county's agricultural producers. Every article concludes with a paragraph personalizing each industry for local residents and encouraging them to respect and appreciate the work of those who feed us.

BIOFUELS CROPS A GOOD ALTERNATIVE FOR WASCO COUNTY AGRICULTURE

Rost, B.[1], Tuck, * B.[2]

[1.] Oregon State University Extension Service – Extension & Experiment Station
Communications, 422 Kerr Administration Building, Oregon State University, Corvallis,
Oregon 97331
[2.] Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite
2.278, The Dalles, Oregon 97058

In 2006 the Oregon State University Extension Service in Wasco County successfully went before the voters of Wasco County to request the establishment of a service district and permanent tax rate to provide long-term funding. This was necessary due to the elimination of local support for the OSU Wasco County Extension Office as of July 1, 2007 due to county budget shortfalls. To promote the value of Extension in Wasco County, Bob Rost, OSU Extension & Experiment Station Communications Specialist cooperated with Brian Tuck and other members of the Wasco County Extension Staff to create a number of feature articles. These were released to The Dalles Chronicle during the months prior to the election. The article on biofuels was a team effort with Bob Rost serving as the primary author and Brian Tuck initiating the topic and providing the technical information. As noted in the newspaper clipping, The Dalles Chronicle because of the strong interest by readers in this topic used this article as an anchor article to create a much large piece. The article was published on August 2, 2006 and distributed to over 6,000 households in a four county area in Oregon and Washington.

"GREENHOUSE IS GREAT THERAPY – FORMER GARAGE HELPS CHASE AWAY THE WINTER BLAHS"

Sagers,* L. A.
Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

Greenhouse growing is a popular winter pastime for garden enthusiasts, but building a greenhouse can be very expensive. This feature shares the story, through writing and pictures, of a couple's use of ingenuity and construction skills to remodel an unused garage into an economical, functional and attractive hobby greenhouse for winter growing. Because of his wife's passion for growing things, the husband determined that he should build her a greenhouse. He stripped off the building's roof, recovering it with fiberglass and installed recycled windows in the side to let plenty of light in. He added heat and water making an excellent place to "putter" in the soil and start seeds and plants. The article describes the motivation and purpose behind building the structure and the ways the couple enjoys and makes use of it. The author prepares the copy and photos submitting it to the daily newspaper electronically. The daily newspaper circulation is 70,000 copies distributed throughout the state of Utah and surrounding areas.

NEWSLETTER INDIVIDUAL

National Winner

GARDEN TALK!

Schutter-Barnes, J.L. Horticulture Specialist, University of Missouri Extension, Adair County 503 E. Northtown Rd., Kirksville, MO 63501

The Garden Talk newsletter is a monthly publication created to inform gardeners of timely issues such as new variety selection, production practices, insect pests and diseases, horticulture trip opportunities, monthly gardening tips, and upcoming events. The newsletter is a monthly publication that is sent to over 865 people throughout Missouri and southern Iowa, with the majority being in the 16 Northeast Missouri counties, my extension 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 other interested persons who have requested to receive it. I write the majority of the articles for the newsletter myself, but often ask for contributing articles from Master Gardeners from time to time. The articles are written in Microsoft Word and cut and pasted into Page Maker where they are formatted and graphics or pictures are added. The newsletter is made available on the Adair County Extension website in PDF format at http://extension.missouri.edu/adair/. The newsletter is proof read by two office managers, and photocopied in the Adair County Extension Office. After the newsletter has been photocopied, two Master Gardeners tri-fold it and stuff it into self-addressed envelopes which were prepared by the office manager. The cost of sending it out each month is $80.00, which is budgeted at the beginning of each year.

Since I started publishing a monthly issue of the newsletter, more people have been informed of upcoming events and programs. The newsletter is great way to advertise upcoming workshops and programs open to the public. Also, gardeners are receiving information on how to identify and control insect pests and diseases, and know what to expect in the way of garden pests and issues each month, thus reducing the large number of calls I received before sending out the newsletter. It has been a good resource for gardeners of all ages.

National Finalist

RECONNECTING FAMILIES AND FARMERS – TELLING THE STORY THROUGH THE "GREEN AND GROWING" NEWSLETTER

Polanin, N.

Agriculture and Resource Management Agent, Rutgers Cooperative Extension, Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

"Green and Growing" is a quarterly newsletter created and designed through the collaboration of the Somerset County Board of Agriculture and Farm Bureau, and Rutgers Cooperative Extension. To reduce printing and distribution costs and increase our distance education efforts and the use of modern communication technology, this newsletter is distributed exclusively online at http://somerset.rcre.rutgers.edu/ag/greenandgrowing.html. Designed and edited to reach both the agricultural and non-agricultural reader, the initial publication year highlighted different producers, commodities, and several other aspects and challenges within agriculture and agri-businesses of Somerset County. "Green and Growing" is also available through GovDelivery™, a web-based subscription service, provided through a collaborative effort with the Somerset County Office of Public Information, which can be found online http://service.govdelivery.com/service/category.html?code=NJSOMER_C6. This service sends subscribers an email message for each new posting to the "Green and Growing web site, keeping them current with new issues rather than having to check the site periodically. The content, layout, and design of this newsletter are the responsibility of the County Agent as editor, and is based on current issues in agriculture relating to Somerset County producers, consumers, and residents. Four issues were published online in 2006, with a total of 1,200 downloads from the Rutgers web site and 160 GovDelivery™ subscribers. Created initially in MSWord, these text and photo full color newsletters are converted to medium resolution Adobe Acrobat (.pdf) documents for uploading and online viewing and downloads.

AGRI-NOTES

Easterday, K.L.[1]

Purdue University Cooperative Extension Service
Kosciusko County

100 W Center St.
Room 121
Warsaw, IN 46580

In 2006-2007 the Agri-Notes newsletter was published for its 11th year. The purpose of the newsletter is to provide timely information to the agriculture community and to reach those people who are not traditional users of the Extension Office. The objective of the newsletter is increase the awareness for agriculture programs and education. The newsletter is sent to approximately 700 farmers, agri-business professionals, and community leaders quarterly. The newsletter is created using Microsoft Publisher 2003 on office computers. The finished product is entirely created on the computer and is duplicated by office staff on office equipment. Appropriate insert material is also included that may be provided from other sources. The newsletter is distributed by bulk mail. For the first time in 2007, the newsletter was also posted on the county website. After reading the newsletter, clientele seek additional information at the Extension Office, by email, or respond to phone call requests in the newsletter. Clientele have commented that the newsletter is very well done and a valuable piece of information for them to utilize.

Yohn, C. W.[1]

[1.] Extension Agent, West Virginia Extension Service, Jefferson County, Charles Town, West Virginia 25414

Tri-County Agriculture News presently serves the farm community of the three most eastern counties of West Virginia. The area has one regional daily newspaper, three weekly papers and several local radio stations. This area of the state is also in the Baltimore\Washington Metropolitan Area and has many other multimedia choices for clients. There is very little opportunity to announce educational events or timely management topics through these mass media outlets. The *Tri-County Agriculture News* provides timely information on a variety of livestock, row crop, and vegetable and farm management topics. It is also the only source for announcements of local and regional meetings in the quad-state region. Articles are used from several different sources, edited for content and appropriateness to the region. Credit is given to the author of the article including the institution the author represents. It is composed in *Publisher* with graphics added by the secretary. It is then copied, folded and mailed to over 1300 clients on a bi-monthly basis. It is also available in *pdf* format on the Web at: http://www.ext.wvu.edu/jefferson/newsletters.htm

Regional Finalist

THE AG BAG — SMITH COUNTY AGRICULTURAL NEWSLETTER

Wick,*Sandra L.[2]

[1]Smith County Agricultural Agent,
K-State Research and Extension,
218 South Grant, Courthouse,
Smith Center, KS 66967

The objective of my newsletter is to inform and educate producers of Smith County. The purpose is to provide current, up-to-date information to the producers to allow them to maximize their profits whenever possible. Even though producers have a wide range of farm publications with information, I feel that K-State Research and Extension should and does provide research-based, unbiased information that is vital to the producer. This information is distributed on a timely basis every month to the producer. The content of the newsletter will vary. I try to cover the most timely topics that are pertinent on a particular month. I distribute my monthly newsletter to 670 Smith County producers. Several times during the year, I receive additional questions on information that was printed in the newsletter. I prepare the entire newsletter in our office from a word processor and it is reproduced on a copier.

CHESAPEAKE FARMLINE

Lawrence, M. W., Jr.[1]

[1.] Extension Agent, Virginia Cooperative Extension, Chesapeake County, 310 Shea Drive, Chesapeake, Virginia 23322

Chesapeake Farmline is a local newsletter produced bi-monthly and distributed to 275 area farmers, agribusinesses, and fellow Extension Agents. Farmers are challenged with large operations requiring long hours work, supervision and management. Crop information needs to be concise and relevant to local conditions. This newsletter provides timely, accurate, research based information on crop production and

marketing. Articles are written to engage the reader with current local conditions, observations, and recommendations for protecting crops and maximizing yields and profits. This newsletter contains articles written by local County Extension Agent with contributions from Farm Management Agents and Specialists. Newsletters are electronically sent to the Distribution Center at VA Tech for printing then mailing. The mailing list provided the Distribution Center is maintained and updated in the local Extension Office. Readers are encouraged to contact Extension web sites, telephone hotlines, and attend meetings to obtain more information.

WALLA WALLA COUNTY EXTENSION NEWSLETTER

Moberg*, D.M.[1]

[1]County Director/Agriculture/Youth Agent, Washington State University, - Walla Walla County, 328 W. Poplar, Walla Walla, WA 99362

The Walla Walla County Extension Newsletter is a bimonthly publication (January, March, May, July, September, and November) edited and published by the Washington State University Extension, Walla Walla County staff. The newsletter provides timely information on a wide variety of subjects and is distributed to 1,953 households through direct mail and email. The newsletter contributes to the awareness of current topics, updates, available resources, and educational events. Categories of information include Farming & Livestock, Home & Garden, 4-H, and Family Living. In addition to providing information, the newsletter has increased the visibility of the extension office and informed readers of resources and staff support available. My role in the newsletter is to edit the information and contribute articles, as well as supervise the arrangement of the layout. The columns are prepared, compiled, and finalized in Microsoft Word. The final printing is accomplished at the WSU Extension-Walla Walla County office. Publication was increased from quarterly to bimonthly in response to local stakeholder input.

Long, Rachael

Farm Advisor, UC Cooperative Extension, Yolo County, California

Objectives

The objective of my Pest Control Notes newsletter is to provide information to the agricultural community about forage and dry bean production issues as well as information on water quality and pest management issues, as defined by my position as a Farm Advisor in Yolo, Solano, and Sacramento Counties in California.

Purpose

The purpose of my newsletter Pest Control Notes is to provide growers with timely information that will help keep them current on production issues. This includes upcoming meetings that I have organized, production issues for dry beans and forage crops, research results from trials I have conducted in my counties, pests and diseases of concern, new publications, and any other issues of concern for my community (ie. West Nile virus or frost warnings). My newsletter is published four to five times per year with a mailing list of 725 people. About half the subscribers receive my newsletter by mail, the other half via email. The audience includes farmers, pest control advisors, UC farm advisors, commodity boards, seed production industry, and government agencies (RCD, NRCS, County Ag Comm.). My newsletters are printed by field staff on office equipment and mailed to clientele, or emailed, or available via my website at http://ceyolo.ucdavis.edu (see pest management). Response from my clientele includes good participation at field meetings (25-75 people) and changes in grower practices (at my recommendation, garbanzo growers now treat their seed with a fungicide for ascochyta blight control).

JUAB COUNTY AG INFORMER

Banks*, J.E.

Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, UT 84648

The objective of publishing the Juab County Ag Informer is to inform producers and others of pertinent educational information and to address current timely topics. The newsletter provides information on a variety of topics and is distributed to 226 county producers and others. Published several times a year, the newsletter highlights seasonal issues and events that cover the wide range of interests and needs of county producers. Some of the newsletters topics include livestock management, weed control, soil management, farm safety, marketing, economics and county and state in-service opportunities. Each newsletter begins with

my thoughts or comments. This makes the newsletter more personal and informal. Since I am the only agent with an Ag assignment, I have the responsibility of providing the information included in the newsletter. In addition to providing information, the newsletter has increased the visibility of the extension staff and informed readers of resources and staff support available to help them. The newsletter is edited and published by the Utah State University Extension, Juab County staff. Microsoft Publisher is used in producing the newsletter. The printing is done on the Extension office's black and white laser jet printer. In addition to the mailed copy, the newsletter is also available on the Juab County Extension website: www.extension.usu.edu/juab. Through the years, I have received many thanks from county producers for providing information that has helped them in their agriculture operations and personal lives.

JEFFERSON COUNTY 4-H PROGRAM NEWS

Alexander,* S. K.

Extension Educator/Agriculture and 4-H, Pennsylvania Cooperative Extension, Penn State University, Jefferson County, 180 Main Street, Brookville, PA 15825, U.S.A.

The Jefferson County 4-H Program News newsletter is used to provide timely and useful information to 4-H members, parents and leaders of the county. Many county, regional, state, and national opportunities exist for 4-H members and leaders. The newsletter is a method of delivering the information to them. The newsletter is also a method of presenting an educational idea to the member and their family. Each month a newsletter is created by Alexander using information from various sources. Support staff prints the newsletter on office equipment and mail it from the local office. The current mailing list is 212. The newsletter is also posted on the Jefferson County Cooperative Extension Website. This posting allows members as well as others to reference the newsletter electronically. Members and leaders respond to requests presented in the newsletter and opportunities to participate in events. Leaders and members are often observed taking their copy of the newsletter to meetings and reading important details to the membership.

MANAGING FOR SUCCESS NEWSLETTER

Rhea, Alice J.

Extension, The University of Tennessee, Knoxville, TN 37996, U.S.A.

The Managing For Success Newsletter is developed quarterly for producers in the area specialist's eleven county area for the purpose of disseminating timely information about current and future events. Newsletter is e-mailed to county agents in the eleven county area and the agents will forward the newsletter via mail and e-mail to their producers. Selected articles from the newsletter have also been requested by county agents to use in newspaper entries. Entry is created by area specialist and printed on field office equipment.

Kelm*, D.W.

County Extension Agent-Agriculture, Texas Cooperative Extension, McLennan County, Waco, Texas 76701

Attached are two (2) copies of the Horticulture Newsletter for McLennan County and the surrounding area. The two newsletters are for the Summer 2006 and the Winter 2006 editions. The audience for this newsletter is the general public in McLennan County and the surrounding area, especially targeting homeowners interested in horticulture along with members of horticultural related civic organizations. The newsletters are prepared by the Master Gardeners and the County Extension Agent and printed at the Texas Cooperative Extension office in McLennan County. Newsletters are distributed through the mail, email, county website and are made available at various educational programs. The mailing list includes 500 residents of McLennan County and the surrounding area.

NEWSLETTER TEAM

National Winner

BARNYARDS AND BACKYARDS – A QUARTERLY PUBLICATION FOSTERING A CULTURE OF STEWARDSHIP AMONG NEW-TO-THE-LAND CLIENTS

Ehmke, C.C.[1], Heald, T.E.[2], Peterson, E.Z.[3], Mount,* D.E.[4], Taylor, L.R.[5]

[1.] Extension Specialist, University of Wyoming Cooperative Extension Service, Laramie, WY

[2.] Extension Educator, University of Wyoming Cooperative Service, Natrona County, Casper, Wyoming 82604

[3.] Extension Educator, University of Wyoming Cooperative Extension Service, Sublette County, Pinedale, Wyoming 82941

[4.] Extension Educator, University of Wyoming Cooperative Extension Service, Platte County, Wheatland, Wyoming 82201

[5.] Extension Educator, University of Wyoming Cooperative Extension Service, Campbell County, Gillette, Wyoming 82716

A multi-agency group of conservation professionals joined together in 2004 forming the Small Acreage Issue team with a goal to foster a culture of stewardship among "new-to-the-land" landowners. One effort of the team has been the development of a quarterly publication *Barnyards and Backyards*. An attractive and professional-looking publication, it is designed to give "new-to-the-land" property managers information needed to better manage land. Distribution is primarily through individual subscription. Subscribers to *Barnyards and Backyards* are from across the US (but mainly within Wyoming and the Western US) and include individuals, businesses and natural resource educational organizations. Typically 5,000 copies of each issue are distributed, though printing runs have been as high as 10,000. Respondents on a 2006 subscriber survey reported that the magazine is effective in answering their questions on land management issues and that they are using the information to change what they are doing on their property. The magazine's content is developed by members of the Small Acreage Issue Team, undergoes a peer review process, then is edited and designed by the University of Wyoming's Communications and Technology staff. The magazine is printed and mailed by printing contractor. NACAA members listed as authors on this abstract have all contributed content to the magazine and serve as members of the development team.

National Finalist

Chaney, S.A.[1], Woodson, D. M.[2] , Johnson, K.D.[3] , George, B.[4]

[1]County Extension Agent-Horticulture, Texas Cooperative Extension, Tarrant County, 200 Taylor Street Suite 500, Fort Worth, TX 76102

[2]County Extension Agent-Horticulture, Texas Cooperative Extension, Tarrant County, 200 Taylor Street Suite 500, Fort Worth, TX 76102

[3]County Extension Agent-Agriculture, Texas Cooperative Extension, Tarrant County, 200 Taylor Street Suite 500, Fort Worth, TX 76102

[4]Extension Office Manager, Tarrant County, 200 Taylor Street Suite 500, Fort Worth, TX 76102

Texas Cooperative Extension in Tarrant County improves county residents' quality of life with custom-made educational programs which are based on community-identified issues and developed by local volunteers.

Tarrant County is an urban county with a population of 1.7 million. This includes 2 major Texas cities, Fort Worth with a 670,000 population and Arlington with a 400,000 population and 36 other municipalities. In order to provide educational information and announce Extension program opportunities, Extension produces a County Newsletter every quarter. All 11 county Extension agents in Tarrant County write an article providing timely educational material. The county office manager, Betty George, formats the newsletter. Tarrant County Graphic Department prints the newsletter. Each quarter the newsletter is sent 5,000 addresses in a different area of Tarrant County and to a mailing list of county residents who request the newsletter.

MEETING THE NEEDS OF THE NEXT GENERATION OF CLIENTELE: CONNECTIONS NEWSLETTER ONLINE

Heiden, R.[1], Metzger, M.[2], Guthrie, T.[3], Tocco,* P.L.[4]

[1] Extension Educator, Michigan State University Extension, Jackson County, Michigan 49202

[2] Extension Educator, Michigan State University Extension, Jackson County, Michigan 49202

[3] Extension Educator, Michigan State University Extension, Jackson County, Michigan 49202

[4] Extension Educator, Michigan State University Extension, Jackson County, Michigan 49202

State budgets in Michigan continue to decline, putting increasing pressure on local units of government to find new ways of disseminating information more quickly and less expensively. Many years ago,

Michigan State University Extension-Jackson County moved to a single monthly newsletter format. This spotlighted all program areas collectively and decreased expenses. Over the last year, Extension in Jackson County took the next step.

Extension conducted a massive survey to determine how our circulation of 8,000 households would like to receive information from us. A large number reported wanting to receive our newsletter online. After reworking our newsletter layout to accommodate an online version, we introduced "Connections Online". Those clients wishing to view the newsletter online, nearly 600 clients, receive a monthly e-mail with a hyperlink to the online newsletter site.

This process has reduced our paper circulation from 8,000 copies to approximately 2000. This reduction has led to a monthly cost savings of $700 with no measurable reduction in the level of service or program reach. The online newsletter can be viewed at http://web1.msue.msu.edu/jackson/connections/index.htm.

THE GARDEN SPADE

Hlubik, W.T.[1]*, Weidman, R.B.[2], Smela, D.[3], McMillan, M.[4], White, C.[4], Dopart, K.[4]

[1] Agricultural Agent, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, North Brunswick, New Jersey 08902
[2] Program Associate, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, North Brunswick, New Jersey 08902
[3] Public Information Assistant, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, North Brunswick, New Jersey 08902
[4] Master Gardener, Rutgers Cooperative Extension of Middlesex County, 42 Riva Avenue, North Brunswick, New Jersey 08902

The Middlesex County Master Gardener Program was established in 1988 to assist with the numerous phone calls, inquiries, and requests from county residents. The increase in Master Gardener volunteers required additional guidance and information, so improvements in communication among the group was necessary. As a result, the Middlesex County Master Gardener newsletter "The Garden Spade" was created in the spring of 2006 to address this issue. The newsletter serves both as a promotional and educational resource for county Master Gardeners as well as Extension staff, agricultural organizations, and community groups. The newsletter provides relevant gardening and environmental information about specific Master Gardener activities and promotes Master Gardener and Extension programs. It is a quarterly publication and it is usually 10-12 pages. There are over 150 Master Gardeners that currently receive the newsletter in hardcopy or off the county web site. It is also distributed to other local organizations and visitors at our educational booths at Extension events. We have received numerous positive comments by Master Gardeners and university professionals on the newsletter layout and content. Mr. Hlubik is a writer and final editor for the newsletter. Mr. Weidman works with Mr. Hlubik to review content for accuracy. Mr. Smela assists in the preparation of the document for duplication. All articles written by Master Gardeners and staff are collected and assembled into the newsletter format which is Microsoft Publisher. After final review it is sent to the county reprographics department for duplication.

Regional Finalist

ANDERSON COUNTY K-STATE RESEARCH AND EXTENSION NEWS

Blocker*, S.M. , Schuster, N.D.
County Extension Agents, K-State Research and Extension, Anderson County, Garnett, Kansas 66032

The Anderson County Extension team newsletter was originated in November 2006. Previously, faculty wrote individual newsletters sent to topical Extension mailing lists totaling about 1000 addresses. One of our local newspapers, "The Advocate's Free Press & Community News," is delivered free to all 4000 box holders in Anderson County each Wednesday. They were willing to include a joint-authored newsletter as an insert in this newspaper at a very low cost. By distributing a team newsletter in this way, we increased our audience approximately four times and have included every resident in Anderson County. Based on our budget and program planning, we have decided to produce three newsletters each year – one in October, February and June. The newsletter design was adapted to our needs by Kansas State University's Department of Communications Production Services Duplicating Center. They also professionally duplicate our newsletter. My co-worker and I author and format the text and graphics in black ink and submit the file in portable document format to the duplicating center. I

write the three-page “Anderson Agriculture” section, format and design the “Upcoming Dates of Interest,” and we work together to write and proofread the introduction. I also post the portable document format file of our newsletter on our County Extension website at http://www.oznet.ksu.edu/anderson. Many residents not previously included in our mailing lists have learned about our organization and are new users of our Extension programs and services.

HUDSON VALLEY AGRICULTURAL NEWSLETTER

Hulle,* L.R.
Cornell Cooperative Extension of Orange County
Education Center, 1 Ashley Avenue, Middletown, NY 10940

The purpose of the Hudson Valley Agricultural Newsletter is to provide local and regional dairy, field crop and farm businesses with up to date information needed to make sound management decisions. This newsletter is produced monthly for a six county region which includes Columbia, Dutchess, Greene, Orange, Sullivan and Ulster counties. The newsletter staff is listed on the front of each issue. Each educator is responsible for one or more issues each year, I am responsible for the May and November issues that are presented for the team newsletter award. These newsletters were printed and distributed from our local county office and mailed to over 650 agricultural producers in the six county region.

The cover of each monthly newsletter that I produce for the Hudson Valley Agricultural Newsletter features a local farm describing a unique aspect of their business that yields benefits. The objective is for the local dairy and field crop farmers to learn from each other about what has worked especially well on a local farm. Farm producers have commented that they look forward to receiving my newsletter because they can always learn something new from their neighbor. When farm producers have limited time to read about new technology having a newsletter in the format that they want to read has a tremendous impact on what they will learn.

NATURAL RESOURCE ENTERPRISES NEWSLETTER

Jacobs, *K.M.[1], Jones, W.D.[2], Rohnke, A.T.[3], Tullos, T.A.[4]

[1]Extension Associate II, Wildlife and Fisheries Department, Box 9690, Mississippi State University Extension Service, Mississippi State, Mississippi 39762
[2]Coordinator, Natural Resource Enterprises Program, Wildlife and Fisheries Department, Box 9690, Mississippi State University Extension Service, Mississippi State, Mississippi 39762
[3]Extension Associate II, Wildlife and Fisheries Department, 1320 Seven Springs Rd., Raymond, MS 39154
[4]Extension Associate II, Wildlife and Fisheries Department, PO Box 1690, Verona, MS 38878

The Natural Resource Enterprises (NRE) newsletter contains articles about specific enterprises, interviews with enterprise owners, wildlife habitat management recommendations, updates on current research, and announcements for upcoming workshops, events, and seminars. This newsletter is printed quarterly and direct-mailed to our mailing list. The mailing list is comprised of those who attended our workshops and demonstration days as well as individuals who requested to be added to the mailing list via our website. Our mailing list has grown to include over 400 individuals from Mississippi, Alabama, Arkansas, Tennessee, Indiana, Louisiana, Texas, Florida, Missouri, Virginia, and Illinois. The Natural Resource Enterprises newsletter is designed by K.M. Jacobs and edited by K.M. Jacobs and W. D. Jones. T.A. Tullos, A.T. Rohnke, K.M. Jacobs, and W.D. Jones all contribute articles to the newsletter. Contributions from guest authors are also included periodically. After release, issues are archived on our website www.naturalresources.msstate.edu. This newsletter is a great way for us to keep in contact with previous workshop and demonstration attendees and provide useful information and ideas to individuals who sign up for the mailing list.

EXTENSION UPDATE

Berry,* J.W.[1], Leiby, R.E.[2], Swackhamer, E.[3]

[1.] Extension Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Room #104, Allentown, PA 18104-5798
[2.] Extension Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Allentown, PA 18104-5798
[3.] Extension Educator, Penn State Cooperative Extension-Lehigh County, 4184 Dorney Park Road, Room #104, Allentown, PA 18104-5798

The *Extension Update* newsletter is an outcome of a strategic planning process. One of the goals of the strategic planning process centered on the desire to increase the visibility of CE, raise public awareness of the wealth of research-based education available through CE, and maintain accountability to our stakeholders and policymakers. It was felt that a regular publication given to stakeholders was the best way to inform local and state leaders of the mission, the work, and the accomplishments of Cooperative Extension within our community. *Extension Update* is developed, designed, written, produced and distributed by Extension Educators in Lehigh County using county equipment. Published three times per year and sent to roughly 275 key stakeholders, *Extension Update* centers on a theme agreed upon ahead of time by the staff. The Team involved in this highly successful outreach activity includes administrative support staff and Extension Educators from the entire set of subject matter offerings. Themes have included how this group responded to current issues, how programs save tax dollars and increase profitability, and highlights of upcoming events of local interest. This effort has been evaluated through a survey sent to a random sample of readers (N=50). A 20% response rate answered six questions regarding the usefulness and relevance of the *Extension Update* newsletter. 100% report reading *Extension Update*, staff biographies and program recipient testimonials were ranked as the most interesting aspects of *Extension Update*, and all respondents indicated they would like to see more examples of the local Extension Educators role in addressing current issues.

THE SEEDLING
TIPTON COUNTY MASTER GARDENERS NEWSLETTER

Leigh, Booker T. & Master Gardeners

The Seedling is used as a communication tool for our organization which has 20 members in the association and 15 new students. It has information about volunteer and education opportunities for the Master Gardeners. It's also a vehicle for Master Gardeners to contribute information about field trips, recipes, gardening tips and Horticulture news. The calendar of events for garden tools and education programs keep members informed if they are not able to attend the regularly scheduled business meetings.

This is the second year that we have has a newsletter, our organization is three years old. We consider the newsletter to be a very valuable tool for our organization.

THE CENTRAL WASHINGTON ANIMAL AGRICULTURE NEWSLETTER

Kerr,* S.R.[1], Hudson, T.D.[2], Smith, J.[3], Ferguson, H.[4], Hendrix, W.F.[5], Fouts, J.[6], Kugler, J.[7], Smith, S.M.[8], Fransen, S.[9], Moberg, D.[10]

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3. Area Livestock Extension Educator, Washington State University Extension, Benton-Franklin County, Kennewick, Washington 99336-1387
4. Extension IPM Coordinator Specialist, Washington State University Extension, Prosser, WA 99350
5. Extension Animal Science Specialist, Washington State University Extension, Yakima County, Yakima, Washington 98901-2631
6. Extension Educator, Washington State University Extension, Walla Walla County, Walla Walla, Washington 99362
7. Extension Forage Specialist, Washington State University Extension, Grant-Adams Area, Ephrata, Washington 98823
8. Area Extension Animal Science Specialist, Washington State University Extension, Grant-Adams Area, Ephrata, Washington 98823
9. State Extension Specialist Forage Research & Extension Agronomist Prosser, WA 99350-8694
10. County Extension Director, Washington State University Extension, Walla Walla County, Walla Walla, Washington 99362

The Central Washington Animal Agriculture Team was created in 1997 to develop and deliver educational programs for area livestock producers. Team

membership has grown from the initial four to the current 12 members. The team has received $7,200 in funding from Washington State University Extension since 1998 and generated more than $2,700 in revenue through cost-recovery measures. Team activities have included sponsorship of numerous educational workshops and field days, development of a web site, creation of fact sheets and publication of a brochure to inform producers about the team. Team members meet at least quarterly to discuss relevant issues in the area and plan educational outreach programs. In 2006, the team decided to create a quarterly electronic newsletter to increase outreach to time-constrained, new and small acreage livestock producers in central Washington who find it difficult to attend educational workshops. Each newsletter contains livestock production and management articles appropriate for a specific time of year. Editorship of each issue alternates among team members. Each issue is made available in electronic format and posted on the team's web site at www.animalag.wsu.edu/newsletters. Notice of the release of each new issue is made using various e-mail listservs. Four issues have been produced to date with an average of 477 downloads of each issue. Due to the success of the Central Washington Animal Agriculture Team's newsletter and in response to recommendations from Washington State University Animal Science Department personnel, the name of the newsletter has been changed to the Washington Animal Agriculture Team newsletter.

GARDENER'S GRAPEVINE – A BIMONTHLY NEWSLETTER PROVIDING HORTICULTURAL EDUCATION FOR HOMEOWNERS IN SALT LAKE COUNTY

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3. Extension Agent, Utah State University Cooperative Extension, Salt Lake County, Utah 84190
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Gardening is one of the most popular hobbies in the United States, especially in urban counties where most residents live in single family residences, as is the case in Salt Lake County. Utah State University Cooperative Extension resources and publications are often overlooked by this urban audience. This newsletter, published six times a year, has a print circulation of 3500. Through outreach programs utilizing Master Gardener volunteers who staff information booths at Home and Garden shows, garden fairs, county and State fairs, Utah State University Extension Salt Lake County is broadening our readership from a traditionally rural audience to an urban audience, To increase circulation and awareness, we are encouraging residents to receive the newsletter via email. This has increased our readership, without adding additional costs for postage and printing. This newsletter is produced with the cooperation of two horticulture agents providing timely and relevant content and photos, while a publishing technician does the layout and graphics.

CONSERVATION CONNECTION NEWSLETTER BY THE UNIVERSITY OF ILLINOIS EXTENSION NATURAL RESOURCE MANAGEMENT TEAM

Cavanaugh-Grant, D.A.[1], Church, J.A. [2], Czapar, G.F. [3], Frazee, R.W. [4], Friend, D.E.[5], Haynes, L.K. [6], Letterly, G.A. [7], Meeker,* S.L. [8], Plumer, M.D. [9], Roedl, B.J. [10], Shiley, D.C. [11], Sinclair, C.T.[12], Solomon, S.J. [13], Tate, J.L. [14]

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6. Extension Educator, University of Illinois Extension, Rock Island County, East Moline, Illinois 61244
7. Extension Educator, University of Illinois Extension, Christian County, Taylorville, Illinois 62568
8. Extension Educator, University of Illinois Extension, East Peoria Center, East Peoria, Illinois 61611
9. Extension Educator, University of Illinois Extension, Carbondale Center, Carbondale, Illinois 62903
10. Extension Educator, University of Illinois Extension, Effingham County, Effingham, Illinois 62401
11. Extension Educator, University of Illinois Extension, Champaign Center, Champaign, Illinois 61821
12. Extension Educator, University of Illinois Extension, Champaign Center, Champaign, Illinois 61821

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Conservation Connection is the University of Illinois Extension Natural Resource Team newsletter. The overall goal of the newsletter is to improve the environmental awareness of citizens, which will lead to a healthy, productive and sustainable environment. The target audience includes homeowners, gardeners, landowners, adults and youth who are interested in protecting and enhancing the environment.

The Natural Resources Management Team publishes the newsletter four times during the year and offer articles pertaining to conservation best practices, natural resource decision-making, current research in the field and bridging research with local practice. Articles are concise and to the point and vary in length between 150 and 300 words. Each newsletter has approximately six articles per issue with the back page listing important upcoming dates.

The newsletter is distributed quarterly to the 92 unit offices**.** Each unit office then has the ability to determine the best approach for disseminating the newsletter to their appropriate clientele**.** The newsletter is posted to the University of Illinois Extension West Central Regional Intranet website for the units to download in two file formats: Microsoft Publisher and Microsoft Word. Unit offices can download the electronic file for both interoffice use and reproduction on field office equipment. The newsletter is also posted for the general public at the University of Illinois Extension Conservation Connection website at http://web.extension.uiuc.edu/cc/. The newsletter is designed, edited and prepared in Microsoft Publisher and Microsoft Word. Team members submit articles for the newsletter. Susan Meeker serves as the editor for the team newsletter.

VIDEO TAPE/TELEVISION

National Winner

TV SEGMENT OF LADY BEETLES ON WPSX'S *PENNSYLVANIA INSIDE OUT*

Butzler*, T.M.[1]

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I correspond regularly with Maria Hornbien, producer of a weekly segment tilted the *Three Minute Gardener* on WPSX's *Pennsylvania Inside Out,* to flesh out new gardening topics. One of my interests is beneficial insects and I explained to the producer how we could create an interesting segment that would be helpful to homeowners. The purpose of the submitted *Three Minute Gardener* segment was to illustrate a common beneficial insect, the lady beetle, and its role in the Pennsylvania landscape. Although I did not edit the taped material, I had several major contributions to the taped segment. A week before the taping, I spent a day walking around Penn State's campus to locate lady beetles preying upon aphid infestations. I spent another day developing the scripts for the segment followed by an additional day taping the segments in which I appear. The submitted segment was aired on August 21, 2006. *Pennsylvania Inside Out* is Penn State Public Broadcasting's public affairs program. The half-hour program focuses on the issues, events and people affecting the communities served by WPSX-TV and Penn State. *Pennsylvania Inside Out* offers a variety of public affairs, news and informational content during the week.

National Finalist

"FERTILIZERS" SEGMENT OF *PINELLAS PLANTING* SERIES ON PINELLAS TV-18

Brown,* P.W.[1], Williams, S.[2], Claudio, L.[3]

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[3.] Video Specialist, Pinellas County Government Communications, Clearwater, Florida 33756

Television has increasingly become a media format that can be used to help with the educational outreach of extension agents. *Pinellas Planting* is a series of recorded television segments created to air monthly on Pinellas County Government's weekly newscast on Pinellas TV-18; "Inside Pinellas" with the objective of providing University of Florida/IFAS research based lawn and garden information to viewers in an entertaining format. This agent researches and

provides the talking points and props for each segment and the segments are filmed, edited and produced by Lou Claudio, our video specialist. Each segment airs the last week of the month with timely information for the coming month. Susan Williams and I use a conversational technique to get the important educational message into the segment. The submitted segment "Fertilizers" (number 10 in the series) aired 1/26/07 through 2/2/07 four times a day (7 a.m., Noon, 7 p.m., 11 p.m.) for a total of 28 airings. It was, and remains, accessible also on the Pinellas TV-18 website (http://www.pinellascounty.org/pinellasplanting.htm) along with the links to relevant UF/IFAS publications via EDIS and a "Things to do in the Landscape/Extension Events" calendar for the month. Pinellas TV-18 is carried by Bright House and Knology cable franchises in Pinellas County with a total of 384,000 subscriber homes (2006 figures) or approximately 768,000 possible viewers each time the segment airs. In addition, a web counter tallies each time the segment is accessed on the web site. This segment has been accessed 137 times since it was posted on the web site in February.

IPS BEETLES THREATEN MISSISSIPPI PINE TREES

Hughes, H.G.

Extension Forester, Mississippi State University Extension Service, Lamar County, Purvis, Mississippi 39475

Hurricane Katrina in 2005 and the severe drought that followed in 2006 resulted in an explosion in pine bark beetles. These beetles infested snapped trees, then moved into living trees in 2006, resulting in significant pine mortality. This program was developed to educate landowners and the general public about pine bark beetles, why they were a problem after Katrina and the drought, and what landowners and homeowners should do if their trees are infested. This program was developed by the professionals in Ag Communications and shown on Farmweek, the week of December 15, 2006. It was distributed statewide to the electronic media, and is also available on the MSUCares web site under "News". This program, as noted, was produced and edited by Ag Communications personnel who traveled to several locations, filming damage, and interviewing certified arborists, a homeowner, a landowner, and Glenn Hughes. My role was to locate a landowner site, arrange for field visits, and discuss the pine bark beetle, the reasons it has become such a problem in 2006, and how to identify bark beetle problems.

SMART SPRINKLING

Richard F. Heflebower Jr.
Horticulture Agent, Utah State University Extension
Washington County Office, 44 North 100 East
St. George, Utah 84770

This DVD is produced by The Utah Rivers Council with support from Orbit Irrigation and Spy Hop Productions. I am one of five people who helped determine the content and act as a participant in the taping itself. The purpose of this DVD is to help homeowners appreciate the importance of water conservation and understand how to water their landscape more efficiently. The concepts of design, implementation, and maintenance are discussed as they relate to irrigation of the home landscape. 500 copies of this DVD were initially released.

Regional Finalist

2006 SHELBY COUNY AGRICULTURE

Colguitt* R.W.

County Extension Coordinator, Alabama Cooperative Extension System, Shelby County, Columbiana, Alabama 35051.

The "Shelby County Agriculture" DVD was created to promote Agriculture in Alabama's fastest growing County. It has taken two years to complete the project. All of the footage and interviews were conducted in Shelby County. The DVD has been distributed to local schools, municipalities, and civic organizations to fulfill the purpose of the project. Currently over 30 copies have been distributed. Furthermore, the DVD has been linked to the Shelby County Extension Office web page and can be viewed by any interested party. The DVD was professionally produced with this author providing project oversight and direction.

FRESH COW DVD TEACHES SPECIFIC SKILLS TO CARE FOR FRESH AND SICK COWS

Miller*, Z.A.[1], Keuning, J.L.[2], and Kohlman, T.L.[3]

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Proper fresh cow focus includes management and treatment options to maximize profitability while enhancing cow health and performance. Personnel working with fresh cows must be trained to accurately detect and record eight important conditions that affect fresh cows-including displaced abomasum, enteritis, lameness, ketosis, mastitis, pneumonia, milk fever and metritis. A training tool within the "Dairy Workers' Training" Herdsmanship Skills Module, an English and Spanish DVD featuring Dr. Shelia McGuirk, UW-School of Veterinary Medicine was developed to train farm personnel with conducting proficient fresh cow examinations. The DVD outlines a step-by-step approach in conducting fresh cow examinations detailing everything from selecting cows for examination based on behavior, calving history, and observations to conducting diagnostic tests to achieve accurate diagnosis.

The DVD has been utilized by area agriculture agents at four pilot bilingual trainings for 60 dairy workers. Pre- and post-evaluations (n=56) from the pilot trainings indicated participants increased their knowledge and understanding an average 1.8 points (on a scale of 1 to 7) on ten fresh cow examination skills. On a scale of 1 to 10 (10 being the highest) participants ranked the program 7.5. They ranked their understanding of the process used to conduct fresh cow examinations at 7.4. To date, over 40 DVDs have been sold or distributed to individuals in the Midwest and seven countries.

These agents were responsible for developing and directing the production in cooperation with UW-School of Veterinary Medicine, Babcock Institute and UW-Extension Distance Education/Digital Media Unit where it was recorded, edited and duplicated professionally.

OREGON STATE UNIVERSITY WASCO COUNTY EXTENSION VIDEO PSA

Dodrill, S.[1], Tuck, * B.[2]

[1.] Oregon State University Extension Service – Extension & Experiment Station Communications, 422 Kerr Administration Building, Oregon State University, Corvallis, Oregon 97331
[2.] Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

In 2006, the Oregon State University Extension Service in Wasco County successfully went before the voters of Wasco County to request the establishment of a service district and permanent tax rate to provide long-term funding. This was necessary due to the elimination of local OSU Wasco County Extension Office support as of July 1, 2007 due to county budget shortfalls. To promote the value of Extension in Wasco County, we collaborated with Steve Dodrill, OSU Extension & Experiment Station Communications Specialist to develop a 15 second video public service announcement (PSA) as one part of our educational information campaign. The PSA was aired free of charge on the local access channel 7 times a day for 6 weeks prior to the November 7, 2006 election. The PSA, which has a non-political message, will be used following the election to continue to promote the OSU Wasco County Extension Office in the community.

DELMARVA GARDENS BY GINNY ROSENKRANZ, TRI-COUNTY HORTICULTURIST

Rosenkranz, V.L.

Extension Educator, Commercial Horticulture, 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. PAC 14 is a Public, Educational and Government Access Television that serves the county and is non- profit. To create Delmarva Gardens, the educator goes inside greenhouses, outdoors into flower gardens or in landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its sixth year of production and can be viewed on PAC 14 and the University of Maryland's Web site. 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 March video Delmarva Gardens explored the correct way to select seeds for an annual butterfly garden, and how to plant the seeds and care for them at home. By using visual demonstration, the viewers will be able to feel confident about caring for and pruning plants at the proper time of the year.

FACT SHEET

National Winner

BILINGUAL PROTOCOL CARD ASSURES CONSISTENT COLOSTRUM HANDLING

Kohlman*, T.L.

Extension Agent, University of Wisconsin Extension-Sheboygan County, 650 Forest Avenue, Sheboygan Falls, WI, 53085

Raising dairy replacements, the second highest expenditure on the farm behind feed costs, has become more challenging as dairy farms expand or modernize facilities. Adapting to the changing conditions of the operation requires hiring employees who can complete the necessary tasks, specifically skills related to calf management. Those hired may have little or no training and may speak another language (predominately Spanish). In response to this need, this agent developed several protocol fact sheets as part of the Dairy Workers' Training Module III-Calf Management Skills. This specific protocol card was developed for use as a reference and training tool to help producers ensure the task of harvesting and storing colostrum was done properly and consistently, day in and day out, regardless of who performed the task. The fully illustrated, barn-friendly, laminated, English/Spanish protocol card outlines a step-by-step approach for harvesting and storing colostrum.

As part of the Dairy Workers' Training Calf Management Skills bilingual trainings, this protocol card, along with 17 others have been utilized at six pilot trainings for nearly 100 dairy workers.

To date, over 130 protocol cards have been sold or distributed to individuals in the Midwest and seven countries to be use as training tools. In addition to those protocol cards distributed at pilot trainings countless copies have been distributed by agents in other counties for their trainings.

This entry was prepared using Microsoft Publisher, printed with an HP DeskJet 960C printer and laminated with a GBC HeatSeal™ H300 laminator.

National Finalist

NUTRITIONAL FLUSHING OF SMALL RUMINANTS

Kerr,* S.R.[1]

[1.] County Extension Director, Washington State University Extension, Klickitat County, Goldendale, Washington 98620

Due in part to the proliferation of new and small acreage owners, the number of small ruminant producers is increasing throughout Washington State. Although these livestock owners have great educational needs, they often have full-time jobs off the farm and little time to attend traditional Extension education workshops. This fact sheet was developed for placement on the Central Washington Animal Agriculture Team's web site (www.animalag.wsu.edu) for access by these time-constrained small acreage owners. Flushing can be a very effective tool for small ruminant producers, especially in herds where animals have low body condition scores. The typical response to an elevated nutritional plane during flushing is the release of more eggs and implantation of more embryos in the uterus. The 10 to 20% increase in the subsequent lamb or kid crop can mean the difference between a break even or profitable production year.

PESTICIDE APPLICATION TECHNOLOGY FOR SOYBEAN RUST AND SOYBEAN APHIDS

Brown-Rytlewski, D.E.[1], DiFonzo, C.D.[2] , Staton,* M.J.[3]

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Two relatively new pests, soybean rust and soybean aphids, pose a significant threat to the profitability of growing soybeans in Michigan. Pesticides are available that will control both pests provided adequate canopy penetration and leaf coverage is achieved. This is difficult to accomplish in the well-developed soybean canopies that exist when soybean rust and soybean aphids need to be controlled. Growers need to set-up, adjust and operate their sprayers carefully utilizing the latest information available from the land grant university system. The purpose of this fact sheet is to provide soybean growers with all the information they need to provide the canopy penetration and leaf coverage necessary for controlling soybean rust and soybean aphids. The fact sheet was distributed to over 350 soybean producers and agribusiness agronomists at two educational meetings conducted in February, 2007. We utilized the county printing department to duplicate the fact sheet. The fact sheet has also been posted on the Soybean 2010 website, the MSU Extension Field Crop Team website and the MSU Extension Portal. Contributions to the fact sheet include: a comprehensive review of the literature, personal conversations with extension specialists from around the country, significant writing and creation of figure 1.

CHUTE SIDE QUALITY, DEFECT AND CULLING GUIDE

Helmondollar,* R.R.[1] , Workman, D.J.[2] and Yates, J. [3]

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[3] Farm Manager, Division Animal and Veterinary Sciences, West Virginia University, Morgantown, West Virginia 26506

Beef Producers have a desire to learn about Best Management Practices (BMP's) for beef that will benefit their production systems and ultimately increase profit. Timely marketing of animals before problems arise, or existing defects become magnified is the key to capturing more than $70 per head in additional revenue for each cull animal sold.

The "Chute Side Quality, Defect and Culling Guide" was designed and created to help educate producers in strategies to improve management, monitoring and timely marketing of beef cows and bulls. The "Guide" serves as a take home piece that can be displayed in the proximity of the working chute to serve as a reminder of timely marketing to improve profitability.

The information for the guide was gathered by the Agents Helmondollar and Workman. The layout, design and duplication were a cooperative effort with Susan Crist and the WVU Printing Services.

The guide has been shared with Beef Quality assurance producers in West Virginia. Copies were also shared with State Beef Quality Assurance Coordinators from around the country. The Georgia Cattlemen's Association distributed 1,000 copies to folks as part of a drought management strategy in their state.

The guide was featured in the *National Cattlemen, Fall 2006 Producer Education Edition*. In this publication, the "Guide" is included as a pull out piece, a centerfold type insert, in this magazine. According to National Cattlemen's Beef Association, (NCBA) distribution of this edition was about 110,000 copies received by subscribers and others around the world. At the annual meeting of NCBA 400 copies were distributed to producers from around the country.

Regional Finalist

HANDLING FACILITIES FOR BEEF CATTLE

Lane, Clyde D., Jr.[1], Powell, Richard[2], White, Brian[3], Glass, Steve.[4]

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[4] County Extension Director, Decatur County, Decaturville, TN 38329

Handling Facilities for Beef Cattle is a fact sheet developed to support the Animal Health Initiative being emphasized by the Tennessee Department of Agriculture. The fact sheet was written to assist beef producers in the construction of beef cattle handling facilities. With the construction of handling facilities it is expected that producers will perform more recommended management practices and perform them according to Beef Quality Assurance guidelines. Two thousand copies of the fact sheet were printed.

The fact sheet is also available to producers on the Extension Web page.

2006 FARM CUSTOM-WORK RATE GUIDE

Whittle*, W.H. 1; Stanley, T. A. 2;

1 Senior Extension Agent, ANR, Farm Business Management, Virginia Cooperative Extension, Virginia Tech, Page County, Stanley, Virginia 22851

2 Extension Agent, ANR, Farm Business Management, Virginia Cooperative Extension Virginia Tech, Augusta County, Verona, Virginia 24482

The 2006 Custom-Work Rate Guide for the Shenandoah Valley provides the agriculture community with a reference to the types of farm jobs common in the Valley and the average cost and the range of rates charged for these jobs. I developed the survey to collect the information for the Guide, and with co-workers, mailed it to more than 4500 farmers in 11 counties. More than 150 usable surveys were returned representing 971 custom-work rate quotes. My FBM co-worker and I compiled the data and developed the Guide in Excel and converted it to PDF format. The one page, front and back format, in color for ease of reading, is a convenient tool providing information to farmers and rural landowners as they develop budgets and determine expansion costs. The PDF format was distributed to ANR agents in the Shenandoah Valley for distribution on request. More than 30 farmers have asked me for this Guide, and I have provided quotes to several more. The FBM staff uses this information to develop budgets and to provide talking points as we conduct programming on budgeting, expansion costs and programming for novice farmers. A specialist is using the data in developing partial budgets comparing custom spraying verses spraying by the farmer. The information is presented in multiple formats including the Page Unit Website at http://offices.ext.vt.edu/view.cfm?webname=page&section=newsletters_a&idn=10706 and the Farm Business Update website at http://www.ext.vt.edu/news/periodicals/fmu/2006-06/guide.html. This Guide is also the basis for articles in Valley newspapers and the subject of several radio programs.

REASONS TO BUY LOCAL PRODUCE

Dill, S.P.[1] , Hunsberger, L.K.[2]

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This Fact Sheet was developed to outline the reasons and importance of buying local farm products to the nonagricultural or consumer audience.

Most fresh fruits and vegetables produced in the U.S. are shipped from California, Florida, and Washington and travel an average of 1,300 miles from farm to table. Produce sold in supermarkets is chosen for its ability to withstand industrial harvesting equipment and extended travel. Travel time from farm to supermarket can range between seven to fourteen days. This is just one of the many reasons local consumers should be educated about agriculture and learn more about their food supply.

This fact sheet has been distributed to over 100 consumers in hopes that they may change their buying habits and possibly increase their purchase of local farm products. This fact sheet has also been distributed to educators interested in buy local campaigns in their area.

VINES

Sagers,* L. A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, Lehi, Utah, 84043-3506

“Vines” is a fact sheet used for many purposes. Vines are very useful landscape plants and they solve many problems. This sheet was produced for use in Landscape Design classes, Landscape Plant Material classes, Master Gardener classes that the author and others teach and for Garden Walks he conducts in the Thanksgiving Point Gardens. This sheet is one of a collection of plant material sheets used for the previously mentioned purposes. The reason for the focus on vines is that gardeners need to select these

plants carefully. Putting the wrong vine in the wrong place can cause serious problems damaging siding and other building materials. It is also important to match the design criteria with the best growing conditions to help the plants thrive. It is also important to place annual or perennials vines as needed in the landscape. The fact sheet is created in Microsoft Word and reproduced on copy machines. Approximately 2500 copies of the publication have been distributed to home gardeners through USU Extension Service offices, classes and Master Gardener presentations throughout Utah.

RAINWATER HARVESTING IN TARRANT COUNTY

Woodson, D.M.

County Extension Agent – Horticulture, Texas Cooperative Extension, Tarrant County, 200 Taylor Street Suite 500, Fort Worth, TX 76102

Rainwater harvesting is an ancient technique enjoying a revival in popularity due to the inherent quality of rainwater and interest in reducing the use of treated water for landscape irrigation. Extended drought, growth and development has left the Metroplex short on water for several years. Harvesting rainwater for landscape irrigation will save you money by reducing your water bills, reduce demand on the municipal water supply, make efficient use of a valuable resource and reduce flooding, erosion and the contamination of surface water with sediments, fertilizers and pesticides in rainfall run-off. A simple rainwater harvesting system diverts rain water into the landscape where the water is required. Many homeowners practice this method with rain gutters, down spouts and diverters. A complex system diverts, collects and stores rainwater for later use. A complex system works by the principal that the amount of water harvested (the supply) equals the amount of water required for irrigation minus rainfall.

Fact Sheet was created in the Extension office by Dotty Woodson with the assistance of staff member, Kim Johnson. The fact sheet was printed at the Extension office and in larger numbers by the county's graphic department. The fact sheet was distributed at the Master Gardener Rainwater Harvesting Specialist training, District 4 agent training and at many presentations to garden clubs and other Master Gardener programs.

COMMUNICATION AWARDS PROGRAM- FACT SHEET

Billingsley*, E.D.

County Extension Director, University Illinois Extension-Jackson County, Murphysboro, Illinois 62966

Clients have been coming to the county office seeking information about planting a turkey plot. It was apparent that no information was available through Illinois Extension. This identified need required action to fill it. The county director decided to address the need and provide information. Personal visits were made to state and federal management systems within the county to collect the data. The fact sheet was compiled and edited by the director and it was produced by the county staff. It was felt that residents and non resident hunters alike could use the information. The purpose of the fact sheet was to meet this request for information. A press release was submitted to the media and request immediately for the fact sheet began to come in. The fact sheet has been requested or retrieved off the county extension web site by 256 individuals to date. It was also shared with 27 other Extension counties to be shared with their clients.

TREE DECLINE IN NEW JERSEY LANDSCAPES – A NEW FACTSHEET FOR MASTER GARDENERS, CLIENTS, AND TREE CARE PROFESSIONALS

Polanin,* N.[1], Buckley, R.[2] and Maletta, M.[3]

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[2.] Coordinator, Rutgers Plant Diagnostic Laboratory, Ryders Lane, North Brunswick, NJ 08901
[3.] Research Associate and Horticulturist, Rutgers Cooperative Extension, Hunterdon County, PO Box 2900, Flemington, NJ 08822

Questions regarding mature trees and their decline are among the most frequent and challenging inquiries to Cooperative Extension offices and Master Gardener Helplines here in New Jersey. Extension personnel and volunteers are usually limited to examining small samples from the tree or a general description from the homeowner over the phone. This may lead to a diagnosis of a particular foliar or twig problem, but, in further discussion with the client, the tree is found to be in decline and requires an on-site evaluation from a

tree care professional. This fact sheet was created as a companion to our "How to Hire" series to educate clients about this complex syndrome, and in turn assist them in becoming a more educated consumer of tree care services. This fact sheet also showcases local pictorial examples of causes, signs, and symptoms of tree decline, and has proven to be a useful educational tool for in-office and online clients, as well as for tree care professionals as they interact with their clientele. A short, concise, and generalized fact sheet was designed by the authors with the Master Gardener volunteer, home horticulture client, Extension staff, and community foresters and arborists in mind. Since publication in December of 2006, 184 downloads were recorded. Created initially in MSWord, this full color fact sheet was converted to an Adobe Acrobat (.pdf) document for ease of online access. Photos were taken with a Nikon Cool Pix™ 885 digital camera.

Additional team members:

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OREGON STATE UNIVERSITY WASCO COUNTY EXTENSION OFFICE FACT SHEET

Tuck,* B.V.[1]

[1.] Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, Oregon 97058

In 2006 the Oregon State University Extension Service in Wasco County successfully went before the voters of Wasco County to request the establishment of a service district and permanent tax rate to provide long-term funding. This was necessary due to the elimination of local support for OSU Wasco County Extension Office as of July 1, 2007 due to county budget shortfalls. To promote the value of Extension in Wasco County and create an awareness of the issue for sustainable long-term funding, we developed as one part of our educational information campaign a one-page color fact sheet insert for The Dalles Area Chamber of Commerce monthly newsletter. The format and color scheme used for the insert was similar to other information pieces including banners, yard signs, mailers, etc., used during the campaign in order to create visual recognition of our campaign and consistency in our message with the voters. The newsletter which included our fact sheet was published in October 2006 and went to 650 chamber members in the area which include most businesses in Wasco County.

PUBLICATION

National Winner

THE WOODS IN YOUR BACKYARD: LEARNING TO CREATE AND ENHANCE NATURAL AREAS AROUND YOUR HOME

Downing, A.

Extension Agent, Natural Resources, Virginia Cooperative Extension – Northern District, Madison, Virginia, 22727

Landowners with less than 10 acres of forest own 59% of the forest properties in the Eastern United States, yet few forestry and natural resources educational materials or programs have targeted this audience. *The Woods In Your Backyard* is a direct response to this growing underserved audience's desire to steward their property. The publication uses a case-study approach to guide users through a process of creating their own plan while learning basic forest stewardship concepts. It was published through Natural Resource, Agriculture, and Extension Service (NRAES) in September of 2006 after focus group testing in Pennsylvania, Maryland and Virginia administered by the authors and a formal peer-review through NRAES. To date, nearly 2000 copies have been distributed through the publisher. More than just a publication, this material forms the basis of an educational approach to reach small acreage landowners (1-10 acres) through a train-the-trainer model where approximately 175 individuals have already been trained throughout the Mid-Atlantic to use and further disseminate the material in their professional or volunteer roles. My role in the

project as a co-author included: working with the other authors to define the approach, write part of the material, extensive editing, focus group testing, securing & administering grant dollars, distribution of material throughout Virginia and development of supporting training tools for trained-trainers.

Kays, J., J. Drohan, A. Downing, J. Finley. 2006 *The Woods in Your Backyard: Learning to Create and Enhance Natural Areas Around Your Home.* Ithaca, NY: Natural Resource, Agriculture, and Engineering Service.

National Finalist

10 STEP MELON FLY INTERATED PEST MANAGEMENT PROGRAM FOR SMALL ACREAGE FARMERS

Sugano*, J.S.[1], Mau, R.FL.[2], Fukuda, S.[3], Jang, E.[4], Vargas, R.[4]

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[2.] Extension Specialist, University of Hawaii Cooperative Extension, Honolulu, Hawaii 96822
[3.] Extension Agent, University of Hawaii Cooperative Extension, Oahu County, Wahiawa, Hawaii 96786
[4.] Research Entomologist, UDSA Agricultural Research Service, Pacific Basin Agricultural Research Center, Hilo, Hawaii 96720

The melon fly *(Bactrocera cucurbitae)* continues to be a significant economic pest of fruiting vegetables that restricts the expansion of Hawaii's diversified agriculture sector. Extension educational programs for melon fly suppression were conducted in 2005 with small acreage growers on Oahu. Post workshop evaluations indicated that a change in information delivery was necessary to increase grower adoption as English is predominately a second language for many of Oahu's immigrant growers. The team restructured the melon fly suppression program for immigrant growers using a 10 step approach. To better articulate program components and increase grower adoption of practices, team members developed a 35-page step-by-step color booklet to supplement field demonstrations and trainings. Photographs which illustrated key suppression techniques were utilized in combination with lay terminology. Booklets were also translated and re-designed in Chinese and Ilokano for Oahu's largest immigrant grower groups.

Team members provided researched based recommendations for melon fly suppression and advised on technical content. . The presenter was responsible for re-organizing the technical information into an easy to understand, logical step by step approach. The presenter collected supporting graphics and worked with a graphic artist to layout/design the technical information. Seven thousand copies were professionally printed and distributed by U.S. mail to extension offices, agricultural chemical supply companies and crop consultants throughout the state of Hawaii. Growers who attended our follow up workshops in 2006 and utilized the 10 step melon fly suppression approach reported a reduction in crop damages and increase in economic yield.

GUIDELINES FOR STARTING A HORTICULTUAL THERAPY PROGRAM BY PARTNERING WITH VOLUNTEERS

Flahive DiNardo, M.* 1, Flagler, J. 2, Sabatino, K. 3

1. Agricultural Agent, RCE of Union County, 300 North Ave East, Westfield, NJ 07090
2. Agricultural Agent, RCE of Bergen County, One Bergen County Plaza 4th Floor, Hackensack, NJ 07601-7076
3. Horticultural Therapist, Bergen Regional Medical Center, Paramus, NJ

Horticultural Therapy is the use of plants and gardening activities to improve the mind, body and spirits of people. It is practiced in health care, hospice, rehabilitation, and vocational facilities; senior and community centers; and prisons. The goal of this manual is to advocate the practice and profession of horticultural therapy. Volunteers can play an important role in promoting horticultural therapy in their community. The intended audience is volunteers and agency coordinators who are interested in starting a horticultural therapy program. The manual provides information about the benefits of horticultural therapy to people with special needs and how it can meet cognitive, social and physical therapy goals. The Horticultural Therapy profession and certification process is explained in the book. There is detailed information on the coordination of a horticultural therapy program for volunteer and facility managers. The manual has 13 lesson plans with objectives, supplies

and instructions for completing horticulture projects. The appendix features plant recommendations and resources. The authors wrote the text, prepared the lesson plans and provided the photographs in the text. Desktop publishing of the book was provided by the Rutgers School of Environmental & Biological Sciences Office of Communications. There was an initial printing of 200 publications, 80 of which were distributed at a Horticultural Therapy Workshop. Copies are available by contacting the lead author. The publication is also available electronically at www.rce.rutgers.edu. The American Horticultural Therapy Association is also offering the book though their publications web site, www.ahta.org.

Regional Finalist

COMMUNICATION AWARDS PROGRAM-PUBLICATION

Billingsley*, E.D.

County Extension Director, University Illinois Extension-Jackson County, Murphysboro, Illinois 62966

Fee hunting and hunting interest continues to grow in the county and within the state. Several clients have been coming to the county office seeking information on planting whitetail deer food plots. It was apparent that no information was available through Illinois Extension. The county director decided to address the need and provide information. Personal visits were made to state and federal management agencies to collect the data. The publication was compiled and edited by the director and it was produced by the county staff. It was felt that county, regional, and state hunters, landowners and wildlife enthusiast alike would use the information. The purpose of the publication was to address client request for information. A press release was submitted to the media and request immediately began to come in. The publication was released late in December 2006 and totaled 1073 hits on the county website through the month of Febuary 2007. It is being used by 27 extension counties currently as a handout. It continues to grow in popularity in the county and across the state.

DEER RESISTANT PLANTS RECOMMENDED FOR PENDER COUNTY LANDSCAPES

Glen*, C.D.

Extension Agent, North Carolina Cooperative Extension, Pender County, Burgaw, North Carolina 28425

The purpose of this publication is to educate homeowners and landscapers about landscape plants adapted to southeastern North Carolina that deer do not prefer to eat, as well as those that deer do prefer, to enable them to choose plant material appropriately when designing and installing landscapes in areas prone to deer browsing and therefore minimize damage and economic loss. This publication was developed in the spring of 2006 by Horticultural Extension Agent, Charlotte Glen. All aspects of the publications development including research, writing, design, layout, and editing were performed by the agent. The publication was created using Microsoft Publisher 2003. The intended audience is landscapers and homeowners in southeastern NC. This publication is available online in PDF format from the Pender County Cooperative Extension website as well as the New Hanover County Cooperative Extension Website. It is distributed in print from both offices where it is duplicated on field office equipment, and at presentations given over the past year on the same topic. To date 5,000 printed copies have been distributed.

NATIVE WOODY PLANTS FOR MAINE LANDSCAPES FACT SHEET SERIES

Peronto,*M.L.[1], Manley, R.C.[2]

[1] Extension Educator, University of Maine Cooperative Extension – Hancock County, Ellsworth, ME 04605
[2] Professor of Science, Shead Memorial High School, Washington County, Eastport, ME 04631

A series of twenty three fact sheets were developed in response to increased public interest in landscaping with native plants. These fact sheets include color photos, line drawings and text that highlight the ornamental character, landscape use, wildlife value and cultural requirements of selected native trees and shrubs suitable for managed landscapes in Maine. Approximately 500 sets of these fact sheets have been distributed to professional gardeners and home

gardeners in Maine. Each of the sixteen county Cooperative Extension offices in Maine has a CD of this series, which can be printed and distributed on demand. This series is used in county Master Gardener Volunteer trainings and in regional Ecological Landscaping courses offered by Cooperative Extension faculty around the state. It is also made available to (and was originally intended for) visitors to the Eastern Maine Native Plant Arboretum, a demonstration and evaluation site established in 2004 by Cooperative Extension and University faculty in Bangor, Maine. Extension Educator M. Peronto designed the layout of each fact sheet and wrote the "Description", "Culture", "Maintenance" and "Go Native!" sections. Peronto also worked with Master Gardener Volunteer Margery Reed to obtain original line drawings of each plant's habit. Collaborating author R. Manley wrote the "Landscape Use" and "Wildlife Value" sections, and provided the color photographs. The fact sheets were produced by staff in the Hancock County Cooperative Extension office, and the initial supply was duplicated by a professional printer.

2006 - RESULTS OF AGRICULTURAL DEMONSTRATIONS AND APPLIED RESEARCH PROJECTS SAN PATRICIO COUNTY

Stapper, Jeffrey R.

Texas Cooperative Extension, County Extension Agent - Agriculture & Natural Resources,
San Patricio County, 219 North Vineyard, Sinton, Texas 78387

This publication was produced for Coastal Bend Area agricultural producers and contains results of demonstrations and applied research projects planned by the Ag Committees of San Patricio County. The projects in this publication were conducted to provide information to agricultural producers and interested agribusinesses on the performance of certain new agricultural technologies and management practices under local conditions. The objective of this publication was to provide information that could be used to enhance the performance of agricultural enterprises. It also serves as a permanent record of agricultural production statistics for 2006. This publication was distributed to 100 citizens in the San Patricio County area, and was designed and printed by the San Patricio County Extension Office.

ST. JOSEPH COUNTY AGRICULTURE: PAST, PRESENT AND FUTURE

Kaercher,* M.J.[1], Neumann, B.C.[2]

[1.] County Extension Director, Extension Educator - Beef, Michigan State University Extension, St. Joseph County, Centreville, Michigan 49032
[2.] Extension Educator - Land Policy, Michigan State University Extension, St. Joseph County, Centreville, Michigan 49032

St. Joseph County Agriculture: Past, Present and Future describes the history of agriculture, the current conditions of the agricultural economy, and a vision of the future of farming in St. Joseph County. The objectives of the document were to educate the community on the important role that agriculture plays in stabilizing and fueling the local economy and to create a resource for communicating the importance of local land use policies related to more efficient growth and farmland preservation. While targeted at local government officials and economic developers, the audience for *St. Joseph County Agriculture: Past, Present and Future* also includes community members and individuals looking for a greater understanding of the history and future of agriculture, including both rural and urban populations. Over 282 copies of the document have been circulated throughout the county with distribution to local officials, the general public, agricultural producers, and state legislators. The authors performed all research, writing, and editing of the document with design and layout assistance from office support staff and printing by Michigan Farm Bureau Printing Services. *St. Joseph County Agriculture: Past, Present and Future* has revitalized the dialogue on the value of agriculture in St. Joseph County and has proven valuable to decision makers and the entire community.

MEAT GOAT POCKET CALENDAR SUPPORTS MEAT GOAT PRODUCERS

Humphrey*, J.R.[1], Lane, N.B.[2], Peischel, H.A.[3], Saner, R.D.[4], Walker, E.L.[5]

[1.] Regional Livestock Specialist, University of Missouri Extension, Andrew County, Savannah, Missouri 64485
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[3.] Assistant Professor & UT Small Ruminant Specialist, Tennessee State University, Nashville, Tennessee 37209
[4.] Regional Livestock Specialist, University of Missouri Extension, Howell County, West Plains, Missouri 65775
[5.] Visiting Assistant Professor, Missouri State University, Springfield, Missouri 65897

Reaching meat goat producers is important considering that meat goat production is a growing livestock industry in the region and questions from meat goat producers are constantly increasing. The five co-authors felt that a more effective means of delivering information to meat goat producers was needed. How we reach these producers is challenging as some are not familiar with extension programs. With that in mind, the "Meat Goat Pocket Calendar" was developed, to provide clients with useful information on raising meat goats. Topics include herd health practices, meat goat facts and requirements, budget information, gestation table, breeding schedule, forage growth curves, ethnic holiday calendar 2006-2010, and charts to keep accurate records. The content was generated or written by the five co-authors. The pocket calendars are distributed at trade shows, used as part of proceedings at state meetings and mailed upon request. The distribution list includes 1546 producers, veterinarians, and industry personnel. Comments have been very positive: "Our kids keep them at the barn and use them all the time"; "Excellent for keeping records"; "Great job these look great"; "Producers felt the pocket calendars would be beneficial to their operation"; "Two goat supply companies have said how much they like the entire idea and feel they are very convenient and have room for any information needed for a small herd"; "We have been distributing your pocket guides, they have been really well received and a heck of a project, we are discussing doing something like it down here".

FIRE-RESISTANT PLANTS FOR HOME LANDSCAPES – SELECTING PLANTS THAT MAY REDUCE YOUR RISK FROM WILDFIRE

Detweiler, A.J.[1], Fitzgerald, S.[2],

[1.] Extension Agent, Oregon State University Extension Service, Deschutes County, Redmond, Oregon 97756
[2.] Extension Specialist, Oregon State University Extension Service, Deschutes County, Redmond, Oregon 97756

As the Western United States population continues to grow, more and more homes are creeping into forest and rangeland areas called the wildland urban interface. The number of wildfires in combination with this urban sprawl can potentially increase the number of fire-prone landscapes. The purpose of this publication was to address the problem of landscape plants contributing to fuel around the home. Our objective was to provide homeowners, wildfire specialists, and educators with wildfire prevention materials to better protect our homes, environment, communities, and economy. I was the lead author on this publication which was revised and expanded from an earlier Oregon publication. Released in August 2006, this publication includes a section on protecting your home from wildfire and a pictorial plant guide of over 90 plants including their characteristics. It is also available on the web. Funded with a National Fire Plan grant, eighty thousand copies were printed and distributed to federal, state, and local fire specialists, educators, extension professionals, and homeowners in the Pacific Northwest. A written evaluation conducted on an older version of this publication showed that over 91% of the respondents found "the content of this publication understandable" and over 83% found "the content of this publication useful." The survey also indicated that this publication did impact homeowner behavior when selecting or replacing plant materials in their landscape. Given this, we expect the updated and expanded version of this publication to have similar positive impacts on homeowners' awareness and use of fire-resistant plants within their landscape.

WEB PAGE

National Winner

JACKSON COUNTY EXTENSION WEB PAGE

Mayo*, D.E., Kent H.S., Jowers, H.E., Brasher, C.L., Elmore, J.P.

County Extension Agents, Jackson County Extension, 2741 Pennsylvania Ave., Suite 3, Marianna, FL 32448
Email demayo@ifas.ufl.edu

The Jackson County Extension Web Page located at http://jackson.ifas.ufl.edu/ was created to provide county residents access to their local Extension staff as well as to University of Florida Extension publications via the Internet. Many of the clientele for Extension are

working full time. This web site allows them to access Extension expertise and publications 24 hours a day at their convenience. Since 2001, the first full year the web page was available usage has grown 101%. The Livestock sub-page usage has grown 889% since 2001.

Each major educational program has a link from the home page, so interested clients know which agent to contact by phone, visit or email. Each sub-page also provides a direct link to Extension publications of interest online as well as links to web sites specific for that program area. The web page has a calendar of events to keep local residents current on upcoming programs and activities in the area. The web site also provides directions to the office, a directory of custom service businesses and a links page with a listing of web sites of interests to county residents. There is even a sub-page linking local weather information.

The web page was developed using Microsoft Front Page. The web page server space is provided by the University of Florida. Since the authoring agent works with livestock production, this particular link has been more fully developed. Heather Kent, the county 4-H agent has also developed an extensive program page for 4-H members, volunteers and youth.

National Finalist

WELCOME TO MICHIGAN

Silva, G. H.

Michigan State University Extension Educator

Michigan State University Extension is hosting the 2007 National Association of County Agriculture Agents Meeting and the Professional Improvement Program, on July 15-17 in Grand Rapids, MI. The local organizing committee of the Michigan Agriculture Extension Agents Association requested that I design and maintain a local webpage for this event in an effort to generate publicity, attract donors, and promote out-of-state attendance. This webpage also enables all the local organizing committees to network and coordinate activities. The webpage is a reservoir of up-to-date information accessible to all volunteers and potential attendees.

This webpage possesses the advanced web design features of Macromedia Studio 8™. It has a consistent color scheme, shared borders, and easy navigational tools. Thumbnail features were used to reduce the download time for visitors. It has broad compatibility with common web browsers to reach larger audiences. The homepage directly linked customers to 'Top ten reasons to come to Michigan', 'Program Highlights', 'MSU's Land Grant Heritage', 'Conference Hotels', 'Conference Newsletter', 'Travel to Grand Rapids' and Professional Improvement Tours'. Also linked to the homepage is information for 'First time attendees', 'Spouses', 'Sons and Daughters', and 'Life Members'. Information on Michigan tourism and the City of Grand Rapids is available with one click of a button. This webpage provides a key word search capability to find specific information rapidly. The webpage uses numerous graphics and photo albums to highlight the 'Welcome to Michigan' 'Great Lakes, Great Sights, Great Times' theme.

This web page will supplement the information provided by the NACAA publication 'The County Agent' and its official homepage, while giving potential guests the opportunity to learn more about Michigan and its program offerings well in advance. The author is solely responsible for the design of this webpage and is willing to share this webpage with any other state hosting the NACAA annual meeting in the future.

NACAA COMMUNICATIONS AWARDS PROGRAM-HOME PAGE ON WWW

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The Ohio Ag Manager (OAM) Team was formed in 2004 to help provide extension farm and agribusiness management programming following a dramatic reduction in farm management faculty. This team of County Educators and State Specialists selected tools to provide highly accessible information to clientele. These tools include the "Ohio Ag Manager" monthly electronic newsletter, and the OAM web site. This web site, located at http://ohioagmanager.osu.edu, provides clientele access to current and past issues of the OAM newsletter. Additionally, at the web site clientele can access links to a variety of current management topics, Extension, and departmental resources. Team members Marrison and Kleinschmidt developed and

maintain the website. Currently, 88 County Agricultural Extension Educators in Ohio and 504 individuals and agribusinesses have subscribed to the Ohio Ag Manager electronic list serve. These clientele receive the monthly OAM newsletter via email. The newsletter is comprised of 7 to 10 abstracts with links back to the OAM website for the complete article for those wanting further information. Server data indicates that the web site was accessed by 34,236 users in 2006 with the average visit lasting over five minutes per user

TALBOT COUNTY AGRICULTURE WEBSITE www.talbotagriculture.com

Dill, Shannon P.

Extension Educator, Agriculture and Natural Resources, Talbot County, P.O. Box 519, Easton, MD 21601

This website was designed to 1) gather and share information on the types of products and services offered in Talbot County 2) to give the public an inclusive website to search for local ag products and to learn about agricultural production 3) allow producers another place to market their products. TalbotAgriculture.com includes six separate pages which includes the homepage, ag statistics, ag events, ag links, an ag directory and a photo gallery.

Before this site was posted there was very limited information on the County Government website regarding the importance and impact that agriculture has on the county. It has become a great resource for residents, tourists and farm producers.

This site was created and posted in April 2006. The number of hits the site has received as of 3/9/07 was 2,633. Currently 35 farms are represented on the site including the County's 3 Farmers Markets. Feedback has been very positive. There has been an increase in residential contacts for local products and farmers are glad to have agriculture and their products represented on the County Website. The site is currently linked to 10 businesses. It was funded by the Maryland Agricultural Council and is hosted by Yahoo.

Regional Finalist

WEB PAGE

http://web.extension.uiuc.edu/adamsbrown/agnr.html

Roegge, M.D.

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I have maintained an agricultural web page for the Adams/Brown Extension unit for over 6 years. Recently (November '05) our office web page was upgraded by the University, to give us a new look that all units within the state would be upgraded to. That upgrade allowed me to completely modernize our web site. I use the web site for several purposes, including: communicating the latest crop growth and development concerns; providing new items of relevance to the agriculture community; short educational power point shows to provide educational resources for major pest management concerns in the area; advertise upcoming programs via a calendar; view the entire yearly schedule of programs for producers and agri businesses; and, provide opportunities for clientele to contact us regarding any of the items viewed on the web page. In addition, I have accumulated over 150 digital photos of crop diagnostic problems, and have them sorted into categories (insect, disease, herbicide injury) to allow producers to examine these photos and compare them to their crop production problems. This is used as a teaching tool to help producers identify pest problems in their crops.

WEBSITE – CLEMSON AREAWIDE FIRE ANT SUPPRESSION – ALL THINGS FIRE ANT http://entweb.clemson.edu/fireant

Davis, T. S.*
County Extension Agent
Areawide Imported Fire Ant Specialist
Clemson Extension

A 1998 survey found that 660,000 citizens, in South Carolina alone, were stung by Red Imported Fire Ants (RIFA). The same survey found that 33,000 of those sought medical attention. Another survey found that homeowners in South Carolina expected to spend $124

million dollars attempting to manage RIFA around their homes.

The magic of this site is not entirely in the content, but rather in the method that content is added and managed. The Sandhill website was launched in February of 2006 and the content is still growing. The Virtual Webmaster presents a solution to many common problems with traditional web sites in the form of a Content Management System. The system allows a large number of contributors, without web site technical skills, to add information without worrying about overall web site structure. This is accomplished through the use of a virtual web master.

As contributors add new content through a simple form-based web interface, the content is automatically cataloged by the virtual web master and existing web page owners are notified when new content has been added that relates to existing content. The virtual web master also keeps track of new content on a page and assists the page owner by publishing e-mail newsletters which get sent electronically to any users who have elected to receive updates.

Users can also use RSS readers to be notified when new content has been added to a page in which they are interested. These tools allow the web page to become a two way interface, encouraging people to come back to pages that have new content. The page owner can actively push important information to the site members.

Since content is added through a form-based interface, contributors do not need to learn any special programs such as FrontPage, Dream Weaver, Contribute, HTML, or FTP protocols. Another advantage of the form-based interface is that all pages are automatically conforming to accessibility standards and visual uniformity rules.

The fire ant site make use of all of these tools and provides information to the public including video, breeze presentation, fact sheets, FAQs, photos, links, fire ants in the news, and contact information

HOME PAGE ON WWW

Craig W. Yohn, Extension Agent - Jefferson County, Certified Crop Advisor
1948 Wiltshire Road, Suite 3, Kearneysville, WV 25430

[1.] Extension Agent, West Virginia Extension Service, Jefferson County, Charles Town, West Virginia 25414

The Meat Production with Sheep and Goat Web site was developed to make presentations given at this October 13, 2006 forum available to a wider audience. The Web site provides additional information beyond what was discussed at the forum including links to budgets, other Web pages. A presentation given at an area event in March 2006 by Terry Hutchens of the University of Kentucky is also part of this Web home page.

The presentations were captured, edited and produced by the author. The Web site's content is also available on CD upon request.

http://www.ext.wvu.edu/jefferson/Meat_Production_Menu.htm

WILLIAMSON COUNTY HOME PAGE - (http://williamsontx.tamu.edu/)

Mott, D.A.[1], Wright, D. D 1.[2], Johnson, M. M.[3], Groschke, D.W.[4], Matthies, Zan[5]

[1.] Extension Agent-Integrated Pest Management, Williamson-Milam Co, Georgetown, TX 78626
[2.,3.,4.,5.] Extension Agent, Texas Cooperative Extension, Williamson County, Georgetown, TX 78626

Timely delivery of up-to-date information is as critical as it has ever been. Also, with the high level of access to the internet that citizens have today and with everyone's hectic schedules, more individuals are looking for information as they have time, which could be on the weekend or late at night. By having as much pertinent information readily accessible to our clients in a user-friendly approach, we have been able to build on the numbers of individuals utilizing our web site to obtain extension based information. The website is updated daily with current dates and the addition and removal of information based on time of year, etc. Major subject matter pages have specific information and links for clients in which they can visit one web site to reach the information more directly instead of visiting various departmental sites that only house information on a specific subject matter area. Some information that is highlighted on our site includes, recent newsletters and news columns, upcoming event publicity, subject-matter information, fact sheets and links. The Williamson County web site is a dynamic, centralized, one-stop source of research-based information that has helped us reach local citizens that we rely heavily on electronic sources of information.

LEARNING MODULE/NOTEBOOK

National Winner

CALF MANAGEMENT SKILLS MODULE BRIDGES THE COMMINICATION GAP BETWEEN DAIRY PRODUCERS, EDUCTATORS AND EMPLOYEES

Kohlman*, T.L.[1] , Miller, Z.A.[2]

[1]Extensin Dairy & Livestock Agent, UW-Extension, Sheboygan County, Sheboygan Falls, Wisconsin 53085
[2]Extension Dairy & Livestock Agent, UW-Extension, Outagamie County, Appleton, WI 54914

Raising dairy replacements, the second highest expenditure on the farm behind feed costs, has become more challenging for dairy workers. Adapting to the changing conditions of the operation requires hiring employees who can complete the necessary tasks, specifically skills related to calf management. Those hired may have little or no training and may speak another language (predominately Spanish). To address this need, this agent created Dairy Workers' Training Module III-Calf Management Skills in both English and Spanish. This module includes: goals and objectives; training instructions; teaching outline; self-playing PowerPoint with voice-over; speaker notes; 18 industry-approved, calf protocol cards; fact sheets; and evaluations all designed to be easily replicated by educators or producers for on-farm bilingual hands-on trainings.

Pre- and post-tests (n=91) from six bilingual calf skill trainings indicate participants increased their knowledge and understanding an average 1.3 points (on a scale of 1 to 7) on eight calf management skills. On a scale of 1 to 10 (10 being the highest) participants ranked the program 8.3. After one pilot calf meeting, one producer said, "The two gentlemen I sent came home quite enthused and quoted verbatim all the things that I have been trying to teach them about calves through the years."

Materials within the module were created using Microsoft Office 2000 software. The binder module was duplicated using in house equipment. The CD version was created and duplicated professionally by the Babcock Institute.

To date, over 70 modules in the form of hardcopy or CD and 63 calf management protocol cards have been sold or distributed to individuals in the Midwest and seven countries.

National Finalist

MASTER GARDENER WATER CONSERVATION OUTREACH PROGRAM

Sagers,* L. A.
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Utah is the second driest and one of the fastest growing states in the nation. Water or lack of it was a problem when the state was settled and is still a critical issue. Landscape watering uses 50% of the water during the irrigation season and conservation is critical. Long-term studies by Utah State University Extension show that most homeowners apply twice the water needed by landscape plants. Master Gardener Advisors identified the critical need for information to train others in Waterwise Gardening. Using grants from the United States Bureau of Reclamation (USBR) and Utah State University, the curriculum was developed. It teaches water users the importance of using this precious resource to full advantage. Advanced Master Gardeners in four different counties were trained using the materials as part of their curriculum. They in turn use the curriculum to teach interested groups in their own communities. The author wrote the curriculum and developed the educational materials. The course consists of 18 PowerPoint Presentations on Waterwise Landscaping, Plant Selection and related subjects; fact sheets, workbooks and other educational materials. It includes more than 3000 of the author's photographs. They were prepared in Extension Offices using Microsoft Office Program and distributed to 125 Advanced Master Gardeners, who made presentations to more than 2000 class participants. It has also been distributed by the USBR in seven Western States.

GOLDEN AGE FARMING: FARM PLANNING WISDOM FOR THOSE WHO GIVE A HOOT

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Golden Age Farming was designed by University Extension based upon topics that would help farmers pass on the farm to the next generation or liquidate the farm at retirement. The goal of Golden Age Farming is to empower farm families to plan for their future, using the compiled class manual, a network of class participants and appropriate professionals.

The class includes multiple risk management areas: focusing on estate planning, retirement issues, succession of the farm and adaptations on the farm. The manual is a key component of the class, since it contains resources, handouts, sample exercises, evaluation pieces and suggested ideas. The manual was developed to be shared and to allow customization to local agriculture.

Golden Age Farming was designed to be taught in four sessions, with a variety of teaching methods. The manuals (both instructor and student) have been placed on the Golden Age Farming website, so that others have easy access to materials, while allowing easy updates and additions.

The program, Golden Age Farming has appealed to audiences of varying ages. Initially, the target was 55+ years of age, but enrollments indicated it is of interest to many ages from 21 to 75 years of age.. The classes were taught by University Extension educators.

Thirty-one persons attended the classes via interactive tv. The manual consists of materials written and presentations designed by the authors. It contains a few resources materials from neighboring land grant institutions. The manuals were reproduced in the county extension center by local staff.

PRECISION AGRICULTURE DATA MANAGEMENT, ANALYSIS, AND DECISION MAKING LEARNING MODULE AND WORKSHOPS

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Since precision agriculture's inception in the early 90's many tools are being used on producer fields. Many years of crop data has been collected but the information is not being utilized correctly because of too much or lack of information, data errors, or how the data is to be used for decision making. This has slowed the adoption of further decision making and evaluation of these tools. Precision agriculture technologies using GIS and mapping software help us manage and analyze data for decision making. A 250+ page comprehensive learning module, lectures and hands-on computer training exercises teach on various concepts of precision agriculture. Specific learning components include: getting started with precision agriculture, assessing variability and managing inputs, data management, geographic information systems and mapping software, yield monitors and mapping, managing and working with yield data, soil sampling and mapping, sensor technologies using aerial/satellite imagery and electrical conductivity, data analysis and field management zones, variable rate technologies, GPS, navigation and guidance systems, profitability of precision agriculture, and on-farm research techniques. The learning module contains several step-by-step exercises on using up to 10 years of crop data tailored to AgLeader's SMS basic and advanced GIS software. The learning module contains a DVD with data so the exercises can be done on one's own computer. To date, two – 3 day workshops have been targeted to key producers and consultants who either own and/or consult large acre crop operations in Ohio. Based on the workshop evaluations the participants represented more than 95,000 acres of corn, soybean, and wheat with total average gross receipts of $42 million. For those who adopt specific best management tools such as GPS guidance and variable rate input technologies learned in the workshop can easily save between $5 to $10 an acre. This generates between half to a million more revenues for the acres represented from the workshop. As a result of the workshop, 60% of the participants plan to conduct for the first time on-farm research trials dedicated to precision agriculture. Overall, the workshops and learning module have provided users confidence and knowledge in interpreting and working with data in a hands-on GIS workshop format will allow them the necessary skills to improve managing and analyzing various data collected in precision agriculture.

Regional Finalist

WHAT'S BUGGING SOUTH FLORIDA: LANDSCAPE AND ORNAMENTAL INSECT PESTS

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The objective was to develop a manual on south Florida insect pests since there are few University publications addressing this issue. This manual and CD-ROM provides south Florida Extension Agents and Master Gardeners with a much needed resource in answering homeowner, commercial nursery and landscaper questions on south Florida pests (a potential audience of over 4 million). A survey of 20 University of Florida/ IFAS Extension Agents in south Florida was conducted to determine which key insect pests they routinely encountered. In response to the survey results, we developed a series of two-page fact sheets and a matching CD on the top 21 pests and each fact sheet covers the following topics: where in Florida these pests are found; description and basic biology; which season they are most likely found or are most damaging; plant hosts; is the pest a serious pest or just a nuisance; damage they produce; how to manage them using Integrated Pest Management, and additional sources of information (websites). In addition the fact sheets in this manual are on two University of Florida websites. We co-wrote, photographed the insect pests and the plant damage they cause, and edited each fact sheet. This manual was professionally reproduced and we distributed 100 copies to south Florida County Extension offices. We immediately received favorable comments by the Extension Agents, Master Gardeners, and clientele, and they stated that this manual was extremely useful. We are currently conducting a survey and results are pending.

SCOTT COUNTY GOAT COLLEGE NOTEBOOK

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In the recent years Scott County has grown in the number meat goat producers. Meat Goat producers have became large component of the UT Extension Office in Scott County's cliental. To better reach the needs of this audience a 3 night goat college was conducted for current meat goat producers, perspective producers, or any person who are interested in Meat Goat Production. Educational programs were delivered in the areas of Basic Information, Reproduction, Health, Nutrition, Financial Information, Heath/Reproduction Calendar, and Miscellaneous materials. The information from the meetings was assembled together for a notebook, so that meeting attendees would have the information to use for reference.

ENHANCING COMMUNITY SUPPORT AND KNOWLEDGE OF LOCAL AGRICULTURAL ISSUES ON MARYLAND'S LOWER EASTERN SHORE

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This learning module was developed to illustrate various buy-local campaigns and provide tools for creating a campaign and/or an educational program on agriculture production and buying locally. It has been presented and utilized by educators and farmers with an interest in educating the public about their food supply.

Most produce grown in the U.S. travels an average of 1,300 miles from farm to table. Produce sold in supermarkets is chosen for its ability to withstand industrial harvesting equipment and extended transportation. This is one of the many reasons local consumers and the community should be educated about agriculture and their food supply.

The purpose of this module is to help farms and educators learn about starting promotional programs locally including success stories, start up, program design, public relations, target marketing and grant funding. This module has a PowerPoint, fact sheets, activity and worksheets. Each of these outreach methods assist in the development of ideas and provide

substantial information about local agriculture. The activity and worksheets are demonstrated during the session to engage the audience and provide an example.

This program has been presented to over 75 participants including extension educators, direct farm marketers and community non-profits. Results and impacts from this module were very positive. There was a consensus that the public needed to learn more about the food supply and buying local. Participants also report that any tools to facilitate or enhance education would be worthwhile. Those implemented were the increased use of media and the Green Thumb Garden.

THE NATIONAL 4-H COOPERATIVE CURRICULUM SYSTEM'S GOAT CURRICULUM: PROMOTING LIFE SKILL DEVELOPMENT THOUGH EXPERIENTIAL PROJECT ACTIVIITES

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The National 4-H Cooperative Curriculum System's (4-HCCS) Dairy Goat curriculum was created to provide enjoyable and meaningful experiential learning activities for 4-H dairy goat project youth. Curriculum team members included 4-H leaders, youth, producers, youth development specialists and veterinarians throughout the country. Youth assisted with curriculum design, writing, photography, piloting and marketing. Guides in the series include *Getting Your Goat* for youth in grades 3-5; *Stepping Out* for grades 6-8; *Showing the Way* for grades 9-12; and the *Dairy Goat Helper's Guide* for adult project helpers. Curriculum objectives focused on youth developing both project skills and life skills. Life skills selected for emphasis included decision making, leadership, record keeping, communication and planning and organizing. Project skills selected for focus included demonstrating proper goat management and health practices, developing goat fitting and showing skills, selecting a goat that will meet youth's needs, promoting goat products and the goat industry and comprehending national and international goat-related issues. The curriculum was piloted nationally. Evaluation feedback was overwhelmingly constructive and positive and indicated that the curricular objectives were achieved. The materials met the rigorous publication standards of 4-HCCS and the national 4-H curriculum jury process. The guides are available through the University of Minnesota Extension Distribution Center or www.n4hccs.org. The curriculum can be used with a variety of audiences including 4-H clubs, families, classrooms, after school programs, camps, home schools, individuals and other youth groups. The submitting member served as design team liaison, activity writer, editor and photographer

FINANCIAL ANALYSIS TOOL FOR PORK PRODUCERS

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Current market conditions are challenging commercial pork producers to consider how their operations might best approach the future. Some producers are considering expansion, some are thinking about liquidation and there is some calculating if this industry is one they should enter for the first time. The National Pork Board, Manager Series, Financial Analysis Tool was developed to meet the financial planning needs of this target audience. This Educator teamed with three College professors to write, test, edit and finalize this product which was professionally produced using grant funds from the National Pork Board. This Educator wrote the materials describing the functions of financial ratios, and the materials on the criteria for gauging the health of a business by using

financial ratios. The Tool is available for down load from the web and as a CD. These technologies were utilized for distributing this Tool to respond to the stated need for educational materials that are available on an as-needed basis. This Tool is intended as, and promoted as, valuable for producers and their advisors in tracking the financial condition of their enterprise. Pork producers, and Educators working with pork producer, can access this Tool free of charge.

MAPLE QUALITY ASSURANCE PROGRAM

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New England's syrup production represents 54% of US production. Value-added maple products offer producers entry to high-end markets. Incorrect grading and purity challenges threaten the price differential. Consistent understanding by US and Canadian producers of grading and quality standards is essential in reducing confusion for consumers. The Maple Quality Assurance Program was developed to address these issues. It involves a three-day immersion program in December that emphasizes experiential and problem-solving activities that support lecture topics. An activity-based pretest establishes baseline knowledge and similar posttest provides an immediate feedback loop of knowledge gain. The handbook, Powerpoint presentations and exercises are prepared and printed at the Somerset County office each year to include relevant material for the 93 participants that have attended over a three year period. The most important impact is the change in attitude that has led to changes in behavior. Grading and/or quality violations in the state of Vermont have decreased 35% over the two production seasons since the first school was held. In 2004, the Vermont Agency of Agriculture, Food and Markets had 70 violations for quality or grading against one large packer in Vermont. After sending eight employees to the grading program, violations dropped to four in 2006. In response to a survey of school participants from years one and two, 75% stated that the school saved them money, increased their profit, increased their sales and/or reduced their costs from 10 to 70%. Reprints of course material have appeared in six state maple producer newsletters.

BUTLER COUNTY EXTENSION SERVICE LEADERSHIP DEVELOPMENT CLASS LEARNING MODULE

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The program was developed to teach basic leadership skills to the community. It was developed in house at the Butler County Extension Service. Resource material was gathered from other sources. The program was developed by Greg Drake II. The information was put into paper form by Betty Daugherty and Alicia Hilliard. These two are the staff support at the Butler County Extension Service. The module is designed to go along with a two night class. There were twenty one people that used the module.

BOUND BOOK

National Winner

THE BACKPOCKET GARDENER

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The objective of The BackPocket Gardener project, done in conjunction with the Ohio Nursery and Landscape Association, was to produce an easy-to-use guide for garden center employees that answers common questions received from customers. It was designed for employees to carry with them in a pocket for quick access and use. Extension team members interviewed garden center managers and employees to arrive at the most common questions, and then wrote the answers; the contents were peer-reviewed. Extension team members developed the contents in 2005 and early 2006 and the guide was published late in 2006. The final layout and printing was done by a professional printer working with the Association; first

printing was 2500 copies. Martin assembled, reviewed and edited all of the contents, authored four chapters, contributed images, was the lead editor, and proofread the entire work. Chatfield authored three chapters, contributed images and proofread the entire work. BackPocket Gardener was introduced at the 2007 OSU Nursery Short Course; 250 copies have been sold to date.

National Finalist

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The *Piedmont Gardeners Almanac* grew from a need to provide homeowners and gardeners with a single, research based, reference guide tailored to the Piedmont Triad region. Spanning 36 pages, the Almanac is an authoritative blend of both articles and basic gardening information. Month-by-month instructions guide readers on the best practices for gardening activities throughout the year. Sixteen accompanying gardening articles cover topics such as landscape planning, backyard composting, using garden chemicals etc. Frequently, articles reinforce important Cooperative Extension initiatives. Examples include "Grow What You Eat" and "Water-Wise Gardening," just to name a few.

Production was a team effort by dedicated Extension Master Gardener volunteers. The editorial committee coordinated over a dozen authors who researched and wrote the articles, as well as the monthly gardening tips. Moreover, putting together a major publication honed each volunteer's organization skills, as well as increasing their gardening knowledge.

We consider the *Almanac* to be one of Guilford County Extension's most successful education and out reach efforts. Printed by a local publisher, roughly 2,000 copies of the initial 5,000 copies were sold at a nominal fee in the first three months. Its distribution through EMG garden presentations, regional gardening events, the Internet and the Extension Office ensures a wide distribution to a diverse population. This was not a fund raiser; price was mainly cost receiving and to establish value.

TEMPLE SQUARE GARDENING

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Temple Square Gardening is written about the world-class gardens and the techniques used to create them at Temple Square in Salt Lake City. It is an answer to commonly asked questions from visitors and area residents alike who want to know how the magnificent gardens are designed and maintained. It is also used as a text for Utah State University Plant Science Course, "Annuals and Perennial Flowers," the USU Extension Service flowerbed design short course and Advanced Master Gardener training. The book covers the basics of gardening with chapters on the various types of ornamentals used at Temple Square, a destination garden that prompts questions and stimulates interest in gardening. Sagers did several functions in producing this book. He wrote the chapters on gardening basics, roses, soils, pests and diseases and the plant encyclopedia. Nearly all the pictures in the plant encyclopedia are his original photographs and several other of his photographs are used in the book. He also edited the entire text for content, including the chapters written by the other authors. The book was published by Eagle Gate Publishing in Salt Lake City and 25,000 copies were printed in the first printing with an additional printing of 10,000 copies. The book is distributed nationwide and has been featured in *Publisher's Weekly,* the national trade paper in the book industry and on local and national radio and television programs.

LIVING IN RURAL NORTHEAST MISSOURI – A GUIDE

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Living in Rural Northeast Missouri – A Guide was designed to provide critical information to new landowners in rural areas of the state. Many people that move here don't understand the differences in government services or laws and how it impacts them. The publication discusses what they can expect as far as government services such as fire and ambulance, roads and bridges, school services and many other

concerns. 500 copies were printed in the spring of 2006 and distributed throughout the Northeast Extension Region. They were distributed to assessors, real estate agents and lenders in addition to Extension Offices. Darla Campbell assisted with a portion of the booklet (government programs) and pictures were provided by local government in a couple of cases. Darla and my Secretary assisted with proof reading as well. The publication was printed locally at a print shop with binding done in our Extension Office.

Several new landowners have commented as to the usefulness of the booklet and several have in fact provided ideas for additional topics. A statewide curriculum program has inquired about including it with their program materials and plans are being made to update and re-print it.

Regional Finalist

MASTER GARDENER FAVORITES – PLANTS FOR NORTH CENTRAL TEXAS

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Hood County continues to be a hot bed for retired families. Many residents move from other areas of the state or country and find gardening a challenge in Hood County. Master Gardener Favorites is the handout material used by the Hood County Agricultural Agent and the Hood County Master Gardeners to help homeowners learn about hearty plants for Hood County. Thru numerous calls such as “what grows here” and “why can’t I grow what I grew in Houston” it was determined that a bound book was needed to help address the situation. Due to the large number of request for information, this handout titled Master Gardener Favorites was developed by the Agent and Local Master Gardeners. This handout provides current information on varieties and types of plants that work well in Hood County. One of the key features includes pictures and growth information on the plants, information on salt tolerant plants, deer resistant plants, and Oak Wilt Management. This publication entry is available in the Hood County Extension Office, and is distributed at programs conducted by Master Gardeners and the agent. One hundred and fifty of these publications have been distributed to clientele since the fall of 2006.

2006 DYER COUNTY AGRICULTURAL DEMONSTRATION RESULTS

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Dyer County, Tennessee is located in the Northwest corner of the state of Tennessee. The county encompasses 337, 280 acres of which 212,504 acres are in crops, pasture and commercial vegetables. Agriculture in Dyer County is diverse with crops such as corn, cotton, grain sorghum, soybeans, and wheat and is one of the largest industries generating an approximate annual market value of $72.1 million dollars in revenue. Soybeans, cotton and corn are the major crops with soybeans being the number 1 crop in production. Crop yields are a key factor in the decision making process for producers. Since varieties change so rapidly in today’s cropping industry, local yield trials are conducted each year through the growing season and reported to producers to assist them in making their variety selections each year. This information is generated with producer cooperation and shared and distributed to 125 producers each year at the Dyer County annual row crop production update meeting. This data is generated in a multi-county effort so results can be statistically analyzed to ensure reliable data a producer can have confidence in when making variety selections. As a result of this effort producers have the opportunity to select superior performing hybrids that have been tested in local growing conditions and environments. Selecting superior hybrids results in millions of dollars of added income potential for Dyer County and Dyer County producers. This publication has been utilized since 1992 and is formulated totally by the author utilizing a Microsoft XL spreadsheet program, printed and collated by office staff in the Extension office, and bound by a local office products company.

NACAA
Member Presentation Abstracts

2007 NACAA

92nd
Annual Meeting
and
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Grand Rapids, Michigan

ADMINISTRATIVE SKILLS

IMPACT OF THREE STAFF DEVELOPMENT MODULES ON EXTENSION FACULTY EFFECTIVENESS

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The life blood of any organization is its human resource. University of Nebraska – Lincoln (UNL) Extension has designed a staff development program to build the human interaction capacity of that resource. Teaching teams offer three modules: 'The 7 Habits of Highly Effective People', 'Coaching for Inspired Leadership', and 'Appreciative Inquiry.' Each module is designed to build different capabilities. The 7 Habits module provides the foundation to build the organization by strengthening and exercising the character and competence of the individual employee. Coaching helps others grow through "Clarity, Focus and Action" – helping others get clear on what they want, focusing on the steps to get there, and then actually doing something, all framed in an accountability context. Appreciative Inquiry (AI) provides group skills. AI is the study and exploration of what gives life to human systems when they function at their best, and is based on the assumption that questions and dialogue are themselves transformational. Through testimonials and pre/post workshop survey data, we have documented a profound change in the UNL Extension culture. Skill level scores (1 – 9 scale) have improved from 6.35 to 7.12. Extension professionals use their learning to defuse difficult situations, improve office relationships, strengthen committee outputs, provide better guidance to graduate students, and help employees move their career forward. Comments often include: "I will go home and make a change personally and professionally." "This will be a life-changing event for me." We are certain job satisfaction and retention rates will improve as a result of these modules.

LEARNING TODAY, LEADING TOMORROW DEVELOPING LEADERSHIP POTENTIAL

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A community's pool of potential leaders may be deep, but it is largely unidentified and inexperienced. Citizens who are dealing with the pressures of taking care of children and earning a living can feel they do not have the time or energy for public service. In addition, populations are shifting, and established leaders are retiring from public service. The purpose of *Learning Today, Leading Tomorrow* program is to reveal and develop the leadership potential in our communities. The *Learning Today, Leading Tomorrow* program recruits individuals from all walks of life - regardless of economic status, age, or occupation – and exposes them to the leadership techniques that will help them develop the skills they can use to be leaders in their communities.

DEVELOPMENT OF THE WASCO COUNTY 4-H & EXTENSION SERVICE DISTRICT

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In Oregon, counties typically receive a significant portion of their operating funds from the county general budget. Over the last several years county general fund budgets have been increasingly stained by significantly increased operating costs due to personnel, materials and services etc., while at the same time tax revenues have not kept pace with these increased costs. This has resulted in serious budget crisis for a number of counties particularly Wasco County. This has also resulted in decisions by county officials that continued funding of non-essential services including extension and libraries etc., would not be possible. In 2005, OSU Wasco County Extension Office faced just such a decision and was informed that continued funding was extremely uncertain and the need to consider other funding sources was strongly recommended. With the future very uncertain, the Wasco County Extension

Office Faculty proceeded to go through the legal and public campaign steps over a period of 18 months to establish the Wasco County 4-H & Extension Service District with a permanent tax rate. The legal establishment of the 4-H & Extension Service District and permanent tax rate were approved by voters with a 59% approval rating in the November 2006 General Election. The result is that the Wasco County Extension Office now has secure long-term funding.

AGRICULTURAL ECONOMICS

EVALUATING ALTERNATIVES TO TOBACCO PRODUCTION: GRAPES, VEGETABLES AND CUT FLOWERS

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In 2000, the state of Maryland initiated a tobacco buyout program which resulted in 86% of eligible Maryland producers exiting the tobacco industry. In addition, the general population base has increased by 37% in the last 15 years, resulting in a unprecedented economic and cultural shift in the Southern Maryland region. The once rural landscape has irrevocably changed; with farmers and policy makers searching for methods to sustain a profitable agricultural industry in this new era. This presentation provides a framework for evaluation of three alternatives being considered by producers in the Southern Maryland area, as well as a review of successful Extension programming efforts to meet the needs of transitioning farmers in this new production and cultural paradigm. The presentation describes the challenges and opportunities of both wholesale and retail vegetable production, and describes how Extension supported the development of a local produce auction to expand wholesale markets and developed a series of twilight tours, winter conferences and informational outlets to encourage new or expanding growers. Cut flower production can be a very profitable venture, especially in vicinities close to large population centers, however information regarding which varieties to grow, market development, and pest management can be hard for a new grower to access. Extension's involvement in developing a beginner's production guide, on-farm trials, twilight walks and networking growers is outlined. Due to the increased demand for locally produced wine and wine grapes in Maryland, transitioning farmers expressed interest in raising grapes, however numerous questions arose as to the feasibility of the crop including growing techniques, profitability and risk assessment, labor requirements, and cash flow projections. Information on how extension professionals may guide growers interested in grape production is provided including an incentive planting program is discussed.

"FARMER FRIENDLY" WRITTEN GRAIN MARKETING PLANS

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Written grain marketing plans are useful for producers to identify price objectives and develop market strategies that capture business profits through disciplined sales. However, few farmers actually prepare a market plan because most written market plans are too complex and rigid. They are time consuming to prepare and difficult to follow because they contain multiple pages of a large amount of production, financial, and market data. These factors also result in plans that are difficult to revise as conditions change, making them inflexible and ill suited to follow market signals. These problems suggest the need for a simplified marketing plan. The simplified plan will minimize data required for preparation. At the same time, it outlines strategies that provide the producer confidence to follow market signals and make disciplined sales based on identifiable price targets. The plan should also be flexible and easy to modify as changes in market outlook or expected production occur. FAPRI's pre-harvest and post-harvest market plans are simplified, one-page plan formats designed to meet these market planning objectives. In addition to developing the simplified written plans, a series of 15 producer seminars across Missouri were delivered to approximately 480 farmers during January and February 2007. The seminars provided instruction for developing selling strategies, identifying price objectives, and explaining how to use the marketing plans. Seminar market plan examples also demonstrate how disciplined grain marketing plans offer increased returns of more than $31 per acre compared with harvest time crop sales.

CORN YIELD RESPONSE AND PROFITABILITY RELATIONSHIP FOR DIFFERENT APPLICATION LEVELS AND FORMULATIONS OF NITROGEN FERTILIZER

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Nitrogen fertilizer is typically applied to corn (*Zea mays* L.) at a level where the producer believes profitability is maximized, or where the value of marginal product from corn (VMP_c) equals the marginal cost of nitrogen fertilizer (MC_n) applied. Because of the increased cost of nitrogen fertilizer and more revenue from better corn prices, producers should reevaluate their fertilizer application rates for maximum profit. Our objective in this study is to evaluate the yield and profitability impact on grain corn production in Box Elder County for different rates of nitrogen fertilizer applied prior to planting at 0, 100, 150, 200, 250 and 300 lbs per acre and three different formulations of nitrogen, Ammonium Sulfate (21-0-0), Ammonium Nitrate (34-0-0) and Urea (45-0-0).

This study provides corn producers and fertilizer dealers with empirical information showing the relationship between the VMP_c and the level of fertilizer that should be applied for maximum profit. The study suggests that the volatization of Urea in calcareous soils, such as those found in the West, was not as extensive as was previously believed and that Urea at higher levels of application was the most cost effective formulation of nitrogen. It also suggests that as corn prices increase, VMP_c also increases, shifting the point where $VMP_c = MC_n$. This shift could signal an increased use of nitrogen fertilizer.

USING WEBCASTS TO EDUCATE PRODUCERS ON CROP MARKETING, INSURANCE AND WEATHER

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Busy winter training schedules leave many Extension Educators with too little time to conduct the number of meetings, workshops and seminars requested by clientele. Use of electronic technology such as timely webcasts can help meet some of these educational needs. Iowa State University Extension specialists feature timely information on webcasts using Macromedia Breeze Presenter™ software. The format uses traditional Power Point™ slides with graphics that are recorded along with the specialist's voice. Once posted to Extension web sites, clients can use any web browser that supports Flash Media™. The software is easy to use and most webcasts last between 15 and 30 minutes in length with a link to download the slides in advance. To date efforts have been on time-sensitive topics such as late winter when crop marketing, insurance and weather outlook decisions are paramount. The feedback from Extension clientele, typically producers, landowners as well as agribusiness professionals, has been quite positive.

THE ECONOMICS OF ORGANIC AND GRAZING DAIRY FARMS

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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 200 individual management intensive rotationally grazing (MIRG) dairy farms contributed over 600 farm years of data to this project in 2000 through 2005. 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. This project also has over 70 farm years of organic dairy farm data. The up-to-date conclusions of this USDA IFAFS grant sponsored project #00-52501-9708 can be accessed at *http://cdp.wisc.edu*. The financial data in this project 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 organic and 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.

BUILDING FOR THE SUCCESSFUL TRANSITION OF YOUR AGRICULTURAL BUSINESS

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As Ohio farm operators age, farm transition planning, the process by which the ownership and management of the family business is transferred to the next generation, is an important risk management issue family farms will face. This presentation will describe how a team of OSU Extension Educators wrote and received a grant from the North Central Risk Management Education Center in 2006. The team developed nine Extension fact sheets and revised the Extension bulletin, "Transferring Your Farm Business to the Next Generation." The team also developed the teaching materials, class exercises, and participant

notebooks for the two day workshop which was held in four regional locations in the winter of 2007. These workshops entitled "Building for the Successful Transition of Your Agricultural Business" were designed to help all members of the family business analyze the current status of the business and to plan for the future. Participants learned how to share responsibilities between generations and challenged family members to honestly communicate with one another when planning for the future. Participants also learned about business organization structures and strategies, how to treat on-farm and off farm heirs, how to equitably transfer assets, how to plan for adequate retirement income, and how buy-sell agreements, trusts, and life insurance can be utilized in transition planning. Over 150 Ohio producers attended the regional workshops. Over 90% of the participants in the workshops indicated they would hold a family meeting and consult with a lawyer or transition planning specialist in the next six months.

HISPANIC/LATINO FARMERS & RANCHERS

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The social, economic, and cultural issues facing Hispanic/Latino Farmers and Ranchers are being increasingly recognized. This presentation focuses on national research, with special attention on six states and territories: California, Colorado, Florida, New Mexico, Texas and Puerto Rico. These states and territories have the largest number of Hispanic-Latino farmers and ranchers according the 2002 agricultural census. Research findings include an analysis of the socio-economic characteristics, farming operations, and needs of this group and a prioritized menu of suggested research and Extension activities to serve this population.

FOOD SYSTEM ECONOMIC PARTNERSHIP: BUILDING A BETTER FOOD SYSTEM IN SOUTHEASTERN MICHIGAN

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The Food System Economic Partnership (FSEP) is a five county, regional initiative that was established to address many of the critical issues facing southeastern Michigan. These include unemployment above the national average, urban sprawl and struggling farm operations. Within the region is a sea of inexpensive farm goods surrounding urban centers in which consumers cannot easily access local food. MSU Extension recognized the need for an interdisciplinary, rural and urban collaboration to address these issues. MSUE facilitated the development of FSEP as a nonprofit 501C3 organization made up of partners from county government, agricultural organizations, retailers, institutional food buyers, distributors, health organizations and consumer groups. The mission of FSEP is to catalyze change in the food system of southeastern Michigan. FSEP provides research, education and outreach with urban and rural partnerships. A leadership team of 35 members provides the direction for the initiative. Within the leadership team there are five work teams. These work teams include market research and development, business innovation and networking, farm to school, education and outreach and membership. FSEP has been successful in providing economic development opportunities for local agricultural producers within the region that have resulted in increased profitability while promoting sustainable communities and meeting the needs of consumers.

STRENGTHENING RURAL COMMUNITIES WITH A RETAIL ANALYSIS AND DEVELOPMENT PROGRAM

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Over the last several decades retailers in agricultural counties have suffered economic losses to "big box" merchandisers. Over half of Minnesota cities with populations between 5,000 and 10,000 have a Target, Wal-Mart, or Kmart store. As a result, many rural towns have seen their retail stores disappear and now small regional centers have concerns about the survival of their locally owned stores. The objective of the Retail Analysis and Development program is to help

Minnesota communities maintain a diverse retail sector with independent retailers successfully competing with "big box" retailers. This presentation describes Extension-generated Retail Trade Analysis reports that are have been utilized by 35 cities and counties across Minnesota. By measuring pull factors, the report is useful in a community planning process for business expansion and recruitment. This workshop is often used in conjunction with a second retail workshop, Small Store Success Strategies, to aid independent retailers to co-exist with the big box retailers. This workshop looked at recommended strategies on marketing, merchandising, customer service, and business operations and compared that to survey data from small independent retailers in three Minnesota communities. Participants in this session will learn 1) about tools developed through applied research to help retail markets and economic development entities 2) how pull factors are generated and how they might be used to develop expansion strategies or determine the retail health of a community and 3) strategies that independent stores can implement to survive in a dramatically changing retail marketplace.

ECONOMIC ASSESSMENT OF ETHNIC SPECIALTY VEGETABLES

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The general objective of this USDA-NRI study is to document the available opportunities for east coast farmers to grow ethnic crops from a market demand perspective. Economic opportunities have arisen in the last decade for specialty crop agriculture catering to the ethnically diverse consumers of the United States. USA Census 2000 data show significant rises in ethnic populations ranging from 3% to 8%. The first generation ethnic composition of New Jersey, New York, Massachusetts and Florida are 18%, 21%, 11% and 17%, respectively. Community maps pinpoin concentrations of recent ethnic citizens which help a grower better determine local consumer populations and preferences.

A survey based on random sampling was prepared for four major selected ethnic groups namely, Chinese, Indian, Mexican and Puerto Rican. 271 people were interviewed from each selected ethnicity totaling 1,084 samples. Bilingual surveys of these ethnic consumers developed food crop preference and ranking from a potential list of over 100 fruits and vegetables. Crop production experts from Florida to Massachusetts further refined this list from a production perspective. These consumer choices of preferred vegetables as well as their purchase amounts per shopping visit were calculated. Specific lists of vegetable preferences and community maps were compiled to connect growers to these emerging marketplaces and to direct crop demonstration plots for university partners along the east coast of the United States. This initiative bridges the supply-demand gap, delivering practical solutions to economic problems faced by many vegetable growers while contributing to the nutritional and health needs of regional consumers.

PROMOTING DAIRY FARM FINANCIAL HEALTH-A VIRGINIA APPROACH

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Virginia's dairy industry, centered in the Shenandoah Valley, consists of family operations ranging in size from 50 to 500 cows. The sustainability and viability of the family farm has become precarious because financial record keeping and its use as a management tool has been neglected by farmers who historically emphasized production management. VCE, assisted by Farm Credit, developed and has operated the Dairy Management Institute for six years to provide dairy farmers with a way to evaluate their financial health to ensure that their business is structured and managed

for competitiveness and growth. Each year new farmers are recruited for the "Measures of Competitiveness" class. New recruits and past participants become part of the current year's data analysis. Readily accessible financial data derived from Schedule F, Milk Check Summary, and farm records is collected, aggregated and analyzed to provide farmers with 1) year-to-year comparison of their farm's financial status, 2) a within-year comparison of income and expenses to the DMI class average, and 3) to provide all Virginia dairy farms with financial benchmarks against which their financial health can be measured. In 2006, 37 dairies, 10% of Valley dairies, participated in DMI with half having involvement with DMI for three or more years. The program was also expanded to look at the effect of variables such as herd size and ownership of milk base on profitability. The willingness of dairies to continue to be participants in the DMI analysis indicates the high value placed on it by the farmers.

AGRONOMY & PEST MANAGEMENT

SMALL FARM NEEDS ASSESSMENT LINCOLN COUNTY OREGON

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The quality of extension programs depends on a comprehensive determination of what the needs are for the target audience. This survey was designed to capture current needs of small farmers in Lincoln County in Western Oregon. Small farms in this area range from 1 - 200 acres. This survey asked farmers what kind of farming enterprises they had, what areas they would like help in, use of alternative crops, use of computers and internet access, type of soils, weeds, pests, diseases, trees, forages, use of IPM, willingness to travel for training, and mode of preferred communications. Results indicated the following: beef, forestry, and home gardens are major enterprises; farmers needed help in pasture, hay and marketing; 55% grow alternative crops; 57% have computers and use them for email and for farm information; soils are loamy and 80% test their soils; Himalayan blackberries worst weed problem; forests dominated by Douglas fir trees followed by red alder; dominant forage - perennial rye grass; wildlife accounts for over 70% of pest problems; 73% do not use IPM practices but those using IPM have used it between 1-20 years; 68% would travel for extension programs; Extension ranked second to newsletter in information dissemination; 53% prefer newsletter for mode of communication compared to 19% for email. This survey is especially useful for new extension agents who get assigned duties in other counties or if starting a new job in a new location.

FORAGE MANAGEMENT PLANNING FOR NUTRIENT REDUCTIONS ON DAIRY FARMS

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Most dairy farms in the US are in a state of mass nutrient imbalance, importing three times more nutrients that are exported in milk or other products. The resulting nutrient accumulation on dairy farms has become a major environmental challenge for the dairy industry. Since two thirds of the nutrients that are imported onto farms come in the form of purchased feed, any efforts to increase reliance on homegrown feed in dairy cattle diets have a major impact on nutrient accumulation. An ongoing Precision Feed Management program developed and led by Cornell Cooperative Extension of Delaware County has been reducing purchased feed nutrient imports and expense though increased homegrown forage production and feeding on dairy farm in the county. This is accomplished through an intensive annual forage management planning process on farm that results in high quality forage, the cornerstone to feeding high forage diets. This process, a team approach between extension specialists, the farmer and his or her advisors, employs a standard protocol for clarifying farmer goals, determining forage inventory needs, assessing forage production resources, identifying opportunity areas, and lastly developing a tactical plan. The forage plan is summarized in physical document that is updated annually. Computer spreadsheet tools have been developed to assist in forage inventory planning and assessment as well as harvest window planning. Results from this program have included reductions in purchased feed costs (as much as $200/cow/year), increased milk production (as much as 3000 lbs/cow/year), and reduced nutrient accumulation (as much as 50%./year).

IRRIGATION WATER CONSERVATION WITH LEVEL-BASIN FIELDS.

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Southeastern land owners have precision-graded fields to improve drainage and increase machine and irrigation water use efficiency. Some are grading fields to zero slope (level-basin) for use in growing rice. Measurement of water used for rice in Mississippi indicates significant water savings with level basin fields compared to other designs. Louisiana growers have used level-basins fields for rice and would like the option of growing corn, cotton or soybeans when market conditions support these crops. Growers in Arizona have used level basins fields for irrigating cotton. These fields are typically 10 acres in size and pump flow rate capacity may be 500 gallons/minute-acre (gpm-acre). Level basins used for rice do not need high flow rate pump capacity. Fields are typically 40 acres to 80 acres in size and pump capacity ranges from 5 gpm-acre to 40 gpm-acre. Gravity-flow irrigation of corn, cotton and soybeans requires getting the water on the field and draining it quickly to avoid damage to the crop. Low pump flow rate capacity requires more time to irrigate, thus possibly leaving the root zones of these crops flooded long enough to impair yields. Filling interior supply ditches prior to beginning irrigation, using poly tubing, with or without gates to border irrigate, close spacing (100') of spin ditches, irrigating at varying soil moisture depletions, and planting one or more rows on raised beds have been used in an attempt to move the water across the field more quickly.

MEETING NEEDS WITH A REGISTERED TECHNICIAN PESTICIDE CERTIFICATION PROGRAM FOR GOVERNMENT EMPLOYEES

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Application of pesticides in a job at times is necessary. If you are a government employee and spray in Virginia you must be certified to do so. Virginia Department of Agriculture and Consumer Services regulate the spraying of pesticides in the public areas throughout the Commonwealth. The problem of uncertified applicators applying pesticides or other sprays in public areas can be fined and ticketed by Virginia Department of Agriculture and Consumer Services Inspector. The Southern Inspector was concerned finding uncertified applicators applying pesticides in municipalities and schools. The Inspector contacted agents about this problem and putting an educational program together to assist applicators in getting certified. This is also the first step towards Commercial Certification, which is critical in public areas as well.

The program presented challenges; 1) participants need forty total hours of classroom and hands on training; 2) participants need to take and pass the Registered Technician test; 3) Registered Technician applicators need to be recertified every two years; and 4) prepare to take the Commercial Pesticide Applicator exams in the appropriate category for his or her job.

The class has been held at two locations with approximately forty-nine participants from ten area counties; of these sixty-nine percent of those who have taken the examination have passed. This is a significant triumph for our rural area, as the Inspector can ticket municipalities, schools, counties, if they are out of compliance. This class provides valuable educational opportunities for government employees in ways they can keep their clientele safer.

REACH FOR SAFETY: PROTECT YOUR AGRICULTURAL EMPLOYEES FROM STINGING AND VENOMOUS INSECTS, SPIDERS AND SNAKES

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From early morning to after most dinner bells ring, agricultural operations are planting, pruning, spraying, fertilizing or harvesting. An observer might conclude that growers are the busiest of creatures. If one looks a bit closer, that person will see that stinging and venomous insects, spiders and snakes are a great deal busier. Thanks to an ample supply of water, good weather, and hiding places, these dangerous creatures abound in the southeastern United States.

Stinging and venomous species are a serious hazard to agricultural employees' health and may prevent farms or nurseries from being a safe work environment. Each year 25,000 people have a serious injury from a sting or bite, and about 32 of those people die (Koehler and Oi, 2003). These injuries and fatalities can make other employees feel unsafe and can cost employers millions of dollars, contributing to agricultural industry decline.

A pest management method has been created using a mnemonic acronym REACH, which stands for Research, Educate, Adapt, Control, and Hunt. The REACH method is designed to assist owners, human resources professionals, managers and supervisors in monitoring dangerous pest infestations, providing effective employee training and formulating an action plan when pests are observed. This approach also outlines safe, successful pest population control and re-infestation prevention techniques.

EVALUATION OF WINTER HARDINESS OF ORCHARD GRASS, MEADOW BROME GRASS AND TALL FESCUE GRASS VARIETIES IN A COLD DESERT ENVIROMENT

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Panguitch, Utah is the epitome of a cold, desert environment. A 74 day frost free growing season, 10 inches of precipitation, little if any winter snow cover and winter temperatures often dipping to -20 ° Fahrenheit challenge grass persistence and forage production. These factors encouraged the USDA Agriculture Research Service to cooperate with Utah State University Experiment Farm and Utah State University Extension Service to identify genetic variation of survivability within orchard grass, meadow brome grass and tall fescue grass varieties. Plots were established in the spring of 2004 and harvested three times each summer. Winter injury was measured the spring of 2005 and 2006. Winter injury was scored visually on a 1 to 9 basis with 1 being dead and 9 having no apparent injury. Combined over 2005 and 2006, plot winter injury in orchard grass ranged from 3.9 to 6.6 and averaged 5.7. Plot winter injury in meadow brome grass ranged from 8.7 to 9.0 and averaged 8.9. Plot winter injury in tall fescue grass ranged from 1.9 to 5.6 and averaged 5.4. As controls, perennial rye grass and timothy grass averaged 1.6 and 7.5, respectively. Scientists will use the data to select and improve varieties. Extension personnel are using this information to provide better recommendations to local farmers. Farmers will reap the benefit of longer, more productive pasture stands.

VOLUNTARY AGRICULTURAL BEST MANAGEMENT PRACTICES BENEFIT CONESUS LAKE

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Voluntary implementation of Best Management Practices (BMPs) in Conesus Lake subwatersheds continue to show benefits for farmers and lake water quality. Researchers from Brockport and Geneseo Universities monitored stream water and weed beds at the mouths of control and BMP watersheds. Four years of sampling shows reduction in nitrogen, phosphorus, sediments and pathogen runoff from BMP watersheds. Data measuring size and intensity of weed beds in the lake shows a downward trend. The BMP experience helps Cornell Cooperative Extension's outreach to farmers, agricultural agencies, researchers, and the public. Five years of experience shows implementation of BMPs is a win-win situation for farmers, lake users and water consumers. Low-cost

voluntary practices have been combined with cost shared (structural) practices in Conesus Lake watersheds to provide improved drinking water for five municipalities and gradual reduction in weed problems for recreational users of the lake. This presentation relates how farmers benefited from implementation of cost-saving and/or low cost BMPs.

IS CORN PROFITABLE ON THE LOWER EASTERN SHORE OF MARYLAND?

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A Corn Improvement program began in Wicomico County in 1986 through a joint effort with the University of Maryland Cooperative Extension and the local poultry industry. Since 2000, the program has expanded to include the tri-county area of Wicomico, Worcester and Somerset Counties.

A field is selected by the farmer, harvest is completed, and corn moisture is determined as it is loaded into a truck. Specific production information is gathered by extension personnel to determine Best Management Practices. All production costs are determined using current Custom Rates provided by the National Agricultural Statistics Service. Land charges are fixed at $75 per acre; seed, fertilizer and chemical costs are determined by an average of local dealers' prices for a cost for each product used in the field. Irrigation is a fixed cost for system of $70 per acre plus $1.80 per inch of water applied.

This program derives a specific cost of production for each farmer. Every participant will have an individual cost per bushel of production calculated.

The program results in a maximum economic yield. Final costs are determined as cost per bushel, which is steadily increasing each year. A Best Managers' Award is given to the farmer with the lowest production cost. A unique characteristic of this program which increases the farmers' satisfaction of the program is the use of portable scales.

During the seven years of this program, both irrigated and non-irrigated corn yield were represented. Corn farmers in the program have averaged 42.4 bushels per acre higher than county averages.

OKLAHOMA'S POULTRY LITTER MARKET

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The eastern tier of counties in Oklahoma and the neighboring western counties of Arkansas are an area of intensive poultry production. They are also the origin of Oklahoma's state-designated Scenic Rivers and several reservoirs of high recreational value. For many years, poultry litter has been land applied as a beneficial, low cost fertilizer returning nutrients and organic matter to the soil. As with any nutrient source, improper use of poultry litter can result in water quality concerns tied to excess nutrient buildup in soils (particularly P) and the threat of runoff into waterways. Most of the Eastern Oklahoma watersheds are now designated by Oklahoma as Nutrient Limited, meaning that poultry litter application in these areas is greatly restricted. Litigation brought by Oklahoma's Attorney General against Arkansas based poultry companies creates an even more urgent situation. Excess poultry litter must be moved to less nutrient sensitive areas with P deficient soils outside the affected watersheds, but an efficient market has not yet developed to facilitate this movement. Oklahoma State University and the state Department of Agriculture, Food and Forestry have joined to create a free Litter Market Website to promote communication between poultry litter sellers, buyers and service providers (www.ok-littermarket.org). Additionally, at least three incentive/subsidy programs are now available from Federal and State sources to stimulate the market. A private litter brokerage firm has also been created to administer one of these programs. Even with subsidies, transportation costs limit the distance that litter can be economically hauled and land applied.

KEEP IT IN THE FIELD EDUCATIONAL ACTIVITIES

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Arkansas was hard hit by herbicide drift in 2006. Over 60 complaints statewide were registered at the Arkansas State Plant board for glyphosate alone. While Lonoke County did not experience widespread herbicide drift in 2006, our row crop mixture presents the challenge of maximizing production without off-target herbicide movement. Lonoke County Extension Agents and Extension Specialists hypothesized that increased educational programming will reduce herbicide drift. With this background Weed Scientists, Extension Engineers and County Extension Agents collaborated to formulate and educational program entitled "Keep It in the Field". The primary objective of "Keep It in the Field" is to educate our producers about chemical applications and drift management. An educational meeting was organized. Newspaper articles declared "Drift Education Week" and calibration clinics were held. A herbicide demonstration using different spray tips and application rates was established to show the importance of tip selection and boom height. 21 producers and consultants from Lonoke attended these events and learned more about sprayer setup, calibration and tip selection. The producers also increased their knowledge of herbicide drift symptomology and herbicide regulations. Evaluation strategies include tracking the number of herbicide drift complaints the regulatory agency received starting in 2006 and continuing through the duration of this program. Surveys from educational meetings direct supplemental educational activities. This non traditional type of educational effort was a success and I would like to share this information with other agents in the NACAA.

TEACHING RECOMMENDED RICE PRODUCTION PRACTICES THROUGH THE RICE RESEARCH VERIFICATION PROGRAM

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Arkansas rice producers have benefited from the Rice Research Verification Program (RRVP) for more than twenty years. As input cost continue to rise, it is extremely important to maximize net returns. The RRVP was established in 1983 as an interdisciplinary program that stressed management intensity and integrated pest management to maximize returns. The overall goal is to verify that crop management according to University of Arkansas recommendations can result in increased profitability and to educate producers on the benefits of utilizing our research based recommendations to improve yields and/or net returns. The objectives of the program are: (1) to conduct on-farm field trials to verify research based recommendations, (2) to aid researchers in identifying areas of production that require further study, (3) to improve or refine existing recommendations which contribute to more profitable production, (4) incorporate data from RRVP into Extension educational programs, and (5) to provide in-field training to inexperienced county agents in rice production practices. The Arkansas average rice yield over the last three years was 150 bu/acre while the RRVP average was 168 bu/acre. The average total variable cost over the last three years in Arkansas was $460 per acre while the cost of RRVP fields was $362 per acre. The average total variable cost of the RRVP fields has been less than the state average, while net returns were greater. The RRVP has been a successful program for technology transfer that brings all of the production management decisions together.

EAST CENTRAL OHIO AGRONOMY EXTENSION PROGRAMMING

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East Central Ohio Agronomy extension programming conducts filed day programs, crop diagnostic clinics, electronic newsletters crop performance trials and winter crop management conferences.

East Central Ohio Agronomy extension advisory committee works with County Extension Offices in Licking, Pickaway, Perry and Fairfield Counties in Ohio to provide a comprehensive program that includes a field day with university and private industry resources. In season crop diagnostic clinics provide hands on training for crop managers and growers. Demonstration plots are managed by the Extension Educators to provide a learning laboratory in the field. Replicated field trials of fungicides and insecticides along with hybrid and brand replicated trials of corn, soybean, and wheat are an annual part of the extension programs. An agronomy conference is held each winter to share field plot results and to provide information on critical concerns of crop producers. University extension experts from across the Midwest and private industry expertise appear on the program annually. An electronic newsletter "East Central Ohio Agronomy Report" is emailed to more than one hundred seventy subscribers. This 20 issue newsletter is published from late winter and throughout the growing season.

Evaluation of the programs have demonstrated more than 80% of the participant's experienced improved profitability or reduced costs with higher net returns. Evaluations were completed through an email evaluation of the newsletter as well as a random interview of field day participants and a written evaluation of each participant.

More than 500 different individuals participated in one or more of the East Central Ohio Agronomy offerings in 2006. The local advisory group meets a minimum of twice annually offering programming suggestions, evaluation of recent offerings and helping secure financial support for the programs.

MANURE APPLICATION RATE IMPACTS SOIL NITROGEN BEHAVIOR AND CROP ROTATION SEQUENCE

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North Dakota farmers have adopted the practice of applying 3 years' worth of nitrogen (N) via beef manure at the beginning of a rotation. This is a viable practice due to low rainfall and N leaching. A corn-wheat-sunflower rotation study, initiated in 2005 and repeated over three years with fertility treatments applied only in rotation year 1, comparing 2 rates of manure N (1xManN and 1.5xManN) to 2 similar rates of commercial N fertilizer (1xCN and 1.5xCN both with phosphorous) identified limitations to this practice. Yield and soil data were analyzed using SAS PROC GLM. The 1xManN rate for corn in 2005 (yr 1 of site 1) and 2006 (yr 1 of site 2), did not differ from any commercial N treatments. However, in both years the corn yield of the check (zero N) and the 1.5xManN treatment were similar and significantly less than the other treatments. In 2006 (yr 2 of site 1), the wheat yield of the 1.5xManN treatment was significantly higher than any other treatment suggesting manure N immobilization in 2005 and mineralization in 2006. However, the single point in time soil residual N tests taken in spring and fall of 2005 and 2006 did not support the higher wheat yields of the 1.5xManN treatment. These results suggest that a lower N demanding crop should be planned for year 1 of the rotation and manure N mineralization/ immobilization is greater during the growing season than over winter.

ANIMAL SCIENCE

MANURE SIDE-DRESS NITROGEN CORN AND WHEAT PLOTS

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Animal manure was used as a side-dress to provide the primary nitrogen source for corn and wheat on replicated research plots in Putnam County, Ohio. Each of these plots had a minimum of two treatments and each treatment was replicated at least three times at each location. Liquid swine manure was applied on three corn plots and two wheat plots as the primary nitrogen source at side-dress using equipment readily available on the market. Research was conducted over three growing seasons. The animal manure was applied at rates intended to match the nitrogen amounts each farmer used when traditionally side-dressing or top-dressing the crops with purchased nitrogen. Preside-dress nitrogen testing (PSNT) was used to provide a base-line estimate of soil nitrogen availability on corn plots. Leaf tissue samples for each treatment and each replication where also collected during the growing

season. There was no statistical yield difference in any of the corn plots between using animal manure or purchased fertilizer as the side-dress nitrogen source. Animal manure was as good or better than urea on the wheat top-dress plots if the manure was incorporated during application. Research results have demonstrated that livestock manure can replace purchased fertilizer to side-dress corn and top-dress wheat.

BEEF CARCASS EDUCATION BY PARTICIPATING IN THE JUAB COUNTY FAIR STEER CARCASS CONTEST

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Evaluation of beef quality and composition is important to cattle producers, meat packers and retailers, and consumers. Consumers desire cuts of beef that are lean, nutritious, and possess desirable eating characteristics. Meat researchers have developed reliable methods for measuring the factors that influence eating characteristics and factors affecting yield of lean cuts. Using these evaluation techniques, producers and packers can produce and sell carcasses that meet consumer demand. For the past 31 years, Juab County has conducted a steer carcass contest for 4-H and FFA members exhibiting steers at the county fair. The purpose of the steer carcass contest is to assist youth, leaders, and parents in: 1) producing high quality carcasses 2) producing high yielding carcasses and 3) promoting a desirable, marketable product. During the 31 year period, 873 head of steers were entered in the carcass contests. Carcass data during these years was gathered from local independent processing plants and used to calculate several items including, yield grade, quality grade and carcass rate of gain. Each year's results were presented to exhibitors, parents and leaders. Currently a power point presentation is used that includes USDA grading standards, a picture of each steer at the beginning weigh in, one at the fair, the steer's rib eye, and individual carcass information. As a result of the 31 years of contests, over 850 youth and 1700 adults have received training in beef carcass evaluation.

USING THE FAMACHA© SYSTEM TO CONTROL INTERNAL PARASITES IN SMALL RUMINANTS DURING THE SUMMER GRAZING SEASON

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Gastro-intestinal parasites (worms) pose the single greatest threat to the health and productivity of sheep and goats throughout most of the United States. The worm species of primary concern during the summer grazing season is the barber pole worm (*Haemonchus contortis*). In the past, parasite control programs relied heavily upon anthelmintic treatments. However, this approach is no longer sustainable, due to the widespread emergence of drug-resistant worms. FAMACHA© is a novel system for assessing barber pole worm infection in small ruminants and determining the need for deworming individual animals. In 2005 and 2006, the FAMACHA© system was used to monitor and control internal parasites in lambs and goats grazing summer pastures in Western Maryland. In 2005, 84 lambs were used to evaluate the FAMACHA(s) system, while in 2006, FAMACHA© was used to control internal parasites in the 31 meat goats consigned to the Western Maryland Pasture-Based Meat Goat Performance Test. In both years, the lambs or goats were handled every 14 days to determine their FAMACHA© eye anemia and body condition scores. Lambs or goats scoring 4 or 5 (anemic) were dewormed, while those with scores of 1 or 2 (not anemic) were not treated. Some with scores of 3 were treated. The 84 lambs required 111 anthelmintic treatments for an average of 1.25 treatments per lamb. 26 percent of the lambs did not require any treatment during the 112-day summer grazing period. The need for anthelmintic treatment peaked on July 11. One lamb died due to anthelmintic failure. In the 119-day goat test, 31 goats required 51 anthelmintic treatments for

an average of 1.65 treatments per goat, excluding the initial deworming. 13 percent did not require treatment. The need for anthelmintic treatment peaked on August 4. No goats died. The FAMACHA© system proved to be an effective tool for monitoring and controlling internal parasitism in growing lambs and goats.

SUPPLEMENTAL FEEDING PROGRAM ELIMINATES HAY FEEDING AND REDUCES WINTER FEED COSTS IN BEEF CATTLE OPERATIONS

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Winter feeding of beef cows represents the highest single annual cost to producers across the United States, and more specifically in south central Idaho. Typically, producers utilize hay as the sole source of nutrients for their cows during the winter feeding period. To decrease feed costs without sacrificing animal performance, the utilization of a winter feed supplement consisting of a protein source (soybean meal, cottonseed meal, or canola meal), ground corn, and salt, as a means of limiting consumption, was implemented. Over a four-year period, cows on a cooperator's ranch were allowed to range on crested wheatgrass pastures during the winter feeding period (early December to early March) and were supplemented with 2 to 4 pounds per head per day of the winter supplement mix. Cows received no hay unless warranted by extreme winter weather conditions. The total number of cows maintained per year on the supplement ranged from 165 to 179. Supplement cost varied from $24.99/cow/year to $46.33/cow/year. Since hay was not used as the sole source of nutrients for the cows, actual values for the amount of hay fed and the cost of the hay were not available. The potential amount of hay fed and the cost of the hay were estimated using the University of Idaho Extension's annual cow-calf budgets and the Idaho Crop Reporting Service's annual hay price reports. In each winter feeding period, the supplemental feeding program was shown to be more cost effective than feeding hay. Cost savings ($/cow/year) ranged from $92.96 to $127.22.

EVALUATION OF FORAGE-BASED WEANING SYSTEMS IN SPRING-BORN CROSS-BRED BEEF CALVES.

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Preconditioned calves have more market value per unit weight than normal-weaned calves. Therefore, development of a low cost forage-based weaning system allows producers to add value to their calf-crop. This study evaluated calf performance in three forage-based weaning systems; early-weaned calves were back grounded in legume/grass forage plots and supplemented with commercial preconditioning feed (Treatment I) or corn-mix (Treatment II). Control (Treatment III) calves suckled their dams for an additional 45 days. Weights were collected on days -30, 0 and 45 of the experiment. Overall calf weight gains averaged 2.56, 2.27 and 2.29 lbs/calf/day for commercial supplement, corn-mix and controls, respectively. Year by sex of calf interaction was significant for calf weight gain. Steer calves gained more weight in year 1 and 3 compared to year 2 (119.3 and 122.8 lbs vs. 96.8 lbs, respectively). Heifer weight gains increased marginally over time (94.6 to 106.9 lbs from year 1 to 3, respectively). Cow age also affected calf weight gain; calves from 2-year-old cows gained less weight compared to those from cows 3-5 and > 5 years of age (97.8, 107.8 and 113.5 lbs, respectively). Net returns indicated that corn mix had economic advantage over commercial feed because of the difference in their marginal cost of gain ($0.278 vs. $0.411, respectively). In conclusion, forage-based weaning systems can successfully be utilized to precondition calves providing an economical means for calf weight gain and profit potential as long as other inputs such as feed costs and labor are held within reasonable limits.

LAMB 300: PRODUCING HIGH QUALITY, WHOLESOME LAMB AT THE FARM, PACKER AND RETAIL LEVELS.

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Objectives of the Lamb 300 short course were to: provide hands-on training in evaluating the factors that influence the price received for lambs and lamb products at the marketplace; provide an overview of the environmental, genetic, nutritional and management factors that contribute to muscle quality; increase the understanding of the production chain from farm to table; and enable participants to make informed decisions to improve the overall profitability of their sheep operations. Participants represented the commercial, purebred, club lamb, and direct marketing sections of the sheep industry, as well as representatives from the processing and wholesale/ retail sectors. Topics addressed included: live animal and carcass evaluation; the use of ultrasound technology; food safety and quality assurance; and the harvesting and marketing of lamb and lamb products. Working in teams, participants purchased a lamb during a live auction and then harvested and processed the lamb into retail cuts. An economic analysis of the profitability of each lamb was computed based upon the purchase price, yield and value of the retail products. A pre and post survey of program participants indicated that they increased their level of knowledge of the marketing of sheep products; carcass evaluation; the use of ultrasound; the fabrication of lamb products; and food safety. Lamb 300 participants indicated they would strive to produce lambs with superior conformation and market lambs at the correct weight and fat cover. Ninety-three percent of the participants indicated that the Lamb 300 program would positively impact the economic status of their sheep operations.

UTILIZING VIDEO IMAGE ANALYSIS AND WARNER-BRATZLER SHEAR FORCE DATA AS EDUCATIONAL COMPONENTS OF THE OK STEER FEEDOUT

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The OK Steer Feedout (OKSFO) is an information feedback program for cow-calf producers desiring to learn more about the post-weaning performance of their calf crop. The OKSFO began in 1984 and has fed over 5,000 steers representing 40 plus beef breeds, 333 ranches and six states. The objective is to provide cattle producers feedlot gain, health performance, and carcass merit data to serve as benchmarks for their genetic and management program on the ranch. A summary booklet for each test year is produced with complete data from each steer and a test overview. Since 2004, the cooperating beef packer has provided Video Image Analysis (VIA) images and related data to further enhance the educational impact of the OKSFO program. VIA is a vision-based technology that utilizes a picture of the 12th-13th rib interface to analyze computer generated color images and record detailed carcass evaluation measurements. Data collected includes ribeye muscle area, subcutaneous fat thickness, lean color, and marbling amount and distribution. In October 2006, the USDA Standardization Branch approved two VIA systems for yield grade augmentation and marbling prediction. Beef packers can more accurately evaluate their cattle suppliers based on red meat yield and carcass value. In addition, several producers paid the additional charge to have a Warner-Bratzler Shear (WBS) test, a measure of tenderness, conducted on ribeye steaks from their steers. Several producers have had consistently positive WBS test results. The OKSFO incorporates VIA images and WBS results in educational programming to enhance producer knowledge and improve herd performance.

MEAT GOAT POCKET CALENDAR SUPPORTS MEAT GOAT PRODUCERS

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Reaching meat goat producers is important considering that meat goat production is a growing livestock industry in the region and questions from meat goat producers are constantly increasing. The five co-authors felt that a more effective means of delivering information to meat goat producers was needed. How we reach these producers is challenging as some are not familiar with extension programs. With that in mind, the "Meat Goat Pocket Calendar" was developed, to provide clients with useful information on raising meat goats. Topics include herd health practices, meat goat facts and requirements, budget information, gestation table, breeding schedule, forage growth curves, ethnic holiday calendar 2006-2010, and charts to keep accurate records. The content was generated or written by the five co-authors. The pocket calendars are distributed at trade shows, used as part of proceedings at state meetings and mailed upon request. The distribution list includes 1546 producers, veterinarians, and industry personnel. Comments have been very positive: "Our kids keep them at the barn and use them all the time"; "Excellent for keeping records"; "Great job these look great"; "Producers felt the pocket calendars would be beneficial to their operation"; "Two goat supply companies have said how much they like the entire idea and feel they are very convenient and have room for any information needed for a small herd"; "We have been distributing your pocket guides, they have been really well received and a heck of a project, we are discussing doing something like it down here".

REGIONAL EDUCATIONAL OUTREACH PROGRAM FOR PRODUCERS OF SMALL RUMINANTS IN SOUTH ALABAMA

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Increasing urban development and urban sprawl have impacted agriculture in southwest Alabama. Farm acreage availability has limited large scale livestock production, which has resulted in an increasing number of small farms and ranchettes where small-ruminant production is more practical than traditional large ruminant production. A series of regional multi-state mini-workshops were held at the Escambia County Alabama stockyard, with an objective of educating small and beginning small-ruminant producers. The topics for these mini-workshops included genetic selection for the meat goat market, health, nutrition, and quality assurance. The mini-workshops culminated with a multi-state field day held at the Gulf Coast Research and Extension Center in Fairhope, Alabama. Topics included in the field day included forage management, reproduction, nutrition, quality assurance, toxic plants, and FAMACHA training. Presenters for the mini-workshops and field day included representatives from The Alabama Cooperative Extension System, Auburn University, University of Florida, IFAS Extension, Florida A&M University, U.S.D.A., and local market buyers. Participants of the field day were presented with a copy of the proceedings from the field day, and were asked to fill out a short questionnaire and evaluation form. Evaluation statistics relay that 92 % of those surveyed found the overall meeting to be very informative. Evaluation participants also indicated intentions to employ many of the practices explained in the program, with rotational grazing and use of the FAMACHA system being mentioned by a majority of participants as two methodologies that would definitely be utilized.

PUT THE EMPHASIS ON ACTIVE WITH ANIMAL SCIENCE ACTIVITIES FOR YOUTH

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Animal science projects are some of the most popular 4-H projects, yet sometimes 4-H leaders and educators can get stuck in a rut when it comes to creating enjoyable and meaningful project activities. After long days in classrooms, youth are not interested in more teacher-based instruction at a 4-H meeting; they want to be active. Also, 4-H professionals, funders and other decision makers want to be sure that youth gain essential life skills and science skills while participating in 4-H animal science projects. It is possible to satisfy all stakeholders by incorporating innovative, active and

enjoyable activities from National 4-H Cooperative Curriculum System curricula into any animal science project. Examples of experiential learning-based animal science project activities will be presented here so participants can gain experience and confidence in using them with youth audiences. Participants should also gain the ability to share what they learned with others, including 4-H parents, leaders and professionals.

EFFECTIVE USE OF VIDEO-CONFERENCE TECHNOLOGY IN DELIVERING ANIMAL SCIENCE PROGRAMS ACROSS STATE LINES

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Since 2005, video-conference technology has been one method of delivering intensive animal science programs to producers in Alabama, Mississippi and Louisiana simultaneously. Video-conferencing over Internet Protocol (IP) allows complete, interactive, real-time communications. Conferencing over IP means there are no connection or per minute charges and potentially has a global reach. Video-conferencing needs high quality and high speed internet connections for TV quality. Producers view programs at TV quality (384K) at designated central locations. These sites are connected by a multi-point control unit. A maximum number of 96 sites could be connected simultaneously. Programs selected to be delivered using video-conference technology have been programs not easily reproducible or where expertise is not available in all states. To date, carcass fabrication demonstrations, beef shortcourses and master cattle producer programs have been delivered to 1500 producers. This method of delivery is as effective as face-to-face contact if location moderators engage with the participants. Location moderators must interact with the audience to stimulate questions, assist producers in overcoming technology barriers and serve as a knowledge base. In addition, instructors should provide slide handouts for participants. This enhances the program if the internet connection becomes slow or video is slightly blurred. Simple, light backgrounds with dark lettering are more desirable than dark backgrounds with light letters for slide presentations. Program evaluations to date suggest the video-conferencing method of delivering multi-state extension programs for animal sciences is acceptable because of decreased travel time for participants while exposing them to regional or national experts with needed information.

A PRODUCTION PRACTICES SURVEY OF COW-CALF PRODUCERS IN NORTHEASTERN OREGON: ASSESSING THE INDUSTRY'S EDUCATIONAL NEEDS

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ABSTRACT: Upon arriving in Baker County as the new Agriculture Extension Agent for Oregon State University in the fall of 2005 I mailed out a cow-calf production survey to livestock producers in Baker and Union Counties. This 27 question survey was modified from an earlier 22 question survey that Dr. Dave Bohnert et al. utilized in 2004. Objectives of this survey were 1) to better understand current cow-calf production practices and 2) to enhance Extension Livestock educational efforts in Northeastern Oregon. A total of 415 surveys were mailed out to livestock producers in Northeastern Oregon. A total of 103 surveys were returned and are included in this evaluation (Baker=72; Union=31). Ninety-two percent of the respondents stated they were a commercial cow/calf operation. Herd sizes varied widely with 14, 24, 26, 22, and 14% of respondents listing 0-50, 51-200, 200-400, 400-1000, and greater than 1000 head respectfully. Fifty-eight percent of respondents always cull open cows. Of the 42% (43 respondents) that do not cull all open cows, the top 3 reasons for keeping an open cow were young

or proven (16%), production history (8%), and if the cow lost her calf through no fault of her own (6%). The most frequent culling rate for cows was 10-15% (53%), while 55% of survey respondents reported annual mature cow death loss to be less 0.5%, with 0.5-1% accounting for 34% or producers. Seventy-six percent of producers raised their own replacement heifers, with 63% rating their heifer development program as excellent and 37% stating theirs needs improvement. When asked to describe their heifer replacement rate, 57% of respondents stated they replace a constant percent every year, with 18% stating they replace at the same rate as they cull, only keeping enough to maintain cow numbers. The most common annual cow cost was $251-$300 (27%), with $301-$350 and $201-$250 accounting for 29 and 20% respectfully. Results of this survey will be utilized to better understand current cow-calf production practices, and to assist in addressing and developing future Extension educational efforts in Northeastern Oregon.

Key words: Northeastern Oregon, Cow-Calf, Production Survey

COMPARING RATES OF GAIN OF MARKET LAMBS FED MANAGED INTENSIVE PASTURE, MANAGED INTENSIVE PASTURE PLUS CORN AND CONCENTRATE IN CONFINEMENT.

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Market lambs at Shelburne Farms in Shelburne, Vermont have traditionally been raised on concentrates in confinement. In an effort to take advantage of high quality grass available on the farm, 45 lambs were separated into three test groups, one in confinement fed a concentrate ration and hay; one on Managed Intensive Grazing (MIG) supplemented with shell corn; and one on MIG only. Rates of gain were highest in the group fed concentrates; however, the cost per pound of gain was lowest in the pasture only group. As lambs were ready for market, they were harvested, processed and delivered to the chef at the Inn at Shelburne farms. A blind taste test was conducted which featured cuts from all three test groups. No significant difference was determined between the taste and juiciness of lambs from all three groups. A workshop was held on the research site to demonstrate MIG and explain how the lambs were grazed and a workshop was held with the market lambs to demonstrate how to grade live lambs for market.

SUCCESSFUL DAIRY SYSTEMS

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SUCCESSFUL DAIRY SYSTEMS is workshop for professionals serving the dairy farmers of Minnesota. The goals are to help dairy advisors have success with their customers; and provide dairy advisors with tools to help their clientele achieve high levels of success. The program has been prepared in two and three day formats as requested by specific audiences. The subjects covered in the workshop are: Concepts of Operational Excellence; Understanding FINBIN;SWOT Concepts; Goal Setting; How to Beat a Bad Attitude; Communication Skills for Farm Advisors; Critical Questioning Skills; Strategic Planning Concepts; Operational Excellence Tools; Labor on the Dairy Farm; Standard Operating Procedures; Developing Action Plans and Priorities; Decision-Making on the Farm; and Resources for Dairy Advisors (a variety of compact disks with spreadsheets, building designs, diagnostic tools, etc.). A final part of the workshop is a chance to practice some of the skills on a farm visit. Farms are selected where the farmer is willing to let a group visit and question the operators. Workshop participants then summarize their observations (visual as well as responses to questions) and prepare a presentation for the farmer with suggestions and options to improve their operation. It is similar to a dairy profitability team meeting, but with a hopefully more skilled and better prepared team than we often experience. We feel most comfortable in workshop groups of 12 to 15 participants at one time. We have offered the program four times with approximately 75 total participants so far and more are being scheduled. A formal evaluation is being conducted, but a good informal evaluation was

the fact early participants encouraged their counterparts in other areas to attend later sessions.

MEAT GOAT SIRE EVALUATION TEST USING THE GROWSAFE 4000 SYSTEM

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The GrowSafe 4000 (GrowSafe) system utilizes a series of feeding stations that only one animal can eat at a time. Each buck was tagged with a Radio Frequency Identification (RFID) tag that recorded when the animal ate, how aggressive a feeder he is and how much -he consumed. While feed efficiency is usually expressed as how much feed an animal eats compared to how much it grows, the GrowSafe system will determine Residual Feed Intake (RFI). RFI provides a more accurate comparison among animals than raw efficiency data by taking into account animal difference in physiological age and mature size.

The trial performance test started July 13, 2006 with 23 bucks averaging 20.65 kilograms with a range of 16.8 to 25.9 kilograms. Weight at the end of the 41 day test averaged 36.84 kilograms with a range of 32.7 to 41.7 kilograms.

For the test the bucks averaged 0.304 kgs/day with a range of 0.29 to.51 kgs/day. Using the GrowSafe system the regression calculated average gain was calculated. For the test the bucks averaged 0.322 kgs/day with a range of 0.25 to .43 kgs/day.

Feed efficiency, expressed as RFI, ranged from 1.47 to (-) 1.15 kgs/day. The buck with the RFI value of (-) 1.15 was more efficient and consumed 1.15 kilograms less feed than was expected per day, while the least efficient buck consumed 1.47 kilograms more feed per day than expected. Thus the difference between the most and least efficient bucks was 2.62 kilograms of feed per day.

SECURITY ALERTS AND WHY AGRICULTURE SHOULD CARE

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The vulnerability of agriculture coupled with our population's dependence on food for survival makes livestock and crop "security" a priority of the United States Department of Homeland Security. The devastation caused by the 2001 outbreak of Foot and Mouth disease in the United Kingdom should convince us that we need to be proactive in avoiding and responding to such an emergency. That outbreak was caused by the accidental introduction of disease; imagine how much worse a coordinated intentional attack might be. Extension specialists and agents have an important role to play in raising awareness and readiness among their producer clientele, community responders, and state agency personnel who would be involved in detection, response, and recovery activities if a highly contagious disease or other emergency affecting livestock occurred. Resources are available through the Extension Disaster Education Network and other sources to enhance knowledge system-wide in the area of agricultural emergency preparedness and enable Extension personnel to share this information with others.

BEEF PRODUCTION FROM PASTURE TO PLATE TAUGHT THROUGH MASTER CATTLE PRODUCER COURSE

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Livestock production contributes significantly to the Alabama economy. Beef cattle rank second on the list of top commodities and accounted for over $505 million in 2005. The Alabama Cooperative Extension System (ACES) recognizes that ranking and places major emphasis on programs to enhance profitability for those farms with cattle. Since 1999, over 2600 beef producers have enrolled in the popular Alabama Master Cattle Producers (MCP) course. ACES offered the MCP course simultaneously at 22 sites in 2006 via videoconference over Internet Protocol to producers in Alabama and Mississippi. A graduation rate of 99% suggests those enrolled in MCP value the information and commit to attend the twenty-plus hours of instruction. Many producers have shared successes with one reporting a savings of $25,000 the first year after completing MCP. To give graduates a chance to take the next step, an out-of-region study tour was offered in 2004 to Nebraska and again in 2006 to Texas. On the study tour, participants learned about beef production from the pastures of West Texas through a major processing plant where the grilled product was plated. The Pasture to Plate Tour drives home messages taught over the eight-week MCP course. Tour survey results show that 97% of participants were either very likely or highly likely to make significant changes in their operation afterwards. This renewed vigor of the vocal graduates has increased the awareness of what Extension programs can offer. Other testimonials of more profitable returns give assurance that producers are benefiting from these program efforts.

USE OF THE HOBO TEMPERATURE RECODERS TO DOCUMENT MORTALITY COMPOSTING TEMPERATURES

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Mortality composting has become a common practice on Dairy and livestock farms across Penn. and other states. As Penn State Cooperative Extension Agents have worked with the Pa. Dept. of Agriculture, the need to document the composting temperatures in these piles has become apparent. This information has helped answer question as to how the piles work and how they work on commercial farms versus university systems. The Onset Hobo Data loggers were used to monitor these temperatures, the data ports were set inside the cow carcass, two areas of the compost pile, and the air temperature. The Onset Hobo Data Loggers were set to record temp every 6 hours and the Agent would download the readings every 2 week or so. The Temperature graphs of the Hobo Data Loggers gave another set of information to compare with our visual observations of how the compost pile was working. The educational demonstration using the Hobo data loggers showed that the 3 dairy farms mortality piles, could obtain the same temperatures or even hotter, as the university trials. This is a confirmation that the system is working in the real world. 3 dairy farms allowed the County Agent to insert and monitor the Hobo Data loggers from on farm mortality piles for 6 months. These piles were a mixture of corn silage, bedpack and feed refusals. Temperatures were recorded from 105 -145 degrees F. The Hobo Data loggers work continually for the 6 month demonstration. Demonstration results will be posted on the Penn State Composting Web site http://composting.cas.psu.edu

EARLY CAREER DEVELOPMENT

TEACHING PHILOSOPHY INFLUENCES EDUCATIONAL OUTCOMES

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Educators understand that there is a relationship between how they teach and how people learn. To enhance learning, an educator should articulate their personal teaching philosophy. Apps (1973) offered an overall framework to identify beliefs. This framework includes: the learner, overall purpose of adult education, content of subject matter, learning process and role of adult educator. Numerous educational philosophers have identified ways to help educators identify their personal teaching philosophy. Zinn (1994) developed a self assessment tool that allows educators to discover what traits their philosophy has. In this workshop, participants will complete the survey and start to articulate their personal teaching philosophy. They will also learn how their personal teaching philosophy influences how learners they interact with learn.

Resources for continuing their quest to develop and refine their personal teaching philosophy will also be shared.

TEN EASY STEPS TO PROGRAM IMPACT EVALUATION

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Despite training efforts and materials developed for impact assessment, the reports submitted by extension personnel often fall short. For many, the why and how of program impact evaluation are less important and interesting than program development and delivery. However in an era of funding shortfalls and increased accountability, every extension educator must conduct and report such data. Data that illustrates changes in knowledge and behavior of individuals and the larger community will be of interest to decision makers as well as the program participants. The data also proves valuable at one's job performance review. A common sense approach and commitment to program evaluation can lead to successful impact assessment. Ten steps include: (1) Make a commitment to program evaluation; (2) Step up the appropriate mechanisms to get it done – from start to finish; (3) Define the objectives of each educational offering and the overall program being developed; (4) Alert clientele of your intentions to evaluate; (5) Determine what the participants will learn and how that knowledge gain (short term outcomes) will be measured; (6) Determine what changes in behavior or adoption (medium term outcomes) will be evaluated and the methods that will be used; (7) Evaluate medium and long term outcomes in at least two ways (economic, social, behavioral, etc.); (8) Review and record the findings; (9) Make mid-stream corrections in programming or outreach efforts; and (10) Report the information to decision makers, supervisors and clientele.

NATURAL RESOURCES

PHOSPHORUS FATE AND TRANSPORT IN AN IMPOUNDED RIVER SYSTEM: IMPLICATIONS FOR TMDL STAKEHOLDERS AND EXTENSION EDUCATORS

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The Kalamazoo River drains a 2,020 square mile watershed in southwest Michigan. This primarily agricultural watershed has a legacy of industrial and nutrient pollution. One major water quality problem is phosphorus enrichment of Lake Allegan, a 1,600 acre impoundment located near the bottom of the watershed. A Total Maximum Daily Load (TMDL) was developed for phosphorus requiring a 50 percent seasonal non-point source (NPS) reduction. Identification and quantification of NPS phosphorus processes is important for developing stakeholder-driven reduction strategies. In 2004, the USDA-CSREES Water Program funded a three year project to enhance phosphorus reduction strategies in the Lake Allegan/Kalamazoo River TMDL watershed. Research included collecting total phosphorus data through a combination of daily auto-sampling and weekly grab sampling. Physical and chemical data were obtained through weekly grab sampling. Preliminary results indicate two impoundments on the river provided a sink for 15 - 22 percent of inlet phosphorus. A third impoundment, Morrow Pond, sourced an amount (15,000 lbs) equivalent to the inlet phosphorus load through biological activity during the 2006 growing season and contributed 23 percent of the phosphorus load to Lake Allegan. This sourcing compensated for upstream phosphorus reductions, is considered a major factor in determining watershed response to TMDL stakeholder reduction activities and has implications for extension education efforts. The Kalamazoo River/ Lake Allegan TMDL is nationally recognized for its watershed-wide, community-based approach. This project provides a model for the enhancement of a

stakeholder-driven TMDL process through the integration of research, education, and extension programs.

ENABLING PEOPLE TO CREATE COMMUNITY AND ENVIRONMENTAL IMPACT: THE RUTGERS ENVIRONMENTAL STEWARDS

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Rutgers Environmental Stewards, a structured volunteer training and management program similar to Master Gardeners but focused on the environmental topics, was initiated in New Jersey in 2004. Objectives are to provide grounding in environmental science and leadership skills for residents interested in environmental issues. In addition, the program provides a mechanism to make meaningful contributions to improving NJ's environment through a 60 hour volunteer internship and subsequent service. Partnerships with 18 government and non-profit environmental organizations were formed. Regional classes were conducted over three years providing 420 hours of training to 120 students. A catalog of volunteer opportunities for intern projects was developed. A web site was created to assist in the promotion and management of the program, http://www.rce.rutgers.edu/envirostewards/. Participants rated overall lecture quality as 4.6 (scale 5=excellent). 70 students have successfully completed the lecture phase of the program, with 67% of them actively engaged in volunteer intern projects in their communities; 27% completed their project. Success stories, including documented impacts of individual interns have been collected. Formal evaluations designed to assess gains in "Environmental Sensitivity", "Science Knowledge", "Civic Participation Knowledge", "How To Take Action Effectively", and "Enthusiasm" showed overall gains ranging from 55% to 97%. Environmental, economic and social impacts of individual intern projects are estimated to range from hundreds to hundreds of thousands of dollars.

MANAGING SMALL WOODLOTS

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As Virginia's population has increased, the average acreage of forested parcels has decreased. This represents a unique challenge to the future of Virginia's forest industry. Meeting the diverse needs of small acreage landowners will require the application of concepts from multiple disciplines, such as traditional forestry, urban forestry, landscape architecture, horticulture, low-impact harvesting systems, and others. To address this need, Virginia Cooperative Extension partnered with representatives from the Virginia Tech College of Natural Resources, Hudson Forest Equipment, the Virginia Tech Department of Horticulture, and four state agencies to offer a program entitled Managing Small Woodlots. Eighty four participants chose from 22 sessions over a two day period. Upon completion of the program, 100% of attendees indicated that the workshop would help them accomplish their management objectives more effectively. When asked how they benefited from the program, comments included "Marginal forest products can be converted to products with higher value" and "I'm sharing what I learned with my husband and daughter and it will help us make some better choices." Six months after the program, 24 participants had considered how their efforts to attract wildlife might impact them (or others), 19 participants prioritized their objectives, and 15 participants implemented a management practice they learned at the workshop (based on a 55% response rate).

EVALUATION OF CHANGING FARM-GATE MARKETING STRATEGIES TO INCREASE PROFITS

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The maple syrup producers in Ohio on average produce 100,000 gallons of syrup annually that contributes $5 million to Ohio's economy and provides a supplemental income from non-timber forest products to many forest land-owners. Recent industry researched of 620 maple syrup producers revealed the majority 41% (n=232) indicate they derive no income from their maple syrup sales and only 34% indicated they made 1-5% of annual income from maple sales. Yet traditional practices of selling in gallon containers, selling the majority of crop wholesale, and under valuing the commodity are high, which reduces the potential income from the production volume. The research revealed that the one gallon container both in plastic and metal was popular retail container for selling maple syrup. Forty-five percent (n=255) of the 620 respondents used plastic gallons and 20% (n= 116) used metal one gallon containers. Retail prices for a gallon of maple syrup in Ohio varies greatly (+/- $22.00 gallon) by region. This research looks at the potential income if marketing practices were implemented to market smaller size containers at the retail level verses selling in gallon containers and selling bulk syrup to other packers. Comparisons of this research results on production volume, potential income and containers size sales revealed that the United States Department of Agricultural National Agricultural Statistics Service are not being supplied the full picture of the industry in Ohio.

WHAT IS IN THAT WATER? – A WATER TESTING PROGRAM FOR EL PASO COUNTY, COLORADO

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Private water wells are becoming more numerous in El Paso County, Colorado which has the highest population of any county in Colorado. Homeowners with small acreages find themselves in charge of their own water system. The Water Testing Program provided them with the opportunity to have their water tested and the results explained for a nominal fee. Water workshops were to educate the public about their water, well maintenance and water testing. The workshops were used as a springboard to launch a water testing program. Individuals came to the Extension office and picked up sample bottles and instruction sheets telling them how to take a water sample. When they returned with the water they paid a small fee. The Extension office sent the water sample to a testing laboratory that tested the water and mailed the test data to the homeowner and a copy to the Extension office. When test data indicated a problem with the water the Extension Agent contacted the homeowner to explain their next step to address any problems. Public informational meetings were held at the conclusion of the program to explain the results from over 200 water tests. Water testing still continues after completion of the grant. The fee was raised slightly to cover cost. Working with the El Paso County Health Department we have set up a valuable service for private well owners. More people now know what is in their water because of the Water Testing Program in El Paso County, Colorado.

HURRICANE KATRINA: IMPACTS ON FORESTLAND, EXTENSION RESPONSES, AND LESSONS LEARNED FROM ONE OF AMERICA'S WORST NATURAL DISASTERS

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Hurricane Katrina roared through Mississippi on August 29, 2005, becoming one of the worst natural disasters in U.S. history. In her path, some 1.2 million acres of forestland were damaged in Mississippi alone, destroying an estimated $888 million in timber, or about two years worth of annual harvest, in one day. Forest restoration efforts in the most heavily affected areas will take years. Extension Forestry personnel responded quickly to this event. Within three weeks, the first of 36 workshops was conducted focusing on timber salvage and forest taxation. These workshops were attended by 2,225 landowners owning 217,396 acres of forestland, and participants estimated the economic benefit at $6.6 million. In the summer of

2006 Extension Forestry shifted focus to restoration after the salvage, and 6 workshops were conducted in some of the most impacted counties. Extension Forestry personnel also examined mixed species forest stands to assess hurricane impact differences among loblolly, slash, and longleaf pines. Loblolly was least tolerant of hurricane-force winds, and longleaf was most tolerant. The urban forestry response focused primarily on removing hazardous trees. However, federal regulations prohibited reimbursement of contractors for the removal of standing dead trees unless they were leaning more than 30 degrees. Extension's role in conducting an urban tree inventory, and ultimately enabling standing dead trees to be removed, is reviewed. Lessons learned by private landowners and Extension Forestry personnel are reviewed. These include issues related to timber taxation, diversification, an increased focus on risk, and protection and restoration of our urban forest.

NEBRASKA AGRICULTURAL WATER MANAGEMENT DEMONSTRATION NETWORK

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Water is the life blood of agriculture. Nebraska's 8.2 million acres of irrigated land is vital to the state's economy. Maximizing net benefits of irrigated crop production through an appropriately designed agricultural water management program is of vital importance because many areas in the state are involved in significant management changes to conserve irrigation water. Growers are challenged to practice conservation and increase crop water use efficiency while meeting the crop water requirements for maximum net return. The Nebraska Agricultural Water Management Demonstration Network (NAWMDN) was formed by UNL Extension in partnership with the Upper Big Blue NRD (UBBNRD) in 2005 involving growers in South Central Nebraska. NAWMDN's goal is to enable transfer of research information to Nebraskans through a series of demonstration projects established in farmers' fields and the use of newer tools and technologies to enhance crop water use efficiency. Demonstrations include installation of ET_{gages}® to monitor crop water use and Watermark® sensors to monitor soil water status. An internet web site has been created to allow other producers to utilize network information about weekly crop water use (http://www.upperbigblue.org/pages/Watertip.htm). Participants have reported savings of 0.5 - 3 inches of irrigation water and related energy savings. With 12,000 irrigation wells in the UBBNRD, saving 1 inch of water results in 27.1 billion gallons of water and over $6 million energy savings. This presentation will share information about the NAWMDN, its operation, goals, and accomplishments.

NATURAL RESOURCE PROGRAMS FOR YOUTH AT THE UTAH BOTANICAL CENTER

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Natural resource youth programs have been an important component in the development and expansion of the Utah Botanical Center (UBC). The UBC includes 100 acres, including four freshwater ponds that cover 23 acres, public open space of 42 acres around the ponds, and 35 acres where the formal botanical gardens are to be built. In 2005, a 4-H fishing camp was started at the UBC ponds. The camp is held once a week for six weeks and includes a fishing instruction manual, a short lesson each week, and fishing instruction with adult leaders out around the ponds. Several sessions of Boy Scout and Girl Scout merit badge classes are held at the UBC during the summer. Class topics include energy, bird study, environmental science, landscape architecture, and plant science. A master naturalist program is planned for next year. One day adventure camps are also held at the UBC and include topics such as nature art and pirates of the ponds (focus on water quality). Different youth groups have also provided significant community service at the UBC by building 77 bird houses and 20 bat houses, removing noxious weeds such as common reed (*Phragmites australis*), and picking up trash around the ponds. Youth volunteers have donated over 4000 hours of service at the UBC over the last six years.

CHEMICAL, RATES AND APPLICATION METHODS USED TO CONTROL RUSSIAN OLIVE

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Russian Olive (*Eleagnus angustifolia*) is beginning to establish a monoculture in many rural Utah areas. This field study on Russian Olive control tested three herbicides at three different application rates, using the frill-cut application method. Trade names of the three herbicides used are Roundup (41% *glyphosate*), 2,4-D (47.3% *2,4-Dichlorophenoxyactetic Acid*), and Habitat (28.7% *imazapyr*). Each undiluted chemical was applied to single-stemmed trees at rates of 2.0 cc, 1.5 cc, and 1.0 cc per inch of trunk diameter measured one foot above the soil level. The frill cuts were staggered around the trunk of the tree so as not to girdle the tree and 1.0, 1.5 or 2.0 cc of the treatment was applied to each frill cut. Control trees also received frill cuts but no treatment was applied to the control trees. The trees were treated in October of 2005 and evaluated in September of 2006. All control trees were healthy and growing. While a few treated trees showed some adventitious bud development along the main trunk and no live leaves on secondary or tertiary branches, the overwhelming majority of the treated trees appeared entirely dead. This study suggests that each tested herbicide and application rate was equally effective in controlling Russian Olive using the frill-cut method of application in the fall season.

ENVIRONMENTAL IMPACTS OF AN ETHANOL PLANT IN THE MISSOURI OZARKS

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Webster County, Missouri is the seventh-fastest growing county in population in Missouri. Agriculture consists of pasture-based livestock production with almost no grain crops. With the second-highest elevation in the state, all county residents rely on groundwater for their water supplies, since surface reservoirs are not a feasible option. The proposed installation of an 88-million gallon per year ethanol plant in a geologically-fragile area of the county brought resistance from local residents and caused the appointment of a Groundwater Impact Committee by the county commission to provide unbiased answers on the potential impact such a plant would have on water quantity and quality. The local extension specialist was appointed to the committee.

Ethanol company officials were interviewed, and their statements and intentions were evaluated for credibility and workability. Groundwater experts and state regulatory officials were consulted and findings were developed by the committee. These findings were shared with over 600 people through public meetings, with hundreds of thousands of people through TV, radio and newspaper interviews and articles, and through a website set up at http://www.jrbp.missouristate.edu/ethanol/index.shtml. This project even caught the attention of legislators and national news media.

Based in part on the committee's findings, a citizens' group filed a lawsuit against the company to stop construction of the ethanol plant. Litigation continues on the case, which could have significant bearing on Missouri water laws.

This project highlights controversial environmental issues not often discussed in the headlong rush to develop the nation's biofuels industry.

WATERSHED CHARACTERIZATION OF AGRICULTURAL AND RECREATIONAL LANDS

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Rutgers Cooperative Extension (RCE) has characterized the agricultural and recreational lands in the Wreck Pond Brook Watershed; an area that has contributed to the majority of NJ ocean beach closings in 2005. The watershed is approximately 12 sq. miles in size and is comprised of a wide variety of land uses. RCE is part of a Regional Stormwater Management Planning Committee that addresses environmental impairments and recommends Best Management Practices (BMP's) to remediate any non-point source contributions of nutrient loading and fecal coliform within the watershed.

Geographic Information System (GIS) and tax assessment information were used to identify and characterize the quantity of agricultural and recreational land in the watershed. A YSI Multiparameter Probe, a Hach Colorimeter and macroinvertebrate sampling were utilized to assess nutrient levels as nitrogen and phosphorus in ponds and streams. Nutrient levels in the soil were assessed with soil probes.

Innovative Microbial Source Tracking (MST) methods, qPCR and Multiple Antibiotic Resistance, were utilized and improved upon in an effort to determine the source of microbial contamination whether they be human, livestock or waterfowl. The characterization yielded no obvious point sources of either nutrient or microbial contaminations from agricultural sources indicating a combined origin from multiple nonpoint sources. The results led to the conclusion that an important BMP will be public education regarding nutrient runoff and soil erosion. Educational workshops are planned for various stakeholders such as rain gardens for homeowners and landscapers and full-scale demonstrations of on-farm manure management practices for farmers.

OHIO CERTIFIED VOLUNTEER NATURALIST PROGRAM

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The Ohio Certified Volunteer Naturalist Program has been developed over the past two years by a steering committee of professionals from OSU Extension in collaboration with professionals in Ohio Department of Natural Resources and other natural resource interests in Ohio. The pilot program used the experiences and expertise of successful programs in Texas and Florida in developing the Ohio program. Ohio Certified Volunteer Naturalist's mission is to promote awareness and citizen stewardship of Ohio's natural resources through science-based education and community service. Licking County Extension is one of five counties or organizations in Ohio to initiate the program. In the spring of 2007, 21 local residents participated in the first class. Each participant completed 45 hours of classroom and hands-on training. Class units were presented on ecological concepts, nature interpretation, watersheds, aquatic life, stewardship, soils and geology, plants and forests, insects and Macroinvertebrates, herpetology, ornithology and mammals. Each class member also participated in a group project during the nine week course. Instructors included professionals from the university, arboretums, parks, natural resources conservation service and Ohio Department of Natural Resources.

Participants completed a pretest and a final examination at the conclusion of the training. Each participant demonstrated growth in their understanding of principles of natural systems and the significance of stewardship. Educational outcomes of the participants were identified at the conclusion of the class. Each participant will complete a self-directed plan of volunteering in their local community through partnering with conservation groups, parks, arboretums, land conservancies, camps, and OSU Extension.

THE INFLUENCE OF MULTI-SPECIES GRAZING ON CONTINUOUS CRP

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Whitman County has approximately 200,000 acres (20% of the county's cropland) in CRP. Undesirable weeds in CRP lands have steadily worsened and are increasingly difficult to control. In 2005 and 2006, cattle and sheep were used to graze continuous CRP stands in Whitman County. A holistic management approach was used. Pastures of varying sizes were set up and permanent sampling points were placed in

eachpasture. A one meter square area around each sampling point was evaluated for weed control, weed shift and reestablishment of grasses. The livestock (cattle: black Angus, sheep: Suffolk) were evaluated for weight gain and maintenance of health. Spring in-flow temperatures were evaluated (20 foot sections) in an area infested with cattails and in an open area without cattails.

Differences were observed in the percent of grass and forb reestablishment. In all pastures, reed canarygrass (Phalaris arundinaceae) increased 50% or more in sampling areas containing some canarygrass. Sampling areas containing primarily catchweed bedstraw (Galium aparine), lambsquarter (Chenopodium album), and fiddleneck (Amsinckia menziesii) in 2005 were repopulated after one grazing season with tumble mustard (Sisymbrium altissimurn) and downy brome (Bromus tectorum). Animal health was maintained and cattle weight gains ranged between 1.8 lb/day in 2005 to 1.6 lbs/day in 2006. Sheep remained at their maintenance weights because they did not lamb. Following grazing, in-stream flow temperatures decreased 2 degrees from an average of 66 degrees in the cattails to 64 degrees. The open water remained at theaverage 64 degrees throughout the study period.

HORTICULTURE AND TURFGRASS

JUAB COUNTY WEED AWARENESS PROGRAM

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Many of the 8,000 residents of Juab County have enjoyed the benefits of home horticulture. This has included vegetable and flower gardening, greenhouse management, landscape design and fruit production. One thing all of these areas have in common is weed control. Weeds around homes are a general nuisance, mar the natural beauty of landscapes, and decrease the value or marketability of residential properties. Weeds ruin lawns, gardens and flowerbeds. Weeds may cause hay fever; contribute to fire hazards and harbor insects or diseases. The goal of the Juab County Weed Awareness program is to teach those who are interested in horticulture the problems associated with weeds and teach different methods of controlling them. In cooperation with the Juab County Weed Board and County Weed Department, we conducted the annual public weed awareness program. The program involved advertising to the general public the threat posed by the different weeds, what they can do to control them and giving five gallons of a pre-mixed herbicide to program participants. In addition to the herbicide, each participant received sections of the product label giving the details of the herbicides. In 2006, 515 individuals picked up 2575 gallons of the mix. This represents nearly 20% of all households in the county. During the 2006 program, nearly 260 acres of weeds were sprayed by the program participants. At a commercial rate of spraying around homes of $40.00 for .5 acre, $20,800.00 was saved by those participating in the program.

SPRING GARDEN DAY

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The population in Tangipahoa Parish, Louisiana, has been increasing, especially since Hurricane Katrina, with people moving from the New Orleans area, which has different temperatures and soils. All homeowners and gardeners in the area need to know which plants will do well here, and where they can find gardening and landscape products and services they want. Since 2000, the LSU AgCenter Extension agents and Louisiana Master Gardeners in Tangipahoa Parish have sponsored an annual event open to the public called Spring Garden Day. The 2007 Spring Garden Day was held on Saturday, March 10th to: 1) educate the public on LSU AgCenter recommendations on gardening and landscaping and related topics for the area, 2) let the public know what garden and related products and services are available in the area, and 3) serve as a fund-raiser for the Tangipahoa master gardeners, to enable them to continue their educational efforts and services related to horticulture in the parish. The event consisted of educational exhibits, commercial exhibitors selling plants and/or garden related items, master gardener demonstrations, tours of the research station, seminars by LSU AgCenter horticulturists, master gardener plant sale, kids' tent with gardening related activities, gardening advice, master gardener program information, and concessions. Almost 800 people participated in the event. About 90% of the people who turned in their evaluation forms, indicated they

gained some knowledge about gardening and/or products and services for the area, as a result of attending Spring Garden Day.

RAIN GARDEN DEMONSTATION SITES TO PROMOTE GROUNDWATER PROTECTION

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Rain Gardens are shallow depressed areas landscaped with native plant species designed to capture and filter run-off from impervious surfaces such as driveways and roof tops. A 1,000 square foot residential rain garden can potentially treat 25,000 gallons of water annually. Forty residential rain gardens could potentially treat and recharge one million gallons of water per year. To promote rain gardens in Union County, NJ, 31 Master Gardeners were trained by the Rutgers Water Quality Program to install and maintain public rain garden demonstration gardens. Four rain gardens were installed in 2005 at an elementary school, public library, park and health department. Educational materials including a poster, Power Point® slide presentation, fact sheets and web site about rain gardens were created to encourage residents to plant rain gardens. Lectures and rain garden tours were attended by 36 adults, including municipal planning board members, elected officials and the county planner. Evaluations indicated that participants improved their knowledge about the parts of a rain garden, the proper depth of a rain garden, care of native grasses, and the limited use of fertilizers in rain gardens. Children's programs at the elementary school and library gardens were attended by 85 students. Evaluations for the elementary school student program showed that students could list 50% more ways to protect groundwater then they could at the beginning of the program. Responses included: using correct amounts of fertilizers, cleaning up after pets, maintaining cars, fixing discharge pipes, and planting rain gardens.

NEIGHBORHOOD STORMWATER/LANDSCAPE PROGRAM

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The overall goal was to draw a direct association between the homeowner landscape practices and the health of the stormwater pond with an emphasis on prevention of future problems. The Neighborhood Stormwater/Landscape program provides local neighborhoods with information about proper landscape and pond maintenance practices that would protect Florida's natural waterways and watersheds. This program was a cooperative effort between extension and the local water management coordinator. Many local homeowner associations have strong political ties and are very well organized. The alliance formed with the homeowner associations allowed this program to reach a wide variety of homeowners who might never have sought extension help until landscape and pond water problems were too advanced. The program consisted of best management practices for lawn and ornamental landscapes. The practices discussed were proper fertilization, watering and maintenance procedures of turfgrass and ornamentals with a specific focus on reducing fertilizer run-off and water management. Approximately 7 homeowner associations have enlisted our help which involved an attendance of over 150 residents. Post-survey results concluded that 86% would change their practices by using slow release fertilizers and 79% indicated they would now irrigate turfgrass on an "as needed" basis. In addition, a more cooperative communication has developed between homeowners, association board members, and local landscape maintenance businesses because of this program. The Neighborhood Stormwater/Landscape program could be adapted for any area and provides another opportunity for dissemination of proper research-based information to the burgeoning number of newcomers and new homeowners to our rural and suburban areas.

COMPETENCIES AND SUCCESSFUL PRACTICES FOR MASTER GARDENER COORDINATORS: A DELPHI TECHNIQUE INVOLVING COUNTY EXTENSION AGENTS IN TEXAS.

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Volunteerism is identified as part of the Texas Cooperative Extension Agency Strategic Plan for 2006-2010. Previous studies identify competencies needed by Extension volunteer administrators; however, no study has detailed specific competencies for Extension Master Gardener volunteer coordinators to successfully implement the Master Gardener program. A study was completed to develop a list of best management competencies and successful practices for Cooperative Extension Agents who are Master Gardener Coordinators. Furthermore, this study gained insight into perceived benefits as well as limiting factors (problems) of being a Master Gardener Coordinator. This was accomplished utilizing a Delphi technique with input from fifteen expert County Extension Agent Master Gardener Coordinators throughout the State of Texas. The expert panel members were either Agricultural and Natural Resources County Extension Agents or Horticulture County Extension Agents. Consensus was reached among the expert panel in this study on 64 competencies needed by Master Gardener Coordinators to successfully administer a Master Gardener program. These competencies fell into categories such as organizational leadership and personal skills among others. A total of 19 statements regarding the benefits of coordinating a Master Gardener program reached consensus. Main benefits included gaining help, resulting in expanded educational programming and increased contacts. Two statements of limiting factors or problems associated with coordinating a Master Gardener Group achieved consensus. These were increased time and workload commitments. An understanding of these statements reaching consensus will help Extension Master Gardener Coordinators most effectively utilize their time, energy and resources for maximum impact and program success.

SUSTAINABLE AND LOW INPUT STRIP-TILL AND NO-TILL VEGETABLE PLANTING TACTICS

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During the past three years field trials have been conducted at the University of Maryland Research and Education Center in Upper Marlboro, Maryland, examining strip-till and no-till vegetable planting techniques. The studies utilized cereal rye, and German foxtail millet cover crops, winter and summer annuals, respectively. A sustainable and low input protocol was followed to maximize time and economic investments, and to include soil conservation benefits of reduced tillage regimes. The vegetables included in these trials were direct seeded with a Monosemâ no-till planter, with or without the strip- tillage prior to planting. An aggressive strip-tillage 12" wide by 6" deep was provided by utilizing a single row Fergusonâ Rip-Strip Till implement. Leafy green vegetable crops were planted in the spring into cereal rye, and in the fall into the German foxtail millet. A burndown application of Gramoxoneâ to stop the cover crop growth was applied as required. For the leafy vegetable plantings no residual herbicides were required, and an integrated pest management approach led to minimized usage of insecticide and fungicide applications. Full season summer planted vegetables were planted into a cereal rye cover, and followed similar study protocol with the addition of residual herbicides. The highlights of these studies will be reviewed, noting the benefits and challenges discovered during the investigations.

GARDENING AT LUNCH

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Since 1987, the population of Columbia County has grown from 50,000 people to over 105,000 people. With this increase in the population of Columbia County, there are more residents who are not familiar with the growing conditions in central Georgia. The Columbia County Extension Agent received requests for programs for home lawns and gardens. However, most clients are too busy to attend night programs, but were

willing to attend a lunch presentation. Gardening at Lunch started in October 2002, and is held once per month. The topics for the program are determined from evaluations from each program. The average attendance for the past 3 years has been 23 participants. A survey was sent out each year to participants who attended at least one meeting. The respondents were asked if they put the information that they learned into practice. 81% of the respondents reported that they had put into use at least one new practice they learned from the program. Some of the practices that were started were: followed Xeriscaping practices; started composting; used mulch and had lower weeds and saved water; and grew own vegetable transplants. The respondents were asked if the practices were successful, and 62% reported that the practices were successful.

DEVELOPMENT OF WATER AND FERTILIZER GUIDELINES FOR SOUTHERN IDAHO TURF

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Interest is high in Southern Idaho regarding water conservation in the landscape. A pleasing green turf is a desire for most homeowners. To provide research-based recommendations for the least amount of water to maintain healthy and attractive turf, a replicated turfgrass study was established in Jerome, Idaho in fall of 2003. Turfgrass species (Kentucky bluegrass (*Poa pratensis* L), tall fescue (*Festuca arundinacea* Schreb.), and perennial rye (*Lolium perenne* L.) - mixed cultivars of each species) received irrigation at 133%, 100%, 66%, and 40% evapotranspiration (ET) May through September using buried drip tape. Starting June 2004, plots received 4 fertilizer levels, 4.4, 2.2, 1.1, and 0 lb N/1000 ft^2 applied in a split application (early May, late June to early July, early to mid September, and late October to early November). During 2006, no herbicide was applied to measure treatment effects on weed growth. Clover invaded well-watered plots with low fertility levels. Other weeds also grew at the lower fertility levels, especially in Kentucky bluegrass. Clipping data shows that all species grew greater with increasing fertilizer amounts. However, there was a significant species x water interaction in blade growth. Drought tolerance was evaluated using the National Turfgrass Evaluation Program ratings. Tall fescue is generally more drought tolerant than the other two species. Increasing water amounts above 100% ET does not result in fewer drought symptoms. Further, fertilizer increases drought tolerance however, the optimum fertilizer amount depends on the grass species and varies with the time of year.

GARDENING MORE WITH LESS; USING WATER RESOURCES TO BEST ADVANTAGE

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Utah is the second driest and one of the fastest growing states in the nation. Water, or lack of it, was a problem when the state was settled and is still a critical issue. Landscape watering uses 50% of the water during the summer. After six drought years water conservation was critical, but many defensive recommendations increased – not decreased – water use. Unlike most conservation programs that discourage gardening, this program encourages gardens with Waterwise principles to conserve water. Long-term studies by Utah State University Extension show homeowners apply twice the water needed by landscape plants. The author identified the need to train others in Waterwise Gardening including showing how to develop useful, waterwise landscapes through quantified, water use designs and developed a Waterwise Landscaping curriculum. Advanced Master Gardeners in four counties were trained using the materials as part of their curriculum. They in turn use the curriculum to teach in their own communities. Using United States Bureau of Reclamation (USBR) and Utah State University grants, the author wrote the curriculum and developed 18 PowerPoint Presentations on Waterwise Landscaping, Plant Selection and related subjects; fact sheets, workbooks and other educational materials. They include more than 3000 of the author's photographs. The course includes the presentation I will share at the convention: Gardening More with Less; Using Water Resources to Best Advantage.

FROM STAGNANT TO OUTSTANDING: HOW THE HALL COUNTY, GA MASTER GARDENERS GREW FROM A SOCIAL CLUB TO AN IMPACTFUL VOLUNTEER CORE

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Hall County Cooperative Extension began a Master Gardener volunteer training program in 1995 in cooperation with several surrounding counties. Five volunteers participated in the 1995 class and returned a total of 210 hours of volunteer service with 253 educational contacts. Since then, Hall County's Master Gardener program has experienced tremendous growth including the initiation of a single county training program resulting in 25 to 30 interns each year. In 2006, Hall County Master Gardeners returned over 12,000 of volunteer service, valued at $217,819, with 36,400 educational contacts. Under the direction of Hall County Cooperative Extension, the Hall County Master Gardeners initiated and provided instruction for an annual 'Lunch & Learn Gardening Series' at the Hall County Library, provided an 'Ask a Master Gardener' booth at local garden centers, designed and installed landscapes for two Habitat for Humanity homes, and coordinated four annual Garden Expositions with total attendance of over 30,000 residents. The program's growth and success can be attributed to a number of factors, including strong leadership from the agricultural agent and horticultural program assistant; improvements in volunteer recruitment and selection; in-depth volunteer orientation, including officer training; and formal and informal training in goal setting, presentation skills, and project planning & funding.

TEACHING PLANT PROBLEM DIAGNOSTIC SKILLS WITH AUDIENCE PARTICIPATION TECHNIQUES

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A presentation called Crime Scene Investigation (*CSI) for Plant Diagnostics* was developed. The audience solves a problem as they are showed the evidence collected. Evidence may include pictures, samples, interviews of clients, microscope analysis, soil tests and information from books or internet search. The agent is dressed as Sherlock Holmes with the double brimmed hat, rubber boots, raincoat and a large hand lens. Common diagnostic tools such as vials, bags, nets, and books hang out of the pockets. For school presentations students are selected and dressed to look the part. PowerPoint slides are used that represent typical and not so typical problems encountered in the field. Each slide is a complete case study with several overlay pictures which are revealed in sequence as clues. Questions are encouraged, not guesses. Large question cards given out can also be raised. Examples of question cards are: "What is the plant?" or "What did the soil test say?" About 20 cases are usually solved in an hour presentation, covering turf, tree, and ornamental problems. Master Gardeners enjoy the problem solving components. School children like the fun of dressing like a detective, county agent or CSI investigator.

Speaker Profiles

2007 NACAA

92nd
Annual Meeting
and
Professional Improvement Conference
Grand Rapids, Michigan

Jay Laffoon

Jay's combination of power-packed delivery and laugh-out-loud humor holds audiences captivated. Through Biblical insights and real-life illustrations, Jay motivates and inspires his audience to action.

Hard-hitting Truth coupled with humor and insight make Jay a highly sought after business communicator. Some of his best talks include:

- Building an Unbeatable Team
- Discovering the Leader Within
- Managing Complex Change

Jay started communicating as a teenager through the ministry of Youth for Christ. Twenty years later, Jay's versatile speaking skills deliver clarity and power. His enthusiasm leaves an indelible mark on his listeners. One of 3 certified instructors for Dynamic Communicators International, Jay is also involved in teaching others to speak with clarity, focus and power.

Jay grew up in northern Michigan and attended Taylor University graduating with degrees in Biblical Literature and Music. Jay served as an Executive Director in Youth for Christ for 15 years. Jay and his wife Laura live in Alma, MI with their son Torrey 15 and daughter Grace 8. They founded Celebrate Ministries, Inc in 1995.

Richard M. Foster

Dr. Rick Foster has contributed significantly to communities and families working in agriculture and natural resources in Michigan and around the world in his role as vice president for programs at the W. K. Kellogg Foundation (WKKF) of Battle Creek, Michigan. He guides Foundation efforts in food systems, rural development and leadership, and serves on the executive team that provides overall direction to the foundation.

The WKKF was established in 1930 "to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." To achieve the greatest impact, the Foundation targets its grants toward specific areas including: health, food systems and rural development, youth and education and philanthropy and volunteerism.

Rick Foster joined the WKKF in 1991 as a visiting professional while on sabbatical leave from the University of Nebraska, where he served as a professor of agricultural education. Prior to that, he worked in international development activities at the School of Agriculture for the Humid Tropics (E.A.R.T.H.) in Costa Rica. Dr. Foster was selected for a staff position as a program director in 1992 and appointed vice president in 1995.

Dr. Foster has been recognized for his work by honors that include the National FFA Honorary American Farmer Degree, an honorary doctorate from the University of Maryland – Eastern Shore, Kellogg Fellows Leadership Alliance Spirit of Leadership Award and in 2007 was named an Honorary Alumnus of the MSU College of Agriculture and Natural Resources.

He has worked diligently to enable MSU to undertake a range of land-grant efforts. His advice and support have made possible a wide range of premier programs. His perspective has contributed tremendously to the success of the MSU College of Agriculture and Natural Resources in meeting its land-grant mission. Many other universities, communities and programs can trace success back to Dr. Foster's involvement through the W. K. Kellogg Foundation.

Jeff Armstrong

Jeffrey Armstrong was raised on a beef cattle, swine and tobacco farm in Western Kentucky. He attended Murray State University where he received a Bachelor of Science degree in agriculture in 1981. He received both an M.S. (1984) and Ph.D. (1986) in physiology and endocrinology from North Carolina State University.

Jeff Armstrong has been dean of the Michigan State University College of Agriculture and Natural Resources since July 1, 2001. He came to MSU from Purdue University, where he served as head of the Department of Animal Sciences from 1997 to 2001. Prior to his Purdue appointment, Jeff was a member of the Animal Science Department at North Carolina State University from 1986 to 1997.

Jeff is serving his second term on the National Agricultural Reach, Extension, Education, and Economics Advisory Board. He currently serves as chair of the United Egg Producers Animal Welfare Advisory Committee and is a member of McDonald's Welfare

Panel. He formerly served as President of the American Society of Animal Science. Jeff is currently serving as Co-Chair of CREATE-21, an initiative with the goal of better integrating USDA's research, Extension and education programs in food, communities, agriculture and natural resources. (www.create-21.org).

Louie Tupas

Dr. Louie Tupas is the CSREES National Program Leader for Natural Resources and Environment. Louie provides national leadership for global change and climate research, education and extension programs. In that role, he addresses issues such as the carbon and water cycles and land use change.

Tupas came to CSREES from the National Science Foundation, where he was the associate director for the Arctic System Science Program in the Office of Polar Programs. In Polar Programs, he managed research and education initiatives in global and climate change. Since 1994, Tupas has been an assistant research scientist, Department of Oceanography, School of Ocean and Earth Science and Technology, at the University of Hawaii at Manoa.

He handles special grants for Agricultural Development in the American Pacific; represents CSREES on USDA's Global Change Task Force, Drought Coordination Team and Environmental Indicators Working Group; represents USDA on the Interagency Working Group for Earth Science Applications, the Interagency Arctic Research Policy Committee and various US Climate Change Science Program Working Groups.

Tupas brings experience as a research scientist, expeditionary chief scientist, and scientific administrator. He also taught at the graduate and undergraduate levels. Tupas has a Ph.D. and M.S. in marine science from the University of Tokyo and a B.S. in marine science from University of the Philippines.

Steven D. Wiyatt

Steven D. Wiyatt is the Director of the Statistics Division for the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). In addition, he was named in 2005 to the newly created position of Executive Director of the Agricultural Statistics Board. He is responsible for the preparation and publication of the nearly 500 statistical reports NASS issues each year covering all facets of U.S. agriculture.

Wiyatt began his career with NASS in 1973 in the Illinois Field Office. He later worked in the Indiana and Arizona field offices and served as the State Director in the North Dakota Field Office. Additionally, he served in the National Estimates Program for Hogs and Pigs and as the Associate Deputy Administrator for Field Operations. Wiyatt was appointed to the Senior Executive Service in 2000 and assumed the role of Director of the Census and Survey Division. In 2001, he became Director of the Statistics Division.

In addition to his domestic duties Wiyatt has also been involved in international work, leading a project to assist the Mexican government in improving their agricultural statistics and initiating ongoing collaborative statistical meetings between the United States, Canada and Mexico.

Wiyatt grew up on a grain and livestock farm in east central Illinois and spent his summers exhibiting the family's purebred Hereford cattle at state and county fairs. He graduated from Southern Illinois University - Carbondale with a Bachelor of Science degree in Agricultural Economics. After graduation, Wiyatt served on active duty in the U.S. Army until 1972. He and his wife, Jean, live near Herndon, Virginia.

NACAA
Future Meeting Dates

2008	**Greensboro, North Carolina**	**July 13-17**
2009	**Portland, Oregon**	**September 20-24**
2010	**Tulsa, Oklahoma**	**July 11-15**

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