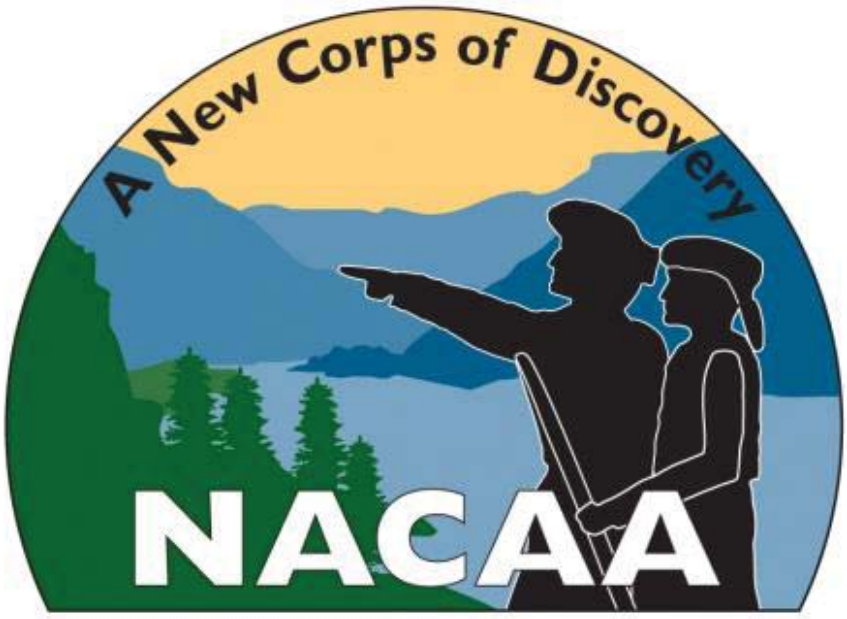
National Association of County Agricultural Agents



2009 Portland, Oregon

Proceedings

94th Annual Meeting and Professional Improvement Conference

September 20-24, 2009 **Portland, OR**

TABLE OF CONTENTS

PAGE

REPORT TO MEMBERSHIP....1-24

94TH ANNUAL MEETING HIGHLIGHTS....25-40

POSTER SESSION

APPLIED RESEARCH....41-63

EXTENSION EDUCATION....64-102

AWARD WINNERS....103

- EXTENSION PROGRAM NATIONAL JUDGING RESULTS....104-115
- CROP PRODUCTION AWARDS....105-107
- LANDSCAPE HORTICULTURE....107-109
- FARM & RANCH FINANCIAL MANAGEMENT....109-110
- YOUNG, BEGINNING, SMALL FARMERS & RANCHERS....110-112
- REMOTE SENSING & PRECISION AGRICULTURE....112-113
- LIVESTOCK PRODUCTION AWARDS....113-115
- P.R.I.D.E. PROGRAM....115-119
- 4-H & YOUTH PROGRAMMING....119-120
- AMERICAN /WORLD AGRICULTURE AWARD....121
- ACHIEVEMENT AWARD WINNERS....121
- DISTINGUISHED SERVICE AWARD WINNERS....122
- HALL OF FAME AWARD WINNERS....123-125
- COMMUNICATION AWARDS....126-172

COMMITTEE MEMBER PRESENTATION ABSTRACTS....173

- ADMINISTRATIVE SKILLS....174-175
- AGRICULTURAL ECONOMICS....175-179
- AGRICULTURAL ISSUES & PUBLIC RELATIONS....180-182
- AGRONOMY & PEST MANAGEMENT....182-185
- ANIMAL SCIENCE....186-193
- EARLY CAREER DEVELOPMENT....193-194
- HORTICULTURE AND TURFGRASS....194-205
- NATURAL RESOURCES....205-211
- SUSTAINABLE AGRICULTURE....212-213
- TEACHING & EDUCATIONAL TECHNOLOGIES....214-215

SPEAKER PROFILES....216-218

NACAA
Report To The Membership
2009

NACAA President

Rick Gibson
Arizona

Oregon! The very name brings a sense of excitement and adventure. Carved from wilderness by those motivated by hope and future it became a destination for many in the early years of our country. Certainly it was for Lewis and Clark and their "Corp of Discovery". So also it was for the trappers and explorers that followed them, and for the pioneers on the Oregon Trail. These were among the first, but certainly they were not the last.

As participants in the 2009 Annual Meeting and Professional Improvement Conference and members of the National Association of County Agricultural Agents, we have just completed our own "Journey of Discovery." We came to Oregon with a hope of learning and sharing, and we leave with the knowledge that what we take home will benefit not only us, but those we serve.

Years ago, a favorite college class exposed me to the intriguing world of ecology, the study of natural systems. One of the field trips took us to the top of Fly Peak in the Chiricahua Mountains of Southeastern Arizona. At an elevation of 9,700 feet, it is one of the highest peaks in the range. Although we were late in the fall semester, we were well ahead of the winter snows, or so we thought.

As we completed our observations and made ready to leave, the threatening clouds began to drop heavy snow flakes that accumulated quickly. We had driven heavy duty, standard transmission passenger vans over the rough, bumpy trails to arrive. For much of the way there were steep canyons on one side that fell off quickly to streambeds far below. Now we had to go back down those same steep trails to get back to the main road. With the snow, we knew that those rocky slopes would be slippery.

I was a "desert rat" with no experience in maneuvering a vehicle in snow. As the designated driver of our van, I quickly recognized that my lack of experience might be a detriment to everyone's health. I turned to the other students in the vehicle and told them honestly that I had no experience driving in snow. "If someone with more experience wants to take over," I said, "I will be glad to relinquish the wheel." There were no takers.

So, following the instructions of an experienced leader who led the way down the mountain, I placed the vehicle in the lowest gear possible and slowly inched our way to safety. I did it by keeping my eyes on the road and on the leader in front. I did not turn to stare off into the depths of the canyon only inches from our wheels nor worry about what I could not control. By so doing, we arrived safely at our destination.

As county Extension educators and members of the National Association of County Agricultural Agents, we are no strangers to obstacles and challenging times. Like my learning experience on the mountain, each of us must learn, adapt, and refocus depending upon the conditions in which we find ourselves. Our challenge, as change agents, is to help transfer what we have learned to our clientele.

This year, over 1000 agents, family members, and others made the journey west to participate in our meetings. They made good use of their time by attending professional improvement sessions, seminars, workshops, tours, and other special events. They talked "shop" with colleagues from all over the country. They picked up a new idea here and perhaps one there that would be useful at home.

I join everyone who attended the 94th Annual Meeting of NACAA in expressing thanks and appreciation to our 2009 AM/PIC chair Sandy Macnab and the great team of Oregon agents, life members and volunteers who did such a good job hosting us in their beautiful state. We compliment them for a job well done!

I thank the NACAA Committees for their excellent work this year. The National Committee Chairs and Vice

Chairs, along with committee leadership from individual states, worked hard to recognize our members through the various awards programs and to bring effective professional improvement programs to the AM/PIC. Without the committees at the national and state levels, we would not be able to accomplish the key missions of our organization. I appreciate the hard work of the Council Chairs in helping them be successful.

The Futuring Committee report has set the areas of emphasis for our organization. I am pleased to report that we have moved the work forward in several key areas.

We have worked consistently to build better relationships with JCEP and the organizations that fall under the JCEP umbrella. I call the attention of members to the excellent work of our Past President Fred Miller who served as president of JCEP this year. His leadership and insights served JCEP well and in so doing brought credit to our organization. Thanks, Fred!

We participated fully in Galaxy III in September, 2008. Over 200 members of NACAA attended the conference. The decision by the NACAA voting delegates a few years back to join our sister associations and participate in Galaxy III opened new windows of opportunity for NACAA. Patrick Hogue and Mahlon Peterson represented us well on the Galaxy III planning committee and Chuck Schwartau coordinated the NACAA efforts and served as the interface between the planning committee and NACAA. Other NACAA members played important roles either as representatives of other associations or host state support functions. Those in attendance generally reported a worthwhile, positive experience. As expected, our participation in Galaxy III greatly enhanced our positive relationships with our sister JCEP organizations.

We worked hard to assist our colleagues involved in the promotion and tenure process, an objective recommended by the Futuring Committee. This year, members took advantage of NACAA regional and national meetings to gain professional recognition by presenting papers and preparing posters to share the successes of their programs. Additionally, members worked on gaining national recognition by taking advantage of national leadership opportunities. Those opportunities will continue each year. I recommend that all of us become involved.

Communication was also an important emphasis of the Futuring Committee. I am grateful for the excellent leadership of John Dorner, NACAA Electronic Communications Coordinator. John has worked long hours to help make our website more effective in bringing information to our members. He has worked tirelessly with committee members to place more of our awards and professional improvement applications online. This has served to speed up the application process and to ease the load on those who are managing the data. I specifically want to compliment him for creating an NACAA Facebook that provides members an opportunity for members to communicate on critical issues in a simple format. Many of our members new to Extension are highly proficient in using technology for communication and it is important for all of us to become engaged.

This year, we welcomed the attendance of many first time participants. We were glad to see them. NACAA needs experienced leaders at every level and as our new members become involved in the workings of our organization, we will quickly gain the benefit of their interests and experience to help us move forward the work of NACAA.

I want to personally and publicly thank the NACAA Regional Directors for helping organize the highly effective Regional Leadership Workshops in Orlando and San Diego. There are many details that must be addressed to ensure a worthwhile meeting. They did a good job. I know that all who participated in these meetings will join with me in saying “thank you.”

The Public Issues Leadership Development conference (PILD) is held each year in Washington, D.C. This conference helps participants learn about public policy and how Extension professionals can play a key role in helping shape that policy. I want to thank Paul Craig and Mark Stewart for their work on the PILD Planning Committee. Both of these individuals represented NACAA well and helped add to our reputation as an Association that works well with the JCEP team.

I have enjoyed serving as your president this year. It has been a marvelous experience, a highlight of my career. I have made many new friends. I believe that I have become a better person from the experience. As I reflect back on my years of service to NACAA, I am remembering the many colleagues with which I have worked through the years and realize that in struggling with them to bring quality service to our organization that I learned much from them. They became not only my friends, but also mentors.

I joined Extension in April of 1981 and my County Director, Sam Stedman, insisted I become a member

of this organization. As a new agent, the learning curve was steep, but with the help of Sam, and the other senior agents in Arizona, I learned the secrets of the trade. My interaction with those agents generally occurred through the meetings of our state organization. I look back now and see how valuable those interactions have been to me personally and professionally.

I would like to express my appreciation to everyone who supported me during this past year as President. I would like to thank the Pinal County Extension faculty and staff, the members of the Extension Advisory Board, the administration of Arizona Cooperative Extension, and my colleagues of the Arizona Agriculture Extension Association for their faith and assistance through these years. Most of all I want to thank my best friend and wife, Lexia Lynne, our children, and our extended families for their support.

I believe the theme of our 2009 AM/PIC was appropriately selected. As Extension professionals, we learn so that we can teach. We cannot do it all alone. We must all have our own "Corps of Discovery" to help us succeed. Colleagues, professional organizations, and families are all examples of linkages through that help us through difficult times. I encourage all of us to experience the benefits of NACAA as we continue to discover and learn.

NACAA President-Elect

Phil Pratt
Oklahoma

I am sure many NACAA members never have felt the need or taken the time to look up the duties of the NACAA President-Elect as set forth in the *National Association of County Agricultural Agents Policy Handbook*. If you happen to find yourself in the situation of being elected to the office of NACAA President-Elect, I can tell you from experience, you will be looking at this list on a regular basis. You will find one of the listed responsibilities stated as:

1. President-Elect will:

   a. Facilitate and coordinate all NACAA donors and sponsors. Assist Executive Director with retention of current sponsors while focusing on identifying, soliciting, and securing new donors. Communicate with host state and assist with coordination of host state and NACAA fundraising efforts. Encourage Executive Program Committee and their committees to assist both in the identification of potential programs needing support and identification of potential donors. Publicize donor incentive program to membership and encourage its use. As directed by the President, attend the North American Farm Broadcasters Conference and/or other conferences to maintain contacts with current donors and solicit new ones. Provide a summary report of AM/PIC and summarize the evaluations of workshops and provide this report to the board.

Basically this says the President Elect has the responsibility of working with the NACA Executive Director to retain current NACAA donors/sponsor and he/she is also directed to identify and secure new donors/sponsors.

Even in good economic times this is a daunting assignment. During the current economic situation it is a deterrent to a good night's sleep and an ulcer producer. Fortunately for NACAA, and me, we have Scott Hawbaker, NACAA Executive Director. Scott is the driving force and the stabilizing glue that enhances NACAA's ability to continue to receive critical financial support from our donors/sponsors.

Because of Scott's efforts NACAA donations and sponsorships for 2009 are $128,500 – not counting the SARE funds for SARE Fellows or SFE SARE monies valued at $20,000 -$35,000. This is a slight increase over the donations/sponsorships received during recent years.

It is NACAA's goal and perhaps a necessity, to annually achieve a significant increase in the amount of money secured from donors/sponsors. We approached several new sponsors this year. We were successful with few, and fell short with others. I did confirm what I already suspected; I am a better Extension Educator than a fund raiser. Considering the nation's economy, I feel fortunate that NACAA was able to maintain the amount of donated dollars at a level similar to recent years.

Status quo might make me feel good but it's not a home run. NACAA needs new sponsors to provide funding so the association can maintain its professional improvement and awards programs at the level we've come to expect. We need help in identifying and contacting companies and organizations that are potential sponsors. To this end, NACAA has an incentive program designed to reward members who assist in identifying new donors. It works like this: you, as an

NACAA member, find a new sponsor who contributes $2,000 to $4,999 = you are reimbursed your next AM/PIC registration fee. Find a sponsor who contributes $5,000 to $9,999 = you receive not only reimbursement of AM/PIC registration fee, but also a $500 travel voucher to the AM/PIC. For a new sponsor who donates $10,000 and up, you receive the AM/PIC registration fee reimbursement and a $1,000 travel voucher to attend AM/PIC. Not bad! This would go a long way in covering the costs of traveling to Oklahoma to attend the 2010 AM/PIC.

Today it is rare to acquire a new donor that will provide funding NACAA can spend at its own discretion. Typically today's donors expect donated funds to be applied towards a professional improvement program that reflects or relates to their company's interests. It is easy to ask for money but it is not always easy to identify a professional improvement program or award to which the money can be applied. A few years back Past President Fred Miller challenged committees to create a wish list of professional improvement programs they would develop if money was not an issue. We need to continue efforts to develop this list. Speaking from experience, having such a list would be very beneficial to the NACAA Executive Director and President Elect when they contact potential donors.

I want to thank Sandy MacNab, members of the Oregon Agriculture Extension Association, and President Rick for providing the opportunity to come to Portland and attend an educational and fun AM/PIC. They provided an opportunity to improve ourselves as Extension professionals, renewed our excitement for carrying out the Extension mission and allowed us to have fun in the process. Thanks to everyone for the effort put into making this an educational and memorable meeting.

I am looking forward to serving as President during this coming year and I appreciate the trust placed in me. The members of the NACAA Board and NACAA Committees are ready to deal with the challenges and opportunities of the next year and will continue to seek ways to make NACAA a viable and "cutting edge" resource for your professional improvement

Next year we meet in Tulsa, Oklahoma, home to the County Extension office where I work. The meeting is July 11-15, 2010. My Oklahoma colleagues are working hard to ensure "our" meeting lives up to the legacy established by those who have gone before us. The theme is "You're Doin' Fine in Oklahoma". Come to Oklahoma, you'll like it!

NACAA Vice-President

Stan Moore
MIchigan

Serving this past year as your Vice President has been a great growing experience for me, and for that I am eternally grateful. Of course the greatest growth usually happens when we are asked to change or stretch. We have undertaken some major new changes within the NACAA Committees and the extra two months between our AM/PIC's have certainly helped us make these changes happen. One of the really exciting things to come up through the committees this year is a sharp increase in the number of presentation and poster presentation applications. It is exciting to see the impressive educational work that is going on around the country, and also your willingness to share that success with your fellow NACAA members. This association will continue to grow and be of value to us as long as we are willing to put this kind of effort forth.

Another great accomplishment over this past 14 months has been the moving of our Awards/Recognition/Presentation application process to an on-line system. This transition will be completed for next year's cycle. Many thanks go to John Dorner our Electronic Communications Coordinator for working with me and the NACAA committees to make this happen. As part of the first year's transition we surveyed applicants and committee leadership for suggestions on improvements to the system, and we hope their suggested changes will continue to make the process smoother and more efficient for you.

Communication is such an integral part of our association and our jobs each day. Improving communications was one of the items that I heard from many members when you elected me for this position. It is, however, definitely one of those "easy said, hard done" things. All of your elected and appointed leaders are County Agents just like yourself. All of us have our commitments in our home states and counties, and all of us have our short comings. That being said, I am proud to be serving with such a dedicated group of individuals. Whether they are NACAA board members, officers, special assignments or committee leaders, these individuals truly value their association and are willing to put in the extra time that it takes for this organization to be successful. One of the ways that we have tried to help with communication is to "hard wire" cc's into all of the NACAA committee email list. This

has helped greatly in ensuring that committee leadership knows that communications have reached the state associations. We also have changed the defaults in our State Committee leadership list, so that if a state does not have a chair in a particular committee, the State President will receive the communication. These two efforts together should provide a framework for improved communications. Now it is up to all of us to utilize that framework to its' capacity.

As we work to continuously improve our great association, we need you to spend a little time daydreaming about how we can be even better. As the poet Edgar Allan Poe wrote, "Those who dream by day are cognizant of many things which escape those who dream only by night". Whether by Facebook, Blog, or Webinar, your NACAA committees are looking at ways of making our association even more valuable to you. All of these are "first" this year, but we know there will be more "first" to come, as you add your dreams to the mix. As we stand on the shoulders of our leaders of the past, may we continually value their work, and also look for opportunities to become even better.

I have been blessed in many ways over this past year. One of those ways was offered to me through you electing me your Vice President. Another was in having the opportunity to serve closely with people like our great Council Chairs. I owe them a debt of gratitude for their willingness to share with me their vast experience within our committee structure. Thank you for your part in making this a great association.

NACAA Secretary

Henry Dorough
Alabama

Where has the time gone? Have you ever found yourself asking this question? It seems like only yesterday when I left college to begin my career with Cooperative Extension as a county agent in Anniston, AL. Now, my son is a junior in high school and driving my, excuse me, HIS car. I could ask the same question about the past year. Last year in Greensboro, NC, you elected me as your secretary and all of a sudden another year has passed.

As I look back over my career, I realize how blessed I have been to have numerous mentors guide me through the years. Of course, many of these individuals were career agents in Alabama, but quite a few of them became close friends and mentors because of our acquaintance through NACAA. Membership in NACAA is more than paying dues and attending a meeting. NACAA, in my opinion, is the premier professional development organization in Extension. Why? My answer is simple. Because of the hundreds of Extension professionals who have chosen to take an active role in NACAA to help guide you through your career. Countless hours are spent by these individuals to host a national meeting, promote and coordinate our programs for recognition of professional excellence and identify outstanding Extension programs to share with everyone at our AM/PIC, on our web site, through webinars and even on popular social networks such as Facebook and Twitter. I am thankful for their dedication.

Today's opportunities for Extension professionals to share ideas and learn new things are vastly different from when I chose my career path 20 years ago. One notable opportunity for professional improvement is our AM/PIC. The value of face to face, hands-on learning experiences goes without saying. Personal interactions at our AM/PIC, whether in a room full of people, sitting next to someone on a bus, or a conversation shared over a cold beverage can lead to career changing opportunities. The resulting friendships are always an added bonus. However, one cannot overlook the advances in communication technology and the benefits they provide with respect to professional development and even program delivery.

A 2005 study reported 94% of farmers have a computer, 80% use the internet daily and 58% conduct their farm business on the internet. A 2009 study indicated 81% of people on the internet use search engines to find information. And they are becoming more in tune with sharing ideas through social networks such as Facebook. Do you have a Facebook or Twitter account? Chances are most of the clientele you serve have one or both and actively use these tools to better their skills and gain knowledge.

The world is changing fast. Extension has changed many times since the Smith-Lever Act in 1914 and one thing is guaranteed; things will keep changing. I encourage you to embrace change and help keep Extension and NACAA in the forefront of education and information exchange for the benefit of our clientele. Farmers, homeowners and even 4-H'ers as a whole no longer depend on Extension as they did in the past. We need to be where they are going. As educators we need to be always mindful of our client needs and their preference for finding the information they seek.

Communication is a vital part of our job in Extension. The same is true for the overall wellbeing of NACAA. As

your secretary, it is my job to keep you informed of the happenings of your association. The minutes of all Board activities are one means of communicating what is taking place at the national level. It is my opinion that every piece of a discussion is important and needs to be recorded in order for everyone to understand the context of any action the Board takes. If you have read the minutes posted on our web site you will understand what I mean. Your national board is committed to open communication and embracing new ways to promote the purpose of our organization – recognition of professional excellence and providing first class professional improvement opportunities to help you advance your career.

In closing, I would like to thank all of my Alabama colleagues and my NACAA Friends for making my service a rewarding and enjoyable experience. I am thankful for the opportunity you have given me to serve as your secretary and I look forward to serving you another year. To borrow a line from my Michigan friend, Stan Moore, let us all "Learn from the past, with an eye toward the Future."

NACAA Treasurer

Paul Wigley
Georgia

First let me take this opportunity to thank you for allowing me to serve as your treasurer for the last three years. I am humbled by the faith and trust that you have placed in me. It has been an honor and a pleasure to serve you in this capacity. I knew the job would be big when I was elected however it has exceeded all my expectations. I have found the experience very rewarding and fulfilling.

I am proud to report that your association is still in sound financial condition as I leave office. That is a major accomplishment considering the economic environment of the last twelve months. Your officers and directors have diligently watched over your funds and made decisions to protect your assets.

As you all know the investment market has been very volatile for the past eighteen months. The association has an investment account that is a reserve of funds accumulated from the last fifteen to twenty annual meetings. This fund is a safety net in case an AM/PIC struggles with attendance or fund raising or the meeting is the victim of a natural disaster or some other catastrophe. Our position in this market is not aggressive. Due to this fact we only lost thirty percent of our portfolio. We have regained a portion of this already as the market has rebounded. It is the vigilance of your board that has minimized the loss while still providing for potential gains.

We have encountered some bumps in the road for fund raising. This is common whether at the local, state, or national level. Hopefully this is only a temporary situation that will turn around as our economy improves. We have maneuvered funds between accounts to maximize interest earned while still making sure that every penny on deposit is guaranteed under the FDIC umbrella.

We as a board constantly strive to keep expenses at a bare minimum while maintaining effective operation of the association. Close scrutiny of travel and operating expenses is provided by both your president and myself. We have trimmed some long standing expenses from the budget until a more favorable economic climate exists. As many of you have had to do at home, we continue to tighten our belt as an association and hold the line on expenses. We strive to present you a balanced budget based on accurate income projections.

I am pleased that I will turn over the duties of the office of treasurer to my successor with your association on sound financial ground. Once again it has been a pleasure to have served as your treasurer for the last three years. Thank you for allowing me to give back to an association that has done so much for me.

NACAA Past President

Fred Miller
North Carolina

The Beatles last number one song was "The Long and Winding Road" and in that song Paul McCartney shared insights about the sentimental journey one must take to arrive at "your door." Having had the privilege of serving NACAA on its Board for the past 10 years, I have arrived at my door and declare that this journey has been well worth the personal time and effort invested. The professional improvement, leadership training, and other personal growth experienced through NACAA are unique to this professional organization. I encourage all NACAA members to consider taking leadership roles within the association for I can attest that you will reap great rewards.

One of the highlights from this year's journey as Past President was representing NACAA on the Outstanding Young Farmer selection committee and traveling to their Awards Congress, held in Eugene, Oregon. Dan

Downing, Chairman of the Agricultural Issues and Public Relations committee, joined me on this trip and we both had the opportunity to talk with current and past winners of this award. These farmers represent the "cream of the crop" and many serve in leadership roles in their home county/state as well as on the national front.

The purpose of the Outstanding Young Farmer program is to bring about a greater interest in the farmer, to foster better urban-rural relations through the understanding of the farmers' challenges, to develop an appreciation of their contributions and achievements, and to inform the agribusiness community of growing urban awareness of farmers' importance and impact on the American economy. Since 1976, John Deere has been the national sponsor for the Outstanding Young Farmer program.

Please consider nominating one of your outstanding young farmers for this program. It is a great way to reward them for helping to feed the nation and a tremendous experience that they will never forget. NACAA members who nominate a national winner are eligible for reimbursement of registration fees for the next year's NACAA Annual Meeting and Professional Improvement Conference. You will also have the bragging rights of having a national winner from your area, the knowledge that you have helped recognize an outstanding young farmer, and helped NACAA partner on a national scale with John Deere and the Jaycees. The nomination deadline has already passed for 2009 but there's always next year! The Agricultural Issues and Public Relations committee helps administer this program from NACAA's perspective so keep an eye open for announcements about 2010.

Another important organization that NACAA partners with is the Joint Council of Extension Professionals (JCEP). JCEP is comprised of the six Extension professional associations –NACAA, ANREP, NEA4-HA, NEAFCS, NACDEP, and ESP. If you are a member of NACAA, you are also a member of JCEP. JCEP's Board is composed of the Presidents Elect, Presidents, and Past Presidents of each of the above associations. We also have representatives from CSREES (Cooperative State Research Extension and Education System) whose name is being changed to NIFA (National Institute of Food and Agriculture); the Association of Public and Land Grant Universities (APLU); and the Extension Committee on Organization and Planning (ECOP). The JCEP officers come from within the Past Presidents ranks, and this year, I had the honor of serving as JCEP President. Rick Gibson will be serving as JCEP Treasurer next year.

JCEP is the coordinating entity for the Regional Leadership conferences, the Public Issues and Leadership Development Conference (PILD), and the Galaxy Conference. We have had a lot of conversation about Galaxy IV during our Annual Meeting this year and I think it is critical that we continue to reach out to our peer Extension associations and find new avenues for sharing ideas and communicating with fellow Extension employees. One example might be expanding the JCEP webinar experiment held during last year's Regional Workshops. It is certain that our membership can chime in with additional ideas that will benefit not only NACAA but all members of JCEP. The JCEP Board is the conduit for sharing with the rest of JCEP so I encourage you to share these ideas with Rick, Phil, and Stan. NACAA has worked hard to develop a strong and enduring relationship with our peer associations. It is critically important for the future of Extension that we not rest on our laurels but continue to work together and build upon this foundation.

Finally, let me conclude by thanking every member of NACAA for the opportunity to serve for the past 10 years as a member of your Board. Each twist in the long and winding road, whether it was serving as Director, Secretary, Vice President, President-Elect, President, or Past President, has revealed opportunities for personal development and new growth experiences. However, it is time for me to close the door on this chapter of NACAA service and refocus on Catawba County and North Carolina. As this door closes, other doors open and new challenges emerge. But in the words of Paul McCartney, "don't keep me waiting here; lead me to your door." Like they've done for me, your NACAA experiences will help prepare you for future challenges. I encourage you to take a peek inside the NACAA door and begin taking full advantage of the opportunities it offers.

NACAA Western Region Director

Virginia "Ginny" Knerr
Montana

My first year as your Western Region Director has been very educational. I have gained a great deal of respect for my predecessor as I find out how busy this job can be, even though I was not able to attend many state meetings due to conflicts.

Our Western Region has had a challenging year with state budgets, but through it all the West has prevailed.

The Oregon association hosted the Western Region mini PIC in Prineville, Oregon in addition to organizing the 2009 AM/PIC in Portland. We had 52 participants and 36 peer reviewed presentations. The mini PIC is a great opportunity for agents to submit peer-reviewed papers, especially those on P&T tracks. The 8th annual Western Region meeting will be November 10-12, 2009 in Mesquite, Nevada.

The JCEP Regional Officers Workshop was held in San Diego in February. The North Central and Western regions joined together and the highlight of the workshop is the sharing session among the states of activities and programs in each state.

Your NACAA Board is reaching out to utilize the various technologies available today like creating a blog to have more timely announcements. The County Agent is now available in electronic format for members who like the paperless route. I hope you will visit the NACAA website frequently and look for an improved website in the future.

I look forward to seeing you all in Portland. This is a great opportunity for agents to exchange ideas, programs and learn from their peers all across the nation.

NACAA Southern Region Director

Dirk N. Webb
Oklahoma

It seems like only yesterday that I was elected Southern Region Vice-Director during the 2005 AM/PIC in Buffalo, New York. The years have really flown by quickly! I have thoroughly enjoyed representing the Southern Region as Vice Director and Director of NACAA.

We have all been told that we should set goals for ourselves, and one of mine as a County Extension Agent was to become involved in the leadership of NACAA. I have had some wonderful mentors during my career who have assisted, encouraged, helped and supported me over the years. I could not have done it without you. I would like to thank the Oklahoma delegation for nominating me for this position and to all the Southern Region states for electing me. It has truly been an honor and privilege to work and represent you and serve NACAA.

I was told when I was elected that being a Director is the "best job in NACAA" and that I would benefit greatly from the experience. Based on activities of the last several years, that was absolutely correct! I have really enjoyed the professional improvement and leadership development opportunities this position has afforded me. The primary duties of a Regional Director are to share the recommendations and suggestions of the membership in his region with the National Board and to keep the membership informed as to the activities and policies of NACAA. This is primarily accomplished through participation in the Annual meetings of the State Associations in his region, the Regional Officers' Workshop, and by attending NACAA Board meetings.

I have come to realize during my thirty years as a member of this organization that it is the dedication the membership has for helping people that makes NACAA strong. I encourage each of you to take advantage of the numerous professional improvement opportunities available and to take an active role in assuming leadership positions.

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

NACAA Southern Region Director

Alan B. Galloway
Tennessee

While thinking of writing this report, I kept trying to come up with one word which might summarize my thoughts about this past year. The word which jumped into my mind was "impressive". It has been *impressive* to meet NACAA members across the Southern Region who even in a year with major financial issues in almost every state kept their heads held high and their eyes securely on the goal of helping their clientele with whatever means at their disposal. Everywhere I went I was greeted with a friendly smile and handshake from members interested in their state association and eager to hear about NACAA. The members of the NACAA board are another *impressive* group. I always had pictured the board as a very dedicated group of individuals. But, after being personally involved in numerous lengthy board meetings and a few late nights assisting the budgeting process I realized just how much the NACAA means to each board member. Their commitment to NACAA shows in their eagerness to find ways to improve our organization and expand the opportunities provided to all NACAA members.

Since the NACAA AM/PIC in Greensboro, I have attended state association meetings in Florida, Mississippi, Virginia, Tennessee, Louisiana, Alabama, South Carolina and Oklahoma. To say it has been a busy year is an

understatement. However, with each state I grew to better understand the similarities of our work and saw how each state association tries to provide ways for their members to grow professionally and to make their association stronger. It goes without saying that only through strong state associations can we hope to have a strong national association. It was great to see the excitement shown in each state at their meeting. Many states had excellent professional improvement programs and tours as part of their meeting and most were able to effectively involve their life members, spouses and children. While some states had to reduce the length of their meeting due to budget constraints, they certainly made the best of a tighter schedule and conducted business and recognized award recipients with great enthusiasm.

The second JCEP leadership conference was held in Orlando, Florida with both the Southern and North East regions attending. Based on suggestions from the previous year, all NACAA members met together as a group. This allowed all attending to hear programs and share ideas from both regions. Next year the JCEP conference will be held in Nashville, Tennessee with all four regions attending in one location. While this will greatly increase the size of the group, we are working on ways to best use the time to meet as a group and as individual regions if needed. We want to provide opportunities for all to discuss state and national issues as well as provide professional improvement. Any suggestions from state officers and members on how to best meet this need would be appreciated.

Keeping communication lines open among all levels of NACAA is a challenge the board is constantly seeking ways to improve. Thanks to last year's voting delegates permitting the conduction of official business through electronic means, the NACAA board was better able to quickly address issues which arose between scheduled face-to-face board meetings. This also provided for quicker communication back to the affected parties so action took place sooner. With the rapidly changing world of communication, all officers, national and state committee chairs and members need to stay on top of any method which can allow us to share information quickly and accurately throughout the organization.

As I move into my second year as your Southern Region Director, I look forward to visiting the remainder of the states in the region and working with the board, committee chairs and members to insure we keep NACAA moving forward. We will continue to search for even more ways of providing professional development opportunities for members. My challenge to all members is to make contact with a potential or new member to encourage their participation in their professional association.

I do want to express my thanks to the Tennessee Association of Agricultural Agents & Specialists for nominating me to serve in this position and to Dean Tim Cross for allowing the time away from regular duties to conduct association business. During this first year as your Southern Region Director, it has been wonderful to see how *impressive* NACAA members really are.

NACAA North Central Region Director

Chuck Schwartau
Minnesota

This past year has been marked by one particular new chapter in NACAA history — full participation in Galaxy III. I applaud our Indiana members for their hard work making the Galaxy meeting a success. We had about 200 NACAA members participate in the program, so they could have a taste of how NACAA programs might be fit into a multi-association meeting and take advantage of the opportunities offered by meeting with our fellow Extension professionals.

Congratulations and thanks to Mahlon Peterson, Wisconsin, and Patrick Hogue, FL, for their work on the Galaxy central planning committee. Every report is that they were excellent representatives of NACAA and the experience they brought from NACAA annual meeting planning was invaluable. Many of us remember the excellent AM-PIC's they chaired in their respective states.

As I look back at the two years of regional work, it was a pleasure to attend meetings of every state association except one. Many of us are finding it a real challenge to find significant time in state Extension conferences for association work. Several states hold separate state meetings for our associations during which they conduct educational tours and programs as well as conduct their necessary business. I realize that entails extra time and financial commitment, but those states also realize great benefits from that extra investment. I encourage you to keep those meetings up.

Our next North Central hosted AM-PIC will be at Overland Park, KS, in 2011. The Kansas committees are already quite active. The association meeting was in Overland Park this spring and will be for the next two years so they can be working on program at the site of the meeting. I would expect to see a great meeting.

I encourage every state in the region to be planning now what assistance they can offer Kansas for the 2011 meeting. While new cost sharing formulas should help reduce hosting costs somewhat, hosting is still a major undertaking. It is not only a financial challenge, but as many states face cuts in Extension staffing, the personnel to fill committees also becomes a challenge. Any help the rest of us can offer will help the hosts and build a greater esprit de corps among our membership.

This is also the time the rest of the states in the region should be considering their own opportunity to put forth a bid in 2011. It takes time to research and prepare a good hosting bid, so give it some thought.

Thank you to all the North Central members who have stepped up to committee leadership roles. We have been fortunate over the years to have little trouble filling our committee vice-chair slots. I encourage all of you to continue that tradition, and more of you to apply for committee chairs as openings occur. Once you have been in one of those positions, you will have even greater appreciation for what NACAA offers its members.

This is the last report I will write as part of the NACAA leadership team. As I look back the past six years as your treasurer and then North Central regional director, I have many fond memories of the people and programs with which I have been associated. It is a time of my life and Extension career I will cherish forever.

Thanks to my Minnesota co-workers who gave me the opportunity to serve over the past several years. Thanks to all the past officers and directors with whom I have served. You have become friends and valued colleagues in our work. Thank you to my wife, Carol, who has allowed me the many times away from home to fulfill my duties. She has also been able to share in some of my experiences, and has made many new friends as well.

I'll see you in Portland, and hopefully at many AM-PIC's to come.

NACAA Northeast Region Director

Paul Craig
Pennsylvania

This September marks the conclusion of my second and final year as Northeast Region Director. I can state, undeniably, that this opportunity to represent county agents from PA, across the NE Region and the United States has been the one of best experiences of my Extension career. NACAA members can be proud of the dedication, leadership and concerns that all members of the National Board and our Executive Secretary have for the advancement of your association. The opportunities for professional improvement, leadership development, program recognition and advocacy provided to NACAA membership results from the time and energy commitment provided by an outstanding group of men and women on the board and national committees.

Throughout my Extension career I have collected examples of the history of the County Agent. On my wall I have a print of the Code of Ethics of the PA Association of County Agricultural Agents, dated 1926. It is very interesting to me that these ethics still apply today. For example, the purpose of the association is to: 1) Promote professional ideals and standards of professional conduct among County Agents; 2) increase zeal, pride and loyalty for the profession and 3) strive to keep county agent work on a high level of professional achievement. True words in 1926 and now, more than 80 years later in 2009.

The 1926 Code of Ethics also lists various "Standards for Service". A few of these that are still appropriate today include: To consider our vocation worthy, and to use our best endeavors to elevate the standards of the vocation in our service to society; always have the attitude of a learner, desiring a thorough knowledge of subject matter; maintain an open mind and strive to have an intimate knowledge of conditions in one's own field of service; to realize that the scholarly ideal includes more than a mastery of subject matter, we need to exercise tact in its application; and to remember that we are public servants and ambitious to succeed but that we are first, ethical men and women who wish no success that is not founded on the highest justice and morality. Do you know that many of these same standards are part of the current NACAA Code of Ethics found at the NACAA website?

During the past year I have been able to attend state association meetings of county agents from New York, New Jersey, Maryland, Delaware and Pennsylvania. During these opportunities I observed, firsthand, the outstanding commitment county agents in the NE Region have to the expansion of professionalism and personal development of their associates and peers. My times spent visiting agents in my home and other states have been the highlight of my regional director position. I have also served your association on the Public Issues Leadership Development Conference Planning Committee in Washington DC. During the

conference, in April 2009, a meeting was held with representatives from the American Farm Bureau at their national headquarters. Other NACAA representatives on the PILD committee are Mark Stewart from MO and Billy Skaggs from GA. I also participated in the regional (Northeast and Southern) JCEP meeting in Orlando, FL. In addition I have attended the pre and post AM/PIC board meetings, Fall and Winter board meetings and participated in monthly conference calls. I have served on the States Relations and the Publications committee.

I am proud of the contributions that agents from across the Northeast Region and all NACAA regions have made for our association. This AM/PIC is only one example of this teamwork and dedication to NACAA. Throughout the year many activities and events would not be as successful without the time and efforts put forth by our members who get involved. To the many friends and acquaintances that I have gained during my Extension career I say, Thank You! I am a better county agent because of you.

Program Recognition Council Chair

Mike Hogan
Ohio

The role of the NACAA Program Recognition Council is to implement the numerous awards and recognition programs conducted by NACAA for its members. The Program Recognition Council is the largest of the three NACAA Councils with seven committees.

These committees and their respective committee chairs for 2009 include: Communications, Larry Williams, FL; Search for Excellence, Brad Brummond, ND; 4-H and Youth, Sherry Beaty, AR; Professional Excellence, Gary Zoubek, NE; Public Relations, Keith Mickler, GA; Recognition and Awards, Todd Lorenz, MO; and Scholarship, Chris Bruynis, OH.

These National Committee Chairs are the backbone of NACAA committee work, and it is only through their hard work and dedication that NACAA is able to conduct awards and recognition programs for its members. Some of these committees receive hundreds of entries from throughout the country for specific awards programs. The National Committee Chairs would not be able to coordinate these awards programs without the many Regional Vice-Chairs who serve our association by assisting with these committees. All of us as members owe these volunteer leaders a debt of gratitude for their hard work and dedication. Brad Brummond, Chair of the Search for Excellence Committee, will complete his term as Committee Chair at this year's AMPIC after several years of dedicated service to NACAA. Richard Brzozowski of Maine will begin his term as National Committee Chair of the Search for Excellence Committee at the conclusion of this year's AMPIC.

This past year has certainly been a challenging one for NACAA and the committees of the Program Recognition Council. Budget challenges around the country have reduced the number of NACAA members able to serve in committee leadership positions. If this trend continues, it will become increasingly important to identify NACAA members who are willing and able to step up and serve as National Committee Chairs and Regional Vice-Chairs.

Several Program Recognition Council Committees have completed the transition to an electronic entry system for their awards and recognitions programs, while others will complete that transition in the next year. While this transition has presented several challenges for members and committee leadership, there is no doubt that the electronic based entry system for all NACAA awards and recognition programs will be far more efficient, timely, and cost-effective than a paper and surface mail system.

It has been a privilege to serve our association as Council Chair this year, and I look forward to another productive and successful year in 2010.

Recognition and Awards Chair

Todd Lorenz
Missouri

The association honors 73 NACAA members with the Distinguished Service Award (DSA) and 54 members with the Achievement Award (AA) in Portland. Four members or life members are recognized for the Hall of Fame Award. These members have shown excellence in their Extension work and educational programming locally and are also superior in association and humanitarian efforts.

This year marks the 41st year for American Income Life to be a sponsor of the recognition and awards breakfast for your award winners. Thanks go out to American Income Life and Mr. Bill Viar, director of the Special Risk division, for their continued support of your association.

I have watched the Recognition and Awards application process grow from mailed hard copies and photos to a Web-based process. While in its infancy, we hope to continue to streamline this application process for a more efficient way of recognizing those so deserving of our praises. John Dorner, our Electronic Communications Coordinator, again provided his patience and persistence in placing more awards on-line this year. My hat goes off to his dedicated service to the association and membership.

Those instrumental in facilitating the Recognition and Awards process are the State Chairs and Regional Vice-Chairs. They begin the next year's process almost immediately after the AM/PIC meetings finish. The entire list can be found at http://www.nacaa.com/committees/ .

This year's Regional Vice-Chairs played a significant role in streamlining the web-based process and incorporating the Hall of Fame process for the first time this year. They were influential in providing improvements throughout this transitional process. Their dedication to serving the membership is greatly appreciated; they are truly professionals and it has been my pleasure to have been given the opportunity to work with them: Larry Howard of Nebraska, Carol Schurman from Pennsylvania, Cynthia Gregg of Virginia, and Edward Martin of Arizona. I look forward to working with them in the future.

Communications Chair

Larry Williams
Florida

The communications Committee is pleased to report continued strong participation in the communications awards program for 2009. We are also pleased to report that Bayer Advanced has continued sponsorship of the Communications Awards Program for 2009.

We continue to have a large number of entries in the 14 communication award categories. The national level entries are evidence of the high quality of work and communications efforts that are being conducted by extension educators throughout the country. Our members are producing quality materials. Many of the judges at the national level report the difficulty in judging the entries due to consistent quality.

Ever changing technology is a "two-edged sword" creating some challenges but yet enabling us to do a more professional job. It is obvious that new technology offers extension users more options, greater flexibility and more convenience in accessing our information. This is having a positive 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 gain ideas improve our communication abilities and extension programming. It has been the practice of the national committee to hold onto the national winning entries 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 worked diligently over the past year or more. I appreciate their hard work to help make this program a success. I want to especially thank Cindy Sanders of Florida and Gary Wilson of Ohio. This was their second year of a two year term as regional chairs.

Although we faced large challenges this year in the process of having entries judged, we made much progress in making available the possibility to submit 8 of the 14 categories electronically. The Video Recordings, Learning Module and Bound Book categories offer the greatest challenges to electronic submittal. We continue to move in the direction of hopefully making it possible to have all 14 categories submitted electronically. This would minimize potential problems with entries making it to all levels of judging (state, regional and national) when required. I appreciate John Dorner's efforts through his dedicated work with the NACAA Website to make this happen.

Search For Excellence Chair

Bradley Brummond
North Dakota

This past year is best described as a year of change for the Search for Excellence Committee. We moved to an online application process and with it a very large learning curve. We were fortunate enough to have an extra two months to try and make sure we had all the

applications that were submitted. I am as confident as I can be that we found them all. We as a committee are working with John Dorner to make the process easier and we will continue to try and educate our membership on the application process. I would like to thank John for all of his hard work in working out the kinks in the system. We could not have done it without him. The upside to all of this is that we sent no mail for applications. This fact saved us a lot of postage and time. We were virtually able to get applications judged and returned to us in one day! I think this will be a real advantage in the future for all concerned. I would ask for your patience as we work through this.

We were again challenged for applications in some areas. We need to apply for these awards or we will lose sponsors. We particularly struggle with Search for Excellence in Sustainable Ag and Remote Sensing and Precision Ag. We also struggle to get applications out of the western region. I would like to challenge the states in the western region to double their applications for next year. You do good work. We would like to see some of it. I would ask that you thank your regional vice chairs on the Search for Excellence Committee for all their work. This year they worked twice as hard answering questions and making sure everyone who wanted to apply had their application judged.

Professional Excellence Chair

Gary Zoubek
Nebraska

The Professional Excellence committee is responsible for organizing the poster session at the AM/PIC. The poster abstracts are reviewed and judges are secured so that all posters are peer reviewed at the 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 2009 they sponsored the awards breakfast once again this year.

New in 2009, thanks to John Dorner, NACAA Electronic Communications Coordinator, all abstracts were completed on-line. A few issues are being worked out, but the process went well! Thanks John! Posters were peer reviewed at the regional level which is the responsibility of the Regional Vice-Chairs, all of whom have done an excellent job this year. The current regional Vice Chairs are Scott Jensen '09 Western Region, James Jones '10 Southern Region, Virginia Rosenkranz '10 North East Region and myself for the North Central Region.

This year, we had a record number of 153 abstracts accepted for the meeting in Portland. There were 54 entries in the Applied Research category and 99 entries in Extension Education programs.

Awards were presented at the AM/PIC Poster Session Breakfast. The top three posters in each category received cash awards and plaques. Regional winners received a certificate and this year thirty or so participants received special recognition for being among the top 25% of the posters on display.

A goal of the committee has been to improve the quality and the of poster entries. This year in an effort to help NACAA members prepare better posters, Betsy Green, NACAA Vice Director for the Northeast Region prepared and archived an Elluminate session titled "NACAA Beginning Poster Building Session". Betsy along with Henry Dorough, NACAA Secretary, and I followed up with a live Elluminate session " NACAA Poster Prep and Presentation" on July 7, 2009. Thirty eight participants participated live with an additional 43 participants viewing the archived sessions prior to August 1st. Copies of the judging score sheets were shared and have been posted on the NACAA website.

This year the committee utilized more judges to reduce the amount of time it takes for judging. Each judge was asked to evaluate 10-15 posters. The top three or four posters were then evaluated by additional judges to select the top poster recipients in each category!

I want to thank my fellow committee members for the job they have done. This is not an easy assignment. 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. Thanks again to Betsy Green and John Dorner for the help they've provided.

Public Relations Chair

Keith Mickler
Georgia

The Public Relations committee is responsible for conducting the PRIDE (Public Relations in Daily Efforts)

program. The PRIDE program is a great way for NACAA members to highlight educational programs that demonstrate the public relations facet of extension work, as well as enhance the understanding of agriculture in their respective communities.

The PRIDE program had 18 entries this year, the entries were outstanding examples of the daily public relations work we all do in our roles as extension agents. There is a tremendous amount of work that we are all doing some of which would make excellent entries in the PRIDE program. We challenge all of you to make an effort to enter the PRIDE program next year.

Congratulations to Lee Milligan from Wisconsin, who was the PRIDE program National winner. Lee presented his winning entry at the PRIDE luncheon. Congratulations also go Steven Lewis of Nevada, Carol Schurman of Pennsylvania and Gary Wilson of Ohio, all national finalists. Each received their awards at the luncheon.

A gargantuan thank you goes to Mark Melching, North Central Region chair, Larry Hull, Northeast Region chair, Susan Kerr, Western Region chair and all the state chairs; these are the agents who get the work done.

We have two Vice Chairs that have been reappointed for another two year commitment to the Public Relations committee; they are Larry Hulle, Northeast Region and Susan Kerr, Western region. I want to thank both them for their work and dedication for the past two years and welcome back to the committee. I also want to thank Mike Hogan and Scott Hawbaker for all their help in keeping me straight and getting reports in on time.

The Public Relations committee is looking forward to next year's challenge of having even more participation. This year's participation in the PRIDE program was up by 100 percent. The Public Relations committee challenges each of you to submit an entry in the NACAA awards programs especially PRIDE. This is a great opportunity; we know all of you have done programs that are most certainly worthy of winning.

The Public Relations committee especially wants to thank the sponsors of the PRIDE award; they are United Soybean Board and National Rural Electric Cooperative Association. If not for our sponsors this award and luncheon would not have been possible.

Scholarship Chair

Chris Bruynis
Ohio

The regional and national scholarship chairs continue to work closely with the state scholarship chairs to improve the accuracy of the scholarship database. Corrections include combining members donations under one name instead of two (incorrect spelling on one name), correcting donation contribution levels with appropriate documentation, and entering new donations as they occur. Many of the states are using the online database in communicating with their members and encouraging their members to become vested in the scholarship fund.

NACAA members and friends have donated $17,647.80 to the scholarship fund from July 1, 2008 through June 30, 2009. The majority of this money was from the silent auction and special drawing sales during the 2008 NACAA Annual Meeting.

This summer 8 scholarship applications have been submitted for review by the Scholarship Committee. Five applications are from the South Region, two applications are from the North Central Region and one application came from the West Region. The Scholarship Committee will review and select the funded applications on Sunday September 20, 2009 in Portland Oregon.

4-H and Youth

Sherry Beaty
Arkansas

The Excellence in 4H committee had a phenomenol number of entries this year, 13 which is the largest number I've seen as National Chair. Not only did we have quantity but quality all the way through. Some items up for discussion at the AM/PIC during our committee meeting are the possibility of have workshops in the are of Youth Development and topics that would be of interest to attendees, direction the committee needs to go, how to continue increasing our entry numbers, and funding for awards. I look forward to seeing everyone in Portland and to have an Excellent AM/PIC!!

Extension Development Council Chair

Karen Vines
Pennsylvania

The Extension Development Council has had a busy year. The group as a whole has provided support and encouraged the implementation of audience response systems into evaluation of workshops at the AMPIC through a partnership with Turning Technologies. Participants will receive the clickers for use during the convention to provide immediate response for evaluation as well as the awarding of door prizes in general sessions. In addition, a Sunday session offered by the Teaching & Educational Technologies Committee will highlight their use for improvement in educational programming.

In the coming year we welcome Administrative Skills Committee Chair, Jim Cowden (NC) and express appreciation to retiring committee chair, Jerry Warren (TX). Incoming committee regional vice-chairs are as follows: Ag Issues & Public Relations – Janet Spencer (VA), Mark Heitstuman (WA) and Stephen Komar (NJ) – one year unexpired term; Early Career Development – Mahlon Peterson (IL) and Dan Kluchinski (NJ) – second term; Administrative Skills – Julia Woodruff (OH) and Jim Cowden (NC); Teaching & Educational Technologies – Jenny Carleo (NJ) and Janet Schmidt (WA) – second term. Second term committee chairs are as follows: Ag Issues & Public Relations – Dan Downing (MO); Early Career Development – Dan Kluchinski (NJ); Teaching & Educational Technologies – Greg Hoover (NC).

Committee highlights include a webinar offered to state chairs by Ag Issues & Public Relations on the Outstanding Young Farmer program, a Facebook page for the Early Career Development committee and Teaching & Educational Technologies' inclusion of the Sunday and Thursday sessions in addition to Tuesday workshops at AMPIC.

Ag Issues & Public Relations Chair

Dan Downing
Missouri

I am pleased to report the AI & PRC had another productive and enjoyable year thanks to the efforts of committee members Jerry Clemons, AR, , Norman Suverly, WA, Glenn Rogers, VT, Dan Downing, MO – Chair, Edmund Gomez – Past Committee Chair, NM, Past Vice Chair, Don Fretts, PA and Extension Development Council - Chair, Karen Vines, PA. Thank you to each of these colleagues as well as the State Committee Chairs for their hard work and dedication.

Throughout the year the committee has worked to provide leadership encouraging the development of state level AI & PRCs, identifying emerging issues for the Am/Pic program, Promoting the Outstanding Young Farmers of America program, encouraging the use of the committee's new name, and refilling committee leadership roles.

The Outstanding Young Farmers of America (OYF) program is one of the core responsibilities of the AI & PRC. Over the past five to six years the OYF program has shifted form struggling for nominations to a growing program with NACAA playing a key role in this turn around. NACAA through the AI & PRC has helped to ease the application process by encouraging a two phased application process (a streamlined preliminary application followed by a more in depth application for semi-finalist). An email was sent to all NACAA members in June containing a digital presentation promoting the program and encouraging them to participate in a membership wide conference call. In July a follow-up email was sent reminding members of the August 1 nomination deadline. Based upon the number of nominations the promotional efforts were very successful.

The OYF program is coordinated by the United States Junior Chamber of Commerce, the Outstanding Young Farmers of America Fraternity, and NACAA, with corporate sponsorship from John Deere. At the 2008 OYF Congress NACAA was represented by NACAA Past President, Fred Miller and AI&PRC Chair, Dan Downing. This year fully 80% of the nominations were from NACAA members.

As referenced above, the nomination process has been streamlined with an annual entry deadline of Aug. 1. This year the top 10 nominees will be hosted at the 2010 OYF Congress in North Carolina. Later the four national winners will travel to Washington, DC to engage legislators in discussion on agricultural policies. As an NACAA member if the OYF you nominate is selected as one of the national winners, your registration fee for the next AM/PIC is eligible for reimbursement.

In all it has been a very productive year for the AI & PRC. We look forward to continued progress in the coming year building on successes of the past.

Early Career Development Chair

Daniel Kluchinski
New Jersey

The Early Career Development (ECD) Committee is responsible for developing educational programs and resources to orient, assist and address the needs of NACAA members with five years or less of tenure. Although this is our primary audience, the topics we cover are relevant to many agents regardless of their years of NACAA membership and employment with Cooperative Extension.

During 20089-2009, the Committee focused efforts based on a plan of work developed at the 2009 AM/PIC in Greensboro, NC with the following goals, objectives and plans:

- **Focus on topics and issues related to technical and extension practice skills development.** This became our overarching focus of the committee during the year, as well as providing opportunities for engagement and learning.

- **Develop a national ECD web page/wiki.** To this end, the committee started a wiki page on the NACAA web site. The wiki can be found at http://nacaa.pbworks.com/Committees and provides information on the committee, its activities and leadership contacts.

- **Develop educational sessions at the 2009 AM/PIC.** Three sessions will be held on Tuesday, September 22, 2009, 8:30 AM to 11:30 AM. The sessions include: "What New Faculty in Missouri Extension Identified as Important for Their Success and Retention", Mark Stewart, University of Missouri Extension; "Extending Extension: Integrating Other Agencies and Disciplines to Make Great Programs", Mark Blevins and Jennifer Welshans-Pelham, North Carolina Cooperative Extension and University of Florida Extension; and "Volu-Cruit: Expanding the Volunteer Base", Laura Griffeth, University of Georgia Cooperative Extension.

- **Look into ways to increase interaction and engagement of early career agents (blogs, mentors, etc.) beyond the AMPIC throughout the year.** The ECD Committee established the "NACAA - Early Career Development Group" on Facebook. The goal is to use Facebook to facilitate discussion and interaction of NACAA members on relevant topics related to their careers, daily work, and programming. All are invited to join regardless of career stage.

We strongly believe that professional improvement program ideas should come from the total NACAA membership to this committee through the State Chairs. As ideas for professional improvement are brought to the Early Career Development Committee, it will be the responsibility of the committee to determine if the idea for professional improvement is feasible, and if so, then determine what course should be taken to offer this opportunity to members. State ECD Chairs, state association presidents, or those interested in early career development issues are encouraged to attend the Early Career Development Committee Meeting on Monday, September 21, 2009. Your ideas will be useful for the development of goals for the 2009-2010 year and the AM/PIC in 2010. If you're unable to attend, please share your thoughts any time throughout the year.

I would like to thank the ECD Committee Vice Chairs for their service, support and guidance during 2008-2009: Mark S. Gregory (OK), Southern Region; Jennifer Rees (ND), North Central Region; and Matt Palmer (UT), Western Region. In addition, I would like to thank Jennifer Rees as she ends her service with the committee, and offer a welcome to Mahlon Peterson (WI) as he joins the ECD Committee.

Teaching and Educational Technologies Chair

Greg Hoover
North Carolina

The NACAA Teaching & Educational Technologies Committee will offer seven presentations for NACAA members in Portland in September. And keeping with a trend started two years ago will offer additional sessions on Sunday and Wednesday afternoons. We hope the

members desire these additional offerings and your input and attendance will help planning future AM/PICs.

Sunday afternoon, Elissa Shaner with Turning Technologies and NACAA member Ryan Miller will co-lead a presentation on *Using Audience Response Technology in Extension Programs*. Through an agreement with Turning Point Technologies, NACAA members attending the 2009 AM/PIC will be provided a response device that will be used for session evaluations and door prizes. You will want to bring your "clicker" to all sessions but you will have to return them at the end of the conference.

The Tuesday program series features John Dorner's presentations, *How to Drink From a Fire Hose - Filtering Information* and *Why Would Extension Professionals Want To Use Facebook or MySpace*? Jenny Carleo will share ideas on improving information retention in pesticide safety education programs. To continue exposing members to technology, Gwen Hoheisel will present *Top 20 Tech Tools for Extension Agents* and Susan Schoenian will teach us how to manage image collections with Flickr.

Our Wednesday afternoon session will feature Craig Yohn. Craig will share his knowledge on using multimedia tools to make more impressive presentations. You will get more out of this session if you bring your own laptop to download programs you find useful.

Your 2009 Teaching and Education Technology Committee members are Greg Hoover, chair, southern region; Matt Hanson, north central region; Janet Schmidt west region; and Bill Hlubik, northeast region.

Administrative Skills Development Chair

Jerry Warren
Texas

The administrative Skills committee set goals to promote and develop human resource capacity. This committee has been busy this year preparing an interesting workshop that will address public relation skills and abilities to communicate research based information to producers and consumers. Our Tuesday morning session will include (1) Being a highly productive county team and having fun doing it by Gary Horner, Extension Educator, Purdue Extension, Brian will discuss many keys to having a productive and effective County Extension Office. Among those is a sprit of teamwork, camaraderie, maintaining a high level of positive communication, having fun and having a common vision and purpose. (2) Enjoying Your Work: Lesson Learned From a Six-Month Old Baby by Kurt Jones, County Director, Colorado State, Kurt will give a unique look at comparing developmental stages of infants with research about how to avoid new agent turnover. (3) Development of the Wasco County 4-H & Extension Service District Business and Marketing Plans by Brian Tuck, Extension Agent, Oregon State University Extension Service, Brian will discuss the importance of developing and implementing county business and marketing plans and some of the lesions they have and continue to learn as they go through this process (4) Engaging The Media Like You Mean It by Jim Ochterski, Extension Educator, CCE of Ontario County NY, This presentation outlines a well-received approach to media and public relations that puts trained producer on the front line with the media.

Committee members for 2008-09 are Jerry Warren, Texas Chair representing the southern region; Richard Fechter, Kansas, Vice-chair, representing the north central region; Bruce Barbour, New Jersey, Vice-chair representing the northeast region and Brian Tuck, Oregon, Vice-chair representing the west region.

I appreciate the input from each member of this committee.
Having an experienced group of committee members made the selection of presentations an easy process for the upcoming programs.

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 Portland, Oregon.

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, Agricultural Economics and Community Development and Sustainable Ag. Each committee conducted excellent professional improvement workshops for NACAA Members of the AM/PIC meeting in Portland. The Sustainable Ag Committee also coordinates the fellows program with seminars being held in each of the four regions.

The eighty-five (85) workshops that were held on Tuesday, September 22nd 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. This represented an increase of over twenty presentations from the previous year.

Activities were also offered outside the time frame of the AM/PIC. The Animal Science Committee conducted a pre-conference tour on September 19th and 20th with 21 participants. The Oregon delegation did a great job of assisting the Animal Science Committee with some excellent tour stops, including stops at Pendleton Roundup, Pendleton Woolen Mills, Three Mile Canyon Farms LLC, and Beef Northwest.

The Horticulture and Turfgrass Committee also sponsored a pre-conference tour of Northwest Horticulture. The Horticulture Committee was also responsible for twenty-eight presentations on Tuesday afternoon which is the largest number of presentations to date.

The Agronomy and Pest Management Committee, in addition to the regular presentations, offered continuing education credits.

The Natural Resources/Aquaculture and Sea Grant Committee provided an excellent slate of presenters at the workshops on Tuesday, September 22nd.

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

Agronomy and Pest Management Chair

Johnny P. Whiddon
Georgia

Committee Members

Southern Region Vice Chair and National Chair – Johnny P. Whiddon – Georgia
North Central Region Vice Chair – Pete Fandel – Illinois
Northeast Region Vice Chair – John Rowehl – Pennsylvania
Western Region Vice Chair – Paul Carter – Washington

The Agronomy and Pest Management Committee had a good year and an unusual year at the same time. Presentation applications on line, is a good thing, but I need to learn more about the process. We had 12 presentation applications for the 2009 NACAA AM/PIC and 11 were approved by our committee. One application was transferred to another committee.

The Agronomy and Pest Management Committee conducted two concurrent sessions with 30 minutes allocated for each presentation. This allows CEU's for Certified Crop Advisors. Each presentation offered .5 credits to all NACAA members who signed in for that presentation. The Agronomy and Pest Management Committee will continue to work on giving NACAA members the opportunity to maintain the CCA certification sine more and more members are becoming certified.

The Agronomy and Pest Management Committee also supervises the selection of applicants for the On Target Geospatial Technologies Seminar and the new GIS/GPS For Extension Professionals I that was implemented this year. Unfortunately we had no applications for either program. We are not sure what happened this year but we will strive to promote both programs better for 2010. These programs are for our members to learn new ways to improve your county programs back home and give more to your clients. We ask you to consider applying next year. I want to especially thank Pete Fandel for putting the new workshop together because that has been his idea for several years.

It has been an honor and rewarding experience to be the National Chair and Southern Region Vice Chair this year. I want to thank Gary Kramer and Tom Benton for putting up with my e mails, phone calls and countless questions in my endevour to do the job. Thanks guys! I

want to especially thank my committee members, Pete Fandel, John Rowehl, and Paul Carter for their quality of work and responsiveness in working with me to make this a great year.

Animal Science Chair

Randy Mills
Oregon

Committee Members:

Western Region Vice-Chair and National Chair – Randy Mills, OR

North Central Region Vice-Chair – Ron Graber, KS

Southern Region Vice-Chair – Tammy Cheely, GA

Northeast Region Vice-Chair - Richard Smith, PA

Each year the Animal Science Committee is responsible for planning and conducting the Pre-AM/PIC Animal Science Seminar and Tour. The organizational committee was co-chaired by Oregon Extension Livestock Agents Randy Mills (Umatilla County) and Cory Parsons (Baker County). Randy and Cory served as our tour guides and hosts. This year the committee experimented with a modified format for the tour. The previous tour format was to start the tour at the convention site and end two days later at the convention site. This year, the tour started on Friday, September 19 in Boise, ID and ended on Saturday evening, September 20 at the convention site in Portland, OR. We would also like to acknowledge our tour sponsors, including our corporate sponsor PerforMix Nutrition Systems, Nampa, ID.

Pre-AM/PIC Animal Science tour stops included:

PerforMix Nutrition Systems – Agri-Beef Company's feed supplement and livestock nutrition production facility.

Harrell Hereford and Mackenzie Quarter Horses – 2009 BIF Seedstock Producer of the Year and for three generations a source Hereford breeding stock and ranch horses.

Thomas Angus Ranch – 1997 BIF Seedstock Producer of the year, ranks as the 12th largest source of registered beef cattle seedstock in the US.

Oregon State University Eastern Oregon Agricultural Research Center – The oldest branch experiment station in Oregon known for their beef cattle nutrition and grazing research in the intermountain west.

USDA Starkey Experimental Forest and Range – The largest research enclosure (25,000 acres) established to study the interactions between elk, deer, cattle, logging, and recreation on intensively managed forests.

Pendleton Woolen Mills – The original mill and store located in Pendleton, OR.

Pendleton Round-Up – One of North America's oldest, largest, and prestigious outdoor rodeos. The final go-around was just about to start during our visit to historic Pendleton.

Threemile Canyon Farms LLC – A state of the art 16,000 cow dairy was established in recent years on a 93,000 acre irrigated farming complex to supply milk for a new Tillamook Cheese plant.

Beef Northwest – A 40,000 head beef finishing yard that has developed production and marketing alliances with leading seedstock suppliers, commercial ranches, and Tyson Fresh Meats.

Tour participants included: Greg Highfill, OK; Bob Mickel, NJ; Stephen Komal, NJ; Martha Thomas, FL; Stanley Fultz, MD; David Harrison, KY; Kellie Chichester, WY; Susan Schoenian, MD; Lisa Kempisty, NY; Amie Schleicher, MO; Karen Baase, NY; Roberta Harrison, NY; Charles Young, NC; Doug Mayo, FL; and John Hall, MD; and Joe Potter, GA. Animal Science committee members and hosts included: Ron Graber, KS; Tammy Cheely, GA; Richard Smith, PA: Cory Parsons, OR; and Randy Mills, OR.

Tammy Cheely, Animal Science Southern Region Vice-Chair, took the lead on the animal science professional improvement seminars again this year. Eighteen of our co-workers from around the country shared the results of their successful Extension programs during the professional improvement seminars. Those presenting this year were W. Kenneth Kelly, AL; Darla Campbell, MO; Jeff Fisher, OH; Tipton Hudson, WA; Scott Jensen, ID; Carla Vaught, AR; Betsy Green, VT; Susan Kerr, WA; Jeffrey Banks, UT; Brian Haller, AR; Greg Highfill, OK; Phil Durst, MI; Robert Mickel, NJ; Shannon Neibergs, WA; Joshua Payne, OK; Amie Schleicher, MO; Mark Stewart, MO; and Tom Kriegl, WI. Abstracts from the seminars are published elsewhere in these proceedings.

The animal science committee continues to expand our relationship with S-PAC (Searchable Proceedings of Animal Conferences, http://spac.adsa.org). The 2008 NACAA AM/PIC proceedings have been added to the S-PAC data base. NACAA members can subscribe to S-

PAC and search the data bases to locate specific information.

The Animal Science committee also arranged with the American Registry of Professional Animal Scientists (APRAS) to offer certification exams during the AM/PIC. In addition, two (2) ARPAS Continuing Education Units (CEU's) were available for those that participated in the seminars. The committee also worked with the Livestock and Poultry Environmental Learning Center (www.extension.org/animal+manure+management) to obtain ARPAS CEU's for their monthly webinars. The Animal Science committee will continue to provide additional professional improvement opportunities for our members by strengthening our relationship with ARPAS, including offering the certification exams at our meetings and CEU's as appropriate.

Natural Resources and Aquaculture Chair

Bill Sciarappa
New Jersey

Committee members include Kellie Chichester from the University of Wyoming, Jim Steeby from Mississippi State, Gary Graham from Ohio State University and Bill Sciarappa from Rutgers University.

2008-2009 was a banner year for the Natural Resources and Aquaculture Committee. With our expanded program reach, we increased from two to three concurrent sessions after having enough applications for a fourth. Applications again represented exciting and pertinent topics and high quality extension programs. Our yearly plan of work was completed on time. Annual tasks included evaluations for our 2008 speakers, evaluation summaries and individualized "thank you" letters. The peer evaluations were shared with the presenters to provide valuable feedback. This process continues to rachet up our professional standards and encourage more abstract submissions for the 2010 AM/PIC. Also, we held five telephone conference calls to conduct committee work and numerous e-mail communications to select sixteen presentation applications for our professional improvement sessions. These 2009 sessions reflect our diverse and important interests in education, water and soil. These three sessions and their moderators are as follows:

The Natural Resources and Aquaculture I session moderated by Kellie Chichester emphasizes Forestry and Development with presenters Sam Angima - Nutrient Dynamics After Amendments in a Forest Ecosystem; Brian Chandler - Local Forestry Associations and the Extension Service Benefit Each Other; Gary Wyatt - Emerald Ash Borer First Detector Program, A Volunteer Early Detection Program; Eleanor Foerste - Build Green and Profit - Reducing Environmental Impacts of Construction Operations; and B. J. Jarvis - Green Building Expo: Getting Decision-Makers to The Table.

The Natural Resources/Aquaculture II session moderated by Bill Sciarappa emphasizes Watershed Programs and Nutrient Management with presenters Bill Sciarappa - Watershed Characterization of the Colts Neck Agro-Ecosystem; Charles Pistis
- Enhancing Michigan Water Quality Through the Clean Marina Program; Stephen John Komar, Jr. - Equine Manure Storage Methods on Surface Water Contamination & Physical & Chemical Properties; Kent Shannon - Crop Canopy Reflectance Sensors Optimize Nitrogen Fertilizer Applications; Reducing Loss, Not Yield; and Bindu Bhakta
- Promoting Soil Testing Through the "Don't Guess.. Soil Test!" Initiative.

The Natural Resources/Aquaculture III session moderated by Cara Muscio focuses on natural resource education with presenters John Williams - Bridging the Urban-Rural Divide: Youth as Catalysts for Change; Cara Muscio - Incorporating Citizen Involvment in Natural Resource Restoration and Environmental Education; Rich Mohr - Sustainable Landscapes Initiative: The Demonstration and Education Sites Network; Bill Hlubik - Environmental Stewardship and Community Action: Eco-Ventures at the Earth Center and Erwin Elsner - Using the Beauty of Butterflies to Capture an Audience for Teaching Ecology and Environmental Issues.

Our Committee again designed a concurrent presentation schedule that ended by four o'clock to avoid the attendance issue that can occur when professional improvement sessions encroach upon States Night Out and other activities. The Society of American Foresters continuing Forestry Education were offered credit for natural resources related sessions held at the 2009 conference. Extension professionals benefited from this approach to maintain certifications and registrations in forestry and natural resources.
We all look forward to touring the wonderful environs of Oregon that was initially proposed and implemented by one of our previous Committee Chairs, Oregonian Extension Statewide Specialist Derek Godwin.

Horticulture and Turgrass Chair

Jim Hruskoci
Nebraska

Committee Members:
Jim Hruskoci, North Central Region, Committee Chair
R. David Myers, Eastern Region Vice-Chair
Norman Nagata, Western Region Vice-Chair
Brian Jervis, Southern Region Vice-Chair

Participation in the Horticulture and Turfgrass committee activities of the NACAA provides members with excellent professional improvement opportunities in all areas of horticulture, from landscaping and turfgrass to commercial fruit and vegetable production, and more.

The goal of this committee is to attract membership attendance to the AM/PIC of individuals with horticulture interests. Whether your job responsibilities in horticulture are full or part time, we believe there is something at the NACAA AM/PIC for you. While many horticulture members have the option of attending the ASHS meetings held at approximately the same time, we believe the AM/PIC can provide a more direct application to meet your horticulture professional improvement needs and at a more affordable cost.

The committee plans a Horticulture Pre-conference tour prior to the AM/PIC. This year the tour encompassed 2 full days, touring selected sites of horticultural interests throughout Oregon's Willamette Valley. Each year the tour is funded by NACAA members, unless commercial donors can be found. For the third year Ball Horticulture partially supported the tour, saving members some money on lodging costs. Thanks go out to Oregon Educator Derek Godwin for helping to plan and organize the tour.

Twenty four NACAA members and 3 non-member spouses or guests attended the pre-conference tour which began 8:00 AM Friday, September 18 and concluded Saturday evening, September 19th, 2009. Tour stops included:

The Horticulture/Turfgrass committee meeting/workshop was held Monday, September 21. National Chair, Jim Hruskoci opened the workshop with a report of this year's pre-conference horticulture tour, then after opened a discussion involving planning the 2010 Conference pre-tour and fund raising efforts for the tour.

There was overwhelming interest on the part of members to make horticulture presentations at the Portland conference, with a total of 30 presentations given during the Horticulture/Turfgrass seminars held on Tuesday, September 22nd. This was a dramatic increase from the 18 presentations given in 2009 (Greensboro), and the 11 presentations given in 2008 (Grand Rapids), 8 presentations in 2007 (Cincinnati), 8 presentations in 2006 (Buffalo). Presentations were divided into 5 separate concurrent tracks of 6 talks by topic and these included: Master Gardeners, Lawns and Landscaping, Fruit production, Public Education and Outreach, and Vegetable and Greenhouse production. Presentations ran 30 minutes in length, were synchronized with the other talks, so those in attendance could move freely from one track to another in nearby rooms.

Sustainable Agriculture Chair

Michelle Casella
New Jersey

Southern Region Vice Chair– Julia Gaskin, GA
Western Region Vice Chair – Milt Green, WY
North Central Region Vice Chair – Vance Haugen, WI
Northeast Region, Vice Chair and National Chair– Michelle Casella, NJ

The Sustainable Agriculture Committee had a busy third year and again was generously supported by the USDA/NACAA Sustainable Agriculture Research and Education (SARE) program to fund the NACAA Fellows Seminars. Four SARE Fellows were selected in 2009 from the 4 NACAA regions. They are: Joran Viers from New Mexico (Western), Stephen Komar from New Jersey (Northeast), Mark Blevins from North Carolina (Southern) and Mark Kopecky (North Central). The 2009 SARE Fellows have been selected and notified and will receive recognition at the NACAA AM/PIC in Portland, Oregon. Unfortunately, we are loosing one of our current SARE Fellows due to early retirement in the Southern Region from the group selected in 2008.

Each group of Fellows participate in 4 sustainable agriculture seminars over a 2 year period. The 4 seminars will be rotated in the 4 regions. The first seminar and tour was held in the Western Region in Arizona and hosted by Rick Gibson. The 2007 Fellows attended a second seminar and tour in the Northeast

Region in October 2008. The theme was "Farming on the Urban Fringe" and sustainable agriculture issues related to this topic. The group visited farms in Southern New Jersey and Lancaster County, Pennsylvania. Agricultural Agents, Michelle Casella (Rutgers NJAES Cooperative Extension) and Tim Elkner (Penn State Cooperative Extension) organized the tours. In Spring the 2009 Fellows visited Georgia (the Southern Region Seminar) that was hosted by Julia Gaskin (University of Georgia Cooperative Extension). The Spring 2009 tour focused on soil quality and practices used to improve soil quality.

Travel costs to all 4 seminars and tours are covered by USDA SARE. In addition to the educational opportunity, successful participants of the Fellows Program receive a USDA SARE library courtesy of the Sustainable Agriculture Network (SAN) in Washington, DC, and a $1,500 stipend to be used for program support, materials or hardware after completing the entire 2 year program.

Before the completion of the fellowship, each participant will be expected to conduct an educational or research program in their home state discussing or exploring some element of sustainable agriculture. This exercise will help the fellows crystallize in their minds and Extension programs concepts and ideas learned from their experiences in the program. A final report will be required of each fellow at the conclusion of their second year. The report will include a discussion summarizing their learning experiences and a detailed list of specific impacts gained from their fellow opportunity.

Each year, the graduating class of 4 fellows will have the opportunity to compete for the right to present a sustainable agriculture program to AM/PIC participants at a brown bag luncheon sponsored by USDA SARE. Selection of the winning fellow will be made by the NACAA Sustainable Agriculture Committee. Selection will be based upon the quality of any program implemented as described in the Fellow's final report to the Sustainable Agriculture Committee. USDA SARE will reimburse the winner up to $600 in travel costs to and from the AM/PIC and $1,000 in hotel/meals costs while at the AM/PIC.

Michelle Casella will end her term as National Chair after the AM/PIC in Portland. Norman Suverly from Washington State will become the next Sustainable Agriculture Committee National Chairman.

This exciting program is well on its way. We have well qualified and talented Fellows participating in the regional seminars each year. The Sustainable Agriculture Committee looks forward to future experiences and successful outcomes from the Sustainable Agriculture programs through this valuable partnership with NACAA and USDA/SARE. Everyone involved in this NACAA program would like to give a special thank you to USDA SARE and in particular Kim Kroll, Associate Director of the USDA SARE Program for the tremendous support we have had and look forward to continuing for many years to come.

Special Assignments

Electronics Communications Coordinator

John Dorner, IV
North Carolina

My goal as the Electronic Communications Coordinator has been to improve communications and information sharing among the officers and members of the NACAA. The member database continues to grow in functionality and the reports that you can get out of it. The awards, posters and presentation process has gone online completely from the application to the approval of the national chair. All of the board's minutes are available for all the members to see. We also started a blog and have posted several articles at blog.nacaa.com. Finally, we've launched the NACAA Journal.

In working with most of the committees, we've made a lot of progress and improvements to the online NACAA Member Database. If you haven't used it, you can update your own information and get lots of other reports by going to "Member Database" from the NACAA Home Page at: www.nacaa.com.

All of the AM/PIC presentation proposals were submitted online this year as well as most of the award applications. There is still a lot of room for improvement and we plan to continue improving both the database and the web site this next year.

What we need every member to do is to make sure your contact information is correct by going to: http://www.nacaa.com/members/member_edit.php (or click on Edit Member Information) from the Member Database page.

We also need the person with administrative access to the database (www.nacaa.com/members/member_access.php) for each state to make sure the state leadership information is up-to-date and to change it when your state changes leadership.

If you have ANY suggestions improving the blog, website, member database, awards/poster/presentation applications or approval process or need any help please let me know.

Journal of Extension

Keitih Mickler
Georgia

I wish to take this opportunity to thank the NACAA officers and board for allowing me the opportunity to continue as representative for NACAA on the Journal of Extension Board (JOE).

This past year I represented NACAA at two JOE board meetings and two conference calls along with other JOE board members representing professional extension association.

Currently I serve on the Joe board as chair of the Marketing and Public Relations Committee. One element of marketing JOE is to make sure you know who JOE is. One way to do that is to have the JOE and Job Bank displays at all national extension association meetings. You will find the newly re-designed JOE and Job Bank display in Portland. Stop by and see JOE so we can discuss your opportunity to publish.

With that said I will say this, publishing in JOE is not as simple as publishing an article in the newspaper. All JOE submissions are sent out for peer review with high editorial standards and scholarly rigor. Not trying to brag on JOE, but if you get your article published in JOE consider that an immense achievement toward promotion.

As of May 29, 2008 131 submissions were received and reviewed with 19% being rejected as unsuitable for JOE, 48% returned to author for revision and 33% accepted review and publication. Currently there are 114 accepted submissions waiting to be published.

JOE has 73 active reviewers on the Peer Review Committee. JOE is still in need of reviewers, if you have an interest in becoming a peer reviewer for JOE please visit the JOE web site at www.joe.org/ques1.html#Q12 for more information.

Another function of JOE is the National Job Bank. The National Job Bank provides access to a broad range of faculty positions across teaching, research, extension and outreach as well as to other professional positions involving education, research and/or outreach missions. Outreach includes non-formal adult and/or youth education, continuing education, credit instruction, extension education, distance education, distance learning, service learning, civic engagement, economic and workforce development, or community-based education as well as extension programming in agriculture, natural resources, family and consumer science, 4-H/youth development and community and economic development.

The JOE web site had been redesigned and which a much better readability interface. Check it out at http://joe.org I think you will like what you see it.

Just a reminder to please visit JOE often at http://www.joe.org and the National Job Bank at http://jobs.joe.org

Starting in January I will be serving a four year term as treasure for The Journal of Extension. I wish to thank all of the NACAA leadership for allowing me the continued opportunity to serve NACAA.

Please stop by the JOE booth for a visit while at the conference.

Executive Director

Scott Hawbaker
Illinois

It has been a pleasure serving as NACAA's Executive Director for this my ninth year. I do sincerely appreciate the trust and faith that the association has given me this past year, and I look forward to continuing my service to you.

One of my primary functions is to maintain relationships with current donors, and to assist the President-Elect in finding new donors and partners for your association. As economic times often turn downward, we have fortunately maintained outstanding donors to help support the functions of NACAA.

It is exciting to see the changes that NACAA has made over the last year, and I look forward to assisting the board in implementing new and improved ways to make your membership more rewarding.

Please feel free to contact the NACAA Headquarters for assistance with your association needs. During the year, I respond to over 1000 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 6584 W. Duroc Road, Maroa, IL 61756 - (217) 794-3700, Fax: (217) 794-5901, email: nacaaemail@aol.com or on the world wide web at http://www.nacaa.com.

94th ANNUAL MEETING
and
PROFESSIONAL
IMPROVEMENT CONFERENCE
of the
NATIONAL ASSOCIATION OF
COUNTY AGRICULTURAL AGENTS
PORTLAND, OREGON
September 20-24, 2009

FRIDAY, SEPTEMBER 18

7:00 am- **PRE-CONFERENCE LIVESTOCK TOUR**
Place: Best Western Vista Inn at the Airport, Boise, Idaho
Presiding: Randy Mills, National Chair of Animal Science Committee
Sponsor: PerforMix, Farm Credit Services (Pendleton & Baker City), Umatilla County Cattlemen Association, Morrow Co Stock Growers, Thomas Angus Ranch, Harrell Hereford Ranch, Harrell-Mackenzie Quarter Horses

7:00 am- **PRE-CONFERENCE HORTICULTURE TOUR**
Place: Willamette Valley Area
Presiding: Jim Hruskoci, National Chair of Horticulture Committee
Sponsor: Ball Horticulture Company

8:00 am- **NACAA BOARD MEETING**
5:00 pm **Place**: Roosevelt Room, Doubletree

SATURDAY, SEPTEMBER 19

7:00 am- **PRE-CONFERENCE LIVESTOCK TOUR**
Place: In transit from Boise, Idaho
Presiding: Randy Mills, National Chair of Animal Science Committee
Sponsor: PerforMix and Farm Credit Services

7:00 am- **PRE-CONFERENCE HORTICULTURE TOUR**
Place: Willamette Valley Area
Presiding: Jim Hruskoci, National Chair of Horticulture Committee
Sponsor: Ball Horticulture Company

8:00 am- **NACAA BOARD MEETING**
3:00 pm **Place:** Roosevelt Room, Doubletree

1:00 pm- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom Lobby

SUNDAY, SEPTEMBER 20

7:00 am- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom Lobby

8:00 am- **COMMERCIAL EXHIBITS & NACAA**
1:00 pm **EDUCATIONAL EXHIBITS SET UP**
Place: Convention Center, Portland Ballroom

9:00 am- **REGIONAL DIRECTORS AND VICE DIRECTORS**
12:00 pm **WORKSHOP**
Presiding: Chuck Schwartau, NACAA North Central Region Director
Place: Convention Center, D-133

9:00 am- **SCHOLARSHIP SELECTION COMMITTEE**
5:00 pm **Place:** Convention Center, D-134

9:00 am- **NACAA POSTER SET UP**
1:00 pm **Place**: Convention Center, Portland Ballroom

9:00 am- **NOMINATING COMMITTEE MEETING**
12:00 pm **Place**: Convention Center, D-140
Presiding: Fred Miller, NACAA Past President

10:00 am- **PRAYER SERVICE**
11:00 am **Place:** Convention Center, E-146
Presenter: Tom Crabb, Pastor, Cowboy Church of Oregon
Presiding: Amy Derby, Oregon State University Extension

12:00 pm- **PAST NATIONAL OFFICERS AND BOARD**
2:00 pm **LUNCHEON (Dutch treat)**
Place: Convention Center, E-147, 148
Coordinator: Fred Miller, NACAA Past President

1:00 pm- **COMPUTER TECHNOLOGY CENTER**
6:00 pm **Place:** Convention Center, F-152

12:00 pm- **NATIONAL COMMITTEE CHAIRS AND VICE CHAIRS**
2:00 pm **LUNCHEON AND WORKSHOP**
Place: Convention Center, D-135, 136
Presiding: Stan Moore, NACAA Vice President
Courtesy: NACAA

1:00 pm- **COMMERCIAL EXHIBIT TRADE SHOW-**
5:00 pm **AND NACAA POSTER SESSION DISPLAY - OPEN**
Place: Convention Center, Portland Ballroom

1:30 pm- **STATE OFFICERS WORKSHOP**
3:00 pm **Place:** Convention Center, E-145, 146
Presiding: Paul Craig, NACAA North East Region Director

2:00 pm- **TEACHING AND EDUCATIONAL TECHNOLOGIES**
4:00 pm **HANDS- ON TEACHING SESSIONS**
Topic: Using Audience Response Technology in Extension Programs
Place: E-141,142
Presenter: Ryan Miller, University of Minnesota Extension and Elissa Shaner, Turning Technologies

2:00 pm- **PROGRAM RECOGNITION COUNCIL WORKSHOP**
5:00 pm **Place:** Convention Center, D-139
Presiding: Mike Hogan, Council Chair

2:30 pm- **EXTENSION DEVELOPMENT COUNCIL WORKSHOP**
5:00 pm **Place:** Convention Center, D-140
Presiding: Karen Vines, Council Chair

2:00 pm- **PROFESSIONAL IMPROVEMENT COUNCIL**

5:00 pm **WORKSHOP**
Place: Convention Center, D-138
Presiding: Tom Benton, Council Chair

2:00 pm- **LIFE MEMBER COMMITTEE MEETING &**
5:00 pm **HOSPITALITY**
Place: Convention Center, D-137
Presiding: Elmer Olsen, Life Member Committee Chair

2:00 pm- **NACAA EDUCATIONAL FOUNDATION ANNUAL**
3:00 pm **MEETING AND BOARD OF DIRECTORS MEETING**
Place: Convention Center, F-149
Presiding: Curtis Grissom, Educational Foundation President

3:00 pm- **FIRST TIMER ORIENTATION**
4:00 pm **Place:** Convention Center, D-135,136
Presiding: Michele Hebert, University of Alaska Fairbanks Extension
Presenters: Fred Miller, NACAA Past President & Sandy Macnab, Chair NACAA AM/PIC
(All first time attendees and spouses invited)

4:30 pm- **TASTE OF THE WEST DINNER**
6:30 pm **(Check ticket for correct time)**
Place: Courtyard Park (7th St MAX Stop; between the Doubletree and the Convention Center)
Courtesy: Montana and Wyoming Agents

5:30 pm- **STATE PRESIDENT REHEARSAL FOR FLAG CEREMONY**
Place: Convention Center, Portland Ballroom
Presiding: Randy Mills, Oregon State University Extension

6:00 pm- **NATIONAL LEADERSHIP REHEARSAL**
6:15 pm **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA National President

6:00 pm- **PARENTS ORIENTATION FOR SONS AND**
6:45 pm **DAUGHTERS PROGRAM**
Place: Doubletree Hotel Exhibit Hall
Presiding: Melissa Fery, Oregon State University Extension

7:00 pm- **OPENING SESSION AND INSPIRATIONAL**
8:30 pm **PROGRAM**
Place: Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Invocation: Dave McManus, Past NACAA President
Presentation of Colors
Welcoming Comments & Pledge of Allegiance: Bill Hansell,Umatilla County Commission & NACO Board Director
National Anthem
Presentation of State Flags
Remarks and Introduction: Scott Reed, Vice Provost for University Outreach and Engagement, Oregon State University
Inspirational Address: Steve Holgate (as President Abraham Lincoln)
Introduction of NACAA Board: Rick Gibson, NACAA President
Closing Announcements: Sandy Macnab, AM/PIC Chair

9:00 pm- **STATE PICTURES**
11:00 pm **(See schedule in back of program)**
Place: Dragon Boat Staircase

9:30 pm- **HOSPITALITY ROOMS**
11:30 pm Doubletree Poolside Suites only

10:00 pm **OREGON MEETING**
Place: Convention Center, F-149

MONDAY, SEPTEMBER 21

Spotlight Sponsor- Oregon Dairy Farmers Ass

6:30 am- **VOTING DELEGATES BREAKFAST**
7:45 am **(Meal by invitation & ticket)**
Place: Convention Center, Oregon Ballroom, 202
Presiding: Henry Dorough, NACAA Secretary
Courtesy: NACAA

8:00 am- **REGISTRATION**
5:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:00 am- **COMPUTER TECHNOLOGY CENTER**
6:00 pm **Place:** Convention Center, F-152

8:00 am- **COMMERCIAL AND NACAA EDUCATIONAL**
6:00 pm **EXHIBITS OPEN**
Place: Convention Center, Portland Ballroom

8:00 am- **NACAA POSTER JUDGING**
Noon **Place:** Convention Center, Portland Ballroom

8:00 am- **GENERAL SESSION**
10:00 am **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Greetings from JCEP
Report to the Association: Rick Gibson, NACAA President
Recognition of Donors and Introduction of New Programs:
Phil Pratt**,** NACAA President Elect
The National Outstanding Young Farmer Program: Jerry Barnes, Past President OYF Fraternity
Remarks, National Winners, 2009: Bruce and Helle Ruddenklau, Amity, OR
Hall of Fame Awards Presentation
Courtesy: Deere and Company
Presentation by Bidding State for 2013 AM/PIC
Keynote Address: Dr. Sonny Ramaswamy, Dean of the College of Agricultural Sciences, Oregon State University
Closing Comments: Sandy Macnab, AM/PIC Chair

10:30 am- **TRADE TALK CONCURRENT SESSIONS**
11:40 am

Trade Talk Session 1:

Merial, Dow AgroSciences, Qualisoy
Place: Convention Center, E-147, 148

Trade Talk Session 2:
TruGreen Chem-Lawn, Bayer Advanced
Place: Convention Center, Oregon Ballroom 201

Trade Talk Session 3:
SFP, United Soybean Board, PERC (Propane Education Research Council)
Place: Convention Center, E-141, 142

11:45 am- 1:15 pm **Excellence in 4-H Programming Awards Luncheon (Tickets Required)**
Place: D-135
Presiding: Sherry Beaty, 4-H and Youth Committee Chair
Program: Community Youth Career Development
Presenter: Brandon Dukes, Texas AgriLife Extension Service
Courtesy: Syngenta Crop Protection

11:45 am- 1:15 pm **PRIDE Luncheon (Tickets Required)**
Place: Convention Center, C-124
Presiding: Keith Mickler, Public Relations Committee Chair
Speaker: Lee Milligan, University of Wisconsin Extension
Topic: St. Croix County Farm City Day Improves Farm/Non-Farm Community Relations
Courtesy: United Soybean Board and National Rural Electric Cooperative Association

11:45 am- 1:15 pm **MEET THE AUTHORS POSTER SESSION**
Place: Convention Center, Portland Ballroom

11:45 am- 1:15 pm **FIRST TIME ATTENDEE LUNCHEON (Tickets Required)**
Place: Convention Center, Oregon Ballroom, 202
Presiding: Michele Hebert, University of Alaska Fairbanks Extension
Speaker: Mickey Cummings, Past NACAA President, University of Georgia Extension
Courtesy: Phil Niemeyer, President, NASCO Division

11:45 am- 1:15 pm **SEARCH FOR EXCELLENCE LUNCHEONS (Tickets Required)**

Crop Production
Place: Convention Center, A-106
Presiding: David Harrison, Vice Chair, Search for Excellence Committee
Program: How Much Did You Contribute? Soybean Cyst Nematode Educational Programs for Nebraska Farmers and Agronomic Professionals
Presenter: John A. Wilson, University of Nebraska-Lincoln Extension
Courtesy: Qualisoy

Farm and Ranch Management
Place: Convention Center, C-120,121
Presiding: Ron Patterson, Vice Chair, Search for Excellence Committee
Program: Farm Succession and Estate Planning with Personal Coaching for Participating Families
Presenters: Brian Tuck, Susan Kerr, Mary Corp, Randy Miller, John Fouts, and Aaron Esser, Oregon State University Extension
Courtesy: Specialty Fertilizer Products, LLC

Landscape Horticulture
Place: Convention Center, C-125,126
Presiding: Dick Brzozowski, Vice Chair, Search for Excellence Committee
Program: Panhandle Butterfly House
Presenter: Theresa Friday, University of Florida Extension
Courtesy: TruGreen ChemLawn

11:45 am- 1:15 pm **EDUCATIONAL LUNCHEON SEMINARS (Tickets Required)**

Program: eOrganic Community of Practice
Presiding: Dr. Alexandra Stone
Presenters: Dr. Alexandra Stone, Vegetable Specialist, Oregon State University and John McQueen, eOrganic Coordinator
Place: Convention Center, E-145, 146
Courtesy: Sustainable Agriculture Research and Education (SARE)

Program: Serving Underserved Extension Clientele in Alaska
Presenters: Bob Gorman
Place: Convention Center, D-139, 140
Courtesy: University of Alaska, Fairbanks

1:00 pm- 4:30 pm **4-H AND FRIENDS REVUE REHEARSAL**
Place: Doubletree Exhibit Hall

1:30 pm- 2:30 pm **COMMITTEE WORKSHOPS FOR ALL NACAA MEMBERS**

How to Host an AM/PIC
Presiding: Sandy Macnab
Place: Convention Center, E-143, 144

Communications
Presiding: Larry Williams
Place: Convention Center, A-104

Search for Excellence
Presiding: Brad Brummond
Place: Convention Center, A-106

4-H & Youth
Presiding: Sherry Beaty
Place: Convention Center, A-108

Professional Excellence
Presiding: Gary Zoubek
Place: Convention Center, C-122

Public Relations
Presiding: Keith Mickler
Place: Convention Center, C-125

Recognition & Awards

Presiding: Todd Lorenz
Place: Convention Center, C-126

Scholarship
Presiding: Chris Bruynis
Place: Convention Center, C-120

Agronomy & Pest Management
Presiding: Johnny Whiddon
Place: Convention Center, E-142

Agricultural Economics & Community Development Presiding: Lyle Holmgren
Place: Convention Center, A-103

Animal Science
Presiding: Randy Mills
Place: Convention Center, E-141

Natural Resources/Aquaculture
Presiding: Bill Sciarappa
Place: Convention Center, E-147

Horticulture and Turf Grass
Presiding: James Hruskoci
Place: Convention Center, D-135

Sustainable Agriculture Committee
Presiding: Milton Green
Place: Convention Center, D-136

Agricultural Issues and Public Relations
Presiding: Dan Downing
Place: Convention Center, C-121

Early Career Development
Presiding: Dan Kluchinski
Place: Convention Center, A-105

Administrative Skills Development
Presiding: Jerry Warren
Place: Convention Center, A-107

Teaching and Educational Technologies
Presiding: Greg Hoover
Place: Convention Center, A-109

1:30 pm- 3:00 pm **LIFE MEMBERS BUSINESS MEETING**
Presiding: Elmer Olsen
Place: Convention Center, D-133, 134

1:30 pm- 5:00 pm **AGRICULTURE AND NATURAL RESOURCES PROGRAM LEADERS MEETING**
Presiding: Bill Brawnworth, Extension Program Leader, Agriculture, Oregon State University
Place: Convention Center, E-148

3:00 pm- 5:00 pm **REGIONAL MEETINGS AND CANDIDATE PRESENTATIONS**
North Central
Place: Convention Center, Oregon Ballroom 204
Northeast
Place: Convention Center, Oregon Ballroom 202
Southern
Place: Convention Center, Oregon Ballroom 201
Western
Place: Convention Center, Oregon Ballroom 203

4:45 pm- **STATE'S NIGHT OUT, "ETHNIC"**

7:30 pm- 9:00 pm **4-H AND FRIENDS ENTERTAINMENT**
Featuring selected youth and The Ringling 5
Place: Convention Center, Portland Ballroom

9:30 pm- 11:30 pm **HOSPITALITY ROOMS**
Place: Doubletree Poolside Suites and Second Fl.

9:30 pm- 11:00 pm **STATE PICTURES**
Place: Dragon Boat Staircase

10:00 pm **OREGON MEETING**
Place: Convention Center, F-149

TUESDAY, SEPTEMBER 22

Spotlight Sponsor- Oregon Seed Council

6:30 am- 7:45 am **ADMINISTRATORS BREAKFAST (By invitation)**
Presiding: Fred Miller, NACAA Past President
Place: Convention Center, C-123, 124

7:00 am- 8:00 am **ACHIEVEMENT AWARD RECOGNITION BREAKFAST**
Place: Convention Center, A-105, 106
Presiding: Todd Lorenz, National Chair of Recognition and Awards Committee
Courtesy: American Income Life Insurance Company

6:30 am- 7:45 am **POSTER SESSION BREAKFAST (Ticket required)**
Place: Convention Center, B-113-116
Presiding: Gary Zoubek, National Chair of Professional Excellence Committee
Courtesy: Propane Education and Research Council

8:00 am- 4:00 pm **COMMERCIAL EXHIBITS AND NACAA EDUCATIONAL EXHIBITS OPEN**
Place: Convention Center, Portland Ballroom

8:00 am- 4:00 pm **NACAA POSTER SESSION OPEN**
Place: Convention Center, Portland Ballroom

8:00 am- 4:30 pm **COMPUTER TECHNOLOGY CENTER OPEN**
Place: Convention Center, F-152

9:00 am- 4:00 pm **REGISTRATION**
Place: Convention Center, Portland Ballroom Lobby

8:30 am- 11:30 am **DELEGATE SESSION**
Place: Convention Center, Oregon Ballroom 201
Presiding: Rick Gibson, NACAA President
Invocation: Stan Moore, NACAA Vice President
Delegate Roll Call: Henry Dorough, NACAA Secretary
Nominating Committee Report: Fred Miller, NACAA Past President
Election of Officers
Greetings from JCEP
Selection of 2013 AM/PIC Site

NACAA Foundation Report
Scholarship Committee Report
Treasurer's Report and Adoption of Budget, Paul Wigley, NACAA Treasurer
Confirmation of Committee Appointments, Stan Moore, NACAA Vice President
New Business
Remarks, Phil Pratt, NACAA President-Elect

8:30 am-11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
ADMINISTRATIVE SKILLS WORKSHOP
Presiding: Jerry Warren, National Chair of Administrative Skills Committee
Place: Convention Center, E-147, 148

8:30 **Being a Highly Productive County Team and Having Fun Doing It**
Presenter: Gary Horner, Purdue University Extension

9:15 **Engaging the Media Like You Mean It**
Presenter: Jim Ochterski, Cornell University Extension

10:00 **Enjoying Your Work: Lessons From a Six-Month Old Baby**
Presenter: Kurt Jones, Colorado State University Extension

10:40 **Development of the Wasco County 4-H & Extension Service District Business and Marketing Plans**
Presenter: Brian Tuck, Oregon State University Extension

8:30 am-11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
EARLY CAREER DEVELOPMENT WORKSHOP
Presiding: Dan Kluchinski, National Chair of Early Career Development Committee
Place: Convention Center, E-141, 142

8:30 am **What New Faculty in Missouri Extension Identified as Important for Their Success and Retention**
Presenter: Mark Stewart, University of Missouri Extension

9:30 am **Extending Extension: Integrating Other Agencies and Disciplines to Make Great Programs**
Presenters: Mark Blevins and Jennifer Welshans-Pelham, North Carolina Cooperative Extension and University of Florida Extension

10:30 am **Volu-Cruit: Expanding the Volunteer Base**
Presenter: Laura Griffeth, University of Georgia Cooperative Extension

8:30 am-11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
TEACHING & EDUCATIONAL TECHNOLOGIES WORKSHOP
Presiding: Greg Hoover, National Chair of Teaching and Educational Technologies Committee
Place: Convention Center, E-143, 144

8:30 am **How to Drink From a Fire Hose - Filtering Information**
Presenter: John Dorner, North Carolina State University Extension

9:00 am **A Spoon Full of Sugar - Improving Retention in Pesticide Safety Education**
Presenter: Jenny Carleo, Rutgers University Extension

9:30 am **Top 20 Tech Tools For Extension Agents**
Presenter: Gwen Hoheisel, Washington State University Extension

10:00 am Break, no refreshments

10:30 am **Why Would Extension Professionals Want To Use Facebook or MySpace?**
Presenter: John Dorner, North Carolina State University Extension

11:00 am **Using Flickr To Effectively Manage Your Image Collections**
Presenter: Susan Schoenian, University of Maryland Extension

8:30 am-11:30 am **EXTENSION DEVELOPMENT COUNCIL SEMINAR**
AG ISSUES AND PUBLIC RELATIONS WORKSHOP
Presiding: Dan Downing, National Chair of Ag Issues and Public Relations Committee
Place: Convention Center, D-139, 140

8:30 am **Tools to Overcome Literacy Barriers in Hispanic Safety Education**
Presenter: Willie Chance, University of Georgia Extension

9:00 am **Reaching More Gardeners on the Web**
Presenter: Daniel F. Culbert, University of Florida Extension

9:30 am **Web 2.0 Technology Use by Cooperative Extension Professionals in New Jersy**
Presenters: Daniel Kluchinski and Steve Komar, Rutgers University Extension

10:00 am Break, no refreshments

10:30 am **Farmer on-Line Pesticide and Nutrient Management Recertification Training Utilizing Adobe Connect**
Presenters: R. David Myers, University of Maryland Extension

11:00 am **Idaho Beef Website: Clearninghouse of Beef Related Information**
Presenters: Rikki Wilson and Tianna Fife, University of Idaho Extension

11:45 am-1:15 pm **STATE PRESIDENTS AND VICE PRESIDENTS LUNCHEON**
Presiding: Phil Pratt, NACAA President Elect
Place: Convention Center, C-120, 121, 122

11:45 am-1:15 pm **COMMUNICATION AWARDS LUNCHEON**
Place: Convention Center, C-123
Presiding: Larry Williams, National Chair of Communications Committee
Courtesy: Bayer Advanced

11:45 am-1:15 pm **SEARCH FOR EXCELLENCE IN LIVESTOCK PRODUCTION LUNCHEON AND AWARDS PROGRAM (Ticket required)**
Place: Convention Center, B-117
Presiding: Brad Brummond, National Chair of Search for Excellence Committee
Program: Meat Goat Production School: Marketing Project and Consumer and Producer Survey
Presenters: Robert Mickel, and Stephen Komar, Rutgers University Extension
Courtesy: NACAA

11:45 am- **SEARCH FOR EXCELLENCE IN REMOTE**

1:15 pm **SENSING AND PRECISION AGRICULTURE LUNCHEON (Ticket required)**
Place: Convention Center, B-118, 119
Presiding: Tom Dorn, Vice Chair, Search for Excellence Committee
Program: Courtland Cors: A Unique Partnership
Presenters: Shannon Huber Norwood and Amy Winstead, Alabama Cooperative Extension System
Courtesy: Utah State University

11:45 am- 1:15 pm **SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING OR SMALL FARMS/RANCHER PROGRAM (Ticket required)**
Place: Convention Center, C-125, 126
Presiding: Dick Brzozowski, Vice Chair, Search for Excellence Committee
Program: Comprehensive Farm Management Education Program for Farms Under $250,000 Gross Income
Presenter: John Campbell, University of Tennessee Extension
Courtesy: Farm Credit System Foundation, Inc.

11:45 am- 1:15 pm **EDUCATIONAL LUNCHEON SEMINARS (Ticket required)**
Program: The Role and Importance of Clovers in Forage Management
Presenters: Garry Lacefield, University of Kentucky and Don Ball, Auburn University
Place: Convention Center, B-113, 114
Courtesy: Oregon Clover Commission

11:45 am- 1:15 pm **EDUCATIONAL LUNCHEON SEMINARS**
Program: Maximizing Fertilizer Efficiency
Presenter: Dr. Larry Murphy, President, MurphyAgro
Place: Convention Center - B-115, 116
Courtesy: SFP

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

Agronomy and Pest Management I
Presiding: Pete Fandel and John Rowehl, Vice Chairs, Agronomy and Pest Management Committee
Place: Convention Center, E-143

1:30 pm **Wireworm Solar Bait Trap Kits Are In Style**
Presenter: Aaron Esser, Washington State University Extension

2:00 pm **Crop Management & Diagnostic Clinic Training Program**
Presenter: Keith Glewen, University of Nebraska - Lincoln Extension

2:30 pm **Multi-Agency Japanese Beetle (Popillia Japonica Newman) Collaborative Monitoring Program Along The Colorado Front Range**
Presenter: Thaddeus Gourd, Colorado State University Extension

3:00 pm Break, no refreshments

3:30 pm **The NPDN First Detector Training Program: Reaching Audiences Through Traditional Training and Multimedia Platforms**
Presenter: Natalie Hummel, Louisiana State University Extension

4:00 pm **The "Don't Bug Us Campaign" in Umatilla County, Oregon**
Presenter: Clive Kaiser, Oregon State University Extension

4:30 **Center Pivot Irrigation and Fertilization Follow Up Study**
Presenter: Mark Nelson, Utah State University Extension

Evaluations:

Agronomy and Pest Management II
Presiding: Johnny Whiddon and Paul Carter, Vice Chairs, Agronomy and Pest Management Committee
Place: Convention Center, E-144

1:30 pm **Yield And Quality Of Commercially Available TEFF Genotypes in the Pacific Northwest**
Presenter: Steve Norberg, Oregon State University Extension

2:00 pm **Soybean Planting Population and Planting Date On-Farm Research In Nebraska**
Presenter: Jennifer Rees, University of Nebraska-Lincoln Extension

2:30 pm **Irrigation Initiation in Rainfed Nebraska Alfalfa Using Soil Moisture Sensors**
Presenter: Michael D. Rethwisch, University of Nebraska-Lincoln Extension

3:00 pm Break, no refreshments

3:30 pm **Antigua And Barbuda Pesticide Certification Training Program**
Presenter: Ken Rudisill, University of Florida Extension

4:00 pm **Using Ion Membrane Probes To Determine Plant Available Nitrogen Levels Over The Growing Season**
Presenter: Ron Wiederholt, North Dakota State University Extension
Evaluations:

Ag Economics I
Presiding: Lyle Holmgren, National Chair of Agricultural Economics and Community Development Committee
Place: Convention Center, D-138

1:30 pm **Utilizing Volunteers to Implement Mosquito Control Integrated Pest Management (IPM) Practices in Two Florida Counties**
Presenter: James Devalerio, University of Florida Extension

2:00 pm **Surviving the Risk: A Look at Lease Agreements, Budgets, Communication and Much More**
Presenter: Jennifer Rhodes, University of Maryland Extension

2:30 pm **Farm and Small Business Estate Planning**
Presenter: Karisha Vaughn-Devlin, University of Missouri Extension

3:00 pm Break, no refreshments

3:30 pm **CNFA's Farmer-to-Farmer Program Offers Extension Agents an Opportunity to Improve Agriculture in Economically Struggling Countries**
Presenter: Mark Arena, Clemson University Extension

4:00 pm **Women Marketing Grain & Livestock**

Presenter: Mary Sobba, University of Missouri Extension

4:30 pm **Developing a Successful Horticulture Training Program for a County Jail with a Limited Population**
Presenter: Mr. Taun Beddes, Utah State University Extension
Evaluations:

Ag Economics II
Presiding: Stephen Hadcock, Northeast Region Vice-Chair of Agricultural Economics & Community Development
Place: Convention Center, E-142

1:30 pm **Using Needs Assessment Data, Industry and Funding Partnerships and Web Based Evaluations for Successful "Introduction to Farm Quickbooks"**
Presenter: Mr. Glenn Rogers, University of Vermont Extension

2:00 pm **Improving Tax Practitioner Accuracy & Knowledge Through Extension Programming**
Presenter: Mr. Glenn Rogers, University of Vermont Extension

2:30 pm **AG Profit as a Decision Making Tool for Speciality Crops**
Presenter: Norman Suverly, Washington State University Extension

3:00 pm Break, no refreshments

3:30 pm **Consumer Acceptance of Agritourism Activities in the Highlands Region of New Jersey**
Presenter: Stephen John Komar, Jr., NJAES Rutgers Cooperative Extension

4:00 pm **The Economics of Organic, Grazing & Confinement Dairy Farms**
Presenter: Tom Kriegl, University of Wisconsin Extension

4:30 pm **Fostering Civic Engagement Through the Western Maryland Rural Leadership Academy**
Presenter: William Lantz, Maryland Cooperative Extension
Evaluations:

Animal Science I
Presiding: Richard Smith, Northeast Region Vice-Chair of Animal Science
(ARPAS has approved Animal Science Seminars at the AM/PIC for 2 CEU's)
Place: Convention Center, E-148

1:30 pm **Weed Control in Livestock Operations**
Presenter: W. Kenneth Kelley, Alabama Cooperative Extension System

1:45 pm **Integrated Alternative Energy and Livestock Production Systems**
Presenter: Darla Campbell, University of Missouri Extension

2:00 pm **Cultural and Preference Understanding to Develop Halal Niche Markets**
Presenter: Jeff Fisher, Ohio State University Extension

2:15 pm **Ecosystem Monitoring to Evaluate Grazing Influence on Rangeland Health**
Presenter: Tipton Hudson, Washington State University Extension

2:30 pm **Forage Nutrient Characterization of SW Idaho Desert Rangeland**
Presenter: Scott Jensen, University of Idaho Extension

2:45 pm **Method or Madness? Agents' Perceptions vs. Clientele Preferences**
Presenter: Carla Vaught, University of Arkansas Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **Partnering With Outside Entities to Broaden Extension's Reach: Theory, Practice, Challenges, Implications and Impact**
Presenter: Betsy Greene, University of Vermont Extension

3:45 pm **Quality Assurance: From Yawn to Fun**
Presenter: Susan Kerr, Washington State University Extension

4:00 pm **Squarrose Knapweed: Quietly Taking Over Our Land**
Presenter: Jeffrey E. Banks, Utah State University Extension
Evaluations:

Animal Science II
Presiding: Ron Graber, North Central Region Vice-Chair of Animal Science
(ARPAS has approved Animal Science Seminars at the AM/PIC for 2 CEU's)
Place: Convention Center, E-147

1:30 pm **Improving the Efficiency of a Beef Cow Calf Operation Using IRM Principles**
Presenter: Brian Haller, University of Arkansas Cooperative Extension Service

1:45 pm **Oklahoma Stocker Cattle Receiving Recordkeeping Spreadsheet**
Presenter: Greg A. Highfill, Oklahoma State University Extension

2:00 pm **Uncertainty and the Eradication of Bovine TB**
Presenter: Phillip Durst, Michigan State University Extension

2:15 pm **Animal Waste Management Plans for New Jersey Animal Producers/Self Certified Plans**
Presenter: Robert C. Mickel, NJAES Rutgers Cooperative Extension

2:30 pm **An Economic Analysis of BVD-PI Incidence in Washington Cattle Herds**
Presenter: Shannon J. Neibergs, Washington State University Extension

2:45 pm **On-Farm Mortality Composting of Large Animal Carcasses**
Presenter: Joshua B. Payne, Oklahoma State University Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **The 4-State Beef Conference: 25 Years of Excellence**
Presenter: Amie Schleicher, University of Missouri Extension

3:45 pm **Utilizing Beef Reproductive Technologies to Improve the Income Potential from 3:45 Small Beef Cowherds**
Presenter: Mark Stewart, University of Missouri Extension

4:00 pm **The Economics of Dairy Systems Across the U.S.A.**
Presenter: Tom Kriegl, University of Wisconsin Extension
Evaluations:

Natural Resources/Aquaculture I
Presiding: Kellie Chichester, Western Region -Chair of Natural Resources/Aquaculture/ Seagrant
Place: Convention Center, E-146

1:30 pm **Nutrient Dynamics After Amendments in a Forest Ecosystem**
Presenter: Sam Angima, Oregon State University Extension

2:00 pm **Local Forestry Associations and the Extension Service Benefit Each Other**
Presenter: Brian Chandler, Louisiana Cooperative Extension Service

2:30 pm **Emerald Ash Borer First Detector Program: A Volunteer Early Detection Program**
Presenter: Gary Wyatt, University of Minnesota Extension

3:00 pm Break, no refreshments

3:30 pm **Build Green and Profit - Reducing Environmental Impacts of Construction Operations**
Presenter: Eleanor Foerste, University of Florida Extension

4:00 pm **Green Building Expo: Getting Decision-Makers to The Table**
Presenter: B. J. Jarvis, University of Florida Extension

Evaluations:

Natural Resources/Aquaculture II
Presiding: Bill Sciarappa, National Chair of Natural Resources/Aquaculture/Seagrant
Place: Convention Center, E-145

1:30 pm **Watershed Characterization of the Colts Neck Agro-Ecosystem**
Presenter: Bill Sciarappa, NJAES Rutgers Cooperative Extension

2:00 pm **Enhancing Michigan Water Quality Through the Clean Marina Program**
Presenter: Charles Pistis, Michigan State University Extension

2:30 pm **Equine Manure Storage Methods on Surface Water Contamination & Physical & Chemical Properties**
Presenter: Stephen John Komar, Jr., NJAES Rutgers Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **Crop Canopy Reflectance Sensors Optimize Nitrogen Fertilizer Applications; Reducing Loss, Not Yield**
Presenter: Kent Shannon, University of Missouri Extension

4:00 pm **Promoting Soil Testing Through the "Don't Guess.. Soil Test!" Initiative**
Presenter: Bindu Bhakta, Michigan State University Extension

Evaluations:

Natural Resources/Aquaculture III
Presiding - Cara Muscio, State Chair of Natural Resources/Aquaculture/Seagrant, New Jersey
Place: Convention Center, D-136

1:30 pm **Bridging the Urba-Rural Divide: Youth as Catalysts for Change**
Presenter: John Williams, Oregon State University Extension

2:00 pm **Incorporating Citizen Involvement in Natural Resource Restoration and Environmental Education**
Presenter: Cara Muscio, NJAES Rutgers Cooperative Extension

2:30 pm **Sustainable Landscapes Initiative: The Demonstration and Education Sites Network**
Presenter: Rich Mohr, NJAES Rutgers Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **Environmental Stewardship and Community Action: Eco-Ventures at the Earth Center**
Presenter: Bill Hlubik, NJAES Rutgers Cooperative Extension

4:00 pm **Using the Beauty of Butterflies to Capture an Audience for Teaching Ecology and Environmental Issues**
Presenter: Erwin Elsner, Michigan State University Extension

Evaluations:

Horticulture and Turf Grass I
Presiding: Robert Call, University of Arizona Cooperative Extension
Place: Convention Center, D-133
Session 1 Master Gardener Session

1:30 pm **Train- the-Trainer Education- It Works**!
Presenter: Ellen Bauske, University of Georgia Cooperative Extension

2:00 pm **Winterschool On The Road: A Cooperative Effort**
Presenter: Keith Mickler, University of Georgia Cooperative Extension

2:30 pm **Applied Research With Master Gardeners**
Presenter: Charles C. Mitchell, Jr., Alabama Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **"A Taste of Technology" Advanced Master Gardener Training**
Presenter: Rob Call, University of Arizona Cooperative Extension

4:00 pm **A Regional Approach to Master Gardener Volunteer Training in Southeastern Washington and Northern Idaho**
Presenter: Mark D. Heitstuman, Washington State University Extension

4:30 pm **Improving Professionalism of the Green Industries in Southeast Florida: A Certificate Course in Horticulture**
Presenter: Adrian Hunsberger, University of Florida Extension

Evaluations:

Session 2 Lawns and Landscapes
Presiding: Brian Jervis, Southern Region Vice-Chair of Horticulture & Turfgrass
Place: Convention Center, D-134

1:30 pm **Tree Protection During Construction & Landscaping Activities**
Presenter: Todd Hurt, UGA Center for Urban Agriculture

2:00 pm **Engaging Communities in Urban Tree Risk Assessment**
Presenter: Karla Kean, Tennessee State University Extension

2:30 pm **Caragana Hedgerow Regeneration Demonstration**
Presenter: Joe Broesder, Montana State University Extension

3:00 pm Break, no refreshments

3:30 pm **Improving Alaskan Aviation Safety With Turf Airstrips**
Presenter: Dr. Stephen C. Brown, University of Alaska Fairbanks Cooperative Extension Service

4:00 pm **Teaching Water Conservation Through Landscape Design**
Presenter: Larry Sagers, Utah State University Cooperative Extension

4:30 pm **CSU Lawncheck: Providing A High Demand Service and Raising New Revenue**
Presenter: Mary Small, Colorado State University Extension
Evaluations:

Session 3 Fruit Production
Presiding: Jim Hruskoci, National Chair of Horticulture & Turfgrass
Place: Convention Center, D-139

1:30 pm **Stretching the Limits of Riesling Grape Production in Northwest Michigan**
Presenter: Erwin Elsner, Michigan State University Extension

2:00 pm **Blossom Removal in Annual Plug Planted Day Neutral Strawberry Plants**
Presenter: William Lantz, Maryland Cooperative Extension

2:30 pm **Orchard Multi-Fruit Cover Spray Calendar**
Presenter: R. David Myers, University of Maryland Extension

3:00 pm Break, no refreshments

3:30 pm **Blackberries Growing Enterprise in Lanier County**
Presenter: Elvin Andrews, University of Georgia Cooperative Extension

4:00 pm **The Georgia Blueberry Industry: Past, Present, Future**
Presenter: John Ed Smith, Georgia Cooperative Extension

4:30 pm **Using Hot Water to Control Insects and Mites on Nursery Propagation Plants**
Presenter: Chuck F. Schuster, University of Maryland Extension
Evaluations:

Session 4 Public Education and Outreach
Presiding: Norman Nagata, Western Region Vice-Chair of Horticulture & Turfgrass
Place: D-140

1:30 pm **Sarasota County Florida: The Best Management Practices Outreach Education Program**
Presenter: Donald Rainey, University of Florida Extension

2:00 pm **Sowing Seeds For A New Future Jail Hort Program: A Venture With Utah State University Extension & Salt Lake County**
Presenter: Maggie Shao, Utah State University Extension

2:30 pm **Finding New Clients in An Urbanizing County**
Presenter: Brian Clark, Maryland Cooperative Extension

3:00 pm Break, no refreshments

3:30 pm **Educational Opportunities at County Agricultural Fairs**
Presenter: Terry Delvalle, University of Florida Extension

4:00 pm **Building a Community-Driven Horticulture Display Garden**
Presenter: Rebecca Finneran, Michigan State University Extension

4:30 pm **Biological Control of the Cycad Scale (Aulacaspis Yasumatsui) with Lady Beetles (Rhyzobius Lophanthae)**
Presenter: Norman M. Nagata, University of Hawaii at Manoa Extension
Evaluations:

Session 5 Vegetable and Greenhouse Production
Presiding: Jennifer Schutter, State Chair of Horticulture & Turfgrass Chair, Missouri
Place:D-137

1:30 pm **Identification and Management of Swede Midge in Cruciferous Crops**
Presenter: Dr. Julie R. Kikkert, Cornell Cooperative Extension Regional Vegetable Program

2:00 pm **Missouri Grown Vegetable Production**
Presenter: Jennifer Schutter, University of Missouri Extension

2:30 pm **The First Environmental Assurance Program for Greenhouse Crop Growers**
Presenter: Thomas Dudek, Michigan State University Extension

3:00 pm Break, no refreshments

3:30 pm **Introducing High Tunnel Technology Concepts to Amish and Mennonites**
Presenter: Tim Baker, University of Missouri Extension

4:00 pm **Growing Edible Flowers Profitably**
Presenter: Virginia Rosenkranz, Maryland Cooperative Extension

4:30 pm **Sweetpotato Storage Trials: Variety Differences, Storage Conditions & Fertilizer Effects**
Presenter: Scott Stoddard, University of California Cooperative Extension
Evaluations:

Sustainable Agriculture
Place: D-135
Presiding: Milt Green, Western Region Vice-Chair of Sustainable Agriculture

1:30 pm **The Effectives of Using Cover Crops to Provide Double Cropping Systems in Western North Dakota with Limited Rainfall**
Presenter: Craig Askim, North Dakota State University Extension

2:00 pm **Developing a Community Garden for Both Food Production and Multiple Educational Purpose**s
Presenter: Mr. Taun Beddes, Utah State University Extension

2:30 pm **Local Foods and Farmer Education: A Case Study of Foothills Fresh**
Presenter: Mark Blevins, North Carolina State University Extension

3:00 pm Break, no refreshments

3:30 pm **Living on the Land: Stewardship for Small Acreages**
Presenter: Stephanie Etter, University of Idaho Extension

4:00 pm **The Reaction of Soil Quality Indicators to Crop Rotation and Tillage**
Presenter: Alan Sundermeier, Ohio State University Extension
Evaluations

4:00 pm-6:00 pm **COMMERCIAL EXHIBITS CLOSE AND TAKE DOWN**

4:30 pm **STATES NIGHT OUT, "AMERICAN"**

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: Convention Center, Oregon Ballroom 202,203

8:00 pm **LIVE AUCTION**
Place: Convention Center, Oregon Ballroom 202,203

9:00 pm **OREGON MEETING**
Place: Convention Center, F-149

7:00 am-8:30 am **NATIONAL COMMITTEE MEMBERS BREAKFAST**
Recognition of Retiring Chairs, Vice-Chairs and Special Assignments
Place: Convention Center, D-135, 136
Presiding: Stan Moore, NACAA Vice President
Courtesy: United Soybean Board

7:00 am-8:30 am **2nd ANNUAL NACAA AM/PIC PRAYER BREAKFAST MULTNOMAH BUFFET (Dutch Treat:$12.25)**
Place: Eduardo's Mexican Grill (DoubleTree)
Guest speaker: LuAnn Yocky, Columbia-Willamette Chapter of Women of Vision, a Ministry of World Vision
Presiding: Mary Corp/Steve Norberg/Amy Derby, Oregon State University Extension

7:00 am-4:00 pm **COMPUTER TECHNOLOGY CENTER**
Place: Convention Center, F-152

9:00 am-5:00 pm **REGISTRATION**
Place: Convention Center, Portland Ballroom Lobby

8:30 am-10:00 am **NACAA POLICY MEETING**
Place: Convention Center, E-144

8:30 am-10:30 am **GENERAL SESSION**
Place: Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA Pres.
Outstanding Service to American and World Agriculture Award
Presentation and Response:
Looking Ahead to the New Year: Phil Pratt, NACAA President Elect
Recognition of Retiring Officers and Installation of Incoming Officers, Directors and Vice Directors
Comments and Introduction: Deborah Maddy, Associate Provost, University Outreach and Engagement, Oregon State University
Capstone Speaker: Phil Rasmussen, Utah State University
Announcements: Sandy Macnab, AM/PIC Chair

10:45 am-2:30 pm **ORGANIC AGRICULTURE SUPER SEMINAR (including lunch – tickets required)**
Place: Convention Center, E-145, 146
Presiding: Brian Tuck and Nick Andrews, Oregon SARE PDP Co-coordinators

Topic 1: Welcome and Overview of Oregon Programs and Funding Strategies
Presenter: Anita Azarenko, Department Head, Horticulture, Oregon State University
Topic 2: Overview of Washington Programs and Funding Strategies and Organic Agriculture Statistics for Oregon and Washington
Presenter: David Granatstein, Sustainable Agriculture Specialist, Washington State University
Topic 3: Current Washington State University Organic Agriculture Projects
Seeds and Vegetables
Presenter: Carol Miles, Vegetable Extension Specialist, Washington State University
Tree Fruits
Presenter: David Granatstein, Sustainable Agriculture Specialist, Washington State University
Grains
Presenter: Diana Roberts, Area Agronomist, Washington State University
Topic 4: Current Oregon State University Organic Agriculture Projects
Nutrient Management and Cover Crops in Organic Vegetables
Presenter: Nick Andrews, Metro Area Small Farms Extension Agent, Horticulture
Organic Dairy Production
Presenter: Mike Gamroth, Dairy Extension Specialist, Oregon State University
Grains
Presenters: Stephen Machado, Research Agronomist and Brian Tuck, Extension Agent, Field Crops, Oregon State University
Ecological Soil Management in Sweet Cherries
Presenter: Anita Azarenko, Department Head, Horticulture, Oregon State University
Discussion facilitated by Anita Azarenko and David Granatstein
How have active organic agriculture programs around the country made the most progress? What ideas for projects, strategies and collaborations have emerged during this session?
Using eOrganic to collaborate. Next steps.
Courtesy: SARE

11:45 am-1:30 pm **SEARCH FOR EXCELLENCE LUNCHEON - SUSTAINABLE AGRICULTURE**
Place: Convention Center, D-137, 138
Presiding: Brad Brummond, National Chair of

Search for Excellence and Milt Green, Western Region Vice-Chair of Sustainable Agriculture
Topic 1: Conservation Tillage Bus Tour-Strip Tillage in Action
Presenters: Lizabeth Stahl and Jodi DeJong-Hughes, University of Minnesota Extension
Topic 2: The Washington State University Extension Master Goat Farmer Program
Presenters: Gary Fredricks and Susan Kerr, Washington State University Extension
Topic 3: The Delaware County Precision Feed Management Program
Presenters: Paul Cerosaletti and Dale Dewing, Cornell Cooperative Extension
Topic 4: The Southwest Florida Small Farmer Network - A Participatory and Regional Approach to Sustainable Small Farmer Extension
Presenters: Robert Kluson, Robert Halman, and Roy Beckford, Florida Cooperative Extension
Courtesy: SARE

2:00 pm- 4:00 pm **TEACHING AND EDUCATIONAL TECHNOLOGIES Hands on Teaching Sessions**
Topic: Using Multimedia Tools to Make Presentations Last Beyond the Meeting
Presenter: Craig Yohn, West Virginia U. Extension
(Participants are asked to bring personal laptops to the session.)
Place: Convention Center, D-138

1:30 pm- 4:00 pm **AMERICAN REGISTRY OF PROFESSIONAL ANIMAL SCIENTISTS CERTIFICATION EXAM**
Place: Convention Center, E-148

2:00 pm- 3:30 pm **ADDITIONAL COMMITTEE WORKSHOP OPPORTUNITY FOR ALL NACAA COMMITTEES**

Communications
Presiding: Larry Williams
Place: Convention Center, D-133

Search for Excellence
Presiding: Brad Brummond
Place: Convention Center, D-134

4-H & Youth
Presiding: Sherry Beaty
Place: Convention Center, E-144

Professional Excellence
Presiding: Gary Zoubek
Place: Convention Center, F-152

Public Relations
Presiding: Keith Mickler
Place: Convention Center, F-149

Recognition & Awards
Presiding: Todd Lorenz
Place: Convention Center, Oregon Ballroom 204

Scholarship
Presiding: Chris Bruynis
Place: Convention Center, Oregon Ballroom 204

Agronomy & Pest Management
Presiding: Johnny Whiddon
Place: Convention Center, Oregon Ballroom 203

Agricultural Economics & Community Development Presiding: Lyle Holmgren
Place: Convention Center, Oregon Ballroom 203

Animal Science
Presiding: Randy Mills
Place: Convention Center, Oregon Ballroom 202

Natural Resources/Aquaculture
Presiding: Bill Sciarappa
Place: Convention Center, Oregon Ballroom 201

Horticulture and Turf Grass
Presiding: James Hruskoci
Place: Convention Center, Oregon Ballroom 201

Sustainable Agriculture Committee
Presiding: Milton Green
Place: Convention Center, Oregon Ballroom 202

Agricultural Issues and Public Relations
Presiding: Dan Downing
Place: Convention Center, D-137

Early Career Development
Presiding: Dan Kluchinski
Place: Convention Center, E-143

Administrative Skills
Presiding: Jerry Warren
Place: Convention Center, E-147

Teaching and Educational Technologies
Presiding: Greg Hoover
Place: Convention Center, Oregon Ballroom 204

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

4:30 pm- 6:30 pm **DSA & AA RECIPIENTS, HALL OF FAME Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet**
Place: Convention Center, E-145, 146

6:30 pm- 9:00 pm **ANNUAL BANQUET**
Place: Convention Center, Portland Ballroom

9:15 pm- 11:00 pm **PRESIDENT'S RECEPTION**
Place: Convention Center, E-145, 146

10:00 pm **OREGON MEETING & CELEBRATION**
Place: Convention Center

THURSDAY, SEPTEMBER 24

6:00 am 9:00 am **ASSEMBLE FOR PROFESSIONAL IMPROVEMENT TOURS**
(Arrive 30 minutes before tour departure time)
Place: Doubletree Exhibit Hall

6:30 am **BREAKFAST** (Pick up as you board the bus)
Courtesy: Arizona and Utah State Associations

6:30 am- **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm Dinner (On your own)

6:30 pm **OREGON MEETING**
Place: TBA

FRIDAY, SEPTEMBER 25

8:00 am- **NACAA BOARD MEETING**
5:00 pm **Place:** Sisters Room, Doubletree

SATURDAY, SEPTEMBER 26

8:00 am- **NACAA Board MEETING**
12:00 pm **Place:** Sisters Room, Doubletree

LIFE MEMBER PROGRAM
2009 NACAA ANNUAL MEETING

SATURDAY, SEPTEMBER 19

1:00 pm- **REGISTRATION**
8:00 pm **Place:** Convention Center, Portland Ballroom Lobby

SUNDAY, SEPTEMBER 20

7:00 am- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom Lobby

2:00 pm- **LIFE MEMBER COMMITTEE MEETING &**
5:00 pm **HOSPITALITY**
Place: Convention Center, D-137
Presiding: Elmer Olsen, National Chair of Life Member Committee

12:00 pm- **PAST NATIONAL OFFICERS and BOARD**
2:00 pm **LUNCHEON (Dutch Treat)**
Place: Convention Center, E-147, 148
Coordinator: Fred Miller, NACAA Past President

1:00 pm- **NACAA POSTER SESSION DISPLAY - OPEN**
6:00 pm **Place:** Convention Center, Portland Ballroom
Coordinator: Gary Zoubek, National Chair of Professional Excellence Committee

1:00 pm- **COMMERCIAL EXHIBIT TRADE SHOW**
6:00 pm **Place:** Convention Center, Portland Ballroom

4:30 pm- **TASTE OF THE WEST DINNER**
6:30 pm **Place:** Courtyard Park (&th St MAX Stop; East of Oregon Conference Center/ West of Double Tree)
Check ticket for times
Courtesy: Montana and Wyoming Agents

7:00 pm- **OPENING SESSION AND INSPIRATIONAL**
8:30 pm **PROGRAM**
Place: Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Invocation: Dave McManus, Past NACAA President
Presentation of Colors
Welcoming Comments & Pledge of Allegiance: Bill Hansell, Umatilla County Commission & NACO Board Director
National Anthem
Presentation of State Flags
Remarks and Introduction: Scott Reed, Vice Provost for University Outreach and Engagement, Oregon State University
Inspirational Address: Steve Holgate (as President Abraham Lincoln)
Introduction of NACAA Board: Rick Gibson, NACAA President
Closing Announcements: Sandy Macnab, AM/PIC Chair

9:00 pm- **STATE PICTURES,**
11:00 pm (See schedule in back of program)
Place: Dragon Boat Stairway

9:30 pm- **HOSPITALITY ROOMS**
11:30 pm **Place:** Double Tree Poolside Suites only

MONDAY, SEPTEMBER 21

8:00am- **REGISTRATION**
10:00am **Place:** Convention Center, Portland Ballroom Lobby

8:00 am- **GENERAL SESSION**
10:00 am **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Greetings from JCEP
Report to the Association, Rick Gibson, NACAA President
Recognition of Donors and Introduction of New Programs:
Phil Pratt**,** NACAA President Elect
The National Outstanding Young Farmer Program: Jerry Barnes, Past President OYF Fraternity
Remarks, National Winners, 2009: Bruce and Helle Ruddenklau, Amity, OR
Hall of Fame Awards Presentation
Courtesy: Deere and Company
Presentation by Bidding State for 2013 AM/PIC
Keynote Address: Dr. Sonny Ramaswamy, Dean of the College of Agricultural Sciences, Oregon State University
Closing Comments: Sandy Macnab, AM/PIC chair

8:00 am- **COMMERCIAL AND NACAA EDUCATION**
6:00 pm **EXHIBITS**
Place: Convention Center, Portland Ballroom

7:00 am- **LIFE MEMBER HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

1:30 pm- **LIFE MEMBERS BUSINESS MEETING**
3:00 pm **Presiding:** Elmer Olsen, National Chair of Life

Member Committee
Place: Convention Center, D-133, 134

4:45 pm- **STATE'S NIGHT OUT, "ETHNIC"**
7:00 pm

7:30 pm- **4-H & FRIENDS ENTERTAINMENT**
9:00 pm **Place:** Convention Center, Portland Ballroom
Featuring selected 4H Talent and the Ringling 5

9:30 pm- **STATE PICTURES**
11:00 pm **Place:** Dragon Boat Staircase

9:30 pm- **HOSPITALITY ROOMS**
11:30 pm **Place:** Double Tree Poolside Suites and Second Floor

TUESDAY, SEPTEMBER 22

7:00 am- **LIFE MEMBER HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

9:00 am- **REGISTRATION**
4:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:00 am- **LIFE MEMBER AND LIFE MEMBER SPOUSES TOURS**
5:30 pm **FULL DAY TOURS** (Please meet at Conference Center, Portland Ballroom 204, one half hour before tour departs)
Tour #1: Mt. St. Helens and the Forestry Center. Departs 7:30 am, returns 4:30 pm
Tour #2: Oregon Zoo and Rose Garden & Pittock Mansion MAX Light Rail departs 8:19 am, returns 5:pm
Tour #3: Oregon Coast, Seaside and Astoria. Departs 7:00 am, returns 5:30 pm (Breakfast on Bus)
Tour #4: Columbia Gorge and Stern Wheeler Tour of the River. Departs 7:30 am, returns 6:00 pm, (Breakfast on Bus)
Tour #5: Museums, Chinese Gardens and The Portland Underground. MAX Light Rail departs 9:00 am, returns 4 pm**.**

8:00 am- **NACAA POSTER SESSION OPEN**
4:00 pm Convention Center, Portland Ballroom

4:30 pm- **STATES NIGHT OUT, "AMERICAN"**
7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: Convention Center, Portland Ballroom

8:80 pm **LIVE AUCTION**
Place: Convention Center, Portland Ballroom

WEDNESDAY, SEPTEMBER 23

9:00 am- **REGISTRATION**
5:00 pm **Place:** Convention Center, Portland Ballroom Lobby

9:00 am- **TRAVELOGUE**
10:00 am **Presiding:** Elmer Olsen, National Chair of Life Member Committee
Place: Convention Center, E-147, 148

8:30 am- **GENERAL SESSION**
10:30 am **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Outstanding Service to American and World Agriculture Award
Presentation and Response:
Looking Ahead to the New Year: Phil Pratt, NACAA President Elect
Recognition of Retiring Officers and Installation of Incoming
Officers, Directors and Vice Directors
Comments and Introduction: Deborah Maddy, Associate Provost, University Outreach and Engagement, Oregon State University
Capstone Speaker: Phil Rasmussen, Utah State University
Announcements: Sandy Macnab, AM/PIC Chair

7:00 am- **LIFE MEMBER HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

4:30 pm- **DSA & AA Recipients, Hall of Fame**
6:30 pm **Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet**
Place: Convention Center, E-145, 146

6:30 pm- **ANNUAL BANQUET**
9:00 pm **Place:** Convention Center, Portland Ballroom

9:15 pm- **PRESIDENT'S RECEPTION**
11:00 pm **Place:** Convention Center, E-145, 146

6:00 am- **ASSEMBLE FOR PROFESSIONAL 9:00** am **IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Place: Doubletree Exhibit Hall
6:30 am **BREAKFAST** (Pick up as you board the bus)
Courtesy: Arizona and Utah State Associations

6:30 am- **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm Dinner (On your own)

SPOUSES PROGRAM
2009 NACAA ANNUAL MEETING

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

SATURDAY, SEPTEMBER 19

1:00 pm- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom

SUNDAY, SEPTEMBER 20

7:00 am- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom

3:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

3:00 pm- **FIRST TIMER ORIENTATION**
4:00 pm **Place:** Convention Center, D-135, 136
Presiding: Fred Miller, NACAA Past President
(All first time attendees and spouses invited)

4:30 pm- **TASTE OF THE WEST DINNER**
6:30 pm **Place:** Courtyard Park (&th St MAX Stop; East of Oregon Conference Center/ West of Double Tree) Check ticket for times
Courtesy: Montana and Wyoming Agents

7:00 pm- **OPENING SESSION AND INSPIRATIONAL PROGRAM**
8:30 pm **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Invocation: Dave McManus, Past NACAA President
Presentation of Colors –
Welcoming Comments & Pledge of Allegiance– Bill Hansell, Umatilla County Commission & NACO Board Director
National Anthem-
Presentation of State Flags
Remarks and Introduction: Scott Reed, Vice Provost for University Outreach and Engagement, Oregon State University
Inspirational Address: Steve Holgate (as President Abraham Lincoln)
Introduction of NACAA Board: Rick Gibson, NACAA President
Closing Announcements: Sandy Macnab, AM/PIC Chair

9:00 pm- **STATE PICTURES,**
11:00 pm (See schedule in back of program)
Place: Dragon Boat Stairway

9:30 pm- **HOSPITALITY ROOMS**
10:00 pm Double Tree Poolside Suites only

MONDAY, SEPTEMBER 21

8:00 am- **REGISTRATION**
5:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

8:00 am- **GENERAL SESSION**
10:00 am **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Introductions: National Committee and Council Chairs, Special Assignments, and Executive Director
Greetings from JCEP
Report to the Association, Rick Gibson, NACAA President
Recognition of Donors and Introduction of New Programs:
Phil Pratt**,** NACAA President Elect
The National Outstanding Young Farmer Program: Jerry Barnes, Past President OYF Fraternity
Remarks, National Winners, 2009: Bruce and Helle Ruddenklau, Amity, OR
Hall of Fame Awards Presentation
Courtesy: Deere and Company
Presentation by Bidding State for 2013 AM/PIC
Keynote Address: Dr. Sonny Ramaswamy, Dean of the College of Agricultural Sciences, Oregon State University
Closing Comments: Sandy Macnab, AM/PIC chair

9:00 am- **SPOUSES WELCOMING PROGRAM & LUNCHEON**
4:30 pm **Place:** Ft Vancouver, Washington
Please meet at the Oregon Ballroom, Rm # 204 at 9 am
Buses leave at 9:30 am Return at 4:30 pm

4:45 pm- **STATES NIGHT OUT - ETHNIC STYLE**
7:00 pm

7:30 pm- **4-H & FRIENDS ENTERTAINMENT**
9:00 pm **Featuring selected 4H Talents and The Ringling 5**
Place: Convention Center, Portland Ballroom

9:30 pm- **HOSPITALITY ROOMS**
11:00 pm DoubleTree Poolside Suites and Second Floor

9:30 pm- **STATE PICTURES**
11:00 pm **Place:** Dragon Boat Staircase

TUESDAY, SEPTEMBER 22

9:00 am- **REGISTRATION**
4:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place:** Convention Center, F-149

7:00 am- **SPOUSES TOURS (Tickets required)**
5:30 pm Meet at Conference Center, Oregon Ballroom 204 one-half hour before your tour departs

Tour No. 1 - Destination Relaxation: Bonneville Hot Springs
Bus departs 10:00 am, Returns 4:30 pm

Tour No. 2- Water, Fish and Hydropower
Bus departs 10:00 am, returns 4:30 pm

Tour No. 3 - Oregon Coast, Seaside and Astoria
Bus departs 7:00 am, returns 5:30 pm
Breakfast served on bus

Tour No. 4 - Oregon Zoo and Rose Garden
MAX Light Rail departs 8:19 am, returns 5:pm

Tour No. 5 - In-Town Museums, Chinese Gardens and More
MAX Light Rail departs 9:00 am, returns 5:00 pm

Tour No. 6 - World Forests and Rose Gardens
MAX Light Rail departs 9:18 am, returns 5:00 pm

Tour No. 7 - Hood River Fruit Loop
Bus departs 7:30 am, returns 5:00 pm

4:30 pm **STATES NIGHT OUT - AMERICAN STYLE**

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: Convention Center, Portland Ballroom

8:00 pm **LIVE AUCTION**
Place: Convention Center, Portland Ballroom

9:00 am- **REGISTRATION**
5:00 pm **Place:** Convention Center, Portland Ballroom Lobby

8:30 am- **GENERAL SESSIO**N
10:30 am **Place:** Convention Center, Portland Ballroom
Presiding: Rick Gibson, NACAA President
Outstanding Service to American and World Agriculture Award
Presentation and Response:
Looking Ahead to the New Year: Phil Pratt, NACAA President Elect
Recognition of Retiring Officers and Installation of Incoming
Officers, Directors and Vice Directors
Comments and Introduction: Deborah Maddy, Associate Provost, University Outreach and Engagement, Oregon State University
Capstone Speaker: Phil Rasmussen, Utah State University
Announcements: Sandy Macnab, AM/PIC Chair

7:00 am- **SPOUSES HOSPITALITY**
5:00 pm **Place:** Oregon Convention Center, F-149

9:00 am- **SPOUSES WORKSHOPS**
5:00 pm **(Tickets Required)**

All/Part-Day Workshops (9:00 am to 5:00 pm)

Workshop No. 1: Quilting and Sewing Projects (Includes lunch and tour)
Place: Meet at Double Tree Lobby to travel by TriMet bus to The Fabric Depot, Portland
Depart: 9:00 am for projects A (Apron) & B (Table Runner); 1:00 pm for Project C (Pot Holders)
Check in: 10 min prior to departure

Workshop #2: Beads, Beads and More Beads
Place: Meet at Double Tree Lobby to travel by TriMet bus to Dava Beads, Portland
Depart: 1:00 pm
Check in: 10 min prior to departure

Morning Workshops (9:00 am to 11:00 am)
Workshop No. 4: Ultimate Girlfriends Pampering Party
Place: Oregon Convention Center, D-133

Workshop No. 5: Exploring Exercise and Nutrition for Fitness
Place: Lloyd Athletic Club, 815 NE Halsey St., Portland
Meet at the Club 10 minutes early for check-in

Workshop No. 6: Preserving the Goodness of Your Garden/ Food Preservation
Place: Oregon Convention Center, D-134

11:00 am- 1:00 pm ~ Lunch on your own
Head over to the Lloyd Center Mall for a shopping lunch!

Afternoon Workshops (1:00 pm - 3:00 pm)
Workshop No.7: Living Sustainably
Place: Oregon Convention Center, E-141

Workshop No. 8: Healthy Living
Place: Oregon Convention Center, D-134

Workshop No. 9: Ultimate Girlfriends Pampering Party
Place: Oregon Convention Center, D-133

Workshop No. 10: Fun From the Forest
Place: Oregon Convention Center, E-142

1:00 pm to 5:00 pm.
Workshop No. 11: Quilting and Sewing Project (Part C- Pot Holders)
Place: The Fabric Depot, Portland
Meet at DoubleTree Lobby, take Tri-Met bus to The Fabric Depot
Check in: 10 minutes before departure

4:30 pm- **DSA & AA RECIPIENTS< HALL OF FAME**
6:30 pm **Recipients, NACAA Board Members, Region Directors, Past Officers, Special Assignments, Special Guests, Council Chairs, Committee Chairs and Vice Chairs Assemble for Banquet**
Place: Convention Center, E-145, 146

6:30 pm- **ANNUAL BANQUET**
9:00 pm **Place:** Convention Center, Portland Ballroom

9:15 pm- **PRESIDENT'S RECEPTION**
11:00 pm **Place:** Convention Center, E-145, 146

6:00 am- **ASSEMBLE FOR PROFESSIONAL**
9:00 am **IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Place: Doubletree Exhibit Hall
6:30 am **BREAKFAST** (Pick up as you board the bus)
Courtesy: Arizona and Utah State Associations

6:30 am- **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm Dinner (On your own)

SONS & DAUGHTERS PROGRAM
2009 NACAA ANNUAL MEETING

Youth Headquarters
Place: DoubleTree Exhibit Hall

SATURDAY, SEPTEMBER 19

1:00 pm- **REGISTRATION**
6:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:00 am- **REGISTRATION**

6:00 pm **Place:** Convention Center, Portland Ballroom Lobby

4:30 pm- **TASTE OF THE WEST DINNER**
6:30 pm **Place:** Courtyard Park (7th St MAX Stop; East of Oregon Conference Center/ West of Double Tree) Check ticket for times
Courtesy: Montana and Wyoming Agents

6:00 pm- **PARENT ORIENTATION**
6:45 pm **Place:** DoubleTree Exhibit Hall

6:45 pm- **GET ACQUAINTED ACTIVITIES**
8:30 pm **Place:** DoubleTree Exhibit Hall
Play games to get a backpack, t-shirt and other goodies
Courtesy: Oregon State University Extension Small Farms Program

9:00 pm- **STATE PICTURES,**
11:00 pm (See schedule in back of program)
Place: Dragon Boat Stairway, Oregon Convention Center

MONDAY, SEPTEMBER 21

8:00 am- **REGISTRATION**
5:00 pm **Place:** Convention Center, Portland Ballroom Lobby

7:45 am- **SONS & DAUGHTERS GATHER FOR SEASIDE**
8:00 am **BEACH TOUR**
Place: DoubleTree Exhibit Hall

4:30 pm **SONS AND DAUGHTERS RETURN TO**
4:45 pm- **DoubleTree Exhibit Hall**

4:45 pm- **STATES NIGHT OUT - ETHNIC STYLE**
7:00 pm

7:30 pm- **4-H & FRIENDS ENTERTAINMENT**
9:00 pm **Featuring selected 4H Talent and The Ringling 5**
Place: Convention Center, Portland Ballroom

9:30 pm- **STATE PICTURES**
11:00 pm Place: Dragon Boat Stairway, Convention Center

TUESDAY, SEPTEMBER 22

7:45 am- **SONS AND DAUGHTERS GATHER FOR**
8:00 am **COLUMBIA GORGE TOUR**
Place: DoubleTree Exhibit Hall

4:30 pm **SONS AND DAUGHTERS RETURN TO**
DoubleTree Exhibit Hall

4:30 pm **STATES NIGHT OUT, "AMERICAN"**

7:00 pm **SILENT AND LIVE AUCTION PREVIEW**
Place: Convention Center, Portland Ballroom

8:00 pm **LIVE AUCTION**
Place: Convention Center, Portland Ballroom

WEDNESDAY, SEPTEMBER 23

8:15 am- **SONS AND DAUGHTERS GATHER FOR ZOO &**
8:30 am **OMSI TOURS**
Place: DoubleTree Exhibit Hall

4:30 pm **SONS AND DAUGHTERS RETURN TO**
DoubleTree Exhibit Hall

6:30 pm- **FAREWELL PARTY AND TACO BAR DINNER**
9:00 pm **Place:** DoubleTree Exhibit Hall

THURSDAY, SEPTEMBER 24

Enjoy the day with your parents!

6:00 am- **ASSEMBLE FOR PROFESSIONAL**
9:00 am **IMPROVEMENT TOURS**
Arrive 30 minutes before tour departure time
Place: Doubletree Exhibit Hall

6:30 am **BREAKFAST** (Pick up as you board the bus)
Courtesy: Arizona and Utah State Associations

6:30 am- **PROFESSIONAL IMPROVEMENT TOURS**
6:00 pm Dinner (On your own)

Poster Session

Applied Research

2009 NACAA

94th
Annual Meeting
and
Professional Improvement Conference
Portland, Oregon

AGRONOMICS OF RESEEDING WINTER KILLED WINTER WHEAT

Allen,* T. L.[1]; Bruckner, P.L.[2]; Carlson, G.R.[3]; Talbert,L.E.[4]
[1]Liberty County Extension Agent, Montana State University, Chester, MT, 59522
[2]Winter Wheat Breeder, Montana State University, Bozeman, MT, 59717
[3]Supt. Northern Agricultural Research Center, Montana State University, Havre, MT, 59501
[4]Spring Wheat Breeder, Montana State University, Bozeman, MT, 59717

Winter kill has long been a problem for winter wheat growers in Montana. In any given year up to 50% of the seeded acres of winter wheat have to be reseeded to spring wheat. Research has been done on when to reseed your winter wheat, but little research has been done on what to expect from the reseeded spring wheat. Eighteen different treatments were used to simulate different levels of winter injury and methods of termination of the winter wheat before reseeding. The objectives of this study were to determine when it is more profitable to reseed to spring rather than leave the reduced stand of winter wheat. A determination of how much soil water and nitrogen is used by the winter wheat before termination was also done. Mechanical and chemical termination of 60%, 40% and 20% stands of winter wheat were replanted. An early and late reseeding was also imposed. A 20% stand of winter wheat out yielded the early seeded spring wheat check in all environments. Early reseeded treatments were significantly better than late reseeded treatments. There was no difference between mechanically and chemically terminated plots.

EFFECTIVENESS OF PRESCRIPTION FUNGICIDE PROGRAMS BASED ON THE 2008 PEANUT RX RISK INDEX TO MANAGE DISEASE AND MAXIMIZE PROFIT IN LANIER COUNTY, GEORGIA

Andrews,* E.L.[1]; Kemerait, R.C.[2]
[1]County Extension Coordinator, University of Georgia Cooperative Extension, 1014 W. Thigpen Ave., Lakeland, GA, 31635
[2]Extension Pathologist, University of Georgia Cooperative Extension, P.O. Box 748, Tifton, GA, 31794

Peanut growers must find acceptable means to optimize yields while minimizing costs associated with production. Disease management using fungicides is the single greatest expense associated with peanut production in Georgia. Prescription fungicide programs coupled with the disease risk index “Peanut Rx” can help growers to more precisely determine the optimal number of fungicide applications needed to control disease and maximize profits. Peanut research plots were established on the Riverbottom Farms in Lanier County, GA to assess the effectiveness of prescription programs and use of Headline (pyraclostrobin) to manage foliar and soilborne diseases of peanut. Using the 2008 Peanut Fungal Disease Risk Index, the field site was determined to be at low-to-moderate risk (non-irrigated, long rotation, twin-row minimum tillage, Georgia Green variety) for fungal diseases. Various fungicide programs included in the study were Folicur, Headline-Folicur, Artisan, Headline-Artisan, Abound, Provost, Evito and Chlorothalonil. Research plots were managed according to production practices recommended by the University of Georgia Cooperative Extension. Severity of leaf spot in this study was not statistically different among all treatments. There were numerical differences in white mold hits between treatments; however, none were statistically significant. There were statistical differences in yields between treatments. Abound and Headline-Folicur programs produced the highest yields. Chlorothalonil treatment which received no soilborne fungicides produced the lowest yields. There were no statistical differences in the other treatments.

LOW VOLUME APPLICATION TECHNOLOGIES FOR ASIAN CITRUS PSYLLID (DIAPHORINA CITRI KUWAYAMA) CONTROL

Atwood,* R.A.[1]; Stelinski, L.L[2]
[1]Extension Agent Multi County Fruit Crops, University of Florida Extension Service, Tavares, FL, 32787
[2]Assistant Professor, University of Florida Citrus Research and Education Center, Lake Alfred, FL, 33850

The occurrence of citrus greening (huanglongbing) disease in Florida mandates effective control of the Asian citrus psyllid (Diaphorina citri Kuwayama) as the insect is the disease vector. Anecdotal evidence suggests that reducing psyllid populations via insecticide application may slow the rate of disease spread. Growers have experimented with low volume application technology for controlling psyllid populations due to its potential advantages which include ease of transporting equipment, shorter application time and reduced cost per application. The overall objective of this study was to evaluate low volume applicators for control of D. citri. The main findings were that: 1) efficacy with low volume

technologies was equivalent to that with standard airblast applications, 2) duration of efficacy was much longer if a dormant winter spray was applied rather than a spray after spring flush, and 3) pyrethroid, organophospate, insect growth regulator insecticides were effective against D. citri when applied as low volume sprays.

LOOKING FOR NEW METHODS TO CONTROL CEREAL RUST MITE (ABACARUS HYSTRIX) ON TIMOTHY

Bamka,* W.J.[1]; Robert Mickel[2]; Stephen Komar[3]
[1]County Agricultural Agent, Rutgers Cooperative Extension - Burlington County, Westampton, NJ, 08060
[2]County Agricultural Agent, Rutgers Cooperative Extension, Hunterdon County, Flemington, NJ, 08822
[3]County Agricultural Agent, Rutgers Cooperative Extension, Sussex County, Newton, NJ, 07860

Looking for New Methods to Control Cereal Rust Mite (Abacarus hystrix)on Timothy.

Bamka,* W.J., Komar, S., Mickel, R.

Field and forage crop production accounts for approximately half of the farmland use in New Jersey. The NJ Department of Agriculture reports over 90,000 acres of grass hay in the state. Roughly half this acreage is in timothy hay. With an average production yield of 3 tons/acre this represents over 32 million dollars in production revenue. Hay production for the growing equine and small livestock industry is one of the few profitable commodities for field and forage crop producers. A production problem faced by timothy hay producers across New Jersey is the occurrence of a relatively new pest, the cereal rust mite (Abacarus hystrix). This pest has been in the mid-Atlantic region for only the past 10 years. Cereal rust mite typically reduces hay yields by 30 – 70 percent and reduces the quality of hay because of brown discoloration. Horse owners are reluctant to buy off color hay. A study was initiated in 2008 to explore alternatives to the currently labelled treatment of Sevin XLR Plus applied approximately three weeks after timothy green up. Data from the first year of the study indicated that applications of horticultural oil while mites are in the egg stage may show promise as a treatment option. Treatment options and application timing options were further evaluated during the 2009 growing season.

NORTHERN UTAH NUTRIENT SURVEY 2008

Barnhill,* J.[1]; Banks, S.[2]; Cardon, G.[3]; Greenhalgh, L.[4]; Israelsen, C.[5]; Miner, D.[6]; Pace, M.[7]; Rothlisberger, D.[8]; Shao, M.[9]
[1]Extension Agent, Utah State University, Ogden, UT, 84404
[2]Extension Agent, Utah State University, Coalville, UT, 84017
[3]Extension Specialist, Utah State University, Logan, UT, 84322
[4]Extension Agent, Utah State Universtiy, Tooele, UT, 84074
[5]Extension Agent, Utah State University, Logan, UT, 84321
[6]Extension Agent, Utah State University, Provo, UT, 84606
[7]Extension Agent, Utah State University, Brigham City, UT, 84302
[8]Extension Agent, Utah State University, Randolph, UT, 84064
[9]Extension Agent, Utah State University, Salt Lake City, UT, 84190

Extension Agents are frequently asked which nutrients producers should include in their soil analysis. Agents haven't had data on the frequency of minor nutrient deficiencies, so it was difficult to make an informed determination of which, if any, of them should be included in the analysis. This survey of 38 established alfalfa fields in ten northern Utah counties was completed to determine if there were significant secondary and micro-nutrient deficiencies occurring. The number of fields sampled in each county was determined by the number of irrigated crop acres. Extension staff in each county collected soil and tissue samples from alfalfa fields just before hay cutting took place. The samples were analyzed for 11 nutrients; P, K, Ca, Zn, Fe, Cu, Mn, Ni, S, B, and Mg. The tissue analysis identified deficiencies for three nutrients which the soil test had failed to identify. Ten percent or more of the fields were deficient in P, K, Zn, Cu, Mn, S, and B according to either the soil or tissue analyses. The study suggests that these nutrients should be tested for more frequently and that a tissue analysis should be used for that evaluation.

PRESERVING HISTORY WITH TECHNOLOGY: THE SOUTH GEORGIA CASE

(Byrne,* R.J.[1]
[1]Thomas County Ag Extension Agent, University of Georgia, Thomasville, GA, 31792

Urban tree education and awareness has been limited

in a Southwest Georgia town. Some urban trees have been around for more than two generations and are considered part of the town's atmosphere. The South Georgia town was in the process of updating its tree and landscape ordinance. However, current health and status of the valuable natural resource in the community was unknown. One method to better understand the local urban tree canopy is to perform a GIS tree inventory. The county extension agent received a Georgia Urban and Community Forestry Grant from the Georgia Forestry Commission to help perform a tree inventory. Researching the community's urban forest through a tree inventory would collect tree species, trunk and canopy size, and condition. Data collected from the tree inventory can be used for education, storm water management, and planning purposes. The data can also be used to find the ecological benefit of urban trees to the town. This study seeks to promote awareness and educate the community on urban forests. Findings from the study will help other rural towns educate their community.

EFFECTS OF TIMING OF DEFOLIATION ON SPOTTED KNAPWEED SEED PRODUCTION AND VIABILITY

Brewer,* T.K.[1]; Benzel, K.R.[2]; Mosley, J.C.[3]
[1]Agriculture Extension Agent, Montana State University Extension, Park County, Livingston, MT, 59047
[2]Wildlife Biologist, Bureau of Land Management, Dillon Field Office, Dillon, MT, 59725
[3]Extension Range Specialist, Montana State University Extension, Department of Animal and Range Sciences, Bozeman, MT, 59717

Spotted knapweed (Centaurea stoebe L.) is an economically and environmentally destructive invasive forb that reproduces largely by seed. It is capable of producing 25-35 flowers/head, 60 heads/plant, and 5,000-40,000 seeds/meter2/year. Prescribed livestock grazing is an effective control method for spotted knapweed, however, it is unknown if new flowers that are produced following spring/summer defoliation produce viable seed by the end of the growing season. The purpose of this research was to determine the appropriate timing(s) of spotted knapweed defoliation to reduce viable seed production. Ten spotted knapweed plants located on infested rangeland in west-central Montana were hand-clipped for each of the following treatments: 1) 45% relative utilization of above-ground biomass at bolting stage, 2) 100% of buds removed at late-bud/early-flowering stage, 3) 100% of flowers removed at full-flowering stage, 4) Treatment 1+Treatment 2, 5) Treatment 1+Treatment 3, 6) Treatment 2+Treatment 3, 7) Treatment 1+Treatment 2+Treatment 3, 8) unclipped control. Clipping at any timing or combination of timings reduced the number of buds/flowerheads/plant ($P < 0.01$), number of seeds/plant ($P < 0.01$), percent viability of seeds ($P < 0.01$), and number of viable seeds/plant ($P < 0.01$) compared with no clipping. Clipping during the bolting stage reduced the number of viable seeds by nearly 90% compared with no clipping. Clipping during the late-bud/early-flower or full-flower stage reduced the number of viable seeds by nearly 100% compared with no clipping. Prescribed sheep grazing of spotted knapweed in summer should effectively suppress viable seed production of spotted knapweed.

NEW DEVELOPMENTS IN COMMERCIAL BEACH PLUM CULTURAL PRACTICES

Carleo,* J.[1]
[1]Agricultural Agent, Rutgers Cooperative Extension, Cape May Court House, NJ, 08210

When cultivating Prunus maritima for commercial fruit production trellising and pruning methods may benefit the grower. Although costly, advantages include 1) better crop-protection material coverage, 2) ease of harvest, 3) condensing ripening time, and 4) securing plants in an upright position. The Cape May County Beach Plum Association and Rutgers Cooperative Extension have collaborated in order to expand knowledge of commercial beach plum culture. An observational field study was conducted on a commercial orchard of 1000 plants. Seedlings were double stratified in the nursery to facilitate germination then planted 8' apart within the row and 12' between the rows. Frequent windy conditions in Cape May County require a trellis system in order to maintain upright plants. Posts were installed with 3 high-tensile strength wires; the uppermost wire at 7', with trees pruned to a maximum height of 7'. Our observations indicate that one-year old seedlings should be pruned (central leader system) to one main stem 12-18" high to encourage healthy branching at that level. Vertical trellising was implemented on 2 year old plants.

DEMONSTRATION OF VERIS NIR SOIL CARBON MEASURING TECHNOLOGY

Carter,* P.G.[1]; Perry, E.[2]; Pierce, F.J.[3]; Van Vleet, S.[4]; Young, S.[5]
[1]Columbia County Extension Agent, Washington State University, Dayton, WA, 99328
[2]Assistant Director Center for Precision Agriculture, Washington State University, Prosser, WA, 99350
[3]Director Center for Precision Agriculture, Washington

State University, Prosser, WA, 99350
[4]Whitman County Extension Agent, Washington State University, Colfax, WA, 99111
[5]Research Technician, Washington State University, Prosser, WA, 99350

The VERIS Technologies Near Infra Red (NIR) Spectrophotometer compares soil spectral measurements with soil carbon (C), electrical conductivity (EC) and other properties. These data can be utilized to generate maps of soil characteristics across the landscape. This potentially useful system may simplify the measurement of important soil properties, provide a new tool for evaluation of residue for conservation management practices, and guide farmers in soil management decisions based on data heretofore unavailable. While growers might eventually benefit from the capability to measure soil carbon changes, the cost of this unit is beyond the scope of individual farmers. Service providers here in Washington State (crop consultant, agents, and agronomists) are unlikely to invest in this technology until it is demonstrated in cropping systems and found to provide economic benefits. This grant project is designed to bring this new technology to Washington State to demonstrate the use for mapping soil properties and evaluate the benefit to growers. Several datasets have been collected with this technology, some maps are presented, and some of the challenges and potential applications are discussed.

AGRICULTURE SAFETY PROGRAMMING FOR YOUTH

Plaugher,* G.F.[1]; Dagesse, K.J.[2]
[1]Extension Agent, West Virginia University Cooperative Extension, Parsons, WV, 26287
[2]Extension Agent, West Virginia University Cooperative Extension, Middlebourne, WV, 26149

Serious accidents in rural areas of West Virginia (WV) are often the result of riding “helmetless” on ATV’s (all terrain vehicles), carelessness when operating farm equipment, and mishandling of livestock. Progressive Agriculture Safety Day TM (PASD) is a one-day safety program used to address these and other rural safety issues throughout WV. To determine the effectiveness and long-term impacts of the PASD program in WV, statewide data was compiled and program coordinators and past youth participants were surveyed. Results from WV data (1997-2007) showed that the number of PASD’s and participants increased significantly. More than 30,000 volunteer hours and $600,000 in in-kind contributions were donated toward PASD’s. The majority of PASD coordinators spent an average of 130 hours planning an event and required an average of 28 volunteers to assist. Numerous state and local organizations and agencies supported the PASD’s. Past youth participants retained information one, three, and five years following an event. Tragic personal stories and interactive sessions with eye-catching displays were well remembered by youth. As a result of participating in a PASD, youth are now wearing helmets and safety gear while riding ATV’s, using gun locks, making home fire plans, applying sunscreen outdoors, and using caution around electric lines. This study suggests that PASD’s are effective for teaching rural safety to youth through community involvement. If more PASD’s are conducted, a greater number of youth will be educated which may lead to fewer on- and off- farm accidents in rural WV.

CARCASS TRAIT CHARACTERIZATION OF ALABAMA FEEDER CALVES FED IN FOUR REGIONS OF THE UNITED STATES

Elmore,* J.B.[1]; Elmore, M.F.[2]; Hittle, M.S.[3]; Kriese-Anderson, L.A.[4]; Rutherford, W.C.[5]
[1]Advisor III, Natural Resources Programs, Alabama Cooperative Extension System, Auburn University, Clanton, AL, 35045
[2]Extension Animal Scientist, Alabama Cooperative Extension System, Clanton, AL, 35045
[3]Graduate Student, Animal Sciences Department, Auburn University, Auburn, AL, 36849
[4]Extension Animal Scientist, Alabama Cooperative Extension System, Auburn University, Auburn, AL, 36849
[5]Graduate Student, Animal Sciences Department, Auburn Univesity, Auburn, AL, 36849

Alabama Beef Connection (ABC) cattle carcass traits were analyzed to assess the carcass quality of Alabama born cattle. The ABC database contained 11,485 records from 2003-2008 on Alabama feeder cattle finished in four regions (Midwest (MW), Northern High Plains (No HP), Southern High Plains (So HP), and West (W)) of the United States. All cattle were sold as feeder calves private treaty (PT) or through tele-auction (TA). Marketing option (MO), region (R) and their interaction was used in a general linear model in SAS to analyze data. Traits analyzed were hot carcass weight (HCW), longissimus dorsi area (REA), USDA yield grade (YG), 12th rib fat thickness (BF), and marbling score (MS). For marketing type TA, No HP differed significantly from So HP, and W for all traits ($P<0.05$). For marketing type PT, MW differed from So HP differed from for all traits significantly ($P<0.05$). Regionally, the So HP was significantly different in HCW, REA and YG from the MW and the No

HP (P<0.05). For MS and BF, the So HP was significantly different from the MW, No HP and W (P<0.05). With the differences in marketing types, carcass values for Alabama cattle fall within the accepted industry standards.

CORN AND SUNFLOWER RESPONSE TO STRIP TILL AND FERTILIZER PLACEMENT

Endres,* G.J.[1]; Hendrickson, P.E.[2]
[1]Area Extension Specialist/Cropping Systems, NDSU Extension Service, Carrington, ND, 58421
[2]Research Specialist/Agronomy, NDSU Experiment Station, Carrington, ND, 58421

Field trials were conducted in 2007 and 2008 using best management practices on a Heimdal-Emrick loam soil at the NDSU Carrington Research Extension Center to examine corn and sunflower response to strip till and fertilizer placement. Experimental design was a randomized complete block with four replications. Strip-till treatments were established in the fall and in the spring (April, 2007) using a Yetter strip-till opener with 30-inch row spacing at a tillage depth of 4 to 7 inches that produced 8- to 12-inch wide tilled strips as the future planting area. Five gallons/acre of 10-34-0 was applied deep-band (6- to 7-inch depth) during the fall 2007 strip-till operation, and in-furrow and 2- by 2-inch band during 2008 planting. Corn and oilseed sunflower were planted during May in 30-inch rows. Corn plant emergence was delayed one to three days and silking was delayed two to three days with no-till (direct-seeded crop into standing wheat stubble) compared to other tillage treatments in 2007. Corn seed yield was similar among tillage systems, but tended to be lower with no-till and higher with strip till. In 2008, corn plant emergence date and stand, and seed yield and quality were similar among tillage and fertilizer treatments. Due to a very high level of soil phosphorus (20 ppm – Olson test), corn response did not occur except with days to silk. Sunflower plant stand and development, and seed yield and quality were similar among tillage systems during both years, and similar among fertilizer treatments in 2008.

HARD RED WINTER WHEAT FEASIBILITY IN COMPARISON TO SOFT WHITE WINTER WHEAT

Esser,* A.D.[1]; Knodel, J.[2]; Knodel, J.[3]
[1]Extension Agronomist, Washington State University, Ritzville, WA, 99169
[2]Wheat Producer, Lind, WA, 99169
[3]Wheat Producer, Lind, WA, 99341

Producers in the dryland (<12 inches annual precipitation) cropping region of Eastern Washington continue looking for profitable alternatives to soft white winter wheat (Triticum aestivum L.) (SWWW). Hard red winter wheat (HRWW) has a long history in this region, but production risk is elevated because of limited varieties, expensive fertilizer inputs, and grain protein based market prices. On-farm tests were carried out over a 2-year period examining profitable HRWW production. 'Eltan' SWWW and 'Bauermeister' HRWW were seeded into summer fallow with 55 lb/ac nitrogen applied in early September in 2006 and 2007. In the spring, an additional 25-lb/ac nitrogen was applied top-dress each year with a spoke wheel application on one of the two plots of HRWW for a total of 80 lb/ac nitrogen applied. The SWWW produced greater yield than both HRWW without and with 25 lb N/ac additional nitrogen, averaging 51.3-bu/ac compared to only 46.7 and 46.5 bu/ac respectfully. Similarly, SWWW had the highest percent nitrogen update efficiency at 56% compared to HRWW without and with 25 lb N/ac additional nitrogen at 47 and 41% respectfully. Despite agronomic and nitrogen use efficiency differences, economic returns above fertilizer costs between the three treatments were not different with an average of $363/ac. In conclusion, market price differential between the two classes have a larger influence on the profitability and can vary dramatically from year-to-year. HRWW has to have a $1.07/bu advantage (market price +/-premiums/discounts) for a producer to gain an economic advantage.

ASSESSMENT OF WINTER CEREAL FORAGE YIELD AND QUALITY OPTIONS TO REDUCE LIVESTOCK FEED COSTS AND WATER USE IN SOUTH IDAHO

Falen,* C.L.[1]; Brown, B.D.[2]; Roemer, R.L.[3]; Shewmaker, G.E.[4]
[1]Extension Educator, University of Idaho Extension, Shoshone, ID, 83352
[2]Extension Crop Management Specialist, University of Idaho Extension, Parma, ID, 83660
[3]Extension Forage Technician, University of Idaho Extension, Twin Falls, ID, 83301
[4]Extension Forage Specialist, University of Idaho Extension, Twin Falls, ID, 83301

Rising feed costs have a powerful negative financial impact on livestock operators, as does irrigation shortages. High input costs and higher water use for corn silage and alfalfa necessitates assessment of other forage options. In 2008, multiple winter triticale varieties, Willow Creek winter wheat (WCWW) and a winter blend of Kold x Hoody cross selections (barley) were

evaluated (randomized complete block design). Cereals were planted at a seeding rate of 1.5 million seeds/acre (A). They were fertilized with 70 lb N/A and 50 lb P2O5/A. Cereal forages were harvested on May 22 and again July 1 for use as silage or hay. WCWW did not head out until approximately 20 days after triticale. Triticale yields were significantly higher than WCWW or barley in May. However, in July the barley yield was similar to 3 triticale varieties and significantly higher than 3 other triticale varieties. The combined 1st and 2nd cutting yields were all similar, except for WCWW being significantly lower. The barley relative forage quality (RFQ) was highest for both cuttings. WCWW and the triticale RFQ's were comparable to each other. This study suggests that WCWW had a wider harvest interval, providing more flexibility with custom harvests, hay potential and grazing. However, WCWW yields were lower than triticale. Barley offered quality advantages, even though yields were not as good as triticale. Winter cereals provide options for livestock producers to grow their own feed with low input costs and capitalize on natural precipitation.

MEASURING CORN SILAGE DENSITY ACROSS SOUTHERN IDAHO USING THREE DIFFERENT METHODS

Fife,* T.E.[1]; Chahine, M.[2]; de Haro Marti, M.E.[3]; Hines, S.L.[4]; Norell, R.J.[5]; Parkinson, S.C.[6]
[1]Extension Educator, University of Idaho Extension, Twin Falls County, Twin Falls, ID, 83301
[2]Extension Dairy Specialist, University of Idaho Extension, Twin Falls R&E Center, Twin Falls, ID, 83303
[3]Extension Educator, University of Idaho Extension, Gooding County, Gooding, ID, 83330
[4]Extension Educator, University of Idaho Extension, Twin Falls County, Twin Falls, ID, 83301
[5]Extension Dairy Specialist, University of Idaho Extension, Idaho Falls R&E Center, Idaho Falls, ID, 83402
[6]Extension Educator, University of Idaho Extension, Franklin County, Preston, ID, 83263

Dry matter loss during the storage period, as well as during feedout is directly related to silage density. Research suggests silage density should be at least 14 lbs./cu. ft. (dry matter basis) to minimize dry matter loss. However, silage management in southern Idaho varies from the locations where this research was conducted due to the overall size of the operations. Therefore, University of Idaho personnel recognized a need to determine a baseline for silage density in Idaho and verify which methods of measurement are accurate and practical. A field trial was conducted on eighteen dairy farms and feedlots across southern Idaho. Silage density was assessed on each farm by three different methods: core sampling using a forage probe, the University of Wisconsin density calculator spreadsheet, and their silage feedout spreadsheet. The results of each method and site were compared to determine reliability of the methods used. The probe measures a specific volume and weight and is considered the gold standard. This method was used to compare the other methods. The mean dry matter densities did not differ between the three methods (14.32 lbs./cu. ft., 14.66 lbs./cu. ft., and 16.17 lbs./cu. ft. for the core, density calculator, and feedout spreadsheet, respectively; $p=0.18$). The core sampling measurements and the silage density calculator were correlated ($r=0.70$; $p<0.001$). However, the feedout spreadsheet and core sampling measurements were not correlated ($r=-.06$; $p=0.82$). Based on these results, we recommend using the forage probe for directly assessing silage density and the density calculator as an alternative.

BROWSING MODERATELY HIGH CONDENSED TANNIN FORAGES AND EFFECTS ON FECAL EGG COUNTS IN MEAT GOATS

Mangione,* D.A.[1]; Fisher, J.C.[2]; Nye, L.A.[3]
[1]Extension Educator, The Ohio State University Extension - Ross County, 475 Western Ave. Suite F Chillicothe, OH, 45601
[2]Extension Educator, The Ohio State University Extension - Pike County, 120 S. Market St. Waverly, OH, 45690
[3]Extension Educator, The Ohio State University Extension - Clinton County, 111 S. Nelson Ave. Suite 2 Wilmington, OH, 45177

This study compared the use of forages containing condensed tannins in a browsing system with meat goats and the effect on fecal egg counts of internal parasites. Thirty does were treated with an anthelmintic, randomly divided into three groups and turned into paddocks with access to water, mineral and portable housing. Group 1 (control) grazed a cool season mix of Tall Fescue and clover. Group 2 grazed Eastern Gamagrass and Switchgrass paddocks. Group 3 grazed paddocks established in lespedeza containing a high level of condensed tannin. FAMACHA scores and fecal samples were conducted regularly. Six of the ten goats in Group 3 showed zero eggs per gram of fecal material (EPG) by the end of August. Within another 30 days, the egg counts of every goat browsing lespedeza indicated zero EPG. These goats maintained excellent body condition throughout the summer. Goats in Group

2 had EPG lower than the control. EPG for this group declined from 51.0 to 6.1 EPG. Lower EPG may also be attributed to elevated browsing behavior. At the end of the study, Group 1 still had 216 EPG which may be caused by higher ingestion rate due to lower grazing height. Condensed tannin forages and browsing management have the potential of reducing or eliminating the use of anthelmintics providing direct economic savings to the meat goat producer. Results from this study have indications of reduced mortality rates attributed to high parasite load as well as reduced nitrogen fertilizer, feed and labor costs.

IMPLEMENTATION OF BEST MANAGEMENT PRACTICES IN THE LITTLE ARKANSAS RIVER WATERSHED

Graber,* R.W.[1]; Barnes, P.L.[2]; Devlin, D.L.[3]; Ladd, D.L.[4]; Schlender, R.[5]
[1]Watershed Specialist, K-State Research & Extension, Wichita, KS, 67205
[2]Extension Specialist, Biological and Agricultural Engineering, K-State Research & Extension, Manhattan, KS, 66506
[3]Extension Specialist, Agronomy, K-State Research & Extension, Manhattan, KS, 66506
[4]Extension Agent, McPherson County, K-State Research & Extension, McPherson, KS, 67460
[5]Extension Assistant, Agronomy, K-State Research & Extension, McPherson, KS, 67460

The Little Arkansas River watershed is an agricultural watershed. The most common pollutants for surface waters include fecal coliform bacteria, excess nutrients, atrazine herbicide, and total suspended solids. A watershed restoration and protection strategy was completed in November 2004 by a local stakeholders group. They determined that reducing atrazine herbicide concentrations in surface waters was their top priority. Three sub-watersheds in 2006, five in 2007 and six in 2008 were targeted for rapid implementation of atrazine herbicide best management practices (BMPs). An education and demonstration program, surface water monitoring plan, and incentive program for atrazine BMP implementation were developed and delivered in the targeted watersheds. Incentive payments were based on the amount of pollutant reduction expected with practices the farmers were willing to implement. In three years, as a result of this program, over 200 farmers implemented atrazine BMPs on 30,000 acres and received incentive payments totaling more than $115,000. A paired watershed study was designed to determine water quality improvements with BMP implementation. An automated surface water monitoring system was installed in the streams at the base of the watersheds targeted for BMP implementation and also at the base of adjoining watersheds. Adjoining watersheds had no special programs for BMP implementation. This allows them to serve as a check to determine water quality improvements. Water quality monitoring of treated and untreated watersheds found significantly lower atrazine concentrations each year in streams in targeted watersheds in which best management practices had been implemented.

YIELD RESPONSE OF TALL FESCUE/WHITE CLOVER MIXTURES WITH AND WITHOUT N FERTILIZER WHEN MANAGED FOR STOCKPILED WINTER PASTURE.

Griffin,* D.J.[1]; Boyd, J.[2]; Gadberry, S.[3]; Jennings, J.[4]; Mobley, M.[5]; Simon, K.[6]
[1]County Extension Agent - Staff Chair, University of Arkansas Cooperative Extension Service, Clinton, AR, 72031
[2]Extension Weed Scientist, University of Arkansas Cooperative Extension Service, Little Rock, AR, 72203
[3]Assistant - Professor Ruminant Nutrition, University of Arkansas Cooperative Extension Service, Little Rock, AR, 72203
[4]Professor - Forage, University of Arkansas Cooperative Extension Service, Little Rock, AR, 72203
[5]County Extension Agent - Agriculture, University of Arkansas Cooperative Extension Service, Heber Springs, AR, 72543
[6]Program Associate - Forages, University of Arkansas Cooperative Extension Service, Little Rock, AR, 72203

Fertilizing tall fescue for stockpiled winter pasture is an effective practice for reducing winter hay costs and has produced average savings of $20/animal unit. With increased interest in adding clover to fescue pastures, a common question is will N fixed from clover in a fescue/clover pasture be adequate to promote a desirable yield of stockpiled pasture in fall without N fertilizer. White clover was established on two north-central Arkansas farms into fescue pastures in February, 2007 and 2008 in two treatments; clover planted at a 4X rate in strips to equal 25% of the pasture or solid-seeded at a 1X rate across the entire pasture. Fertilizer was applied at 50 lbs/acre of N in September of 2008. Dry matter samples were harvested from each treatment on October 13, and October 20. At Location 1 where clover had been established for two growing seasons, no significant differences were measured between fertilized or unfertilized areas in the 4X strips, in the unseeded area between the clover strips, or in the area seeded at the 1X rate. At Location 2 where clover has been established

for one growing season, dry matter yield of the fertilized and unfertilized areas in the 4X clover strips was not different, but the fertilized treatment had 737 lbs/acre and 487 lbs/acre greater dry matter yield in the unseeded area between the strips and in the 1X seeded treatment, respectively. Results suggest low or no dry matter yield response to N applied in fall to tall fescue/clover mixtures.

CONTROL OF GLYPHOSATE RESISTANT HORSEWEED IN PHILLIPS COUNTY ARKANSAS

Goodson,* R[1]; Dixon, J[2]; Griffin, B.J.[3]; Pearrow, N[4]; Rohrscheib, E[5]; Schwantz, H[6]; Scott, B[7]
[1]County Extension Agent - Agriculture, University of Arkansas Cooperative Extension Service, Helena, AR, 72342
[2]Extension Weed Technician, University of Arkansas Cooperative Extension Service, Lonoke, AR, 72086
[3]Agriculture Producer, Extension Demonstration Participant, Helena, AR, 72342
[4]Extension Weed Technician, University of Arkansas Cooperative Extension Service, Lonoke, AR, 72086
[5]Agriculture Producer, Extension Demonstration Participant, Lexa, AR, 72355
[6]Agriculture Producer, Extension Demonstration Participant, Lexa, AR, 72355
[7]Extension Weed Scientist, University of Arkansas Cooperative Extension Service, Lonoke, AR, 72086

Glyphosate resistant Horseweed, Conyza Canadensis, has become a major issue in the spring weed control program of producers in Phillips County, Arkansas. Since a majority of producers use a herbicide "burndown" program before planting efforts were made to find a product these horseweeds that were resistant to glyphosate. In 2007 and 2008 data was gathered from 10 different herbicide or herbicide mixes, along with an untreated check. In 2009 the treatments were changed to look at new and different products. Four additional treatments were added and 4 were dropped. In 2007 and 2008 a single replicated demonstration was conducted on local producer's farms to obtain information on control of this noxious weed. In 2009 this was expanded to a replicated study. In the first two years of the program the demonstration plots were evaluated for total control of the resistant weed. In 2009 the program was rated at 7 and 14 days after treatment to gather data on the speed of control. Rating for all three growing season was based on percent control of the Horseweed. Evaluations of the program showed that Horseweed is resistant to application of glyphosate as shown by an average of less than 20% control in the three years. Also shown by this program that other products had some control of this weed, but the best control option during the spring was with the addition of dicamba to a tank mix of glyphosate.

MANAGED INTENSIVE GRAZING (MIG) A KEY TO CARBON SEQUESTERING

Hendrix,* W.F.[1]
[1]Extension Faculty - Washington State University, Washington Extension Agents and Specialists Association, Selah, WA, 98942

Managed Intensive Grazing (MIG) is one of several agricultural cropping systems with great carbon sequestering numbers. The key in MIG is allowing the animal to harvest a crop that is already a champion carbon and nitrogen fixing system. In perennial cool-season forage MIG grazing, approximately 20% of the total vegetation leaves with the animal during grazing. The remaining 80% is returned into the MIG system in the form of manure to be broken down by soil microbes and reused by the plant system. In addition, for every pound of above ground forage in the MIG grazing system, an equal or greater volume of below ground root mass is produced. In five years of field studies in Yakima County on an irrigated MIG system, approximately 8 tons of carbon has been sequestered annually. Fertility measured as total nitrogen has increased from 40 pounds available in 2004 to 200 pounds available in 2008. Fertility and in-soil carbon measured as organic matter has increased from less than 1% in 2003 to more than 5.5% in 2008. The tests show significant increases in soil fertility, soil organic matter and carbon fixing by MIG sustaining principles of production. The tests also produced approximately 1,500 pounds of beef per acre and decreased winter-feeding costs by more than $200 per cow. These field tests ascertain MIG to be profitable and sustainable, and results in higher carbon sequestration than other cropping systems including Silvaculture.

FIRE ANT DEMONSTRATION AND EDUCATION: COUNTING IS EASY, EVALUATING IS HARD

Hesselein,* C.P.[1]; Flanders, K. L.[2]
[1]Extension Horticulturist, Alabama Cooperative Extension System, Mobile, AL, 36689
[2]Extension Specialist Associate Professor, Alabama Cooperative Extension System, Auburn University, AL, 36849

At the request of the grounds superintendent of the historic Magnolia Cemetery in Mobile, AL, an imported fire ant management demonstration trial was conducted

in from June 2005 through May of 2007. This replicated trial evaluated three insect growth regulator based imported fire ant baits: Extinguish (a.i., methoprene), Extinguish Plus (a.i., methoprene + hydramethylnon) and Distance Fire Ant Bait (a.i., pyriproxyfen) and an untreated control. The Extinguish and Extinguish Plus imported fire ant baits reduced mounds by up to 92% compared to the untreated control. The Distance Fire Ant Bait was rancid upon receipt and provided no reduction in imported fire ant mounds reinforcing the importance of checking the palatability of imported fire ant baits before using them. Treatment efficacy was evaluated both by counting mounds and, during a period of low rainfall, using hot dog baits. The use of hot dog baits appeared to be a valid measure of imported fire ant populations during periods of low rainfall when mound construction can be suppressed. At the termination of the demonstration, an imported fire ant education program was conducted at the cemetery and a nearby meeting facility on May 30, 2007. Results of a survey completed in conjunction with the meeting indicated that 15 attendees would use the fire ant bait spreading equipment demonstrated during the program. However, as of the March 15, 2009, no one who attended the meeting has used that equipment bringing into question the validity of the survey.

CONTROLLING WEEDS AS A FACTOR FOR YIELD AND QUALITY IN CORN SILAGE

Hines,* S. L.[1]; Falen, C. L.[2]; Morishita, D. W.[3]
[1]Extension Educator, University of Idaho, Twin Falls, ID, 83301
[2]Extension Educator, University of Idaho, Shoshone, ID, 83352
[3]Extension Weed Specialist, University of Idaho, Twin Falls, ID, 83303

Weed control in corn is an important factor in maximizing yield. It is not uncommon to hear a grower suggest that weed control in corn for silage is not as important as corn for grain because, it is theorized, the weeds add to the total biomass of the silage crop. Extension faculty were asked if this theory had basis to warrant reduced input costs. A study was designed within an existing weed control study to determine if the presence of weeds had an effect on corn silage. Since most of the silage in the Magic Valley goes into dairy production, an analysis of the feed quality was also included in the study. Four replications of 4 different treatments were analyzed. The treatments were selected from a larger study and were chosen based on weed types controlled. The treatment targets were broadleafs, grasses, both broadleafs and grasses, and a check with no control. All agronomic factors for each plot were identical except for weed control. At the end of the growing season, the selected plots were hand harvested to a stubble height of 4 inches and chopped using a yard-type chipper-shredder. The corn and weeds were weighed separately and then combined for a total biomass weight. A sample was collected for feed quality evaluation. Yields moisture corrected to 68% ranged from 14.4-30.3 tons/acre. Yield, feed quality factors, and pounds of milk produced per ton of silage were all related. Silage cost/100 lbs milk produced ranged from $1.20-$1.33 based on $35/ton silage.

UNDERSTANDING OUR FARMERS MARKETS: RESULTS OF INQUIRY WITH TENNESSEE FARMERS MARKET MANAGERS

Holland,* Rob[1]; Bruch, Megan L.[2]
[1]Extension Specialist, University of Tennessee, Spring Hill, Tn, 37174
[2]Extension Specialist, University of Tennessee, Spring Hill, Tn, 37174

Market trends indicate that there could be room for more farmers markets in communities across Tennessee. With increasing consumer preferences for fresh and local produce, many farmers and local community leaders are considering the development of organized farmers markets as a part of local economic development initiatives. In order to assist in the consideration and development of farmers markets, UT Extension's Center for Profitable Agriculture spearheaded an effort to survey existing farmers market leaders and use the results to develop subsequent educational materials. While the results of the survey found that farmers markets vary significantly in their operation procedures and characteristics, new markets can benefit by understanding certain markets and modeling their development accordingly. Fifty-five markets participated in the study. Longevity of the markets ranged from one to more than 200 years. Seventy-six percent of the markets described their business as growing or stable while 22 percent described it as fledgling. Eighty-four percent of the markets some type of written policies or rules while 45 percent had leadership from some type of manager, board or director. Seventy-two percent open in May or June and close in September of October. Saturday is the most popular market day followed by Tuesday and 70 percent of the markets are open in the morning hours. Markets vary significantly in the number of vendors, products offered and types of customers.

CONSUMER ACCEPTANCE OF AGRITOURISM ACTIVITIES IN THE HIGHLANDS REGION OF NEW JERSEY

Komar,* S. J[1]; Bamka,W. J.[2]; Mickel, R. C.[3]; Nitzsche, P.J.[4]; Polanin, N.[5]
[1]County Agent, Rutgers NJAES Cooperative Extension, Newton, NJ, 07860
[2]County Agent, Rutgers NJAES Cooperative Extension, Burlington County, Westampton, NJ, 08060
[3]County Agent, Rutgers NJAES Cooperative Extension, Flemington, NJ, 08822
[4]County Agent, Rutgers NJAES Cooperative Extension, Morris County, Morristown, NJ, 07963
[5]County Agent, NJAES Cooperative Extension, Somerset County, Bridgewater, NJ, 07963

Agritourism efforts have been steadily increasing in the New Jersey. Although agritourism has tremendous potential to increase the viability of New Jersey agriculture, very little research has been conducted to quantify consumer interest in these activities. In 2007, a survey of consumers in the Highlands region was conducted to quantify the level of participation in agritourism activities. A survey was mailed to 3,000 randomly selected households in the Highlands region of New Jersey. The survey consisted of a series of close-ended questions with additional space for write-in comments. The response rate was slightly higher than ten-percent (n=310). Forty-five percent of the respondents reported having an awareness of agritourism in New Jersey. Few respondents (n=93) reported having an understanding of Community Supported Agricultural activities with one-percent (n=3) reporting regular participation. Most (73%) reported freshness as the most important reason for purchasing from a local farm. Price was not a contributing factor when considering local farm purchases with 19% reporting price as the most important factor in their decision. Most respondents (81%) reported a willingness to pay a premium for agritourism activities with 10% reporting a willingness to pay 20%.

THE ECONOMICS OF DAIRY SYSTEMS ACROSS THE U. S. A.

Grace,* J. W.[1]; Kriegl, T. S.[2]
[1]Farm Business Advisor, Cornell University, Bath, NY, 14810
[2]Farm Financial Analyst, University of Wisconsin, Madison, WI, 53706

The Great Lakes Grazing Network (GLGN) Grazing Dairy Farms Financial Summary project initially sponsored by USDA IFAFS grant project #00-52501-9708, revealed relatively consistent differences in financial performance between Great Lakes states and between dairy systems, and demonstrated that the official USDA cost of production estimates were far different from the cost of production calculated from actual farm financial data from the same states. Multiple years of actual farm financial data is being collected from many states in the U.S. and put into a similar format to allow a fair comparison of cost of production between states and dairy systems. This comparison shows that the financial performance differences between states and systems demonstrated in the GLGN project appear elsewhere in the country. It shows large differences between the cost of production estimated by USDA and the cost of production calculated from actual farm financial performance for the same states. Finally it presents the cost of production results in more formats than the USDA estimated cost of production is usually presented. The additional formats include hundredweight equivalent (CWT EQ) and cost as a percent of income.

EVALUATION OF THE RELATIONSHIP OF TIME OF DAY TO FORAGE NITRATE LEVELS

LeValley,* R.C.[1]; Bedwell, J.N.[2]; Highfill, G.A.[3]; Pettijohn, M.B.[4]; Selk, G.E.[5]; Webb, D.N.[6]; Zhang, H.[7]
[1]Extension Area Livestock Specialist, Oklahoma State University, Duncan, OK, 73533
[2]Extension Educator, Garfield County OSU Extension, Enid, OK, 73701
[3]Extension Area Livestock Specialist, Oklahoma State University, Enid, OK, 73701
[4]Extension Educator, Grady County OSU Extension, Chickasha, OK, 73018
[5]Extension Animal Reproduction Specialist, Oklahoma State University, Stillwater, OK, 74078
[6]Extension Educator, Washita County OSU Extension, Cordell, OK, 73077
[7]Professor, Plant and Soil Sciences, Oklahoma State University, Stillwater, OK, 74078

Forage sorghums are used by cattle producers for summer grazing or harvested for hay. Forage sorghums can be very productive and high quality, but can also accumulate toxic levels of nitrate when stressed. Based on the assumption that the plant continues soil nitrate uptake during nighttime hours, followed by accelerated conversion of the nitrate to protein during daylight hours, Extension recommendations have been to wait until afternoon to cut forage sorghum for hay if anticipated nitrate levels are marginally high. To evaluate the

significance of the change in nitrate concentration in forage sorghums during the day, samples were collected at two hour intervals from 0800 to 1800. Five cooperator's fields ("farm") were divided into quadrants. Three random samples, consisting of ten stems each, were taken from each quadrant at the specified interval. The samples were analyzed at the Oklahoma State University Soil, Water, and Forage Analytical Laboratory to determine the level of nitrates. Results were analyzed using SAS analysis of variance, with time of day, farm, and interactions, as the potential sources of the variation in mean nitrate concentration and proportion of samples that were greater than 10000 ppm NO3. There was no significant time of day, or time of day x farm interaction for mean nitrate concentrations or proportion of samples potentially lethal. The mean nitrate concentrations only varied from 3857 ppm at 0800 to 4962 ppm at 1200. Time of day of harvest did not impact nitrate concentration or proportion of dangerous samples of forage sorghum hay.

LAND USE, DEVELOPMENT, AND SUCCESSION CONCERNS OF THE OHIO GRAPE AND WINE INDUSTRY

Marrison,* D.L.[1]
[1]Assistant Professor, The Ohio State University, Jefferson, OH, 44047

The grape and wine industry continues to be a dynamic part of Ohio agriculture with 2,200 acres of vineyards and more than 100 wineries. Ohio is one of the United State's most populated states which can exert undue developmental pressure on vineyard operations. In 2007, OSU Extension conducted a survey to examine the changes occurring near Ohio vineyards and wineries. The goal of the survey was to examine vineyard expansion projects, estate planning, development pressures, and concerns for the future. One-hundred forty-nine vineyard and winery operations were mailed a survey in July, 2007 with seventy-seven total producers (51.6%) responding. Respondents indicated they planned to plant 235 new acres of grapes during the next five years. Over fifty-one percent (51.9%) indicated they would consider renovating, expanding or establishing a vineyard if a statewide vine grant program was offered. Forty-three percent (42.7%) reported they would consider compensation for preserving and protecting their vineyard property from development. Thirty-two percent (32.0%) indicated vineyards had been removed or developed for housing within one mile of their operation. Only twenty-six percent (26%) percent reported having any problems with zoning or other state and/or local regulations which affected the achievement of their business goals. The top three operational concerns for the future were costs, employees, and regulations. Another potential threat identified was in the area of succession planning. Fifty-two percent (52.7%) indicated they did not know who would take over their operation in the future. Eighty percent (80.0%) reported they did not have a written estate plan.

EQUINE MANURE STORAGE METHODS EFFECT ON SURFACE WATER CONTAMINATION AND PHYSICAL AND CHEMICAL PROPERTIES

Mickel,* R. C[1]; Bamka, W. J.[2]; Komar, S.J.[3]
[1]County Agent, Rutgers NJAES Cooperative Extension, Flemington, NJ, 08822
[2]County Agent, Rutgers NJAES Cooperative Extension, Westampton, NJ, 08060
[3]County Agent, Rutgers NJAES Cooperative Extension, Newton, NJ, 07860

Many equine operations have limited acres available for spreading manure making stockpiling a common management practice. Stockpiled livestock waste represents a significant potential source of nutrients and bacteria to receiving waters. In 2008, a study was conducted to evaluate the impact of three manure management treatments on water quality and the physical and chemical characteristics of equine stall waste. Three treatments including a static manure pile, a turned composting system and a covered composting system were evaluated. Differences were observed in core pile temperatures with both composted treatments reaching higher mean temperatures than the static piles ($P<.001$). Differences were observed in total P with the lowest levels being observed in the covered piles ($P=.001$). E Coli concentrations were variable across all treatments. Mass reduction was greatest in covered piles (43%) and the turned piles (38%) and lowest in static piles (17%). Covered composted treatments resulted in final material with significantly higher nutrient concentrations including total phosphorus ($P=.006$), total potassium ($P=.012$) and total No3-N ($P=.047$). For most of the parameters investigated in this study a covered composting system appears to provide significant benefits when compared to both static pile storage and turned composting.

EPSOM SALT FOR FERNS

Mitchell,* C.C.[1]; Harris, A.S.[2]; Kessler, J.R.[3]; Pinkston, C.B.[4]
[1]Extension Agronomist-Soils, Auburn University, Auburn University, AL, 36849
[2]Regional Extension Agent, Alabama Coop. Extension

System, Dadeville, AL, 36853
[3]Extension Horticulturist, Auburn University, Auburn University, AL, 36849
[4]Regional Extension Agent, Alabama Coop. Extension System, Cullman, AL, 35055

Epsom salt (magnesium sulfate) is often used by amateur gardeners as a fertilizer. Because ferns often are grown in an acidic potting mix with no other source of Mg, Epsom salt could be an important source of Mg in potted fern fertilization. Master Gardeners in Alabama tested this theory by growing Boston ferns and East Indian holly ferns from May through October, 2008. They used 3 different potting mixes with and without Epsom salt. Each gardener had 6 hanging baskets (3 soil mixes x 2 Epsom salt rates) containing 3 fern liners each basket. Records were kept monthly as to the color and size rating of ferns. A final rating was made in October when soil samples and tissue samples were also taken from selected growers at the end of the season. Results indicated no significant effect of the Epsom salt on fern size or color. There were differences in Mg concentrations in the fern fronds at the end of the season but all concentrations were in the sufficient range. Soil and tissue analyses suggest that excessive phosphorus (P), iron (Fe) deficiency and excessive manganese (Mn) may have been factors in the lack of response to Epsom salts. This project also provided an opportunity for Master Gardener volunteers to conduct applied research that answered a practical question related to their gardening experience.

EARLY COST/BENEFIT ANALYSIS OF ADOPTING LOW MAINTENANCE TURFGRASS PRACTICES ON COMMUNITY PROPERTIES IN NEW JERSEY

Mohr,* R.A.[1]; Hlubik, W.T.[2]; Muscio, C.M.[3]; Weidman, R.B.[4]
[1]Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08755
[2]Extension Agent, Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ, 08902
[3]Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08775
[4]Program Associate, Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ, 08902

Ocean County, New Jersey is home to over 500,000 people. It has over 100 adult planned communities, representing an increasingly significant land cover in the watershed. Rutgers Cooperative Extension of Ocean County and the Ocean County Soil Conservation District have for several years recommended home owners and property managers consider using low maintenance turfgrass varieties and programs. Test plots conducted on Ocean County's characteristic sandy, well-drained, nutrient-poor soils demonstrated the potential of several low maintenance cultivars to provide pleasing turf for residential applications. The extent of adoption is not known. A significant obstacle is believed to be the absence of a detailed financial and environmental cost/benefit analysis for making the change from more traditional, high maintenance programs. As communities discuss fertilizer ordinances, the need for this information is dramatically rising. The authors received funding from Rutgers Turfgrass Center to conduct an analysis on several host sites in Ocean and Middlesex counties. A variation of the Guelph portable rainfall simulator is used to generate measured "rain" events on actual residential and community properties. Water samples from runoff and infiltration are collected on turf plots with various soil characteristics, turf types, and cultural practices. Water volumes and levels of nitrogen are measured and incorporated into a site cost/benefit analysis database for comparison. A survey of property managers and landscape professionals is conducted to track the impact of this information on their adoption of low maintenance practices and turf varieties.

THE EFFECT OF NITROGEN RATE ON THE YIELD AND QUALITY OF CORN SILAGE IN NORTHERN ILLINOIS

Morrison,* J.A.[1]; Paul, L.E.[2]
[1]Extension Educator, Crop Systems, University of Illinois Extension, Rockford, IL, 61107
[2]Agronomist, University of Illinois Department of Crop Sciences, Shabbona, IL, 60550

Considerable Illinois data exists on the effect of nitrogen rate on yield of corn (Zea mays) grain; however, there is limited data on the effect on corn silage. The study was designed to measure the effect of nitrogen rate on the yield and quality of corn harvested as silage. A four-year (2005-2008) study was conducted at the Northern Illinois Agronomy Research Center, Shabbona. One hybrid per year was planted in eight, 30-inch rows in corn following corn (C-C) and in corn following soybean [Glycine max] (Sb-C). Corn in both rotations received 0, 45, 90, 135, 180, and 225 pounds of nitrogen per acre as urea ammonium nitrate (UAN) solution (28% nitrogen). There were four replications. Plants in the second to the outside row of each set of eight rows were hand-harvested leaving a 6-inch stubble. The center four rows were mechanically harvested for grain yield. Plants were processed using a "chipper shredder". A "grab" sample was collected for near infrared reflectance spectroscopy analysis. Data are being statistically analyzed. Silage

yield and crude protein were higher in Sb-C than C-C. Yield increased in both rotations with increasing nitrogen rates up to 180 pounds per acre. Crude protein in Sb-C increased with nitrogen up to 180 pounds; while crude protein in C-C increased up to 225 pounds. From this study, silage yield and crude protein responded economically up to 180 pounds of nitrogen for both C-C and Sb-C. The effect of nitrogen and crop rotation on other silage quality parameters was inconsistent.

2008 UTAH OILSEED PERFORMANCE TRIALS

Pace,* M.G.[1]; Israelsen, C.E.[2]
[1]Extension Agent, Utah State University, Box Elder County, Brigham City, UT, 84302
[2]Extension Agent, Utah State University, Cache County, Logan, UT, 84321

Safflower (Carthamus tinctorius) has been a popular crop in Northern Utah as it can be grown on both irrigated and dryland farms. Its annual production is valued at $1.9 million dollars and it is grown primarily for the birdseed market. When diesel fuel hit $4.00 a gallon this past year, many growers in Utah became interested in growing oilseed crops for biodiesel production but were not familiar with the various crops' growing conditions and expected yields. The purpose of this project was to: 1) Evaluate production yields of oilseed crops like flax, yellow mustard, camelina, and sunflower under irrigated situations in Northern Utah; 2) compare the previous mentioned crop yields to safflower yields and 3) to share the results with growers at regional crops schools. Replicated randomized complete block designed plots were planted on April 28, 2008 in a Millville Silt Loam soil at the Greenville Research Farm in North Logan, Utah. 52 units of N, 26 units of P and Treflan® herbicide were applied and incorporated into the plots, pre-plant. The plots received two 6 hour irrigations in June prior to flowering (4.5 total inches of water applied). Plots were harvested at various times throughout the season based on individual plant maturity. Seed production, percent oil content, pounds of oil produced and gross income per acre were recorded and analyzed. Research results showed significant differences in favor of safflower over the other crop varieties in seed production, oil content and pounds of oil produced and gross income per acre.

VARIABLE RATE SEEDING FOR CORN

Norwood,* S.H.[1]; Fulton, J.P.[2]; Winstead, A.T.[3]
[1]Multi-County Extension Agent, Alabama Cooperative Extension System, Belle Mina, AL, 35615
[2]Assistant Professor/Extension Specialist, Alabama Cooperative Extension System, Auburn, AL, 36849
[3]Regional Extension Agent, Alabama Cooperative Extension System, Belle Mina, AL, 35615

Farmers are interested in implementing variable-rate seeding of corn due to increased seed costs and the potential to maximize yields site-specifically due to inherent field variability. Four seeding rates were replicated in a randomized complete block design in both an irrigated and a dryland location. Seeding rates for irrigated corn were 22K, 26K, 30K, and 34K with 18K, 22K, 26K, and 30K selected for the dryland rates. Plant populations and yield for each plot were determined. During the first two years of the study, differences in established plant populations were not statistically different; however, during the final year of the study there were statistical differences between each seeding rate at both sites. A yield response existed for the higher seeding rates during two of the three years for the irrigated site. There was a slight yield response to higher seeding rates in the non-irrigated plots for two years (one year was lost due to a late freeze). Varying response to seeding rate indicated that variable-rate seeding can be economically feasible in Alabama. Further analysis is needed to determine effective ways of delineating zones for variable rate seeding.

EVALUATION OF GARLIC MUSTARD CONTROL WITH SPRING AND FALL HERBICIDE APPLICATION

Pandian,* V.[1]; Renz, M.J.[2]
[1]Horticulture Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, WI, 54302
[2]Extension Specialist, University of Wisconsin Cooperative Extension, Madison, WI, 53706

Garlic mustard (Alliaria petiolata) is an invasive plant species of North America. Studies were conducted in Green Bay, Sparta and Postville, Wisconsin in 2007-2008 to evaluate the effectiveness of herbicide treatments in reducing both garlic mustard cover and seed production when applied at various timings. Studies were randomized complete block designs with three to five blocks applied with a CO2 backpack sprayer at 15 gallons per acre. At each site, distinct phenological stages of garlic mustard were present, with rosettes present in the spring Green Bay site, plants just beginning to produce a stem (early bolting) at the Sparta site, plants with visible stems expanding (late bolting) at the Postville site, and only fall rosettes present at the fall Green Bay site. Results across four sites demonstrated that a range of herbicides can effectively

reduce the cover of 2nd year plants applied in late fall and spring with Plateau, Journey, Oust and Escort showing to be the most consistent results across the sites. Control of seedlings proved to also be accomplishable at all three sites when treatments are applied after emergence in the spring with Plateau, Journey, Oust and Escort. Roundup, the standard treatment in most control efforts, varied in its success across all sites with the reduction in cover at 88%, 60%, 100%, and 81% in spring Green Bay, Sparta, Postville, and fall Green Bay respectively. This indicates that the effectiveness of Roundup may differ depending on stage of growth or environmental factors specific to each site.

CONTROL OF GLYPHOSATE RESISTANT PALMER AMARANTH IN SOYBEANS

Perkins,* J.K.[1]; Allen, C.S.[2]; Scott, R.C.[3]
[1]CEA- Agriculture, University of Arkansas, Lonoke, AR, 72086
[2]CEA- Agriculture, University of Arkansas, Harrisburg, AR, 72432
[3]Extension Weed Specialist, University of Arkansas, Lonoke, AR, 72086

Palmer Amaranth has developed resistance to glyphosate in many states and was recently documented in Lonoke county (2008) and Poinsett county (2007). Never before has so much selection pressure been put on one herbicide. Arkansas' 3.2-million-acre soybean crop is at risk from this recent development. Resistance to this weed has become so common that producers should assume Palmer Amaranth are resistant if they are not controlled following a glyphosate application. Producers should plan to avoid additional glyphosate resistance. This bi-county effort was established to evaluate a standardized weed control program for glyphosate resistant Palmer Amaranth. In conjunction with the Extension Weed Specialist a protocol was developed for this problem. Trials were established in Lonoke and Poinsett counties in producers' fields with documented resistant Palmer Amaranth. Plot size was 5' x 20' and the experimental design was a randomized complete block with four replications. University of Arkansas recommendations for fertility and crop management were utilized in all trials. Control ratings will be taken at standardized timings. Results of this study will be presented to fellow agents and producers.

LONG TERM NO-TILL IMPLICATIONS ON SOIL CARBON AND NUTRIENTS

Plumer,* M.[1]
[1]Natural Resource Management Educator, University of Illinois, Carbondale, Il, 62903

There is a concern about soil carbon sequestration in cropland and whether it is possible to sequester large amounts of carbon. The Environmental Protection Agency and the Department of Energy are placing a large emphasis on whether agriculture can sequester carbon. This study was started in 1969 to originally show the feasibility of long term no-till. We started collecting soil data on nutrients and soil organic matter changes on an incremental measurement. The results show not only that continuous no-till is very feasible, but that significant carbon sequestration can occur. The rate of accumulation has been over 3200#/a each year. Soil sampling has been done on 1" increments to measure the changes and movement of nutrients. In 1992, adjacent plots to this trial were converted from tillage to no-till to compare the soil changes that can occur in continuous no-till on a different crop rotation. These two areas are being compared to show what changes are possible and how they occur. This site is the oldest monitored continuous no-till plot in Illinois.

STRAIGHT AND TRUE? A COMPARATIVE STUDY OF FIVE VARIETIES OF ZINNIA

Polanin,* N.[1]; Carleo, J. S.[2]; Nitzsche, P.[3]; Perdomo, P.[4]; Wulster, G.[5]; Wyenandt, C. A.[6]
[1]Agricultural Agent (Associate Professor), Rutgers NJAES Cooperative Extension of Somerset County, Bridgewater, NJ, 08807
[2]Agricultural Agent (Assistant Professor), Rutgers NJAES Cooperative Extension of Cape May County, Cape May Court House, NJ, 08210
[3]Agricultural Agent (Associate Professor), Rutgers NJAES Cooperative Extension of Morris County, Morristown, NJ, 07960
[4]Director of Research & Regulatory Affairs, Cleary Chemical Corporation, Dayton, NJ, 08810
[5]Extension Specialist in Floriculture, Rutgers University Department of Plant Biology and Pathology, New Brunswick, NJ, 08901
[6]Extension Specialist in Vegetable Pathology, Rutgers NJ Agricultural Experiment Station, Bridgeton, NJ, 08302

All major seed suppliers provide performance descriptions of varieties and series for cut flower production in their advertisements and catalogs. Disease resistance, heat tolerance, stem length, and 'true-to-

type' are just some of the detailed attributes growers seek to provide high quality cut flowers to market. This study compared variety descriptions and expectations with actual harvest data from five varieties of zinnia ('Benary's Giant' Mix, 'Oklahoma' Mix, 'Peppermint Stick', 'Whirligig', and 'Zowie! Yellow Flame'). Data was collected from a mid-season (19-July) harvest in 2006 at the Snyder Research and Extension Farm in Pittstown, Hunterdon County, NJ. Analysis of variance and t-tests at the ƒÑ=0.05 level were performed on data including the number of straight stems produced versus the number of stems that would cause difficulty during commercial floral arranging. The number of stems harvested that were 'true-to-type', or closely matched the seed supplier's variety description were also statistically analyzed. Results indicate that 'Oklahoma' Mix produced straight stems at the highest rate, while 'Benary's Giant' Mix and 'Zowie! Yellow Flame' produced straight stems at the lowest rate (significant at ƒÑ=0.05 level). The statistical analysis of 'true-to-type' data revealed that 'Oklahoma' Mix and 'Zowie! Yellow Flame' matched variety descriptions more closely and were significantly different statistically from the other varieties, but not from each other. 'Benary's Giant' Mix exhibited the lowest frequency, statistically, of true-to-type form. These results substantiate common complaints from many cut-flower producers and may provide a source of quantitative information to be used in future variety selection and improvement.

ECONOMIC CONSEQUENCES OF USING DIFFERENT COTTON VARIETY TECHNOLOGY SYSTEMS IN ALABAMA

Reed,* T. D.[1]; Burmester, C. H.[2]; Monks, C. D.[3]
[1]Extension Entomologist, Alabama Cooperative Extension System, Belle Mina, AL, 35615
[2]Extension Agronomist, Alabama Cooperative Extension System, Belle Mina, AL, 35654
[3]Extension Agronomist, Alabama Cooperative Extension System, Auburn University, AL, 36849

Three cotton technology systems were evaluated using a split block design at irrigated locations in north and central Alabama. In these studies cotton varieties were the main plot variable and included Stoneville 4554 B2RF(=ST), Phytogen 485 WRF (=PHY) and a conventional variety, CT 210(=CT). The main plots were then split by weed control to include no pre-emergence applications compared to Cotoran and Prowl . The second split was by Heliothine control and included no insecticides for Heliothine control compared to insecticide applications for Heliothines. ST and PHY with and without larvicide yielded significantly more cotton than CT plots, regardless of larvicide treatment or location. There was no significant difference in ST and PHY "with larvicide and without larvicide" plots in N AL. ST plots did not respond to larvicide sprays . A pyrethroid applied on July 30 significantly increased the PHY yield in N AL however, larvicide treatments in C AL did not increase PHY yield. Larvicide applications increased CT yield 498 lbs/ac in N AL and 298 lbs/ac in C AL. Net returns after deducting seed, tech fee, herbicide and insecticide costs ranged from $484 to $981.

VALIDATION OF THE DRY MATTER INTAKE FORMULA OF SPARTAN 3 RATION EVALUATOR / BALANCER FOR DAIRY CATTLE

Robb,* G.W.[1]; Bucholtz, H.F.[2]; VandeHaar, M.J.[3]
[1]District Extension Dairy Educator, WC Michigan, Michigan State University, 12220 Fillmore St. Suite 122, West Olive, M, 49460
[2]Professor Emeritus, Department of Animal Science, Michigan State University, 2265J Anthony Hall, E. Lansing, MI, 48824
[3]Professor, Department of Animal Science, Michigan State University, 2265J Anthony Hall, E. Lansing, MI, 48824

The prediction of dry matter intake (DMI) is a critical step in balancing diets because DMI is used for determining optimal nutrient concentrations. The objective of this study was to determine the accuracy of the DMI prediction in Spartan 3 for high-producing cows on commercial dairies and to compare the prediction to the 2001 National Research Council (NRC), Spartan Dairy 2, and the Cornell Net Carbohydrate and Protein System (CNCPS). Actual DMI and feed composition were measured in 12 groups of high-producing Holstein cows (1068 cows) on eight Michigan farms. Body weight and body condition score were assessed on a random sampling of the cows from each pen. Milk production records were obtained from DHI. Feed delivered and cow numbers were recorded by the farmer over a two week period. DMI was calculated based on feed moisture values of the test period. Daily milk production averaged 42 kg and ranged from 30 to 52 kg. Actual daily DMI was 25.5 kg, ranging from 22.4 to 30.4 kg. Predicted DMI as a % of actual was 103% for Spartan 3, 108% for NRC, 101% for Spartan 2, and 97% for CNCPS. Correlations for predicted DMI with actual were 82% for Spartan 3, 71% for NRC, 76% for Spartan 2, and 75% for CNCPS. In general, the Spartan 3 prediction was better for the higher-producing groups. We expect that the Spartan 3 DMI prediction will work reasonably well for high-producing cows on commercial farms.

SPRING GREENING IN THREE SOUTHERN IDAHO TURF SPECIES AFFECTED BY FERTILIZER BUT NOT BY SUMMER IRRIGATION LEVELS

Robbins,* J.A.[1]; Neibling, H[2]
[1]Extension Educator, University of Idaho, Jerome County Extension, Jerome, ID, 83338
[2]Extension Irrigation Specialist, University of Idaho, Twin Falls Research and Extension Center, Twin Falls, ID, 83303

Homeowners in Southern Idaho want a healthy and pleasing green turf. To achieve this goal with water supply constraints requires improved water conservation and landscape management practices. Research-based recommendations for minimum fertilizer and water recommendations are being provided by a replicated turfgrass study established fall 2003 in Jerome, Idaho. 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 treatments, 4.4, 2.2, 1.1, and 0 lb NPK/1000 ft2 applied in a split application (early May, late June to early July, early to mid September, and late October to early November). National Turfgrass Evaluation Program ratings were used to evaluate seasonal color. Spring greening of all turf species began in February and continued through April. Irrigation treatments did not affect spring seasonal color ratings. However, species x fertilizer interactions were significant in all years (2006 – 2008). In February and March, tall fescue had the lowest color ratings, being straw colored. With increasing fertilizer, color of tall fescue improved. Color in Kentucky bluegrass and perennial rye also improved, but to a greater extent. By April, tall fescue developed a color as good, or better than, the other two species of grass. Color improvement with increasing fertilizer rates was similar in all three species.

AN EXTENSION TEAM APPROACH TO FORAGE FERTILITY RESEARCH AND EDUCATION IN CENTRAL MISSOURI – FORAGE YIELD AND QUALITY RESULTS

Schmitz,* E.G.[1]; Doty, R.E.[2]; Flatt, W.R.[3]; Hoormann, R.G.[4]; Kallenbach, R.L.[5]; Lorenz, T.E.[6]; Ross, J.R.[7]; Vendrely, D.C.[8]
[1]Regional Livestock Specialist, University of Missouri Extension, Warsaw, MO, 65355
[2]Regional Agriculture Business Specialist, University of Missouri Extension, Maryville, MO, 64468
[3]Regional Livestock Specialist, University of Missouri Extension, Fayette, MO, 65248
[4]Regional Agronomy Specialist, University of Missouri Extension, Montgomery City, MO, 63361
[5]State Extension Forage Specialist, University of Missouri, Columbia, MO, 65211
[6]Regional Agronomy Specialist, University of Missouri Extension, Boonville, MO, 65233
[7]Regional Agronomy Specialist, University of Missouri Extension, Versailles, MO, 65084
[8]Regional Agriculture Business Specialist, University of Missouri Extension, Sedalia, MO, 65301

Cool-season grass pastures and hay fields in central Missouri are typically grown on acidic (pH<7.0) and low phosphorus (P) soils. Forage fertility recommendations based on soil tests submitted to the University of Missouri Soil Testing Laboratory (UMSTL) are generally higher than rates farmers are willing to apply. This 3-year research/demonstration project is a collaborative effort among regional and state Extension specialists designed to show the impacts of following UMSTL recommendations on forage yield, forage nutrient quality and forage production economics. Beginning in March 2007, nine fertility treatments and a sub-plot lime treatment were applied. Plots were harvested three times annually. Yields were recorded and sub-samples collected, dried and sent to commercial laboratories for nutrient analysis using NIR. Yield and quality data were analyzed using ANOVA techniques with fixed effects being replicate, treatment, lime and treatment X lime interaction. Based on the first two year's results, the full fertility treatment (100-65-60) had the highest dry matter yield (5441 pounds), highest TDN per acre (3527 pounds) and highest % P (0.297%) at first harvest. At the second harvest, 50-0-0 had the lowest %CP, %Ca and %Mg (10.8, 0.77 and 0.28 respectively). At the third harvest, 0-65-60 with red clover had the highest %CP (16.8), and highest %Ca (1.30). The 50-0-0 treatment had the lowest %P (0.14). During 2008, 0-65-60 with red clover, 50-30-30 and 0-0-0 were more economical than 100-65-60. Forage production cost per pound of TDN or CP produced were similar for most treatments both years, except the 100-65-60 treatment.

CHARACTERIZING THE PARASITE CHALLENGE OF MEAT GOATS GRAZING SUMMER PASTURES IN WESTERN MARYLAND

Schoenian,* S.G.[1]; Bennett, M.B.[2]; Dietz-Band, J.[3]; Jackson-O'Brien, D.J.[4]; Semler, J.W.[5]
[1]Sheep & Goat Specialist, University of Maryland Cooperative Extension-WMREC, Keedysville, MD, 21756

[2]Extension Agent, West Virginia University Cooperative Extension-Berkeley County, Martinsburg, WV, 25401
[3]Extension Program Assistant, University of Maryland Cooperative Extension-Washington County, Boonsboro, MD, 21713
[4]Small Ruminant Specialist, Delaware State University, Dover, DE, 19901
[5]Extension Agent, University of Maryland Cooperative Extension-Washington County, Boonsboro, MD, 21713

Internal parasites (i.e. gastro-intestinal worms) are the primary health problem affecting grazing goats, but the severity and nature of the problem varies by year, season, and various other factors. To characterize the parasite challenge of meat goats grazing summer pastures in Western Maryland, data was collected from the 57 male goats that participated in the 2008 Western Maryland Pasture-Based Meat Goat Performance Test. At the beginning of the test, the goats were administered anthelmintics from two different chemical classes. Individual and pooled fecal samples were collected every two weeks. Individual fecal samples were sent to Delaware State University for fecal egg count determination using the modified McMaster procedure. Pooled fecal samples were submitted to the University of Georgia for coproculture. Body weights, FAMACHA© eye anemia scores, and body condition scores were assessed bi-weekly. Goats with FAMACHA© scores of 4 and 5 were dewormed, while goats with scores of 1 and 2 were not treated. The initial anthelmintic treatments reduced fecal egg counts by more than 95 percent. Excluding the initial treatments, the 57 goats were dewormed an average of 1 additional time. 28 goats (49%) did not require any additional anthelmintic treatment, while the remainder required 1 or more treatments. Fecal egg counts and FAMACHA© scores peaked on August 29 when almost half of the goats required anthelmintic treatment. Haemonchus contortus was the primary parasite infecting the goats, comprising 96 to 100 percent of the worm load. There was considerable difference among individual goats for parasite resistance and resilience.

USING HOT WATER TO CONTROL INSECTS AND MITES ON NURSERY PROPAGATION PLANTS

Schuster,* C.F.[1]; Gill, *S.A.[2]
[1]Extension Educator, University of Maryland Extension, Derwood, MD, 20855
[2]Extension Specialist, University of Maryland Extension, Ellicott City, MD, 21042

Growing pest free cuttings for propagation has been the goal for many propagators of nursery plants. Insects and mites on plants used for cuttings create a stress on the plant materials in the rooting chamber. Pesticides used to reduce insect and mite populations increase cost and handling risks. This research project has investigated an alternative method of insect and mite control without the use of pesticides. The hot water re-circulation immersion system that we built was modified from Arnold H. Hara's work at the University of Hawaii to suit nursery production in the continental United States. In Maryland, our goal was to build a device that is affordable (under $3000), portable and practical for treating large numbers of cuttings in temperate regions. Plant cuttings are placed in the hot water bath system that regulates the temperature of the water. Different temperatures and times are used for different plant materials and to control different insect or mite pests. Determining the temperature and time that will control an insect or mite pest, but not lead to an unacceptable percentage of mortality has been a goal for this project. Plant materials continue to be tested with varying degrees of success.

CROP CANOPY REFLECTANCE SENSORS OPTIMIZE NITROGEN FERTILIZER APPLICATIONS: REDUCING N LOSS, NOT YIELD

Shannon,* D.K.[1]; Charles E. Ellis[2]; Harlan L. Palm[3]; Kenneth A. Sudduth[4]; Newell R. Kitchen[5]; Peter C. Scharf[6]
[1]Natural Resource Engineering Specialist, University of Missouri Extension, Columbia, MO, 65203
[2]Natural Resource Engineering Specialist, University of Missouri Extension, Troy, MO, 63379
[3]Research Scientist - Precision Agriculture, University of Missouri, Columbia, MO, 65211
[4]Agricultural Engineer, USDA-Agricultural Research Service, Columbia, MO, 65211
[5]Soil Scientist, USDA-Agricultural Research Service, Columbia, MO, 65211
[6]Extension Soil Fertility Specialist, University of Missouri Extension, Columbia, MO, 65211

Excess nitrogen application on corn fields results in increased potential for nitrogen loss to ground or surface waters, while reducing the amount of nitrogen applied creates a risk of diminished productivity and lower yields. Crop canopy reflectance sensor technology for optimizing nitrogen application on corn addresses the issues of excess nitrogen application as well as the risk of reduced productivity. The overall approach of using active crop canopy reflectance sensors is to assess crop reflectance differences that are used to vary

nitrogen fertilizer application. The reflectance from a non-nitrogen-limiting reference strip standardizes the reflectance from the application area.

Crop canopy reflectance sensors have been used on 87 on-farm demonstrations in Missouri from 2004-2007. Sensor-guided nitrogen rates were, on average, 23 lb N/acre less than normal producer N rates for 2004-2007 demonstrations while, on average, no yield was lost. If this technology was adopted on 25% of U.S. corn acres with similar results, it would save 534 million pounds of nitrogen (~$374 million). This would equate to and energy savings of 13 trillion BTU annually. Averaged over all demonstration fields, nitrogen removed by the crop was equal to nitrogen fertilizer applied. Nitrogen management can't get any more efficient than that.

ALLELOPATHIC POTENTIAL OF A BICULTURE COVER CROPPING SYSTEM

Spencer,* J.L.[1]; Parrish, M.[2]
[1]Extension Agent, Virginia Cooperative Extension, Suffolk, VA, 23437
[2]Extension Agent, Virginia Cooperative Extension, Dinwiddie, VA, 23841

Weed management in vegetable production systems can be difficult because of the limited number of herbicides available and the degree of control necessary to maintain adequate yields. An alternative option to herbicide application is the use of cover crops, more specifically those that contain allelopathic properties. Allelopathy is defined as harmful effects on one plant species through the release of toxic chemicals into the environment by another. In 2007, a two year study was initiated to determine weed suppression by two cover crops that are known to contain allelopathic properties. Data were collected from four treatments: 1. Bare-ground control, 2. Purple vetch monoculture, 3. Oilseed radish monoculture, and 4. Vetch/Radish Biculture. In addition to weed suppression, data was collected to determine the compatibility of these two cover crops in a biculture system. Initial results from year one indicate that purple vetch and oilseed radish may not be compatible in a biculture system. When purple vetch was planted in a monoculture, percent ground coverage totaled 32.50%, which is significantly higher than 11.88% ground coverage when planted in a biculture with oilseed radish. Subsequently, percent ground coverage of the radish monoculture (78.13%) was not significantly different from the purple vetch monoculture (75.00%). Weed suppression among the four treatments was highly variable with few significant differences noted.

TILLAGE AND CROPPING SYSTEMS TO INCREASE DRYLAND CROP PRODUCTION IN SOUTHWEST OKLAHOMA

Strickland,* G.L.[1]; Banks, J.C.[2]; Edwards, J.[3]; Godsey, C.[4]; Goodson, J.[5]; Gregory, M.[6]; Kochenower, R.[7]; Osborne, S.[8]; Pitts, T.[9]; Skipper, D.[10]; Taylor, R.[11]; Thacker, R.[12]
[1]Extension Educator, Agriculture/4H/CED, Oklahoma State University Cooperative Extension Service, Altus, OK, 73521
[2]Oklahoma State University Professor and State Extension Cotton Specialist, Oklahoma State University, Altus, OK, 73521
[3]Oklahoma State University Assistant Professor and State Extension Small Grains Specialist, Oklahoma State University Cooperative Extension Service, Stillwater, OK, 74078
[4]Oklahoma State University Assistant Professor and State Extension Cropping Systems Specialist, Oklahoma State University Cooperative Extension Service, Stillwater, OK, 74078
[5]Extension Assistant, Oklahoma State University Cooperative Extension Service, Altus, OK, 73521
[6]SW District Area Agronomy Specialist, Oklahoma State University Cooperative Extension Service, Duncan, OK, 73533
[7]Area Research and Extension Specialist, Agronomy, Oklahoma State University Cooperative Extension Service, Goodwell, OK, 73939
[8]Assistant Extension Specialist, Cotton, Oklahoma State University Cooperative Extension Service, Altus, OK, 73521
[9]SW District Area IPM Specialist, Oklahoma State University Cooperative Extension Service, Altus, OK, 73521
[10]SW District Area Agriculture Economics Specialist, Oklahoma State University Cooperative Extension Service, Duncan, OK, 73533
[11]Oklahoma State University Associate Professor and State Extension Agriculture Engineer Biomachinery Systems Specialist, Oklahoma State University Cooperative Extension Service, Stillwater, OK, 74078
[12]Senior Station Superintendent, Southwest Research and Extension Center, Oklahoma State University, Field Research and Services Unit, Altus, OK, 73521

This long term study established in 2002 is comprised of two tillage treatments; No-Tillage (NT), and Conventional Tillage (CT); 3 crops (Cotton-C, Grain Sorghum-GS, and Wheat-W) arranged in 7 cropping systems; C-W-GS, C-W, C-GS, W-DCGS-C, C, W, and GS. A randomized complete block with a split plot design

is utilized to arrange the treatments. Tillage systems serve as main blocks and cropping systems as sub-blocks. Soil organic matter (SOM), insect and weed species composition and populations, yield responses, and production economics are measured within both tillage and cropping systems. An ANOVA with F-test and least significant difference numbers (L.S.D.) calculated at (P=.05) are used to analyze the data. Results to date are as follows: Soil organic matter measurements have began to show an interaction between tillage and cropping systems with all NT systems indicating higher SOM levels than the CT systems, with the exception of one, at the 2 inch sampling depth. No significant SOM differences have been noted between cropping systems within a tillage system. No significant differences have been noted between tillage treatments or among cropping systems regarding insect populations or species. In general the NT systems show higher weed populations than the CT systems but only a few significant differences have been noted between tillage treatments or among cropping systems. Production and economic returns have shown a significant difference in the interaction between tillage and cropping systems with the NT crop systems showing a consistent higher dollar return above production inputs than the CT systems.

WILLOW CREEK FORAGE WHEAT

Tanner,* J.P.[1]; Broesder, J. T.[2]; Carlstrom, R. D.[3]; Cash, S. D.[4]; Gibbs, W.[5]; Johnson, G. R.[6]; Lucas, D.[7]; Miller, E. T.[8]; Reed, M. A.[9]; Reich, G. A.[10]; Schile, K. D.[11]; Surber, L. M.[12]; Wichman, D. M.[13]; Williams, K. E.[14]
[1]Beaverhead County Extension Agent, Montana State University, Dillon, MT, 59725
[2]Hill County Extension Agent, Montana State University, Havre, MT, 59501
[3]Gallatin County Extension Agent, Montana State University, Belgrade, MT, 59714
[4]Agronomy Specialist, Montana State University, Bozeman, MT, 59717
[5]Judith Basin County Extension Agent, Montana State University, Stanford, MT, 59479
[6]Ravalli County Extension Agent, Montana State University, Hamilton, MT, 59840
[7]Granite County Extension Agent, Montana State University, Philipsburg, MT, 59858
[8]Garfield County Extension Agent, Montana State University, Jordan, MT, 59337
[9]Wheatland County Extension Agent, Montana State University, Harlowton, MT, 59036
[10]Producer, Gallatin County, Willow Creek, MT, 59760
[11]Horticulturist/Agriculture Assistant, Gallatin County, Belgrade, MT, 59714
[12]Research Associate, Montana State University, Bozeman, MT, 59717
[13]Superintendent/Agronomist, Montana State University, Moccasin, MT, 59462
[14]Custer County Extension Agent, Montana State University, Miles City, MT, 59301

Montana livestock producers use annual forages widely. Montana State University has been evaluating different annual forage species for feed value and viability in Montana. One of most the promising annual forages is Willow Creek winter wheat, released in 2005. This is an awnless forage winter wheat that can be produced for hay and spring pasture. Willow Creek is a tall variety which matures later than, current winter wheat varieties. While originally released as potential dual-purpose (hay or grain) wheat, the largest limitation to this new variety is its low grain production. Surveys of 133 producer attendees at field days during crop growth and at a feedlot tour (2005) indicated that if Willow Creek winter wheat seed were available in 2006, 102 producers would plant it on about 9600 acres. In 2007 a statewide survey was conducted with producers who grew Willow Creek seed to determine their experience in growing this annual forage (20-110 acres). Most (88%) percent of the producers said they would grow Willow Creek winter wheat again as a seed crop. The seed yield (30 bu/ac to 36 bu/ac) is inferior to standard grain wheat's, but despite the low seed yield, the growers thought it is still a viable seed crop. By 2008, the acreage of Willow Creek was an estimated 20,000 acres. The field demonstrations of Willow Creek by Montana Extension personnel increased the acceptance of this new variety by producers.

EVALUATION OF AN IN-FURROW AND TWO SEED TREATMENTS FOR CONTROL OF ROOTKNOT NEMATODE AND THRIPS IN COTTON

Vangilder,* A.M.[1]; Colwell, C.K.[2]; Lorenz, G.M.[3]
[1]County Extension Agent, U of A Cooperative Extension, Piggott, AR, 72454
[2]Program Associate, U of A Cooperative Extension, Lonoke, AR, 72086
[3]Extension Entomologist, U of A Cooperative Extension, Lonoke, AR, 72086

Two serious pests of cotton in northeast Arkansas are rootknot nematode and thrips. These pests can potentially delay maturity and reduce yields. Two seed treatments, one in-furrow treatment and an untreated check were evaluated for control of these pests. Avicta Complete Pak seed treatment (abamectin,

thiamethoxam, azoxystrobin, fludioxonil, mefenoxam), Aeris seed treatment (imidacloprid, thiodicarb), plus Trilex (trifloxystrobin, metalaxyl, triadimenol), and Temik (aldicarb, 5lbs/acre), in-furrow plus Trilex (trifloxystrobin, metalaxyl, triadimenol), were evaluated for yield responses to rootknot nematode control in 2007 and 2008 and thrips control in 2008 and compared to an untreated check. Studies were conducted in typical grower fields with randomized complete strip design with four replications. Nematode and thrips counts were taken and plots were machine harvested to determine yield differences. Data was analyzed using ANOVA techniques with a significance level of .10 and means were separated using Duncan's Multiple Range Test. While not significant both years, yield increases were noted in the Temik and Avicta treatments in both 2007 and 2008 and Aeris exhibited a slight yield increase over the untreated check in 2007. All treatments reduced the number of thrips significantly over the untreated check.

AGENTS' OPINIONS OF PREFERRED EDUCATION/COMMUNICATION METHODS

Vaught,* C.J.[1]; Troxel, T.R.[2]
[1]County Extension Agent - Staff Chair, U of A Cooperative Extension Service, Mena, AR, 71953
[2]Professor, Animal Science, U of A Cooperative Extension Service, Little Rock, AR, 72203

A survey was conducted to determine agents' perceptions pertaining to preferred methods of communication by clientele with animal and forage interests. Agents located in the state's top 55 livestock counties were telephone surveyed with a response rate of 96.4%. Communication methods were categorized into three forms: printed, electronic and personal. Agents responded on a scale from 1 = lowest preference, to 5 = highest preference with intervening ratings of: 2 = slight preference, 3 = moderate preference, and 4 = high preference. Agents believed their clientele with animal and forage interests preferred printed media (3.5 ± 1.03: mean ± SD) and personal media (3.5 ± 1.11), with a slight preference for electronic media (2.4 ± 1.04). The most preferred methods of print media were newsletters (4.3 ± 0.68) and fact sheets (4.2 ± 0.63) while trade publications (3.1 ± 0.85) and display posters (2.6 ± 0.94) were perceived to be least preferred. Agents in the SE region preferred fact sheets less than agents in the other regions ($P < 0.05$). The most preferred method of personal communication was one-on-one (4.6 ± 0.60) followed by group meetings (3.6 ± 1.02) while the least preferred method was radio programs (2.9 ± 0.99). For electronic media, agents perceived that clientele preferred electronic newsletters (2.6 ± 0.93) and e-mail (2.6 ± 1.12) but did not prefer compressed video (1.6 ± 0.74). These ratings may reflect agents' opinions of the success of various educational methods in delivering information to their animal and forage clientele.

MONITORING OF ERGOT (CLAVICEPS PURPUREA) ASCOSPORE RELEASE TO BETTER TIME FUNGICIDE APPLICATION IN NE OREGON GRASS SEED PRODUCTION.

Walenta,* D.L.[1]; Alderman, S.C.[2]; Hamm, P.B.[3]
[1]Extension Agronomist, Oregon State University Extension Service, LaGrande, OR, 97850
[2]Research Plant Pathologist, USDA-ARS National Forage Seed Production Research Center, Corvallis, OR, 97331
[3]Extension Plant Pathologist, Oregon State University-Hermiston Agriculture Research and Extension Center, Hermiston, OR, 97838

Ergot (Claviceps purpurea) is an important fungal disease of grasses which inhibits seed production. In turf grass seed production fields, yield and economic losses result from the direct replacement of seed with sclerotia, viable seed loss during recleaning of seed to remove sclerotia, and the use of expensive fungicides. Recently, ergot incidence and severity has increased in grass seed production fields in northeastern Oregon. To better understand the host and the environmental factors that contribute to ergot development, research was conducted in 2008 to monitor environmental conditions, timing of host flowering, and airborne ascospore density of C. purpurea in Kentucky bluegrass fields near LaGrande, OR, and Kentucky bluegrass and perennial ryegrass fields near Hermiston, OR. Burkard volumetric spore traps were used to monitor airborne ascospore density and grass pollen beginning early May (pre-anthesis) to late June (post-anthesis). Yield data and ergot contamination levels in harvested seed were analyzed using ANOVA procedures and means separated with Tukey HSD test. Trap results indicate grass seed crop anthesis coincided with the end of ascospore occurrence; therefore, few airborne ascospores were available for floral infection. Evaluation of fungicide application timing efficacy was not possible due to very low ergot infection levels at each site. Soil moisture and temperature data does not suggest a clear relationship between sclerotia germination and subsequent release of ascospores. Study results will be utilized to develop an IPM approach to reduce ergot losses through disease monitoring and judicious fungicide application in relation to ascospore occurrence and grass anthesis.

COMPARISON OF SUMMER ANNUAL GRASSES FOR FORAGE YIELD AND QUALITY PLANTED AFTER WINTER WHEAT

Wilson,* G. W.[1]
[1]Extension Educator, Agriculture, Natural Resources, and County Director, Ohio State University Extension, Findlay, OH, 45840

Limited forage availability is often a major problem during the later part of a growing season. Hancock County in northwestern Ohio normally plants approximately 40,000 acres of winter wheat each year. A research plot was designed to compare four commonly planted summer annual grasses popular to the area. The species planted were: oats, sudangrass, pearl millet, and teff. The plot was planted in a randomized block design with each specie having three replications in a twelve acre farm field. The plots were no-tilled into wheat stubble on July 27, 2008 and all forage was harvested as baleage on October 26, 2008. Yield and forage quality data was recorded for all varieties. The weather conditions were extremely dry, limiting final yield for all varieties. The oats yielded the most at 3712 pounds dry matter per acre followed by sudangrass which was not significantly different at 3322 pounds dry matter per acre. The pearl millet which was significantly different had 1795 pounds dry matter per acre. The teff was not included in the results due to extremely poor emergence due to excessive dry weather. This study did suggest that substantial forage can be produced after winter wheat even in extremely dry conditions.

FIELD WINDBREAK / LIVING SNOW FENCE CROP YIELD ASSESSMENT

Wyatt,* G.[1]; Hernandez, J.[2]
[1]Extension Educator, University of Minnesota Extension, Mankato, MN, 56001
[2]Extension Educator, University of Minnesota Extension, St. Paul, MN, 55108

Field windbreaks and living snow fences, when placed in the proper locations, can serve a useful purpose and be very beneficial in enhancing rural landscapes. This study was designed to evaluate and document crop yields grown on one or both sides of field windbreaks or living snow fences for a 3 year period from 2005 to 2007. Yield data was collected from modern GPS/yield monitoring and mapping systems which are on the combines of the cooperating farmers. We have also conducted a survey of producers who have planted living snow fences to identify why they prioritized this practice on their farm and to document positive as well as negative comments about the plantings.

Previous research showed an increase in yield of 12% in corn and 8% in soybeans. We wanted to verify and update this research using various plantings in Minnesota with modern yield recording technology. If crop yields are higher or equal to field averages, more producers may be encouraged to establish these plantings on their farm. We found that the crop yields varied considerably due to many variables. Increases were less than previous studies. It is recommended that a grass/forbs buffer or filter strip be planted on either side of the planting to minimize yield reductions close to the planting and increase environmental benefits. Field windbreaks and living snow fences reduce winter fatalities and accidents, benefit wildlife, enhance rural aesthetics, reduce blowing snow problems, reduce snow removal costs, protect top soil, and much more.

AN EVALUATION OF PRECISION AGRICULTURE ON PASTURES AND MEADOWS

Yohn,* C.W[1]; Wickline, B. W.[2]
[1]Extension Agent, West Virginia University, Charles Town, WV, 25414
[2]Extension Agent, West Virginia University, Union, WV, 24983

A study conducted by Wickline and Fullen in Monroe County in 2005 showed that there was an economic difference when nutrients were applied based on conventional sampling and application versus precision sampling and application on small acreages. The study expanded 2006 and 2007 to eight farms in three other West Virginia Counties. A total of 590 acres on eight farms were sampled and compared. All of the fields tested were pasture or hay land. Each farm provided its own unique set of nutrient requirements. There was no consistent pattern of differences in nutrient requirements among the eight farms. Thirteen times (54%) precision sampling made a recommendation that was less than would have been applied conventionally. Nine times (38%) precision sampling showed that the soil required more nutrients than the conventional sampling method showed. Only twice (8%) did the two sampling methods agree on the nutrients needed. Conventional sampling recommended an additional 53 tons or 0.15 tons of lime per acre. Phosphorous application was recommended on all farms but conventional sampling recommended 11 tons more per acre. There was only 0.39 tons more potassium required through the precision recommendations. On three farms precision sampling would have saved an average of $1,000 per farm or $15.46 per acre. The remaining five farms would have

spent an additional $1617 per farm or $20.42 more per acre. Producers are uncomfortable with field variability and want to take steps to reduce the inconsistencies that can be found in these fields.

Poster Session

Extension Education

2009 NACAA

94th
Annual Meeting
and
Professional Improvement Conference
Portland, Oregon

EXTENSION COLLABORATES WITH BEEKEEPERS TO INCREASE AWARENESS

Andrews,* E. L.[1]
[1]County Extension Coordinator, University of Georgia Cooperative Extension, 1014 W. Thigpen Ave., Lakeland, GA, 31635

Southeast Georgia beekeepers were hit hard in 2007 by multiple adverse conditions which affected bee populations and honey production. An early Easter freeze killed pollen sources for honey bees. Extreme drought conditions during the same time attributed to the largest forest fires in Southeast Georgia/North Florida in years. The smoke and ashes from these fires stopped bee activity. Hive decline and lost honey production plagued beekeepers. Faced with losses caused by these multiple conditions, beekeepers discovered there were no disaster payments available for lost production of honey or declining hives. Lanier/Clinch County Extension Agent and Clinch County beekeepers took action to address these problems. They presented an organized effort to government agencies with the total amount of honey and hive losses they had suffered. They met with the USDA Farm Service Agency, state and U. S. representatives, and senators about disaster relief and loss of hives and production. They met with UGA Extension specialist to discuss increased bee research and education programming. Consequently, they reorganized the declining Southeastern Georgia Beekeepers Association to fifty-plus members representing 30,000 plus beehives in six counties. The Lanier/Clinch County Extension Agent and beekeepers were interviewed on television and other news outlets to explain the problems affecting beekeepers. New disaster assistance programs for beekeepers are included in the 2008 Farm Bill. UGA Extension is the lead organization on a USDA grant of $4.1 million for "Sustainable Solutions to Problems Affecting Health of Managed Bees". Lanier CEA and two Clinch County beekeepers are cooperators on this grant.

INTRODUCING HIGH TUNNEL TECHNOLOGY CONCEPTS TO AMISH AND MENNONITES

Baker,* T.P.[1]; Quinn, J.T.[2]
[1]Regional Horticulture Specialist (Northwest), University of Missouri Extension, Gallatin, MO, 64640
[2]Regional Horticulture Specialist (Central), University of Missouri Extension, Jefferson City, MO, 65101

Working with Amish and Mennonite farmers can present challenges in areas of technology education. These groups may range from Mennonites who use electricity to Amish who may not use electricity but accept stationary engines, to other groups who use nothing but horse power, with no stationary engines. Often, these groups may be present at the same meeting. Creating presentations useful to all groups is difficult.

In 2008-2009, a series of vegetable growing workshops were conducted in Missouri targeting growers who sell to produce auctions, many of whom are Amish or Mennonite. The first year was a "Back to Basics" workshop, and the second year emphasized advanced topics.

This poster describes the approach used teaching this diverse group about high tunnel technology and energy efficiency. The poster describes the issues, and shows examples from the Missouri workshop presentation on high tunnel technology. Some of the technology could easily be used by all groups. Other technology could be adopted by some groups, but not others. Usually the principle could be used in some form by all groups. The workshop presentation was geared to introduce concepts, with the idea that groups who could not utilize the technology directly could adapt the principle in many cases, according to their community beliefs.

DEVELOPING OUR HORTICULTURE FUTURE THROUGH 4H

Barkley,* D.V.[1]
[1]Brunswick County Horticulture Agent, North Carolina State and A & T State University, Bolivia, NC, 28422

Brunswick County is situated on the Atlantic Coast in Southeastern North Carolina and is rapidly losing its farmland to development. Much of the county has been developed as a resort community. Despite urbanization many jobs in agriculture exist. Brunswick County ranks in the middle of the state when it comes to agriculture production. Its 271 farms make a $17 million impact on the local economy from crops and another $15 million from livestock. The 41,077 acres of farmland is composed of 20,344 acres of harvested cropland annually. Many youth are beginning to lose their connection to agriculture in our county and are losing a part of our cultural heritage. They have very little skills in the area of growing plants for food. This lost art of growing your own food is dying out as each new generation graduates from high school or college. Developing a horticulture judging team exposed our youth to decision making skills and experiences which will remain with them. Without this experience and training, the students would still lack skills and knowledge about plants. They now have the ability to carry with them a new appreciation

of the plant world and the importance of producing food crops. Throughout this process they were able to identify, study, and learn how to best utilize and care for over 180 plants they studied while preparing for the various competitions.

DEVELOPING A COMMUNITY GARDEN FOR BOTH FOOD PRODUCTION AND MULTIPLE EDUCATIONAL PURPOSES

Beddes,* T.B.[1]; Torres, J.[2]
[1]Horticulture Extension Agent, Utah State University Extension, Logan, UT, 84321
[2]Community Garden Volunteer, St. Thomas Aquinas Catholic Church, Logan, UT, 84321

With an increasing demand for home grown produce, both for health and financial reasons, I helped establish a new community garden in Logan, Utah in 2008. Like many others, this garden includes publicly available plots. However, in an effort to fulfill Extension's educational component, a demonstration fruit area, which includes both trees and small fruits and a garden used by 4-H Jr. Master Gardeners was developed. In addition, an educational arboretum will be installed in the spring of 2009 containing many underutilized trees. Another unique feature of the garden is that it contains raised beds accessible to those of all abilities. The garden came into being by a collaborative effort between St. Thomas Aquinas Catholic Church, Utah State University Extension, The Utah Conservation Corp, Cache County Master Gardeners, and other private individuals and groups. In its initial year 25 families and individuals utilized the area. This year, over 45 have registered as of March 13, 2009, with many more being expected. In the coming years, 4-H Jr. Master Gardeners and other youth groups will continue to use garden facilities for hands-on training and club meetings. Lastly, home food production classes have been planned that will be offered to the Hispanic/Latino community.

FOSTERING CIVIC ENGAGEMENT THOUGH THE WESTERN MARYLAND LEADERSHIP ACADEMY

Bender*, Derrick[1]; Ashby, L.[2]; Bentlejewski, J.T.[3]; Lantz, W.D.[4]; Sherrard, A.[5]
[1]Extension Educator, Maryland Cooperative Extension, Accident, MD, 21520
[2]Extension Educator, Maryland Cooperative Extension, Cumberland, MD, 21502
[3]Extension Educator, Maryland Cooperative Extension, Cumberland, MD, 21502
[4]Extension Educator, Maryland Cooperative Extension, Mtn. Lake Park, MD, 21550
[5]Extension Educator, Maryland Cooperative Extension, Mtn. Lake Park, MD, 21550

Modern society has placed heavy constraints on the time people have to gather and discuss rural issues. Many agriculture organizations have a difficult time finding people who are willing and qualified to fill board positions. People in rural communities need to have the skills and knowledge to guide agriculture successfully into the future. The Western Maryland Rural Leadership Academy (WMRLA) has evolved from a need that was expressed by the participants of the 2005 Agriculture Summit, which was sponsored by the Garrett-Preston Rural Development Coalition (RDC). In 2008, the WMRLA recruited 10 participants from Garrett and Allegany counties to better understand local and state issues affecting agriculture. Participants in the program are attending monthly sessions, which will provide valuable learning experiences. Maryland Cooperative Extension specialists, county faculty in all three program areas, and agency leaders are involved in training in their various areas of expertise. The activities of the leadership academy will be held at a variety of venues including relevant county and state government offices, agribusinesses, local farms, community colleges, etc. The group will also tour the state exploring agriculture enterprises, visiting with state government officials, and touring the states' land grant college facilities. The goal of the WMRLA is to increase participants' knowledge of community issues and resources while developing leadership skills and making long lasting networking connections. Long term goals are to increase the number of persons who are qualified and willing to serve on boards of directors for agriculturally related companies and organizations.

THE LEARNING FIELDS: STARTING A HORTICULTURE EDUCATION CENTER FOR THE PUBLIC AS A MEANS TO REVITALIZE A MASTER GARDENER PROGRAM

Blakey,* D.W.[1]
[1]County Extension Agent, University of Arkansas Cooperative Extension Service, Sebstian County, Fort Smith, AR, 72903

In the greater Fort Smith region there is a strong interest in gardening and a commensurate demand for education in Horticulture; however, historically there have been few outlets for providing that education. For the past 17 years, the River Valley Master Gardener program has been one way to provide education but the reach of direct training is limited. In addition, the program had become stagnant, membership was in decline, and

most projects lacked an educational component. In 2006, CES conducted a workshop to help this group chart a new course and it was resolved to start a learning center open to the public, complete with greenhouse that would be used to grow plants for demonstrations and Master Gardener projects. A steering committee was created in 2007 which then raised over $30,000 for start-up, and a 2 acre site with a building was selected on Fort Chaffee's land held by the Chaffee Crossing Trust to be called "The Learning Fields at Chaffee Crossing: A Project of the River Valley Master Gardeners". Construction and renovation began in May 2008 with the completion of the greenhouse and main infrastructure complete by January 2009. Planting and demonstration installation commenced thereafter with the first field day for the public to be held on June 20, 2009 with 8 demonstrations. To date nearly $50,000 in cash and in-kind donations have been received and the River Valley Master Gardeners have received publicity in the local media.

ARKANSAS 4-H ATV SAFETY TRAINING – SEBASTIAN COUNTY

Bocksnick,* J.R.[1]
[1]County Extension Agent – 4-H, University of Arkansas Cooperative Extension Service, Sebastian County, Fort Smith, Fort Smith, AR, 72903

The University of Arkansas Cooperative Extension Service reintroduced the 4-H ATV Safety Training in 2008. The program was brought back due to the increasing number of ATV related injuries and deaths among youth and adults. This program seeks to focus on educating youth involved in the 4-H program about the dangers of improper ATV use. It also reaches beyond the 4-H program to educate non4-H members and adults. This program is for inexperienced and seasoned individuals alike. This program is a half day training course. Participants are required to wear proper attire. Participants are shown proper pre-ride inspection, gear and equipment, ATV fit, and basic handling techniques. Following the demonstration participants are assigned an ATV that fits them properly following age and size guidelines and safety gear so that they can practice the pre-ride inspection and proper handling under the supervision of a certified instructor. After completion participants receive a card indicating that they have completed the course and show areas they need to improve on. The primary goal of this program is to help reduce ATV related injuries and deaths especially among youth but also among adults through rider course education.

EDUCATING A CHANGING POPULATION ABOUT LIVESTOCK AND NATURAL RESOURCES: THE JOHN AND AMY BRADLEY RANCH

Boyer,* W.R.[1]; Bradley, J.S.[2]; Wood, B.D.[3]
[1]Extension Watershed Specialist, K-State Research and Extension, Lawrence, KS, 66046
[2]Rancher, John and Amy Bradley Ranch, Lawrence, KS, 66046
[3]Extension Agent, K-State Research and Extension, Douglas County, Lawrence, KS, 66046

Bradley Ranch is located just south of Lawrence, Kansas; within the expected growth area of the city. Like many livestock producers in urbanizing eastern Kansas, Bradley has a full time job off of the farm. John and his wife Amy purchased the property from other family members in September of 2004 and began working closely with Extension to establish and implement goals for the operation. Extension personnel and the Kansas River Friendly Farms Assessment notebook were utilized to establish goals and a detailed plan of work for the operation. Their goals are to improve the natural resources (grassland, water quality, woodland, wildlife habitat) and their cow herd profitability. Educating other livestock producers and the general public about natural resource management is a priority. Over ten educational events were held at Bradley Ranch since 2004. Events included range management labs, water quality trainings, three bus tours and a field day with 110 participants.

THE AGRITOURISM IN ACTION EDUCATIONAL BUS TOUR

Bruch,* M.L.[1]
[1]Extension Specialist, University of Tennessee Extension, Center for Profitable Agriculture, Spring Hill, TN, 37174

Agritourism is an opportunity for some Tennessee farmers and agri-entrepreneurs to add value to farm resources. Studies conducted by the University of Tennessee in 2003 and 2004 estimated that 335 identified agritourism operations had total projected sales of more than $21 million per year. A 2005 study estimated for every dollar spent by customers at an agritourism enterprise an additional $0.85 in economic activity is generated through multiplier effects. Economic impact of this industry may be increased through educational programming for agritourism entrepreneurs and farmers interested in agritourism.

Educational workshops and conferences for agritourism operators have been held regularly for the past five years

in Tennessee. To complement these efforts and allow entrepreneurs and farmers interested in starting a business to see agritourism in action, a tour of agritourism operations was developed.

On November 11, 2008, 48 agritourism operators and farmers interested in agritourism and six representatives from UT Extension, the Tennessee Department of Agriculture and the Tennessee Farm Bureau Federation boarded a bus and embarked on a three-day adventure. The group visited 11 agritourism operations of various types, sizes and age in Tennessee, Kentucky and Indiana. The tour allowed participants to network with agritourism operators who participated on the tour or served as hosts, gain ideas about new products and attractions and learn how to better manage and market their operations.

EDUCATING FARMERS ABOUT THEIR 2008 FARM BILL CHOICES

Bruynis,* C. L.[1]; Barker, J.[2]; Dugan, D.[3]; Farley, L.[4]; Johnson, J.[5]; Lopshire, J.[6]; Woodruff, J.[7]
[1]Extension Educator, Ohio State University Extension, Upper Sandusky, OH, 43351
[2]Extension Educator, Ohio State University Extension, Mount Vernon, OH, 43050
[3]Extension Educator, Ohio State University Extension, Georgetown, OH, 45121
[4]Program Assistant, Ohio State University Extension, Owensville, OH, 45160
[5]Extension Educator, Ohio State University Extension, Springfield, OH, 45502
[6]Extension Educator, Ohio State University Extension, Paulding, OH, 45879
[7]Extension Educator, Ohio State University Extension, Sandusky, OH, 44870

With the introduction of the 2008 Farm Bill, farmers were searching for answers to the complex decisions they need to make concerning the Average Crop Revenue Election (ACRE). Additionally, there was confusion between ACRE and Supplemental Revenue Assurance (SURE) and how they were different. An educational presentation was created using case farms and computer generated outcomes based on a variety of possible price and yield scenarios. At the beginning of each workshop farmers were asked to record their average price estimates for the remainder of the 2008 price year for corn, soybeans and wheat. Participants were also asked to record their price and yield projections for the 2009 crop. This presentation was presented at 10 separate workshops where more than 400 farmers attended. A retrospective pre/post test using a six point Likert scale was administered to capture attitudinal and knowledge changes resulting from the workshops. These instruments indicated that farmers increased their understanding of the key differences between the ACRE and traditional DCP programs (+1.8), they increased their confidence in making the ACRE or traditional DCP election for their farm(s) (+1.4), and increased their understanding of SURE payment calculation (+1.4). Even though farmers indicated increased knowledge and confidence, there were only slight increases in the likelihood to enroll at least one FSA farm number in ACRE (+.07). However, large farmers were more likely to enroll in ACRE than smaller farm operators.

IMPACT OF RIVER VALLEY NUTRIENT MANAGEMENT TOUR FOR PRODUCERS AND LOCAL NATURAL RESOURCES

Buchanan,* M.L.[1]
[1]County Extension Agent - Agriculture, University of Arkansas Cooperative Extension Service, Van Buren, AR, 72956

Crawford and Sebastian Counties in Arkansas have land that is in a Nutrient Surplus Area and is regulated by legislation that was passed to address water quality and nutrient management. The River Valley Nutrient Management Tour was conducted to help producers to better understand regulations, to demonstrate practices that can be implemented to better protect natural resources, and to help producers become more efficient in their production practices. The River Valley Nutrient Management Tour took a tour bus to four locations for educational opportunities. The locations included three farms and the Extension Office. The tour was a multi-county event with 55 participants from four counties. The attendees received information in multiple topics, including: Regulations in the Nutrient Surplus Area, Reducing Environmental Impacts Through Best Management Practices, and Reducing Nutrient Inputs Through Rotational Grazing. The tour resulted in a change in current practice by at least 17 producers, which include three producers that have come to the Extension Office to seek additional help with calibration and have calibrated the commercial fertilizer equipment prior to application resulting in less unnecessary nutrients being applied to land. Evaluations from the tour indicated that 97% of the attendees thought the knowledge gained of all the topics was either good or excellent.

SPORT FISH POND MANAGEMENT

Byrne,* R.J.[1]; Burbaugh, B.[2]; Burtle, G.[3]; Edalgo, J.R.[4]; Francis-Floyd, R.[5]; May, L.M.[6]
[1]UGA Thomas County Ag Extension Agent, University of Georgia, Thomasville, GA, 31799
[2]Duval County Ag Extension Agent, University of Florida, Jacksonville, FL, 32099
[3]Extension Animal Science, University of Georgia, Tifton, GA, 31792
[4]UGA Camdem County Ag Extension Agent, University of Georgia, Woodbine, GA, 31569
[5]Extension Fisheries Veterinary Specialist, Univeristy of Florida, Gainesville, FL, 32601
[6]UGA Decatur County Ag Extension Agent, University of Georgia, Bainbridge, GA, 39818

Thomas County residents, along with residents of other counties, enjoy the recreational and natural resource opportunities sport fish ponds offer. However, detailed information on management and practices are limited and not easily accessible. Thomas and Camden County Cooperative Extension agents collaborated and coordinated multi-state pond management workshops in each respective county. The one day workshop was designed to disseminate information on proper pond management and to give pond owners, managers, and professionals access to the most current management techniques. The agents brought in speakers from Universities, Federal and State Government, and private industry for the workshop, and obtained a location to simulate real world management applications. The two locations hosted a total of 53 participants, with some driving over 3 hours to attend. A post survey was given and the results showed 100% satisfaction with the overall program and 97% of participants' most common pond problems were addressed. Participants also received a workbook and a CD with pond management information. These results suggest the need for sport fish pond management workshops and possible future expansion of locations of the workshop.

TRAINING LANDSCAPE PROFESSIONALS TO IMPROVE THEIR CLIENT'S IRRIGATION EFFICIENCY BY CONDUCTING WATER AUDITS

Price,* Jake[1]; Byrne, R.J.[2]
[1]UGA Lowndes County Ag Agent, University of Georgia, Valdosta, GA, 31601
[2]UGA Thomas County Ag Agent, University of Georgia, Thomasville, GA, 31792

Georgia was under outdoor water use restrictions for much of 2007 and 2008. Municipalities in some areas are discussing charging customer's higher water rates if they do not have proof that their irrigation systems are using water efficiently. The proof of a properly functioning system would be a water audit. In January and March of 2008 Lowndes and Thomas County Extension Agents offered four trainings to Landscape Professionals. The January trainings included (1) evaluate the efficiency of landscape irrigation systems, (2) identify drought tolerant plants, and (3) use xeriscaping practices . The VSU Small Business Development Center (SBDC) also participated in the trainings offering information on Drought Disaster Relief for Green Industry Workers affected by the 2007 drought. The March training included a hands on field audit of sprinkler systems in both Lowndes and Thomas counties. A pre and post test was also given to the participants. The results showed a 50% increase in knowledge on landscape water use issues. A post training evaluation was given to the participants after the March training. The results are as follows: All participants believe that improving the efficiency of their client's irrigation systems and educating their clients on proper water use can reduce water use by 25%. Currently, only 29% of landscapers offer water audits to their customers. After the trainings, 100% indicated that they learned enough to offer this service to their customers while 71% said they will most likely offer irrigation audits in the future.

REDUCING POLLUTION POTENTIAL OF ANIMAL FEEDING OPERATIONS

Christian,* M.L.[1]
[1]Watershed Specialist, Kansas State University Research and Extension, 1007 Throckmorton Hall, Manhattan, KS, 66506

Small to medium animal feeding operations tend to be located on sites that were convenient to water, shelter, or the farmstead. The pollution potential on these sites, particularly older sites, probably was not considered. Our role has been to assist animal feeding operators in assessing the pollution potential of their feeding facility and recommend the best management practices (BMPs) needed to achieve the necessary pollution abatement. Each facility was evaluated using a Significant Pollution Potential Assessment worksheet. The numerical value of the assessment determines the type and number of BMPs that need to be developed and implemented. These BMPs can include reducing the number of animals being fed; changing the feeding period; installing or increasing the size of a vegetative buffer; and installing a sediment basin and/or a lagoon. Conceptual drawings and management plans are developed for each cattle feed facility. This shows the livestock producer the types of BMPs that need to be

implemented and the extent of the practices. By implementing the conceptual drawings and plans for management changes, livestock producers can reduce the potential for water pollution from their facilities, and be in compliance with the state regulations. In the last four years, conceptual drawings and management plans have been developed for 155 animal feeding operations. This involved implementing best management practices to reduce the pollution potential for 40,296 animal units. As a result the potential nutrient load reduction can be estimated for the same years as 1,068 tons of nitrogen and 604 tons of phosphorus.

BLURRING THE LINES: WHEN LANDSCAPE AND PEST CONTROL MEET

Clark,* B.P.[1]
[1]Agent, Agriculture & Natural Resources, Horticulture,, Maryland Cooperative Extension, Clinton, MD, 20735

The urban and suburban environments support two pest control operations, landscape and urban pest control. Usually, they control different pests. However, certain pests can be controlled by both pest control services while others are not. This has led to some confusion about what pests are within each services right to control. In addition, many of the pest control methods that these two major urban pest control operations perform are counterproductive to each other. Certain practices, such as applying residual chemicals along the foundation or burying rodent boxes under mulch, have negative impacts on respective pest control. Also, many chemicals used by each pest management program have the same active ingredient or are labeled for use by both landscape and pest control professionals, possibly leading to pesticide resistance. By examining common practices of each industry, certain practices have been identified that can reduce or modify pest pressures, and therefore reduce pesticide applications. These include landscape plant selection and placement, pruning techniques, and communication between pest control entities. Recent educational programs targeting both the landscape and pest control industries have clarified and reinforced current laws and provided insight into control methods used by each other. The impact throughout each pest control operation has noticeable effects when proper education has been implemented.

UTILIZING DIVERSE RESOURCES TO TEACH AUDIENCES ABOUT THE URBAN FOREST

Davidson,* J.[1], Kelly, K.[2]
[1]Georgia Cooperative Extension County Agriculture and Natural Resource Agent, Georgia Cooperative Extension, Columbus, GA, 31904
[2]Georgia Cooperative Extension County Agriculture and Natural Resource Agent, Georgia Cooperative Extension, Macon GA, 31204

Muscogee and Bibb Counties are urban centers that when combined, account for more than 340,000 of Georgia's residents. Continued development and loss of forested land is an issue that plagues both counties. According to a NARSAL study these counties combined lost approximately 18% of their tree canopy between 1991 and 2005. While community growth is inevitable, we must minimize the impact on our natural resources, particularly urban trees. One way to achieve this goal is by educating the public about the value and importance of these resources. Muscogee County, Georgia and Bibb County, Georgia used a variety of media, including; tree identification signs, an educational kiosk, brochures, tree rambles, interactive websites, and downloadable podcasts to reach the public. These projects not only brought an additional dimension to their downtown areas, they also improved public relations by forming alliances of environmentally conscientious organizations, and introduced diverse and innovative ways to learn about urban trees.

COMPOSTING SCHOOL – MATERIALS AND METHODS

de Haro Marti,* M.E.[1]; Robbins, J.A.[2]
[1]Extension Educator, University of Idaho, Gooding, ID, 83330
[2]Extension Educator, University of idaho, Jerome, ID, 83338

Composting organic waste is an environmentally sound technique used around the world. Several studies have demonstrated the benefits of compost as soil amendment, sustainable waste treatment, and sound agricultural practice. In fall 2008 a unique "Composting School – Materials and Methods" program was held at the Gooding County Extension Office in response to stakeholder's questions and to teach them composting techniques and use. The program included two sessions that were conducted at the Gooding County Extension Office in late summer and early fall 2008. Two novelties made this program different from others offered in Idaho. First, the targeted audience was very heterogeneous including home owners, small farmers, and owners of horses, llamas, hogs, sheep, and dairy facilities. The second idea included a hands-on section addressing composting techniques. After receiving theoretical training about composting, participants had

the opportunity to build different systems for home, on-farm, and worm composting on site. During the second session, participants received a deeper overview of on-farm and general composting and continued with the hands-on section by turning the piles and analyzing the performance of the different composting techniques built during the first session. Forty-two, participants attended the program including home and horse owners, dairy, hog, alpaca, and sheep producers. The program evaluations showed that 50% of the respondents learned "a great deal", and 88% indicated they would adopt two or more techniques not used before attending the school. A permanent composting facility display remains at the Gooding Extension Office and is used with new programs.

A 2008 CONSUMER SURVEY ON PURCHASING WATERWISE PLANT MATERIAL

Detweiler,* A.J.[1]; McMahan, L.[2]; Renquist, S.[3]
[1]Extension Faculty, Oregon State University Extension Service, Central Oregon Region, Redmond, OR, 97756
[2]Extension Faculty, Oregon State University Extension Service, Yamhill County, McMinnville, OR, 97128
[3]Extension Faculty, Oregon State University Extensions Service, Douglas County, Roseburg, OR, 97470

Research indicates a trend in the western United States where 40-60% of all water use by single family residences occurs in the home landscape which are overwatered by approximately 40%. We have launched a statewide waterwise program to teach Oregonians about water conservation in the landscape. One of the program projects included development of a waterwise logo that was used on several promotional pieces (a postcard plant list and plant tags/signs) for placement at retail nurseries. The objectives of this project were to determine if waterwise plant tags/stickers: 1) influenced consumer purchases; and 2) increased awareness or interest in waterwise plants/gardening. Several nurseries participated statewide. At the point of purchase, consumers filled out a survey regarding their waterwise plant purchase; 103 surveys were returned. Results from the survey indicated that 80% of consumers saw a waterwise plant tag/sticker near or on the plant(s) being purchased. Of those that saw the tag/sticker, 71% reported that it was influential in their choice to buy a waterwise plant(s). Sixty-six percent of consumers were unaware of the plant(s) being waterwise prior to seeing a tag/sticker. The survey also indicated that 79% of consumers were interested in more information on waterwise gardening, and of those more (36%) preferred the website as their source for information followed by other sources. Results suggest that this waterwise project was successful in introducing waterwise plants to consumers, influencing their decisions in purchasing plants, and that there is a high level of interest to learn more about waterwise gardening.

CARDS, CUPS AND OTHER CRITERIA TEACH SPRAYER CALIBRATION

Draper,* E.[1]; Hudkins, S.[2]; Marrison, D.[3]; Ober, L.[4]; Zondag, R.[5]
[1]Extension Educator, Ohio State University Extension, Burton, OH, 44021
[2]Extension Educator, Ohio State University Extension, Cortland, OH, 44410
[3]Extension Educator, Ohio State University Extension, Jefferson, OH, 44047
[4]Extension Program Assistant, Ohio State University Extension, Burton, OH, 44021
[5]Extension Educator, Ohio State University Extension, Painesville, OH, 44077

In Northeastern Ohio, our teaching team decided to go beyond informational awareness and really make a difference with pesticide applications. We first focused on testing the accuracy of pressure gauges on sprayers. Based on 8 training sessions and 6 additional testing clinics, more than 88.4% of gauges tested were inaccurate by at least 10 psi., including a brand new gauge right out of the box! We then demonstrated the effect of simply changing nozzles on sprayer application patterns. Four different nozzle types and their associated dispersal patterns were visually displayed with a SprayChek collection table. Additionally, other patterns reflected spray booms positioned too high and low, pressures too high and low, and unequal nozzle spacing. Another teaching component challenged participants, using typical items, like a quart jar found in most barns, to accurately measure liquids. For their efforts, all applicators received a graduated measuring cup to help them accurately measure pesticides. The final teachable moment was to "review, do and walk through" regarding sprayer calibration. A laminated card containing instructions on "Sprayer Calibration in 6 Easy Steps" was given to each participant. A specific distance was measured and using a radio controlled toy tractor, each group of applicators performed all of the calibration steps. A quick poll indicated the last time the 150 participants calibrated their sprayer showed 17.3% calibrated yearly, 61.4% had not calibrated in two or more years and 21.3% had never calibrated their sprayer.

UNRAVELING THE MYSTERY OF COMMODITY MARKETING FOR FARM WOMEN

Easterday,* K.L.[1]; Day, M.[2]; Ferree, M.[3]; Herr, S. L.[4]; Overstreet, Bryan[5]; Reetz, M. J.[6]
[1]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Kosciusko County, Warsaw, IN, 46580
[2]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Tipton County, Tipton, IN, 46072
[3]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Bartholomew County, Columbus, IN, 47201
[4]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Wayne County, Richmond, IN, 47374
[5]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Jasper County, Rensselaer, IN, 47978
[6]Purdue Extension Educator - Agriculture and Natural Resources, Purdue Extension - Pulaski & Starke Counties, Winamac, IN, 46996

Unraveling the Mystery of Commodity Marketing for Farm Women was designed to provide Indiana farm women with the knowledge and confidence to participate in and make successful marketing decisions for their farm operations. In past programming, women have desired to learn more about marketing in a comfortable and non-threatening environment with other women. A 5 week series was created to provide farm women regardless of farm size the skills to determine their breakeven prices, marketing goals, marketing plans, utilize available marketing techniques, and how to evaluate marketing contracts with the biofuels industry. The Purdue Women in Agriculture team offered the series to 12 sites around Indiana and as a web-based on-line program to 94 participants. Six months after the series 75% reported increased confidence in making marketing decisions, 9 women shared that they either started, completed or updated a marketing plan, and 8 used at least one new marketing tool.

ALABAMA BEEF CONNECTION PROGRAM

Elmore,* J.B.[1]; Kriese-Anderson, L.A.[2]
[1]Advisor III, Natural Resources Programs, Alabama Cooperative Extension System, Auburn University, Clanton, AL, 35045
[2]Extension Animal Scientist, Alabama Cooperative Extension System, Auburn University, Auburn, AL, 36849

The Alabama Beef Connection (ABC) is an informational and marketing network between Alabama cow/calf producers, feedlots and packing facilities. Electronic identification is placed in the calf prior to leaving Alabama. The location of the calves is tracked until cattle are harvested and carcass data is collected. The program evaluates carcass characteristics of feeder cattle with coordinators providing counseling to producers for making changes in their herds to positively impact the quality and consistency of beef for the consumer while maintaining or increasing herd revenue. ABC targets select trade shows to present feeding and carcass data to increase the marketability of calves. ABC also works with state agencies and commodity organizations to provided education for producers ranging from basic record keeping and animal identification to advanced source and age marketing opportunities and electronic identification. Information is disseminated through state, regional and county meetings/ workshops, video conference technology, publications and an integrated website.

LAND USE TEAM PROMOTES PEOPLE, PLANNING AND PROSPERITY

Ferree,* M.[1]; Cain, J.[2]; Slack, V.[3]
[1]Extension Educator, Land Use Team Member, Columbus, IN, 47201
[2]Extension Educator, Land Use Team Member, Danville, IN, 46122
[3]Extension Educator, Land Use Team Member, Columbia City, IN, 46725

Land use is a critical issue affecting communities and citizens. Through Extension's efforts, Indiana citizens have increased their knowledge of land use and better understand the impact for communities. Community leaders are able to address issues, have increased interest, are aware of facilitation tools, and are able to utilize their knowledge to address growth. Extension builds human and community capital. The Purdue Land Use Team serves educators and citizens by providing research-based information to help local officials and commission members in the decision making process for their communities. Team members also reach diverse audiences through multiple delivery methods and participation in numerous planning meetings statewide. Two primary venues were utilized. Two hundred thirty-four citizens participated in the IP Video Land Use series during the past year. The programs reached local planning staff and local elected officials who are not part of the traditional Extension audience. Collaboration with Ball State University, the Indiana Planning Association, The Indiana Land Resources

Council, and the Metropolitan Indianapolis Board of Realtors created the 2007 Nitty Gritty of Plan Commission Program. These efforts support the Purdue LUT vision to become a recognized leader in engaging communities to apply science based knowledge and facilitate processes to discover solutions for local land use issues.

4-H AT GRACE HOUSE

Fey,* T.E.[1]
[1]Extension Agent, 4-H Youth Evelopment, Colorado State University,Adams County, Brighton, CO, 80601

Fey,* T.E [1], Anderson, R.A.[2] ; Pieper, R.J. [3], Cottrell, M.K. [4]

[1]. Extension Agent, Colorado State University Extension

[2]. Teen Program Specialist, Brighton Recreation Center

[3]. Probation Officer, Adams County Colorado

[4]. Coordinator, City of Brighton Youth Resources

School District 27J is located in Brighton, Colorado, in Adams County. Twenty Nine point Seven nine percent of students qualify for free or reduced-price lunch. Minorities make up 49.62% of the student population, and the transient rate is 30%. After-school activities are limited for middle and high school students, and with such limited options, students are often seen just hanging out on the streets. Grace House was created to serve as a gathering place where middle level and high school students can go to study, get tutoring, meet with a probation officer, or learn life skills. Adams County 4-H collaborates with the Brighton Youth and Family Partnership to provide a learning environment for youth. 4-H activities include learning restoration skills in woodworking and electricity. Students acquire new skills through projects such as helping to restore Grace House to its original 1900 décor. Woodworking skills are developed through building projects, such as construction of a pergola or benches. Other activities include computer science, sewing, cooking, and development of leadership skills. This ongoing and developing program is proving valuable to the Brighton youth and the community as youth are learning vocational and avocational skills and are subsequently viewed as valuable citizens on citywide committees.

METHODS FOR ESTABLISHING FAIR PASTURE RENTAL LEASES

Fisher,* J.C.[1]; Mangione, D.A.[2]
[1]Extension Educator, The Ohio State University - Pike County, 120 S. Market St. Waverly, OH, 45690
[2]Extension Educator, The Ohio State University - Ross County, 475 Western Ave. Suite F, Chillicothe, OH, 45601

A fact sheet was developed to demonstrate different methods to calculate pasture rent based on multiple variables. Pasture rental prices are influenced by uses of land and should be competitive with its alternative use. The reader is asked to also consider livestock facilities, pasture quality, and availability of water to determine pasture rental rate. Division of responsibilities between landowner and renter need to be considered in determining price. Livestock management variables include checking livestock, providing fly control, salt and minerals, checking water supply, etc. Land related activities such as repairing fence, weed and brush control, fertilizing and reseeding can be negotiable. The landowner should cover real estate taxes, cost of fence repairs, and interest on investment. Several formulas are demonstrated for determining pasture rental rates by four different methods. Examples utilizing an animal unit per month basis give the reader a table to calculate animal units and utilize comparable hay prices and estimates of forage quality. The second method simply provides per acre estimates based on regional land values, rental rates, and market value return on investment. The county Soil Survey is utilized in the third method to utilize yield and land capabilities to calculate a pasture charge and stock density. The final method starts with a monthly grazing charge per head and shows the reader how to equate this value based on gain to determine the value of production such as in a stocker beef or dairy replacement enterprise. The reader can create their own lease from samples provided.

ARTICIPATION AND LIFE SKILL DEVELOPMENT OF THE WEST VIRGINIA YOUTH LIVESTOCK PROGRAMS

Friend,* D.P.[1]; Boone, H.N.[2]; Plaugher,* G.[3]; Williams, J.O.[4]; Woloshuk, J.M.[5]
[1]Extension Agent, Braxton County, WVU Extension Service, Sutton, WV, 26601
[2]Associate Professor, WVU Davis College of Agriculture, Forestry and Consumer Sciences, Morgantown, WV, 26506
[3]Extension Agent, Tucker County, WVU Extension Service, Parsons, WV, 26287

[4]Agriculture and Natural Resources Program Leader, WVU Extension Service, Morgantown, WV, 26506
[5]Extension Specialist - Youth Agriculture, WVU Extension Service, Morgantown, WV, 26506

The purpose of this study was to determine 4-H and FFA participants' perceptions of the knowledge they learned as a result of participation in youth livestock educational competitions such as skillathons, bowls and contests. Two hundred sixty-five youth who participated in livestock educational competitions in 2005-06 were randomly selected to participate in the study. Seventy-four youth (27.9%) returned completed surveys. Of these, 40 were members of 4-H; nine were members of FFA; and 25 were members of both 4-H and FFA. Youth reported their participation in livestock educational events as follows: 48 participated in skillathons (64.8%); 17 participated in quiz bowls (23%) and 34 participated in a combination skillathon - judging contest (46%). Respondents agreed or strongly agreed that they participated in the various events because they thought it would be fun (93.1%) and they wanted to see how much they knew about their project (78.9%). Composite scores indicate that participants agreed or strongly agreed that they felt better about themselves because they could complete a project, they felt good about the decisions they made, and they saw themselves as a winner even if they didn't win. Respondents also agreed or strongly agreed that they were better prepared to listen carefully to what others say, to work out problems that were presented, to follow instructions, and to share their knowledge and skills with others. This study suggests that youth livestock educational programs are improving self-esteem and enhancing life skills which are essential to the development of productive adults.

4-H SURVIVOR CAMPOUT

Foerste,* E.C.[1]
[1]Courtesy Faculty II, UF/IFAS Osceola County Extension, Kissimmee, FL, 34744

Situation: Richard Louv's book, Last Child in the Woods: The Nature Deficit Disorder (2005) brought national attention to the consequences of children spending less and less time outside. Most neighborhoods lack opportunities for children to learn about the outdoors. Camping is not a traditional 4-H activity in our county, however several of our youth and families expressed an interest. Some families did not have camping experience or equipment or know where to go. Methods: This agent worked with parents to hold a camping weekend at a nearby natural park. Adults were recruited to work with various aspects of the program. Families were responsible for the youth that attended. A code of conduct (including a no electronics policy) was established along with volunteer roles. Activities related to 4-H projects provided a variety of learning experiences including fire building and safety, fishing, campfire cookery, survival, orienteering and nature walks. Registration options allowed families to attend the weekend, camp overnight or just participate in daily activities. Results: Twenty-four (24) youth and eighteen (18) adults from seven (7) clubs experienced the outdoors in a safe and supportive environment. Eighty-nine per cent (89%) of the overnight campers were Hispanic, an expanding audience in our county. Both youth and adults commented on how much fun they had and how much they learned. Since then, families and clubs have participated in additional camping experiences, purchased more suitable camping equipment, interacted with other clubs, planned future camping trips, and participated in other outdoor activities such as nature walks.

AN INTERACTIVE TEACHING TOOL FOR PARTICIPANTS IN THE ARKANSAS 4-H FORESTRY CONTEST

Gavin,* J.C.[1]; Brown, E.L.[2]; Hall, J.R.[3]; Walz, L.S.[4]
[1]County Extension Agent, University of Arkansas Cooperative Extension Service, Warren, AR, 71671
[2]County Extension Agent, University of Arkansas Cooperative Extension Service, Perryville, AR, 72126
[3]Program Associate, University of Arkansas Cooperative Extension Service, Little Rock, AR, 72203
[4]County Extension Agent, University of Arkansas Cooperative Extension Service, Rison, AR, 71665

The Arkansas 4-H Forestry Contest is an excellent teaching opportunity for Arkansas youth. Many of the learning components involved in the forestry contest directly relate to the Science, Technology, Engineering and Mathematics (STEMS) programming. The available training material for the Arkansas contest is extensive, but from multiple sources. A large amount of the sources are web-based, and since much of the state of Arkansas relies on dial-up internet services, downloading training material such as photos for tree, insect and disease identification is slow and time consuming. A group of agents from four counties analyzed the training resources available and concluded that all the resources needed to be compiled into a single package. This group developed an interactive, multi-media CD based on the Microsoft® powerpoint platform. The CD contains photos and descriptions of trees, insects, diseases, a training video, interactive games and quizzes. The training CD was released to interested Arkansas county

agents and their use indicates that it is a beneficial resource in training teams and could increase participation in the Arkansas 4-H Forestry Contest.

MAINTAINING QUALITY OF ON-FARM STORED GRAIN

Griffith,* W.G.[1]; Flanders, K. L.[2]
[1]Regional Extension Agent for Agronomy, Alabama Cooperative Extension System, Fayette, Al, 35555
[2]Extension Specialist, Alabama Cooperative Extension System, Auburn University, AL, 36849

The increased demand for corn and small grains has led to more storage facilities being used or new ones being put in. This increase in storage facilities also increases the potential for problems of stored grain pests. The increase in awareness of our producers is essential for maintaining high quality stored grain.

Dr. Flanders and Mr. Griffith attended the National Stored Product and Integrated Pest Management Training Conference in April of 2007. On returning from the conference,six workshops were held over the next fifteen months across the state of Alabama with 245 producers attending.

Workshop topics included:

Why Store Grain, and Why Is Pest Management Important?: Stanley Walters and Jay Lawrence (producers)

Sanitation, grain bin preparation, empty bin treatments: Kathy Flanders

How to set up a closed-loop fumigation system: Brian Bartlett and Jim Sharpe, Degesch America

Loading, Moisture Content, Warren Griffith

Aeration, Kathy Flanders

Monitoring, Warren Griffith

Grain Protectants and Top Dress Treatments, Kathy Flanders

Fumigation and Fumigation Management Plans, Jim Sharpe, Brian Bartlett, Jay Lawrence, and Kathy Flanders

After each workshop, surveys were completed by program participants. 87% indicated they would change their stored grain insect management tactics as a result of these workshops. 79% indicated the new techniques provided better control of stored grain insects than their current program and on completing the workshop, 71% felt much more knowledgeable about sanitation and 76% felt more knowledgeable about fumigation.

SOYBEAN MANAGEMENT FIELD DAYS

Glewen,* K.L.[1]
[1]Extension Educator, University of Nebraska - Lincoln, Ithaca, Ne, 68033

Annually, Nebraska farmers grow 4 to 5 million acres of soybeans. During the 2007 cropping year, the value of soybean production in Nebraska was determined to be 1.5 billion dollars. Growers are constantly striving to incorporate new technologies in an effort to maximize profitability while at the same time sustaining their natural resources base. The Nebraska Soybean Board in partnership with the University of Nebraska – Lincoln Extension developed an educational field day program to provide growers and industry consultants with un-biased research-based production and risk management information. Each year, four field days are held consecutively at different farm locations in Nebraska during a one-week period in August. Since its conception in 1999, over 4,700 soybean growers have participated in the field day program. The average number of soybean acres represented annually during the four field days is 551,999 acres. During this ten-year period, participants indicated the average value of the program to their respective operations to be $8.87 per acre. When extrapolated across the acres represented, the economic value of this educational program is averaged to be 4.5 million dollars per year.

UTILIZATION OF DAIRY TEST DAY RECORDS WITH DATA ANALYSIS TOOLS

Goodling,* R.C.[1]; Griswold, K.[2]
[1]Associate Extension Educator-Dairy, Penn State Cooperative Extension, Lebanon, PA, 17042
[2]Extension Educator-Dairy, Penn State Cooperative Extension, Lancaster, PA, 17601

Dairy test day records provide a monthly snapshot into the performance of individual dairy herds. This data picture may provide insight into current problems, potential issues, and how effective management changes have been. The objectives of this program was to research, develop, and maintain a series of four separate spreadsheets that utilize test day records and present the information in a graphical and easily interpreted manner to help extension educators, industry professionals, and dairy producers utilize test day

records to better identify these potential issues before they can cripple the sustainability of the dairy operation.

Several statewide in-services and trainings were provided for extension educators and dairy professionals to learn how to utilize the analysis tools to examine their constituents' dairy operations. As a result of the trainings, 75% (N=20) of survey respondents utilized at least one analysis tool within year of training; over 19 dairy management changes were implemented from analysis tool reports; adopters of analysis tools (n=15) averaged 79.2 uses within a year of training; and 85% indicated interest in online versions of the analysis tools to improve usage. Research and results from these tools were presented in four posters and one oral presentation to national dairy science meetings.

Utilization of these spreadsheets provides yet another tool in a dairy extension educators or dairy professional's arsenal to help dairy producers monitor and manage their dairy operations to make them more efficient, profitable, and sustainable.

MULTI-AGENCY JAPANESE BEETLE (POPILLIA JAPONICA NEWMAN) COLLABORATIVE MONITORING PROGRAM ALONG THE COLORADO FRONT RANGE

Gourd,* T.R.[1]
[1]Agriculture Agent for Adams County, Colorado State University Extension, 9755 Henderson Road, Brighton, CO, 80601

Japanese beetle is not native to Colorado. Japanese beetle feeds on over 350 plants including many horticultural and agricultural plants (Figure 1). In 2005, a significant Japanese beetle population was discovered in Arapahoe County (near Denver). In 2007, Japanese beetle had spread to other counties in the Front Range including Denver, Douglas and Jefferson counties. In the fall of 2007, a Front Range Japanese Beetle Task Force was formed to determine the distribution of this pest using pheromone traps. The Japanese Beetle Task Force consists of personnel from Colorado State University Extension in Adams, Arapahoe, Boulder, Douglas and Jefferson counties, Colorado Department of Agriculture, USDA-Aphis-PPQ, Jefferson County Weed and Pest Management Department, and the Rocky Mountain Area Golf Course Superintendents Association. The task force objective was to coordinate efforts to determine the distribution and potential movement of Japanese beetle and promote agency dialogue, preventing duplication of efforts. An online reporting system enabled the monitoring of recently trapped beetles promoting a rapid response to "hot spots" of new infestations. Each trap was GIS mapped providing precise trap location. An innovative educational component using a "CSI (Crime Scene Investigation)" format was utilized as an educational outreach in schools, Master Gardener training, and Green Industry annual meetings.

MAXIMIZING REACH VIA THE INTERNET WHILE PROVIDING TOOLS FOR INFORMATION DISSEMINATION IN TRADITIONAL EXTENSION ENVIRONMENTS

Greene,* E.A.[1]; Anderson, K.P.[2]; Griffin, A.S.[3]; Skelly, C.D.[4]
[1]Extension Equine Specialist, University of Vermont, Burlington, VT, 05405
[2]Extension Horse Specialist, University of Nebraska, Lincoln, NE, 68588
[3]Content Design Leader, eXtension, University of Kentucky, Lexington, KY, 40506
[4]Director, MyHorseUniversity, Michigan State University, Lansing, MI, 48824

eXtension is an online resource transforming how faculty can collaborate and deliver equine education. As the first Community of Practice launched from eXtension, HorseQuest (HQ) offers free, interactive, peer-reviewed, on-line resources on a variety of equine related topics at www.extension.org. This group has learned how to adapt traditional content to the online environment to maximize Search Engine Optimization (SEO), in order to be more discoverable and relevant in the online world. This means that HQ resources are consistently being found on the first page of search results. Also, by researching keywords searched by Internet users, HQ has guided new content direction and determined potential webcast topics based on relevance and frequency of those searches. HorseQuest has been utilizing the "viral networking" aspect of the popular social network, YouTube™. By uploading clips of existing equine educational videos to YouTube™, HQ content appears in mainstream media, is passed on by the user, and effectively reaches the audience. Locally, educators have used the 24/7/365 web resource in programming throughout their states. Examples include using video clips to show digesta moving through the horse's system, or examples of equine artificial gaits (e.g. rack). Additionally, animations of the hoof or interactive learning lessons for body condition scoring have been used in the field to supplement presentations. HorseQuest is a resource for several state 4-H advancement and competition programs, and will continue to be incorporated into traditional extension, while reaching and impacting global audiences.

DEVELOPING A SERIES OF POSTERS AND FACT SHEETS TO SERVE AS AIDS FOR HORTICULTURAL PROFESSIONALS IN IDENTIFYING AND DIAGNOSING COMMON PROBLEMS ASSOCIATED WITH WOODY PLANTS

Gunnell,* J.[1]; Evans, K.[2]; Goodspeed, J.L[3]; Hodgson, E.[4]
[1]Horticulture Agent, Utah State University, Farmington, Ut, 84025
[2]Plant Pathology Specialist, Utah State University, Logan, Ut, 84322
[3]Horticulture Agent, Utah State University, Ogden, Ut, 84044
[4]Entomology Specialist, Utah State University, Logan, Ut, 84322

Identifying and correctly diagnosing problems associated with plants can be complicated and often times overwhelming for many. In an effort to simplify and help this process, a series of three posters and accompanying fact sheets was developed that serve as educational supplements to help professionals within the green industry as well as Master Gardener volunteers identify and visually diagnose problems associated with woody plants. Each poster and fact sheet offers colorful, visual illustrations of the "Top 10" most common problems likely to be encountered in the landscape. The series consists of: (1) Abiotic Disorders and Cultural Problems; (2) Pathogenic Diseases; and (3) Insect Pests. The posters display a variety of images which help identify and diagnose general symptoms and signs associated with each problem / pest, along with along with a brief description of proper management practices. Materials have been distributed to multiple county Extension Offices, local municipalities as well as nursery and garden centers.

RIVER VALLEY BEEF CATTLE & KOMA CONFERENCE

Ham,* C.M.[1]; Hawkins, J.A.[2]
[1]County Extension Agent - Agriculture/4-H, University of Arkansas, Division of Agriculture, Cooperative Extension Service, Franklin County, Charleston, AR, 72933
[2]County Extension Agent - Agriculture, University of Arkansas, Division of Agriculture, Cooperative Extension Service, Faulkner County, Conway, AR, 72032

Cattle producers in Arkansas benefited from the River Valley Beef Cattle and KOMA Conference. The meeting was developed for beef producers desiring to increase value of production and to improve cattle quality. The overall goal was to enhance producers' knowledge of the latest beef cattle production information. The objectives of the program were: (1) to inform producers of the factors affecting the selling prices of calves, (2) to provide producers with knowledge about determining the selling prices of calves, and (3) to assist producers in making decisions about bull selection in order to produce quality calves. The River Valley Beef Cattle and KOMA Conference was attended by a total of 101 producers. On the evaluation form, the response was 4.8 out of 5 (5=definitely would) would recommend participating in the Beef Conference to other cattlemen. The River Valley Beef Cattle and KOMA conference was an educational program that provided producers with the knowledge to make more informed management decisions.

UNDERSTANDING FARM TRUCK REGULATIONS IN MISSOURI

Harper,* T.W.[1]
[1]Regional Agronomy Specialist, University of Missouri Extension, Clinton, MO, 64735

In addition to planting, growing, and harvesting a crop, farmers may have a number of other jobs including that of mechanic, carpenter, weather forecaster, accountant, scientist, or conservationist. Every fall, however, a farmer becomes a commercial vehicle operator. Many farmers in Missouri obtain their knowledge of commercial vehicle rules and regulations from other farmers. While this is a very valuable source of information, there can sometimes be a gap in what a farmer knows as compared to what the actual regulations are. In 2007, the Missouri State Highway Patrol began more stringently enforcing the rules and regulations that affect farmers while their operating grain trucks and other commercial vehicles. This caused a great deal of frustration for farmers trying to get their grain from farm to market. Farmers began looking for accurate, easy to understand information on commercial vehicle regulations. The Missouri Department of Transportation offers a course on commercial vehicle regulations for the public. This 4-hour course, however, has proven to be tedious and confusing and is not necessarily tailored to meet the needs of the farmer. University of Missouri Extension, in partnership with Missouri State Highway Patrol and Missouri Farm Bureau, developed a farmer-friendly program to better educate farmers on how commercial vehicle regulations apply to them. An educational seminar was held in Clinton, Missouri in July of 2008. Approximately 40 farmers attended this seminar and gained advice from a panel of farm truck regulation

experts on how to comply with commercial vehicle regulations.

DEMONSTRATION AND EDUCATION: STORAGE OF WET ETHANOL CO-PRODUCTS

Hay,* F.J.[1]; Bauer, D.[2]; Erickson, G.[3]; Howard, L.[4]; Johnson, S.[5]; Klopfenstein, T.[6]; Loy, D.[7]; Plugge, B[8]; Rasby, R.[9]; Stalker, A.[10]; Walz, T.[11]; Wright, C.[12]
[1]Extension Educator, University of Nebraska-Lincoln Extension, Biological Systems Engineering, Lincoln, NE, 68583
[2]Extension Educator, University of Nebraska-Lincoln Extension, Brown, Rock, Keya Paha Counties, Ainsworth, NE, 69210
[3]Extension Specialist, University of Nebraska-Lincoln Extension, Department of Animal Science, Lincoln, NE, 68583
[4]Extension Educator, University of Nebraska-Lincoln Extension, Cuming County, West Point, NE, 68788
[5]Extension Specialist, Kansas State University, Northwest Research and Extension Center, Colby, KS, 67701
[6]Professor, University of Nebraska-Lincoln Extension, Department of Animal Science, Lincoln, NE, 68583
[7]Professor, Iowa State University, Department of Animal Science, Ames, IA, 50011
[8]Extension Educator, University of Nebraska-Lincoln Extension, Buffalo County, Kearney, NE, 68847
[9]Extension Specialist, University of Nebraska-Lincoln Extension, Department of Animal Science, Lincoln, NE, 68583
[10]Extension Specialist, University of Nebraska-Lincoln Extension, West Central Research and Extension Center, North Platte, NE, 69101
[11]Extension Educator, University of Nebraska-Lincoln Extension, Custer County, Broken Bow, NE, 68822
[12]Extension Specialist, South Dakota State University, Department of Animal and Range Science, Brookings, SD, 57007

Wet distillers grains have predominately been used by large producers with substantial economic and animal performance benefits. New research is developing ways to store and utilize ethanol co-products to allow access of these benefits to small cattle operations. This train the trainer project included conferences on storage and utilization of co-products including storage demonstrations, a discussion panel with cattle producers, and presentations from experts in co-product utilization. Educators from 10 Midwest states gained knowledge and experience with ethanol co-product storage and utilization. With firsthand experience educators were prepared to teach these techniques to others. Each educator was provided a resource packet with unique electronic media including pictures, videos, written reports, and interactive spreadsheet tools for use in educational programs. Participant responses indicated 100% gained knowledge of co-product storage techniques while greater than 55% planned to initiate or expand educational programs locally. Follow up surveys showed knowledge was passed on by use of demonstrations, presentations, written materials and one on one communication with 47% of respondents having offered educational programs locally. After only 9 months educators indicated teaching more than 2250 producers using the education and materials from the conference.

A REGIONAL APPROACH TO MASTER GARDENER VOLUNTEER TRAINING IN SOUTHEASTERN WASHINGTON AND NORTHERN IDAHO

Heitstuman,* M.D.[1]
[1]Extension Educator, Washington State University Asotin County Extension, Asotin, WA, 99402

Master Gardeners provide research-based horticultural information on behalf of local Extension Offices. However, there is a limited number of Extension faculty in Southeastern Washington and Northern Idaho with the expertise, time and resources available to train Master Gardener volunteers. A regional training class encompassing a 60-mile radius of the Lewis-Clark Valley has been offered in even-numbered years since 2002. In 2008, 60-hours of intensive training were provided to 65 participants from 6 different counties. Classes were held each Tuesday afternoon from January through April. WSU Asotin County Extension Coordinates this training, with fees generated from the classes used to support the local Master Gardener program. Course instructors included 10 faculty from 6 different WSU and UI departments; 4 county-based faculty; and local nursery owners, Master Gardeners and weed board coordinators. A survey was administered 8-months following training, with 34 surveys completed representing a 57% response rate. One-hundred percent of the participants said the training increased their level of horticultural knowledge and their ability to serve as Master Gardeners. Seventy-one percent increased their understanding of pest life cycles; 62% increased their ability to choose plants that thrive in local environmental conditions; and 58% increased their ability to diagnose insect pests and plant diseases. Seventy percent indicated that they are or plan to become Master Gardeners in their local counties. By combining resources and utilizing a joint approach to training,

County Extension Offices have been able to offer a high quality class that meets the needs of their local clientele.

2008 BEGINNERS' BEEKEEPING WORKSHOPS TEACH SKILLS TO NEW BEEKEEPERS

Held,* A.M.[1]; Ballard, R.W.[2]; Cain, J.D.[3]; Evans, M.G.[4]; Matzat, E.A.[5]; Spelbring, M.C.[6]
[1]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, Warrick County, Boonville,, IN, 47601
[2]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, Hancock County, Greenfield, IN, 46140
[3]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, Hendricks County, Danville, IN, 46122
[4]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, Owen County, Spencer, IN, 47460
[5]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, LaPorte County, LaPorte, IN, 46350
[6]Agriculture and Natural Resources Educator, Purdue Cooperative Extension, Parke County, Rockville, IN, 47872

People have been fascinated with bees for thousands of years. Beekeeping is practiced by beekeepers at all levels, from garden hobbyists to commercial operators. Honeybees provide pollination for more than 90 million acres of commercial crops grown in the U.S. Their value on food production is estimated at over $14.6 billion per year. Despite this, the backyard hobbyist makes up the largest contingent of beekeepers. The value of honeybee pollination is especially important now that honeybee populations are declining due to diseases such as Colony Collapse Disorder. Recent media attention has increased interest from the public to learn more about beekeeping. However, unless one knows someone who currently keeps bees, starting a hive from scratch can be an overwhelming task. The objectives of these workshops were to introduce new beekeepers to the fascinating world of bees and teach the skills needed to successfully work with and keep bees. A series of four workshops were held at 7 sites across the state of Indiana. The first two sessions were broadcast to all 7 sites via interactive video and included presenters that were both professionals in the apiary industry and experienced beekeepers. The final two workshops were held at a local apiaries and offered hands on activities with local beekeeping experts. One hundred and thirty four people participated in the beekeeping workshops statewide. After attending all of the beekeeping workshop sessions, 91% of those who responded to the survey felt they had the knowledge they needed to successfully start their own beehive.

INCREASING THE EFFICIENCY, IMPACT, AND PERCEPTION OF TRADITIONAL PROGRAMS: THE TECHNOLOGY OF THE TREE AND LANDSCAPE SHORT COURSE

Henry,* M.E.[1]; Lofland, B.[2]; Northrop, R.[3]
[1]Extension Agent I, University of Florida IFAS Extension, Seffner, FL, 33584
[2]Hillsborough County T.V. Producer, Hillsborough County, Seffner, FL, 33584
[3]Extension Agent I, University of Florida IFAS Extension, Seffner, FL, 33584

The Tree and Landscape Short Course, a longstanding tradition of 30+ years in Hillsborough County, successfully adopted several technologies, increasing efficiency / impact of program perception, set up, delivery, and sustainability. Seminar features University of Florida experts, partnerships with local trade organization / industry sponsors, and large venue at Florida State Fairgrounds. Consistently draws 400+ professionals from west central Florida, increasing knowledge of current pest, environmental, and business issues. Online registration allows participant use of credit cards / changes to registration; significantly reduces support staff time; provides registration analysis and list serve for reminders / follow up. Program features video recording by UF IFAS Communications, allowing participants to view speakers in action beside slide presentation online following event. 2009 featured online promotional video using County T.V. producer, 2008 footage, speaker and Agent photos. Links distributed to Agent's email list and local environmental regulators considering ordinance discussed at program, resulting in their attendance and Agent invitation to issue working group. 2009, thumb drives printed with University and County logos loaded with program materials, supplementary publications, and promotional materials distributed in lieu of printed materials doubled as cost effective sustainable method of disseminating information and promotional tool surely used again; cited as a favorite on evaluations. In future, registration list will be used for follow up surveys and 2010 program promotion. Plans to use interactive evaluation tool during program using cell phones, similar to television reality contests. Video presentations will double as opportunities to earn online CEUs for pesticide applicators and certifications.

EDUCATING WOMEN ON HUMAN RISK FOR THE FARM'S SAKE

Herr,* S.L.[1]; Clupper, S.A.[2]; Day, M.C.[3]; Easterday, K.L.[4]; Overstreet, B.K.[5]
[1]Extension Educator, Purdue Cooperative Extension, Wayne County, Richmond, IN, 47374
[2]Extension Educator, Purdue Cooperative Extension, Blackford County, Hartford City, IN, 47348
[3]Extension Educator, Purdue Cooperative Extension, Tipton County, Tipton, IN, 46072
[4]Extension Educator, Purdue Cooperative Extension, Kosciusko County, Warsaw, IN, 46580
[5]Extension Educator, Purdue Cooperative Extension, Jasper County, Rensselear, IN, 47978

Educating Women on Human Risk for the Farm's Sake is an effort by the Purdue Women in Agriculture Team to educate Hoosier women in the areas of human risk that may financially impact their farming or agribusiness operation. Multiple educational strategies were used including featured sessions at a state-wide conference, regionally based workshops focused on employee management and estate taxes and succession planning, development of an interactive employee evaluation web module and creation of two peer reviewed educational publications covering immigration compliance for agricultural workers and the top ten business relationships critical to your farm. Women who have participated in these programs have reported increased participation in decision making for their farm operation in the areas of financial management, family communications and marketing of farm outputs. Additionally, eleven months after attending the state-wide conference thirty-two participants reported taking steps toward planning for the future of their operation including initiating communication about succession planning with their family and business partners, meeting with an estate planning attorney, and updating titling of business assets. Sixty-three percent of participants attending the employee management workshops reported they were better able to handle personnel conflict in their operation and 68% gained skills to provide better quality feedback and coaching to their employees. Women who participated in these programs report increased motivation to be involved in aspects of their operation dealing with human risk and gained skills to help mitigate that risk for their financial and emotional well being.

USING DIGITAL IMAGES TO IMPROVE THE LEARNING EXPERIENCE IN TEACHING PEOPLE ABOUT BEEF CARCASS QUALITY

Herring,* M. D.[1]; Bolte, K. A.[2]
[1]Agronomy/Natural Resources Specialist, University of Missouri Extension, Union, MO, 63084
[2]County Program Director and Ag Business Specialist, University of Missouri Extension, Union, MO, 63084

Beef carcass contests are the culminating event for many steer shows at local fairs. After steers are harvested the carcass is broken at the 12th rib and the rib eye is evaluated for carcass quality and measurements are made to calculate yield grade. Quality grade and yield grade is used to determine placing in the contest. Extension Specialists in Franklin County Missouri work with carcass contests associated with three fairs in Franklin and St. Charles Counties. Starting approximately five years ago a digital camera was used to capture images of individual carcass ribeyes. These images are used to help illustrate carcass traits including backfat, ribeye size and marbling in a presentation of the contest results. Digital ribeye images replace cards with pictures of different quality grades. Youth and adults comment that the digital images provide an increased understanding of carcass quality traits and they like seeing ribeye images of their own animals. Carcass value, based on a grid formula, is used to demonstrate the variation in carcass value as quality and yield grades change.

OKLAHOMA STOCKER CATTLE RECEIVING RECORDKEEPING SPREADSHEET

Highfill,* G.A.[1]
[1]Area Livestock Specialist, Oklahoma State University, Enid, OK, 73701

The Stocker Receiving Recordkeeping Spreadsheet (SRRS) has been developed to enable stocker cattle producers to enhance their written records by utilizing a Microsoft™ Excel® spreadsheet to make standard calculations, summarize expenses, reduce data entry time, and evaluate load profitability. SRRS starts with pen purchase cost, then allocates receiving period expenses from multiple purchased groups to the appropriate pen allowing producers to estimate total group cost. Typical Oklahoma stocker operations begin purchasing lightweight calves from multiple sources beginning 45 to 75 days prior to the grazing season. Producers often manage several load lots in confinement pens during the receiving phase. To budget load profitability, producers need to keep expense

records for each group separately throughout the receiving and grazing phase. SRRS data input pages include; 1) Load Receiving Data, 2) Treatment Data, and 3) Grazing and Marketing Summary. The Load Receiving Data is the central data input page and has 5 main expense categories: Load statistics, Processing cost, Receiving feed cost, Death loss, and Budget summary. The SRRS Treatment Data page allows producers to record the chute-side treatment listing of daily sick pulls from their written records and designate the cost back to the load of origin. The Grazing and Marketing Summary is an optional page that allows producers to estimate load profit/loss based on load average in-value, receiving cost, and an average out-value. SRRS output data includes receiving period cost totals calculated from the feed, processing, and treatment expenses.

ENHANCING ENVIRONMENTAL STEWARDSHIP AND COMMUNITY ACTION: ECO-VENTURES AT THE EARTH CENTER

Hlubik,* W. T. [1]; Alvarez, J.O.[2]; Baculis, J.[3]; Bickerton, M.[4]; Bovitz, L.[5]; Kesely,A.[6]; Smela, D.[7]; Weidman,R.B.[8]
[1]County Agricultural Agent 1, Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ, 08902
[2]Ag Program Assistant, RCE Middlesex County, North Brunswick, NJ, 08902
[3]Ag Program Assistant, RCE Middlesex County, North Brunswick, NJ, 08902
[4]Horticulturalist, RCE Middlesex County, North Brunswick, NJ, 08902
[5]County 4-H Agent, RCE of Middlesex County, North Brunswick, NJ, 08902
[6]4-H Program Assistant, RCE Middlesex County, North Brunswick, NJ, 08902
[7]Public Information Assistant, RCE Middlesex County, North Brunswick, NJ, 08901
[8]Agriculture Program Associate, RCE Middlesex County, North Brunswick, NJ, 08902

The Eco-Ventures at the Earth Center, in its second year, is now a one week summer program for youth in grades 5 through 7 that focuses on ecology and applied environmental stewardship. Previous extension youth environmental programs had introduced environmental education and awareness; however, this program provides hands-on learning through exploration, experimentation, debate and discussion. An increased interest in the program resulted in its expansion from 3 to 5 days and from 20 to 30 participants. The 2007 and 2008 Eco-Ventures program included agricultural and gardening topics in addition to woodland and wetland studies, waste management practices, environmental games, scavenger hunts, and creation of Public Service Announcements. All participants develop a personal environmental plan of action which is evaluated three months later by extension faculty and staff. The results of pre-post tests indicate an increase in knowledge on topics addressed and a statistically significant increase in overall test scores. In 2008, the three month follow-up survey revealed 74% of the respondents indicated they had reached the personal goals set during the program. Over 90% of the participants indicated that they shared the knowledge gained with family and friends. Parent surveys were very positive and indicated that their child was treated with respect during the program. Youth learned teamwork, communication and decision making skills that are important in making personal changes as well as influence others to make changes in their local communities.

ARE YOU GETTING THE MOST BITE FOR YOUR BUCK?

Howard,* L.L.[1]; Rhea, A.J.[2]
[1]Extension Area Specialist - Farm Management, The University of Tennessee Extension, Kingston, TN, 37763
[2]Extension Area Specialist - Farm Management, The University of Tennessee Extension, Maryville, TN, 37804

Determining the economic costs of beef cow/calf production has been debated over the years due not only to differences in costs, land prices, and productivities, but also the alternatives operators are willing to consider. Thus, when calculating actual costs of production, room exists for interpretation since costs are specific to each individual producer. A series of presentations were made utilizing PowerPoint and flipcharts to an audience of approximately 1,000 producers, Extension agents, and specialists. Emphasis was placed on considering alternative forage grazing systems and calculating accurate costs of production and their significance to the financial productivity and longevity of the farming operation. Results of a short survey revealed 98% of attendees' knowledge was increased. Given current economic conditions, 54% of producers have calculated their costs of production and 20% have implemented a record keeping system. Meeting attendees also selected their cost calculation personality. Nineteen percent of producers described themselves as "Full-Cost Floyd," who considers the full economic cost of the farming operation, while 26% of producers described themselves as "Minimal Marvin,"

who believes the costs of production are those actually given up. Attendees also estimated the value of the information presented (including decreased spending, increased income, and better management practices) to be worth $560 on average. As Extension professionals, we assist our clientele in evaluating potential changes in their operation and understanding that fixed costs are real costs. This information was presented at field days and county livestock and farm management meetings in the eastern and central regions of Tennessee.

EXTENSION AGENTS AND STAFF BOLSTER A WITHERING LANDSCAPE INDUSTRY DURING AN EXCEPTIONAL GEORGIA DROUGHT

Hurt,* R.T.[1]; Braman, G.R.[2]
[1]Training Coordinator, University of Georgia, Griffin, GA, 30223
[2]Applications Programmer, University of Georgia, Griffin, GA, 30223

In October of 2007 the EPD director declared a Level 4 drought in 61 counties of North Georgia; no outdoor watering would be allowed. The Urban Ag Industries immediately saw economic losses of approximately $230 million per month. These industries provided an estimated $8 billion dollars per year to the Georgia economy but were now in jeopardy. Within a few months the water utilities were also experiencing financial difficulties with the mandated water ban. The Governor would allow limited use of outdoor watering if end-users could demonstrate knowledge of water conservation. The educational module was developed for online training. However, there would be a significant cost for the technology. A convenience fee could be charged for the online registration process but only if a no cost option was available. Forty-four County Extension Offices in North Georgia provided the support to train over 2,000 property owners in a seven month period. The online program trained an additional 17,000 property owners. Water use data gathered by EPD indicates a 20% water use savings in 55 of the drought level four counties for June as compared to the same period in 2007. This savings amounts to nearly 180 million gallons of water per day from all conservation efforts.

CONTROLLING PEST MOLE CRICKETS WITH BENEFICIAL WASPS

Jennings,* E.W.[1]; Frank,J.H.[2]
[1]Regional Livestock Agent, University of Florida - IFAS Extension, Dade City, FL, 33525
[2]Professor, Entomology and Nematology, University of Florida - IFAS, Gainesville, Fl, 32611

Pest Mole Crickets are large insects that were accidentally introduced in Florida in the late 1800's. With no natural enemies, pest mole crickets increased in population rapidly and now cause more than $100 million yearly in damage to Florida's Agricultural Industry. Research led to the recognition that these mole crickets are invasive species from South America, and then to the importation, and establishment of three biological control agents from South America. One of them is a beneficial wasp, Larra bicolor. Our project is aimed at teaching clientele how to use this wasp when most of them do not notice it and do not know that it can be used in IPM to control their mole cricket problems. Field research indicates that planting nectar sources like the plant Spermacoce verticillata attracts the wasps to areas and aids in predation on the pest. Spermacoce verticillata is a plant that is native to the West Indies and is now naturalized in Florida. The plant is not toxic or invasive. While the wasp larvae feed only on pest mole crickets, the adult wasps need nectar from wildflowers, and have very strong preferences for Spermacoce verticillata. Planting patches of these wildflowers attracts adult wasps and is by far the easiest way to demonstrate presence of the wasp in a given area. But, more than that, the patches of wildflowers provide a resource to the wasps, and this resource encourages wasp populations and in turn reduces mole cricket populations.

2009 FARM PROGRAM ENROLLMENT: WEB-BASED EDUCATION

Johnson,* S.D.[1]
[1]Farm & Agriculture Business Management Field Specialist, Iowa State University Extension, Altoona, IA, 50009

Over 154,000 operators and landowners in the state of Iowa were expected to participate in the new 5-year commodity farm program. Decisions regarding the new Supplemental Revenue (SURE) disaster program, Direct & Counter-Cyclical Program (DCP) sign-up as well as well as a decision about enrollment in the new Average Crop Revenue Election (ACRE) program were required. Iowa State University (ISU) Extension responded by several web sites including sites that featured new SURE and ACRE on-line calculators and publications. Statewide, Extension educators conducted more than 100 meetings, workshops, seminars and conferences with over 6,000 in attendance. Links on ISU Extension's web sites had more than 5,000 unique visitors monthly. Webinars and webcasts were recorded to help disseminate these fairly complex farm program information and compliment more traditional methods of education. As a result, thousands of agribusiness

professionals, operators and landowners across Iowa and the nation benefited from these web-based and traditional delivery efforts.

COMPARISON OF PELLETIZED AND AGRICULTURAL LIME FOR EFFECT ON SOIL PH AND FORAGE YIELD

Keaton,* M.D.[1]; Ballantyne, P.[2]; Espinoza, L.[3]; Jennings, J.A.[4]; Simon, K.J.[5]
[1]Baxter County Extension Agent, Arkansas Cooperative Extension, Mountain Home, AR, 72653
[2]Extension Program Associate, Arkansas Cooperative Extension, Little Rock, Ar, 72203
[3]Extension Specialist, Arkansas Cooperative Extension, Little Rock, Ar, 72203
[4]Extension Specialist, Arkansas Cooperative Extension, Little Rock, Ar, 72203
[5]Extension Program Associate, Arkansas Cooperative Extension, Little Rock, Ar, 72203

Cost and application are major considerations when applying agricultural limestone to increase soil pH in pastures and hay fields. Pelletized limestone is being marketed with claims of increased effectiveness and longer pH response with lower application rates compared to agricultural lime. However, data are unavailable for effect of pelletized lime on forages. This demonstration project was conducted in Baxter County, Arkansas to determine the effectiveness of pelletized lime compared to agricultural lime when surface applied to bermuda pasture. Pelletized lime was applied on May 25, 2007 at 500 and 1000 lbs/acre and agricultural lime was applied at 0, 1000, 2000, 4000, and 6000 lbs/acre. From the soil test pH values at six months and twelve months since applying lime, the pelletized lime at low or medium rates was not better than agricultural lime. Soil samples will be taken in May 2009 and pH values will be compared to the pelletized lime, agricultural lime, and check plots.

WEED CONTROL IN LIVESTOCK OPERATIONS

Kelley,* W.K.[1]; Wiggins, A.G.[2]
[1]Extension Agent, Alabama Cooperative Extension System, Brewton, AL, 36426
[2]Extension Agent, Alabama Cooperative Extension System, Monroeville, AL, 36480

Weed control is essential to improving forage production in livestock operations. Programming was offered in all the counties in the Southwest Region of Alabama to livestock producers on how to effectively control weeds in their forage systems. Using live weed samples, slide presentations, and hands-on demonstrations, producers were educated on weed identification, cultural practices used to control weeds, herbicide selection, timing of application, and calibrating sprayers. Using monies obtained through an Integrated Pest Management grant and by partnering with Dow AgroSciences and area Cattlemen's Associations, three on-farm weed control plots were established. The weed control plots were used to educate producers about different range and pastureland herbicides and how well they controlled common pasture and hayfield weeds. Post evaluations from the program indicated that the information was useful and would result in improved weed management practices among many of the producers.

MIDDLE TENNESSEE GRAIN CONFERENCE INITIATIVE

Kimbro,* C.C.[1]; Beaty, J.D.[2]; Burns, E.M.[3]; Harris, S.S.[4]; Moorehead, L.L.[5]; Steelman, T.B.[6]; Webb, D.W.[7]
[1]Extension Agent, University of Tennessee Extension, Coalmont, TN, 37313
[2]Extension Agent, University of Tennessee Extension, McMinnville, TN, 37110
[3]Extension Agent, University of Tennessee Extension, Winchester, TN, 37398
[4]Extension Agent, University of Tennessee Extension, Manchester, TN, 37355
[5]Extension Agent, University of Tennessee Extension, Lynchburg, TN, 37352
[6]Extension Agent, University of Tennessee Extension, Woodbury, TN, 37190
[7]Extension Agent, University of Tennessee Extension, Jasper, TN, 37347

Row crop production makes up an integral part of the agriculture economical base on most Southern Middle Tennessee rural farms. The 2007 USDA Census for Agriculture reported that there are more than 60,000 acres of small grain grown in the nine most central counties in southern middle Tennessee. As a result, nearly $40 million in small grain products were reported sold in 2007. In an effort to provide educational programming to small grain farmers, UT Extension Agents in a multi-county area teamed up to organize and implement the MID-TENN Grain Conference. The fee-based program included topics such as: the importance of soil testing, crop insurance basics, small grain marketing, herbicides, changes to the farm bill, and much more. The conference format was a one-day outline and the program is marketed through local Extension offices, Extension news articles and press releases, and mail outs to potential farmers. As a result of this educational effort, one hundred sixteen (116) farmers participated with a total participation of one

hundred seventy-two (172); representing seventeen (17) middle and east Tennessee Counties. According to the end-of-program evaluation, an average of sixty percent (60%) of the participants gained new knowledge they intend to put into practice during the 2009 crop season.

UTILIZING TECHNOLOGY TO INCREASE EDUCATIONAL OPPORTUNITES IN TODAY'S EXTENSION PROGRAMS

Kirkpatrick,* D.L.[1]
[1]County Extension Agent - Agriculture, University of Arkansas, Division of Agriculture, Cooperative Extension Service, Paris, AR, 72855

The utilization of Pod Cast videos is a new and sometimes underutilized educational tool in today's modern extension programming. While some local offices lack the needed equipment to produce these audio and video programs, others may lack the training to properly render the information into video Pod Casts. The objective of this program is to develop educational Pod Casts for use in Logan County as well as the state of Arkansas. The initial goal of this project was to purchase the needed equipment to develop video Pod Casts and receive the training needed to produce the information. Video recording and editing equipment was provided by the Assistant Director of Agriculture and Natural Resources. The first Pod Cast was developed in December of 2008 with additional Pod Casts produced every three to four weeks. The overall goal of this program is to provide interested agents with background information needed to develop Pod Cast videos in their counties as well as to provide information on the web traffic received from the Logan County web site since the first Pod Cast was posted.

WEED MANAGEMENT EDUCATION INCREASES PROFIT FOR PEA GROWERS

Kikkert,* J.[1]; Bellinder, R.[2]
[1]Extension Associate, Cornell Cooperative Extension Regional Vegetable Program, Canandaigua, NY, 14424
[2]Professor, Dept. of Horticulture, Cornell University, Ithaca, NY, 14853

Pea growers are frustrated when fields are by-passed (not harvested) by processors. Weeds can render fields unacceptable because they reduce yields and interfere with harvesting equipment. Furthermore, weeds may contaminate the crop directly (nightshade berries, thistle/daisy flower buds) or may harbor insects similar in size and color to the peas. At the December 2007 advisory, processors complained about herbicide damage, yet poor weed control because pesticide applicators did not understand the subtleties of the herbicide labels, coupled with confusion about pea growth stages. Growers were also stuck on a traditional program of Basagran and Thistrol. In response, a 2-hour interactive workshop was held just prior to the 2008 season. The 95 growers, crop scouts, custom applicators, and processor field representatives practiced identification of weeds and pea growth stages on live plants. Herbicide labels and options were also analyzed by the group. Participants received an herbicide selection chart, weed ID booklet, pea growth stage handout, and they earned 2 DEC pesticide applicator recertification credits. Comments included "best meeting ever" and "I learned more about the growth of the pea plant than I ever knew". Follow-up included a summary article and weekly tips via our seasonal newsletter. In a post-season survey, 100% said the education helped them better manage weeds in 2008, 50% had tried something new and 5 improved profits. The workshop was repeated in March 2009 with 115 participants. Grower adoption of improved weed management practices will help to keep pea production and processing profitable in New York State.

EDUCATING FARMERS TO AVOID CONFLICTS WITH NEIGHBORS AND TOWNS

Kluchinski,* D.[1]; Azzara, M.[2]; Carleo, J.[3]; Cowgill, W.[4]; Flagler, J.[5]; Frecon, J.[6]; Hlubik, W.[7]; Kimmel, D.[8]; Mickel, R.[9]; Obal, R.[10]; Ortiz, J.[11]; Pavlis, G.[12]; Polanin, N.[13]; Samulis, R.[14]; Sciarappa, W.[15]; Walker, W.[16]
[1]County Agent I, Rutgers Cooperative Extension, New Brunswick, NJ, 08901
[2]former Outreach Coordinator, NOFA-NJ, Hillsborough, NJ, 08844
[3]County Agent III, Rutgers Cooperative Extension, Cape May Court House, NJ, 08210
[4]County Agent I, Rutgers Cooperative Extension, Flemington, NJ, 08822
[5]County Agent I, Rutgers Cooperative Extension, Hackensack, NJ, 07601
[6]County Agent I, Rutgers Cooperative Extension, Clayton, NJ, 08312
[7]County Agent I, Rutgers Cooperative Extension, North Brunswick, NJ, 08902
[8]Agricultural Resource Specialist, NJ State Agriculture Development Committee, Trenton, NJ, 08625
[9]County Agent II, Rutgers Cooperative Extension, Flemington, NJ, 08822
[10]County Agent II, Rutgers Cooperative Extension, Freehold, NJ, 07728
[11]former Senior Program Coordinator, Rutgers Cooperative Extension, Trenton, NJ, 08648

[12]County Agent II, Rutgers Cooperative Extension, May Landing, NJ, 08330
[13]County Agent II, Rutgers Cooperative Extension, Bridgewater, NJ, 08807
[14]County Agent I, Rutgers Cooperative Extension, Westampton, NJ, 08060
[15]County Agent II, Rutgers Cooperative Extension, Freehold, NJ, 07728
[16]Division Head, NJ Department of Agriculture, Trenton, NJ, 08625

As New Jersey's population grows, some farmers capitalize on the enhanced proximity to consumers and cultivate new markets and relationships, while others limit their engagement or are confrontational when issues arise with a neighbor or township. This project's objective was to minimize this human relationship risk and its impacts on farmers´ bottom lines by soliciting, compiling, and presenting a collection of advice and strategies other farmers have employed and others could adopt. Advice from 54 farmers was organized into 12 thematic categories and presented in a 29-page educational pamphlet. Since publication in January 2008, 4500 copies have been printed and distributed to agricultural organizations, County Agriculture Development Boards, top agricultural municipalities and interested individuals (n=238 organizations and 1619 individuals). The distribution and educational efforts also included discussion of the content at numerous face-to-face meetings, and 6 workshops between January-June 2008. Over 1000 farmers received the booklet at meetings and/or a workshop. A survey of clientele (n=269 respondents) determined knowledge gain of risks and risk management strategies as a result of attending a workshop, discussing the topic, and/or reviewing the pamphlet. Eighty-nine (89%) percent of all respondents agreed they had a better understanding of the risks and benefits associated with relationships with neighbors and towns, 90% agreed they had a better understanding of risk management strategies to maintain good relations, and 89% identified at least one strategy they would apply on the farm to maintain good relations. A follow-up survey in 2009 determined respondents adopted one or more of these strategies.

SUSSEX COUNTY VALUE-ADDED AGRICULTURAL PRODUCTS PROGRAM

Komar,* S.J.[1]; Bamka,W. J.[2]; Mickel, R. C.[3]
[1]County Agent, Rutgers NJAES Cooperative Extension, Sussex County, Newton, NJ, 08867
[2]County Agent, Rutgers NJAES Cooperative Extension, Burlington County, Westampton, NJ, 08060
[3]County Agent, Rutgers NJAES Cooperative Extension, Hunterdon County, Flemington, NJ, 08822

Agriculture has changed dramatically in New Jersey. In recent years many agricultural producers have shifted from wholesale and commodity based production to retail operations or other value-added ventures. By developing value-added products such as jellies, baked goods and others, producers can potentially increase their income and extend the marketability and shelf life of the products produced on their farm. In 2008, Rutgers Cooperative Extension in Sussex County, in cooperation with The Sussex County Technical School, Sussex County Agricultural Development Board initiated a program to allow agricultural producers the opportunity to make value-added products in the local technical school kitchen. Producers were trained in proper food handling and processing techniques and twenty-two producers were certified in glass closures, canning and food safety procedures. To date seven individuals utilized the kitchen to make canned goods, as well as, baked products featuring farm fresh products. Producers reported gaining valuable knowledge from the Extension programs. Although a centralized kitchen may provide a means for small-scale producers to legally produce value-added products, the products must be produced in accordance with USDA regulations. Legal restrictions, as well as, other concerns must be addressed in order for the concept to be accepted by producers and regulatory agencies.

2008 ARKANSAS CORN AND GRAIN SORGHUM STANDARDIZED COUNTY HYBRID TRIALS

Lawson,* K.W.[1]; Kelley, J.P.[2]
[1]Program Associate - Corn and Grain Sorghum Verification, University of Arkansas Division of Agriculture Cooperative Extension Service, Little Rock, AR, 72203
[2]Extension Agronomist - Wheat and Feed Grains, University of Arkansas Division of Agriculture Cooperative Extension Service, Little Rock, AR, 72203

The 2008 growing season was the first year for the Corn and Grain Sorghum Standardized County Hybrid Trials. The trials were a collaborative effort between growers, county Extension agents, Extension specialists and industry representatives. The trials were developed to help promote and standardize the hybrid demonstrations that were already taking place in many counties. Through this program, company representatives were able to place hybrids in counties in 5 different districts to

compare yield data. Districts included the Northeast, Central, Southeast, River Valley and Southwest districts. Industry representatives were allowed to choose hybrids entered, but were asked to provide only hybrids that were commercially available. All hybrids were glyphosate tolerant and Bt. Relative maturity of hybrids entered ranged from 107 to 119 days. Trials were strip trials and were not replicated. Twenty one counties participated in 2008 and 18 corn trials and 7 grain sorghum trials were harvested. Four corn and four grain sorghum trials were not planted or not harvested due to excessive rainfall in the spring. All producers followed their normal production practices and were advised by the county Extension agent. Producers donate time, equipment and hired labor to make these trials possible. All results were summarized at the end of the year.

INCREASING AWARENESS OF SOYBEAN CYST NEMATODE IN SOUTHEAST NEBRASKA THROUGH EXTENSION PROGRAMMING.

Lesoing,* G.W.[1]; Giesler, L.J.[2]; Hay, P.C.[3]; Heidzig-Kraeger, S.L.[4]; Wilson, J.A.[5]
[1]Extension Educator, University of Nebraska-Lincoln Extension in Nemaha County, Auburn, NE, 68305
[2]Extension Plant Pathologist, University of Nebraska-Lincoln Extension, Lincoln, NE, 68583
[3]Extension Educator, University of Nebraska-Lincoln Extension in Gage County, Beatrice, NE, 68310
[4]Extension Educator, University of Nebraska-Lincoln Extension in Richardson County, Falls City, NE, 68355
[5]Extension Educator, University of Nebraska-Lincoln Extension in Burt County, Tekamah, NE, 68061

Soybean Cyst Nematode (SCN) is one of the most yield-limiting pests of soybeans in Nebraska. Soybean producers in the United States lost over 300 million bushels to the soybean cyst nematode from 2003 to 2005. More yield is lost to SCN than any other soybean pathogen. While SCN is a relatively new soybean pest to most Nebraska soybean producers, 47 of the state's 93 counties have fields that have tested positive for SCN through 2008. Many fields do not even display visual symptoms from SCN, but exhibit significant yield losses of 30 percent. The impact of SCN on soybean producers in southeast Nebraska is difficult to measure. In 2004 a project was initiated to determine the extent of SCN infestations in southeast Nebraska, evaluate the impact of SCN on soybean production, increase the awareness of SCN and educate soybean producers on management of SCN. Through efforts of University of Nebraska-Lincoln Extension, the Nebraska Soybean Board and support of the agricultural industry, a successful SCN awareness and education program has been developed in southeast Nebraska.

From 2004-2008 in the southeast Nebraska counties of Nemaha, Richardson, Otoe and Johnson, over 130 fields were sampled, with 54% testing positive for SCN. Four fields days were conducted to educate farmers on SCN and view field trials conducted to evaluate the impact of SCN infested fields on yields of SCN-resistant and non-resistant varieties. A survey conducted for soybean producers in 2008 indicated that 84% believe UNL Extension is providing the tools needed to manage SCN.

ORGANIZATIONAL RESPONSES TO BUDGET REDUCTIONS

LeVitre,* R.A.[1]
[1]Associate Dean, University of Vermont, Colchester, VT, 05446

As Federal and State dollars are level or under-funded, it is incumbent for Cooperative Extension to look to other sources of funding to not only maintain, but most importantly, to expand. In 2007-2208, UVM Extension received over six million dollars in grants and contracts for applied research and extension outreach education in a variety of subject matter fields including agronomic, water quality, bio-fuels, farm business planning, diabetes nutrition education and youth development.

These new dollars, leveraged with base dollars and other grants, have allowed UVM Extension to increase the number of educators throughout Vermont, augment personnel salaries in the UVM Center for Sustainable Agriculture and increase general operating funds.

As a result, UVM Extension has been able to capitalize on its growing infrastructure throughout the state. Grants and contracts have increased our effectiveness and ability to inform and educate the citizens of our state. Our experience has indicated it is less expensive and more effective for UVM Extension to implement grants and contracts than other organizations. We have become the "go to" educational organization to "get things done."

PRODUCING AND USING HERBS IN FLORIDA

Maddox,* M. B.[1]; Davis, L. L.[2]
[1]County Extension Agent - Family and Consumer Sciences, University of Florida, Bushnell, FL, 33513
[2]Sr. Lab Technician , North Florida, REC, Suwannee Valley Live Oak, University of Florida/IFAS, 7580 CR 136, Live Oak, FL, 32060

In Sumter County Florida, 33% of the adult population has been diagnosed with high blood pressure. Statistics indicate that cardiovascular disease, heart disease, and hypertension were responsible for 1142 deaths over the past four years. To address this concern, the Extension Family & Consumer Sciences Agent and the Agricultural Technician from the North Florida Research & Education Center formed a partnership to provide educational information to both producers and consumers. An in-depth PowerPoint presentation was developed to increase the awareness and knowledge of the use of herbs as a means to reduce sodium in the local diet. The presentation was used with both farmers and consumers as a method to teach different techniques in growing herbs and using herbs as flavor enhancers to reduce or eliminate sodium in a consumer's diet. The presentation has been used during field days, educational seminars, health fairs and classroom nutrition presentations. This presentation has been well received. Follow-up surveys of participants indicate an increased knowledge about herbs and different ways they are grown, decreased consumption of sodium which reduced the risk of high blood pressure and strokes, modified eating habits and an increased awareness of herb substitutes to enhance flavor. Between March 2008 and 2009, 3,842 consumers and farmers viewed this PowerPoint presentation during 78 educational seminars. As a result, 1,242 individuals gained the knowledge necessary to lower their blood pressure by eliminating the use of additional sodium and 2,824 individuals were able to reduce the sodium in their diets.

NORTHEAST OHIO SMALL FARMER COLLEGE - TOO MUCH TO MOW, WHAT DO I GROW?

Marrison,* D.L.[1]; Draper, E.[2]; Hudkins, S.[3]; Ober, L.[4]
[1]Assistant Professor, The Ohio State University, Jefferson, OH, 44047
[2]Assistant Professor, The Ohio State University, Burton, OH, 44021
[3]Assistant Professor, The Ohio State University, Cortland, OH, 44410
[4]Program Assistant, The Ohio State University, Burton, OH, 44021

In many counties across Ohio, there are an increasing number of residents who are purchasing small acreage. Consumers are also becoming more aware of the benefits of buying local and fresh products. As the demand for local food products increases, so does the interest in growing and producing a variety of agricultural products for these markets. Throughout the past four years, Extension Educators in northeast Ohio have received numerous requests for consultations from small land owners on how they can raise agricultural commodities on their small acreage. To help new and existing farmers find ways to diversify their agricultural production, the OSU Extension offices in Ashtabula, Geauga, and Trumbull Counties developed the Northeast Ohio New & Small Farm College titled "Too Much to Mow-What Do I Grow?" in late 2006. This team designed curriculum and taught five small farmer colleges to help farm families increase their profits from their small acreage. Course topics included business planning, enterprise selection, marketing, and agricultural resources. One-hundred seventy-one individuals owning 4,240 acres participated in the five colleges and 235 participated in targeted one-day production workshops. Only 26% of the attendees in the colleges reported they currently direct market agricultural products. Of the respondents who do not currently direct market products, 80% indicated they planned to in the future. Sixty-three percent indicated they had a plan in mind for their farm business. Forty-three percent had not previously enrolled in an OSU Extension program and 100% indicated they would enroll in future Extension programs.

CREATING COLLABORATIONS FOR SUSTAINABLE COMMUNITIES

Mohr,* R.A.[1]; Flimlin, G.E.[2]; Muscio, C.M.[3]
[1]Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08755
[2]Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08755
[3]Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08755

Over 150 agencies and organizations now conduct environmental stewardship work in the Barnegat Bay watershed of New Jersey. The Barnegat Bay National Estuary Program coordinates several councils which engage 10-15% of these organizations regularly throughout the year. In 2007, Rutgers Cooperative Extension county agents Gef Flimlin, Cara Muscio and Rich Mohr initiated an environmental stewarshsip colloquium for the purpose of facilitating a greater level of collaboration with the rest of the organizations operating in the watershed. A matrix of environmental issues and strategies was developed to assist in the "mapping" and displaying of existing stewardship projects. The colloquium then used the matrix to share of information on current or planned projects of all the participants. Areas of potential redundancy and gaps where no work was being done were identified. This process has continued and been expanded to several

events a year. It has resulted in shared messaging, the avoidance of redundant efforts, the pooling of resources, and in building new partnerships among agencies and organizations to achieve greater community impact.

USING AUDIENCE RESPONSE TECHNOLOGY TO MAKE PESTICIDE SAFETY EDUCATION MORE INTERACTIVE

Miller,* R. P.[1]
[1]Extension Educator, University of Minnesota Extension, Rochester, MN, 55904

Audience response technology is an important tool for use in extension teaching and program evaluation. University of Minnesota Extension uses a system called Turning Point developed by Turning Technologies LLC. Turning point integrates with Microsoft PowerPoint and Microsoft Excel. In 2008 and 2009 the technology was implemented in our Pesticide Safety Education Program. The technology allows the educator to ask the audience questions and then allows the audience to respond anonymously using hand held devices. During the pesticide safety education sessions turning point was used to engage the audience on a wide range of issues creating an interactive learning environment that created teachable moments, as well as, provided self assessment for farmers. In 2008 88% of the workshop attendees found the audience response technology to be somewhat to very useful, and in 2009 93% of attendees found the technology to be somewhat to very useful. The anonymity of the response devices proved to be useful, allowing for the educators to ask questions on sensitive issues, such as, how often are farmers following atrazine setback requirements. It was found that of the farmers applying atrazine over 50% of the time they were not always following atrazine setback requirements. Considerable time was then spent discussing the legal setback requirements for atrazine, as well as, other herbicide best management practices. Turning point also allows for quick and easy evaluation of programs. Answers given to evaluation questions are easily transposed to spreadsheets. Turning point has proven to be an invaluable teaching and evaluation tool.

IS THIS PLANT A WEED? – A WEB-BASED WEED IDENTIFICATION AID FOR HOMEOWNERS, MASTER GARDENERS AND THE GREEN INDUSTRY

Mugaas,* R.J.[1]; Burkett, E.R.[2]; Grabowski, M.A.[3]; Hahn, J.D.[4]; Martinson, K.L.[5]; Vidmar, K.E.[6]
[1]Extension Educator, University of Minnesota Extension, Farmington, MN, 55024
[2]Extension Educator, University of Minnesota Extension, Brainerd, MN, 56401
[3]Extension Educator, University of Minnesota Extension, Andover‘, MN, 55304
[4]Assistant Extension Entomologist, University of Minnesota Extension, St. Paul, MN, 55108
[5]Extension Educator, University of Minnesota Extension, Andover, MN, 55304
[6]IPM Weed Specialist, University of Minnesota Extension, Farmington, MN, 55024

Over the past decade, the Internet has had an enormous effect on how people access information. In response, University of Minnesota Extension is changing how it makes information available to businesses, organizations & individuals. The U of MN Extension Gardening Information website (http://www.extension.umn.edu/gardeninfo/) is one way to provide users a convenient, one-stop site for a wide variety of horticulture information. The addition of Is This Plant a Weed? to this website provides a user friendly identification aid complementing the diagnostic aids related to plant diseases & insect pests. Is This Plant a Weed? guides the user through the plant identification process primarily through the use of pictures. Once a weed has potentially been identified, the user is further guided to additional information and pictures of the weed. A link can also be selected to an Extension publication describing a variety of possible weed control options for that particular weed. Audiences for this information include homeowners, volunteer Master Gardeners, landscape managers, Extension educators and staff, and members of the green industry in the North Central Region. Additional evaluation of its usefulness and content will be conducted during this year and presented as part of the poster. Is This Plant a Weed? was created with funding from the North Central Region IPM Center.

DEVELOPING A FRAMEWORK FOR CITIZEN MONITORING OF BACTERIAL PATHOGENS IN COASTAL WATERSHEDS

Muscio,* C.[1]
[1]Marine Extension Agent, Rutgers Cooperative Extension, Toms River, NJ, 08755

Currently, there is little to no active citizen monitoring occurring on a regular basis in the Barnegat Bay watershed. Past efforts have ceased due to lack of interpretable results, changes in organizational structure, and lack of funding. Many of these issues stem from the parameters that were being monitored. This project minimizes monitoring of background parameters, instead targeting project areas based on known situations of fecal pathogen impairment throughout the Barnegat Bay Watershed – a problem of human health and economic concern to the coastal areas of New Jersey. This framework can be useful to cash strapped government agencies, and provide a screening tool for waters that are not currently being monitored.

Citizen monitors are trained to conduct water quality sampling for bacterial pathogens in fresh, estuarine, and salt waters. In addition, the citizens collect optical brightener data to be used in conjunction with bacterial counts, to assist in assessing human effluent contamination. ReClam the Bay volunteers collect this data at bayside upweller sites around Barnegat Bay. Other volunteers are assigned to other sites throughout the watershed. This project will specifically integrate upstream impairments to the issues facing the bay and marine areas of the coast. Data will be collected, analyzed, and made available to the public, and to other agencies. The final part of this program entails the citizen monitors using their data to educate the public about non-point source pollution in the Barnegat Bay watershed, and how to reduce their personal input of these pollution sources.

BEEF 300: PRODUCING HIGH QUALITY, WHOLESOME BEEF AT THE FARM, STOCKER, FEEDLOT, PROCESSOR AND RETAIL LEVELS

Neibergs,* J.S.[1]; Busboom, J.R.[2]; Heistuman, M.D.[3]; Schmidt, J.L.[4]; Smith, J.[5]; Smith, S.M.[6]
[1]Extension Economist, Washington State University Extension / SES, Pullman, WA, 99164
[2]Extension Meats Specialist, Washington State University Department of Animal Sciences, Pullman, WA, 99164
[3]County Director, Washington State University Extension Asotin County, Colfax, WA, 99402
[4]County Director and 4-H Youth Educator, Washington State University Extension Whitman County, Colfax, WA, 99111
[5]Animal Science Extension Educator, Washington State University Extension Benton/Franklin County, Kennewick, WA, 99336
[6]Animal Science Extension Educator, Washington State University Extension Grant/Adams County, Ephrata, WA, 98823

Objectives of the Beef 300 short course were to: provide hands-on training in evaluating factors that influence the price received for beef and beef 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 beef operations. Participants represented commercial cow/calf and purebred producers, stocker and feedlot operators; educators; as well as representatives from the processing and wholesale/retail sectors. Topics addressed included: live animal and carcass evaluation; grid pricing, harvesting and beef carcass fabrication, subprimal beef value determination, taste and tenderness evaluation, and the marketing of beef products. Working in teams, participants purchased a market beef animal during a live auction and then harvested and processed their beef into retail cuts. An economic analysis of the profitability of each harvested animal was computed based upon the purchase price, yield and value of its retail products. A retrospective evaluation indicated that 97% of the participants increased their level of knowledge of the marketing of beef products; use of ultrasound; live animal and carcass evaluation; the fabrication of beef carcasses; and beef production from "Farm to Table". Program participants indicated they would strive to produce, feed, harvest and market beef products that meet the high expectations of consumers. Eighty percent of the participants indicated that the Beef 300 program would positively impact the economic status of their operations.

THE PACIFIC NORTHWEST PEST ALERT NETWORK, AN INTERACTIVE INTERNET SITE PROMOTING STEWARDSHIP.

Neufeld,* J.[1]; Bohl, W.[2]; Hines, S.[3]; Jensen, L[4]; McCammon, T[5]; Miller, J[6]; Norberg, S.[7]; Olsen, N.[8]; Reddy, S.[9]; Shock, C.[10]
[1]Extension Educator, University of Idaho, Caldwell, ID, 83605
[2]Extension Educator, University of Idaho, Blackfoot, no state given, 83605
[3]Extension Educator, University of Idaho, Twin Falls,

no state given, 83605
[4]Extension Specialist, Oregon State University, Ontario, no state given, 83605
[5]Extension Educator, University of Idaho, Payette, no state given, 83605
[6]no title given, Miller Research, Rupert, no state given, 83605
[7]Extension Educator, University of Idaho, Ontario, no state given, 83605
[8]Extension Specialist, University of Idaho, Twin Falls, no state given, 83605
[9]Extension Educator, University of Idaho, Weiser, no state given, 83605
[10]Superintendant, Oregon State University, Ontario, no state given, 83605

It is difficult to coordinate the timely delivery of information over large areas to provide growers with real time advice on today's immediate pest problems and also have the advice directly tied to current research results. A website/email-based pest alert system was developed to notify people interested in crop production of pest outbreaks and forecasts of pest outbreaks from multiple information sources. The alert system was designed through innovative programming so that alerts would be intimately and automatically linked to extension recommendations based on field research results. The system was first utilized in the Treasure Valley of southwestern Idaho and southeastern Oregon (TVPestAlert.net) and we have expanded the network to additional areas in the Pacific Northwest (PNWPestAlert.net) as interest has grown. When pest outbreaks are confirmed, or forecasted based on growing degree day models, an email notification is immediately sent to subscribers. Links to pest management information are automatically attached to each alert. In 2008, the service had grown to 554 subscribers and 36,909 web visits. As a result of this service, 17% of subscribers were able to reduce the number of sprays applied to their crops in 2008 and 39% of all subscribers increased field scouting to document pest levels and better synchronize control measures with pest populations. In addition, from 2004 to 2008 website subscribers reported using 6% less chemical on average on their crops than they used before they used the pest alert network. This system has increased the adoption of Integrated Pest management (IPM) practices.

THE RE-INTRODUCTION OF 'RAMAPO' TOMATO SPARKED BY GARDENER DEMAND

Nitzsche,* P.J.[1]; Cindy Rovins[2]; Jack Rabin[3]; Michelle Infante-Casella[4]; Richard VanVranken[5]; Wesley Kline[6]; William Hlubik[7]; William Sciarappa[8]; William Tietjen[9]
[1]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Morris County, Morristown, NJ, 07963
[2]Agricultural Communications Editor, Rutgers New Jersey Agricultural Experiment Station, New Brunswick, NJ, 08901
[3]Associate Director, Rutgers New Jersey Agricultural Experiment Station, New Brunswick, NJ, 08901
[4]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Gloucester County, Clayton, NJ, 08312
[5]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Atlantic County, Mays Landing, NJ, 08330
[6]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Cumberland County, Millville, NJ, 08332
[7]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ, 08902
[8]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Monmouth County, Freehold, NJ, 07728
[9]County Agricultural and Resource Management Agent, Rutgers Cooperative Extension of Warren County, Belvidere, NJ, 07823

The 'Ramapo' hybrid tomato was introduced by Rutgers New Jersey Agricultural Experiment Station (NJAES) in 1968 and grown by gardeners and farmers for many years. At some point over the past ~20 years it disappeared from seed company catalogs. Disappointed gardeners and farmers frequently called local Extension offices looking for seed of 'Ramapo'. In 2007 NJAES had hybrid seed of 'Ramapo' commercially produced and reoffered the seed to the public in 2008. The story of the return of this "lost" cultivar drew tremendous press and a huge response from the gardening public. Ramapo tomato seed packets were sold to over 4,300 individuals from 43 different states and three foreign countries. A web page devoted to the Ramapo/Jersey tomato resulted in a 1000% increase in downloads of factsheets and Extension information related to tomatoes. When gardeners who bought Ramapo seed were asked in an internet survey: Did the Ramapo tomato meet your expectations for what a "Jersey Tomato" should taste like? Seventy three percent said it meets or exceeds expectations and 86 %

indicated they plan on growing Ramapo tomatoes in the future.

FARM FIRE PREVENTION, EDUCATING FARMERS TO REDUCE THE RISK OF FIRE

Nottingham,* J. R.[1]; Rhodes, J.[2]; Timmons, J.[3]
[1]County Agent, University of Maryland, Cooperative Extension, Princess Anne, MD, 21853
[2]Extension Agent, Maryland Cooperative Extension, Queen Anne's County, Centreville, MD, 21617
[3]Extension Specialist, Maryland Cooperative Extension, Salisbury, MD, 21801

Farm related fires cause millions in damage each year in property damage across the United States. In addition to financial damages, personal injury, or loss of life may occur. It is estimated that combine fires alone account for 10.5 million in property damage each year. The harvest season of 2007 brought extremely dry conditions to the Mid-Atlantic states with a not surprising corresponding increase in farm related fires. In response, Extension Agents from the University of Maryland in cooperation with the local fire marshal's office began the development of a series of fact sheets designed to educate farmers on the factors that lead to the increased risk of fire. By eliminating or reducing risks factors that lead to farm fires, it is hoped that fire risk will decrease. Currently, two fact sheets have been developed for dealing with specific fire threats: Preventing Combine Fires, and Preventing Fires in Manure Storage Structures. The resources developed have been distributed throughout Maryland to each County Extension Office and Research Center and to many adjoining states, and have been adapted into training classes and farmer meetings where appropriate targeting specific groups at high risk for fire.

DEVELOPING A LOCAL FARMERS MARKET FOR YOUR COMMUNITY

Nowlin,* D.L.[1]
[1]Extension Educator, Agriculture, 4-H, & CED, Oklahoma Cooperative Extension Service, Anadarko, OK, 73005

A county-wide farmers market in Caddo County, Oklahoma was needed. The program began in 2005 and has consistently grown in vendor and public participation. Although Caddo County is one of the largest vegetable producing counties in Oklahoma, a local market for vegetable producers did not exist. Also, local residents did not have access to locally produced fresh fruit and vegetables. The process of developing a local farmers market consists of 5 basic steps. 1. Contacting the Depart of Agriculture in your state for state certification procedures and applications. 2. Seeking out community support. 3. Seeking out volunteer participation and developing a vendor organization. 4. Developing your farmer market guidelines. 5. Locating funding opportunities. Although only 3 vendors participated the first year, the market has expanded to 14 vendors and they provided plenty of produce for their customers. Public support has continued to be very strong over 1500 people attended the farmers market during the 8 weeks of operation in 2008. But more importantly a precedent has been set: 1. Local producers are aware that the farmers market will be held each so that plans to plant vegetables can be made. 2. Residents have been made aware of the quality of locally produced fresh vegetables. 3. The promotion of healthy foods was made and the improved taste of fresh vegetables was demonstrated to many urban consumers.

"SHEEP SHOWMANSHIP," A VIDEO DVD PRESENTATION USING VIDEO CLIPS TAKEN FROM ACTUAL LIVESTOCK SHOWS

Parkinson,* S.C.[1]; Harrison S.N.[2]; Nash S.A.[3]; Packham J.H.[4]; Panting R.R.[5]; Sanchez D.Y.[6]
[1]Extension Educator, University of Idaho, Franklin County, Preston, ID, 83263
[2]Extension Educator, University of Idaho, Caribou County, Soda Springs, ID, 83276
[3]Extension Educator, University of Idaho, Bingham County, Blackfoot, ID, 83221
[4]Extension Educator, University of Idaho, Bear Lake County, Paris, ID, 83261
[5]Extension Educator, University of Idaho, Oneida County, Malad, ID, 83252
[6]Extension Educator, University of Wyoming, Uinta County, Evanston, WY, 82930

The youth market animal program is one of the oldest 4-H projects offered yet its popularity continues to grow. The showmanship contest in the livestock project is one of the key events that builds upon the elements of youth development. With continued urban sprawl and decrease in "farm youth," finding experienced showmen to teach youth interested in showing livestock is becoming more difficult. Attending a major livestock show also becomes increasingly difficult for parents and leaders to facilitate as travel and time take on greater value. Extension personnel in Idaho and Wyoming teamed up to produce a lamb showmanship video using footage from actual youth shows to demonstrate up-to-date show-ring skills and expectations. By using the DVD, youth and adults will "attend" livestock shows and see the purpose of showmanship and current

showmanship techniques with species-specific tips. The DVD is accompanied by an evaluation to send to the Idaho/Wyoming team to allow feedback from youth and adults as to the effectiveness of the DVD project. If used correctly, the DVD will help viewers observe how youth can: 1) build a positive relationship with caring adults (Livestock Judge), 2) affirm their opportunity to be in an inclusive and safe environment (a livestock show), 3) be engaged in a positive learning experience (showmanship contest), 4) build on self-determination by becoming more effective in the show ring experience, 5) create the desire for mastery as they observe show-ring prowess, and 6) observe show-ring etiquette allowing youth to value and practice service for others.

BEYOND BORDERS INTERNATIONAL ANIMAL AGROSECURITY CONFERENCE

Pederson,* L.M.[1]; Stoltenow, C.L.[2]
[1]Extension Beef Quality Assurance Specialist, North Dakota State University Extension Service-Dickinson Research Extension Center, Bismarck, ND, 58503
[2]Extension Veterinarian, North Dakota State University Extension Service-Department of Animal Sciences, Fargo, ND, 58108

Over a billion dollars worth of trade crosses the US-Canadian border every day. Neither country can afford to have the border closed due to an animal agrosecurity event. Are the United States and Canada prepared for an animal security incident involving the border? What role do producers, allied industry groups, animal and human health, law enforcement and Extension play in international agrosecurity? How do you develop a local response based on international policy? North Dakota State University's Extension Service and Department of Animal Sciences hosted the Beyond Borders International Animal Agrosecurity conference with 200 participants from 16 states and 4 provinces. Participants were surveyed to determine the level of knowledge obtained, usefulness of the conference, and value received from the conference. Respondents indicated they had an improved level of knowledge of animal agrosecurity by attending the Beyond Borders conference. Participants reporting an "above average" level of animal agrosecurity knowledge increased from 43% preconference to 96% post conference. A 90-day post conference survey was utilized to assess use of materials, information, and ideas learned at the conference, 86% of participants had used information received at the conference and 52% had changed or enhanced their animal agrosecurity related activities. Respondents would be willing to pay in excess of $250 for registration at a comparable conference. All survey respondents indicated an international animal agrosecurity conference should be held again. "Developing animal agrosecurity emergency management plans" and "interface between domestic animals and wildlife" were the most commonly cited topical needs for future conferences.

THE ANNUAL GREAT TOMATO TASTING - AN ASSESSMENT OF PUBLIC OPINION, KNOWLEDGE, AND SUPPORT FOR COOPERATIVE EXTENSION

Polanin,* N.[1]; Dager, E.[2]; Grande, J.[3]; Gyurian, J.[4]; Lobb, P.[5]; Magron, R.[6]; Nitzsche, P.[7]; Stevely, J.[8]; Tietjen, W.[9]
[1]Agricultural Agent (Associate Professor), Rutgers NJAES Cooperative Extension of Somerset County, Bridgewater, NJ, 08807
[2]Farm Supervisor, Rutgers NJAES Snyder Research and Extension Farm, Pittstown, NJ, 08867
[3]Director, Rutgers NJAES Snyder Research and Extension Farm, Pittstown, NJ, 08867
[4]Horticulturalist, Rutgers NJAES Cooperative Extension of Somerset County, Bridgewater, NJ, 08807
[5]Secretary, Rutgers NJAES Snyder Research and Extension Farm, Pittstown, NJ, 08867
[6]Horticulturalist, Rutgers NJAES Cooperative Extension of Hunterdon County, Flemington, NJ, 08822
[7]Agricultural Agent (Associate Professor), Rutgers NJAES Cooperative Extension of Morris County, Morristown, NJ, 07960
[8]Administrative Assistant, Rutgers NJAES Snyder Research and Extension Farm, Pittstown, NJ, 08867
[9]Agricultural Agent (Associate Professor), Rutgers NJAES Cooperative Extension of Warren County, Belvidere, NJ, 07823

Consumers who do not come from traditional farming or 4-H backgrounds are often unfamiliar with Cooperative Extension programs and services. These clients often remark that Extension programs are a "best kept secret" following their attendance at a program or venue. For the past 15 years, the Rutgers NJAES Snyder Research and Extension Farm has hosted "The Great Tomato Tasting," a consumer outreach and farm open house emphasizing a "teaching garden" concept to address consumer agricultural and horticultural education needs. These annual open houses strive to increase public awareness, appreciation and education of proper horticulture techniques and decision-making, NJAES research, and the local agricultural products and growers. The program features 'taste tests' of seasonal

produce available throughout the SRF research and production plots. In August of 2008, this 4-hour open house hosted more than 1,400 visitors. Wagon tours highlighted ongoing Rutgers NJAES agricultural and horticultural research. Rutgers NJAES Master Gardeners from surrounding counties assisted the visiting public, answering questions and serving over 80 varieties of heirloom and hybrid tomatoes. Basils and sweet to mild peppers were also included in this "Taste of Rutgers" open house. Following this event, an online survey was developed utilizing Survey Monkey® online resources. The link to the 10-question survey was distributed to 400 email addresses received through the 2008 registrations. The 247 responses (61.75 % response rate) documented event appreciation, gardening knowledge, and support for Rutgers, NJAES, Cooperative Extension, and farmland preservation, while also providing feedback and suggestions for future events.

INCREASING WATER CONSERVATION HABITS WITH 'THE 40 GALLON CHALLENGE': AN INCENTIVE-BASED EDUCATIONAL PROGRAM

Brannon,* R.L.[1]; Carson, D.T.[2]; Hicks, M.C.[3]; Pugliese,* P.J.[4]; Varlamoff, S.M.[5]; White, Z.M.[6]
[1]President, Cherokee County Master Gardener Association, Cherokee County, Canton, GA, 30114
[2]Construction Coordinator, Cherokee Water & Sewerage Authority, Cherokee County, Canton, GA, 30114
[3]Stormwater Coordinator, Cherokee County Public Works, Cherokee County, Canton, GA, 30114
[4]Extension Agent, University of Georgia Cooperative Extension, Cherokee County, Canton, GA, 30114
[5]Director, Office of Environmental Sciences, University of Georgia, Clarke County, Athens, GA, 30602
[6]Grounds Manager, Reinhardt College Physical Plant, Cherokee County, Waleska, GA, 30183

Increasing soil and water conservation habits of residents in Cherokee County was the primary goal of this project. With the current drought situation and potential for continued water restrictions throughout 2007 and 2008, there was a critical need for educational programs on household and landscape water conservation. The Cherokee Extension ANR Program Development Team sought grant funding to assist with planned community education seminars for 2008-2009 as well as a concept program known as "The 40 Gallon Challenge". Grant funds were utilized to build 50 rain barrels that were given away through a random drawing to local citizens that completed pledge cards to save a minimum of 40 gallons of water per day. Rain barrels were important in serving as model demonstrations for the community and had real returns on conserving water quantity and improving water quality. The pledge cards and rain barrel giveaway served as incentive-based educational tools. These tools complemented our local Cherokee County Master Gardener Speaker's Bureau for 2008, during which they promoted and emphasized teaching water conservation measures through local seminars and plant clinics. Educational impact of increasing water conservation habits was measured through the 40 gallon challenge pledge cards and seminar surveys. Follow up surveys were conducted 6 months after seminars to randomly selected participants. To date, over 300 people have completed the 40 gallon challenge and total pledges currently exceed saving 12,000 gallons per day, which is equivalent to 4.4 million gallons per year!

ASSISTING THE AMISH & MENNONITE PRODUCE GROWERS OF MISSOURI TO IMPLEMENT BEST MANAGEMENT PRACTICES

Quinn,* J.T.[1]; Baker, T.B.[2]
[1]Regional Horticulture Specialist (Central), University of Missouri Extension, Jefferson City, MO, 65101
[2]Regional Horticulture Specialist (Northwest), University of Missouri Extension, Gallatin, MO, 64640

Amish and Mennonite farmers are wholesaling horticultural crops often using facilities organized as produce auctions. Missouri had 5 produce auctions in 2008, more than any of its surrounding states. They supplied an estimated minimum of 10% the state's fresh vegetable production. The religious beliefs of Amish and most Mennonites dictate separation from modern society which prevents using various modern technologies and limits participating in prominent extension educational programming such as regional conferences. Thus delivering programming requires additional resources. A $49,562 project was funded by EPA Region 7's Strategic Agricultural Initiative for MU Extension to deliver educational programming into their communities emphasizing integrated pest management (IPM) and best management practices.

Five 6 hour beginning vegetable production workshops were given in 2008, followed by 4 advanced production workshops in February 2009. The first year presentations relied upon the Midwest Vegetable Production Guide for Commercial Growers (2008 edition) for structure and content and was provided free. The second year workshops focused on specialized and current topics, such as high tunnels/greenhouses and vegetable grafting. A key project measurement was

improvement by participants assessed using the IPM Transition Index (0 to 5). The 6 question assessment was prepared in consideration of individuals whose second language is English; over 200 of the 280+ first year attendees completed it. More than half the attendees were Amish or Mennonite. The average score before the workshop was 2.76 and those returned after were 3.54 (gain of 0.78). The project proposal estimated a gain of '1.0'.

THE NEBRASKA AGRICULTURAL WATER MANAGEMENT DEMONSTRATION NETWORK: INTEGRATING RESEARCH AND EXTENSION

Rees,* J.M.[1]; Andersen, D.D.[2]; DeBuhr., R.P.[3]; Irmak, S.[4]; Leininger, D.P.[5]; Schneider, J.W.[6]; VanDeWalle, B.S.[7]; Zoubek, G.L.[8]
[1]Extension Educator, UNL Extension, Clay County, Clay Center, NE, 68933
[2]Water Resources Educator, Little Blue Natural Resources District, Davenport, NE, 68335
[3]Water Department Manager, Upper Big Blue Natural Resources District, York, NE, 68467
[4]Extension Soil and Water Resources Engineer, UNL-Department of Biological Systems Engineering, Lincoln, NE, 68516
[5]Water Resources Educator, Upper Big Blue Natural Resources District, York, NE, 68467
[6]Extension Educator, UNL Extension, Hamilton County, Aurora, NE, 68818
[7]Extension Educator, UNL Extension, Fillmore County, Geneva, NE, 68361
[8]Extension Educator, UNL Extension, York County, York, NE, 68467

Producers are challenged to utilize conservation practices, reduce runoff and other losses from irrigation, and to increase crop water use efficiency while meeting the crop water requirements for maximum net return. Challenges like these can be met by encountering them from an effective team perspective. The Nebraska Agricultural Water Management Demonstration Network (NAWMDN) was formed in 2005 and is a team of UNL Extension faculty, local Natural Resources Districts (NRDs), Natural Resources Conservation Service (NRCS), producers, and crop consultants. The project utilizes research-based tools such as the ETgage® and Watermark Granular Matrix Sensors in demonstration sites in producers' fields to enable the adoption of water and energy conservation practices. Extension and NRD personnel work with producers explaining installation and utilization of the equipment and helping them determine proper irrigation management. Educational meetings are held before, during, and after the growing season to address questions and concerns and improve the NAWMDN for the following year. A state-wide web site (http://water.unl.edu/cropswater/nawmdn) was developed for producers to input their evapotranspiration data for other producers to use. Since the beginning of the NAWMDN, over 8,650 producers, crop consultants, and agricultural industry personnel have been reached at over 231 meetings. Surveys of 300 NAWMDN participants estimated water savings for 2008 at an average of 2.6 inches for corn and 2.1 inches for soybeans on 280,000 acres (140,000 acres of corn and about 140,000 acres of soybeans). This is an equivalent of $2,814,000 and $2,270,000 for corn and soybeans, respectively, in energy (diesel fuel) costs saved.

SUCCESSFUL MANAGEMENT OF FARMS AND SMALL BUSINESSES USING COMPUTERIZED RECORD KEEPING SYSTEMS

Rhea,* A.J.[1]; Howard, L.L.[2]
[1]Area Specialist - Farm Management, The University of Tennessee Extension, Maryville, TN, 37804
[2]Area Specialist - Farm Management, The University of Tennessee Extension, Kingston, TN, 37763

Assistance in developing and implementing financial record keeping systems is offered to agricultural producers and small business owners, through workshops and one-on-one visits, as a focus of Tennessee's MANAGE Program. Effective management of any operation today requires that comprehensive records be kept so managers can make informed decisions affecting the profitability of their farms or businesses. These records are essential for analyzing the current financial soundness of a business as well as assessing the effects of future changes to the operation. In 2008, follow-up evaluations were sent to all participants of 2006 and 2007 Quicken® and QuickBooks® workshops asking participants to estimate the time savings from using the software programs. A total of 27,284 hours are saved each year through the use of Quicken® or QuickBooks®. Using the 2008 mean wage of $16.45 for all farmers and ranchers in Tennessee, the total annual savings for the 72 workshop participants was $448,828. Approximately 140 one-on-one visits were made in 2007 and 2008 with QuickBooks® and Quicken® users with an average of 4 hours of technical support provided at each visit. Based on the rate of $67.50 per hour for technical support in the local area, users saved $37,800. Clientele utilize the expertise of the MANAGE Program's Area Farm Management Specialists to help evaluate and enhance their record keeping systems. This service is a fundamental part of the MANAGE Program given the

significance of comprehensive records to the longevity of a business or farming operation.

SURVIVING THE RISK: A LOOK AT LEASE AGREEMENTS, BUDGETS, COMMUNICATION AND MUCH MORE!

Rhodes,* J.L.[1]; Dill, S.P,[2]; Hall, J.E.[3]
[1]Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Centreville, MD, 21617
[2]Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Easton, MD, 21601
[3]Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Chestertown, MD, 21620

Delmarva is known as the corn belt of the East Coast. Large commercial grain farms have formed over the years to feed Delmarva's large poultry industry. In October of 2006 the feed grains commodities began an uptrend in price, which was driven by increased demand of corn for the ethanol industry and uncontrolled influx of hedge fund into the commodities market. Grain prices have since decreased sharply due to the downturn in the stock market causing many farmers to reevaluate their budgets, rental agreements and marketing plans.

A regional Extension program was designed to provide the tools and resources for farms experiencing this price squeeze. "Surviving the Risk: a look at lease agreements, budgets, communication and more" was developed to address the current volatility and price margins of agricultural producers. It began in December of 2008, directed at 15 rural business providers including banks, lenders and advisors. In 2009 these programs were conducted for 45 farmers. Excel spreadsheet budgets, curriculum from Ag Decision Maker (University of Iowa) and Winning the Game (University of Minnesota) were utilized. Also incorporated were new and innovative tactics such as a farm newsletter and resume to foster landowner and tenant relations.

As a result of the workshops, participant intentions include: 81% creating crop budgets, 77% increasing communication with landlord and 92% having new resources. In follow up evaluations, two attendees have created a resume and sent it to 5 landowners.

This regional Extension program addresses timely topics affecting the profitability of our family farms.

USING NEEDS ASSESSMENT DATA, INDUSTRY AND FUNDING PARTNERSHIPS AND WEB BASED EVALUATIONS FOR SUCCESSFUL "INTRODUCTION TO FARM QUICKBOOKS" PROGRAMS

Rogers,* G. F.[1]
[1]Regional Farm Business Management Specialist,, University Of Vermont Extension, St. Albans, VT, 05478

We looked at 122 different farms from 2004 – 2007 who completed a needs assessment questionnaire as a basis to determine producer farm management needs prior to developing winter farm business management programs. The needs assessment showed that 58 farmers requested Farm Accounting programs. An "Introduction to Farm Quickbooks" program was developed in partnership with local loan institutions. External speaker fees of $800 were obtained from Northeast SARE. Advertizing was completely by electronic mail to dairy, beef, sheep, and vegetable producer lists. Industry personnel were asked to distribute the e-mail to their clients. A physical brochure was not mailed nor handed out to potential attendees. 46 farmers attended two day - long seminars with 11 more signing up for a program yet to be completed. These programs were completed in locations showing high interest. Programs in areas of state showing 10% interest were cancelled because of poor sign up. Makeup of attendees at the Quickbooks program were 48% dairy, 16% maple, 26% vegetable, and 10% sheep. 65% of attendees operated the farm for less than 10 years. A 3 month post course on-line SurveyMonkey questionnaire showed that 77% of respondents agreed or strongly agreed with statement: "I have a better understanding of Quickbooks". 60% actually purchased the farm accounting program while many already had a computer accounting program. 64% stated that the information in the class improved their decision making. 27% agreed that "they saved money" and 36% stated that "they saved time" by using the farm accounting program.

THE QUANDARY OF LIME: A DEMONSTRATION IN LIME QUALITY AND ITS ECONOMIC EFFECTIVENESS

Ross,* J.R.[1]; Doty, R.E.[2]; Flatt, W.R.[3]; Hoorman, R.G.[4]; Kallenbach, R.L.[5]; Lorenz, T.E[6]; Schmitz, E.G[7]; Vendrely, D.C.[8]
[1]Regional Agronomy Specialist, University of Missouri Extension, Versailles, MO, 65084
[2]Regional Ag Business Specialist, University of Missouri Extension, Maryville, MO, 64468

[3]Regional Livestock Specialist, University of Missouri Extension, Fayette, MO, 65248
[4]Regional Agronomy Specialist, University of Missouri Extension, Montgomery City, MO, 63361
[5]State Forage Specialist, University of Missouri Extension, Columbia, MO, 65211
[6]Regional Agronomy Specialist, University of Missouri Extension, Boonville, MO, 65233
[7]Regional Livestock Specialist, University of Missouri Extension, Warsaw, MO, 65355
[8]Regional Ag Business Specialist, University of Missouri Extension, Sedalia, MO, 65301

In 2005, just 37% of 10,000 forage field soil samples submitted to the University of Missouri Soil Testing Laboratory fell within the range of optimal soil test pH. The majority of soils tested were rated as being too acidic for the forage being grown, with varying rates of lime being recommended. Increased fuel and fertilizer costs in recent years have forced farmers to limit the amount of certified ag lime applied on their fields or to seek alternative liming products. One of the most popular alternative liming products used by Missouri farmers in recent years has been waste lime. Waste lime, also known as tailings or screenings, is a by-product of quarry processing that cannot be sold as certified ag lime. In 2008, University of Missouri Extension regional agriculture specialists developed a demonstration-based program comparing the differences between various lime products. The program was specifically designed to show the effectiveness of waste lime at lowering pH as compared to traditional ag lime. Central Missouri forage producers attending the program were able to see the visual differences in the lime products, as well as the effects the various products had on yield in harvested field trials. Forage producers also learned about the need to maintain correct soil pH in their forage fields in order to maximize fertilizer efficiency and total forage production.

GARDENING IN THE PANHANDLE- A DISTRICT CONSUMER HORTICULTURE NEWSLETTER

Rudisill,* K.R.[1]; Adcock,C.W.[2]; Bolles, E.R.[3]; Bolques, Alejandro[4]; Brasher, C.L.[5]; Dunning,S.O.[6]; Friday, T.L.[7]; Marshall,D.W.[8]; Mullins,D.E.[9]; Powell,E.[10]; Rosenthal,S.[11]; Stevenson,C.[12]; Williams,L.L.[13]
[1]Horticulture Agent, UF/IFAS-Bay County Extension, Panama City, Fl, 32405
[2]Horticulture Agent, UF/IFAS-Washinton County Extension, Chipley, Fl, 32428
[3]Horticulture Agent, UF/IFAS-Escambia County Extension, Cantonement, Fl, 32533
[4]Horticulture Agent, UF/IFAS-Gadsden County Exrtension, Quincy, Fl, 32351
[5]Horticulture Agent, Fl A&M University, Marianna, Fl, 32448
[6]Horticulture Agent, UF/IFAS-Okaloosa County Extension, Crestview, Fl, 32536
[7]Horticulture Agent, UF/IFAS-Santa Rosa County Extension, Milton, Fl, 32570
[8]Horticulture Agent, UF/IFAS-Leon County Extension, Tallahassee, Fl, 32301
[9]Horticulture Agent, UF/IFAS-Santa Rosa County Extension, Milton, Fl, 32570
[10]Horticulture Agent, UF/IFAS-Walton County Extension, DeFuniak Springs, Fl, 32433
[11]Horticulture Agent, UF/IFAS-Leon County Extension, Tallahassee, Fl, 32301
[12]Horticulture Agent, UF/IFAS-Escambia County Extension, Cantonement, Fl, 32533
[13]Horticulture Agent, UF/IFAS-Escambia County Extension, Crestview, Fl, 32536

Extension Agents typically produce newsletters with the objectives of disseminating research-based information, encouraging practice change to save money and improve environmental conditions and to increase Extension awareness. Producing newsletters consume resources, both time and money. Working together with other Horticulture Agents in the Northwest Florida District and collaborating with Dr. Howard Beck, Professor in the Ag Agriculture/Biological Engineer Department and IFAS Communications, a district-wide horticulture newsletter was produced. Each agentis responsible for writing an article on thier chosen topic. Agents also post upcoming events which help showcase educational programs in the district. In 2008 the newsletter was received by 218,078 clients through hardcopies, emails, and website hits. Impacts have been significant including: 100% of the Extension Agents have saved time and therefore money, 82% of the public indicated an improved awareness of Extension and 57% of the public have implemented a practice change. The program has been so successful that other program area Extension Agents in the district are in the process of implementing a district-wide newsletter based on our model.

4-H SUMMER ADVENTURE DAY CAMP: SCIENCE, TECHNOLOGY AND EXPLORATION

Schmidt,* J. L.[1]; Edwards, J.[2]; Van Vleet, S.M.[3]; Widmer, S.[4]
[1]County Director and 4-H Youth Educator, Washington State University Extension, Colfax, WA, 99111
[2]4-H Youth Development Extension Specialist, Washington State University Extension, Pullman, WA, 99164

[3]Agriculture & Natural Resources Extension Educator, Washington State University Extension, Colfax, WA, 99111
[4]WSU Graduate Assistant, Washington State University, Pullman, WA, 99164

Early summer, there are many youth opportunities available however by late summer, youth are starting to get bored and parents are running out of fun ideas to keep them engaged. To address this need and focus on the 4-H initiative of Science, Engineering and Technology, 4-H Summer Adventure Day Camp made its debut. The purpose of the camp was to give youth ages 7-11 the opportunity to come together, learn new skills, have fun and explore the world around them. Through a partnership with the WSU Center for Civic Engagement, a grant was written and awarded to fund a WSU intern to provide the leadership for planning and organizing the day camp. With guidance from the Extension Educator, the summer intern planned the activities, developed the brochure, publicized the event, conducted the camp and completed the evaluation. At the conclusion of the camp, an evaluation was given to the parents and a survey was given to the youth. Seventy-five percent of the youth respondents gave the camp an A grade. Highlights from the camp were learning how to use a GPS unit, cricket races, making ice cream, teamwork, learning about the animal kingdom, working together to solve problems and making snow through science experiments. The camp was a success due to the leadership of the summer intern, the dedicated resource personnel, great kids and supportive parents. The Extension Educator would like to offer camp every summer however, future camps are contingent upon availability of funding for a summer intern.

YOUTH LIVESTOCK PRODUCERS AFFADIVITS AND HEALTH RECORDS FOR QUALITY ASSURANCE AND REGULATION COMPLIANCE

Smith,* J.[1]; Busboom, J.R.[2]; Kerr, S.[3]; Smith, S.M.[4]
[1]Washington State University Extension, Benton/ Franklin Area, Washington State University, Kennewick, WA, 99336
[2]Washington State University Extension, State Extension Meat Specialist, Washington State University, Pullman, WA, 99164
[3]Washington State University Extension, Extension County Director, Klickitat County, Washington State University, Goldendale, WA, 98620
[4]Washington State University Extension, Grant/Adams Area, Washington State University, Ephrata, WA, 98823

Youth producers are an important and significant portion of the 4-H/FFA programs and the food animal industry. Youth are responsible for raising and marketing over 30,000 food livestock animals annually in Washington State. Actions of youth producers can significantly impact meat packing and milk processing plants' ability to ensure food safety and consumer confidence. Due to past experiences, packing plants are concerned about the quality and safety of food products from fair animals. Livestock raised by youth must meet the same safety, identification, and country of origin regulations as those produced by adults. These concerns caused packing plants to increase inspection and documentation verification of fair animals, costing packers time and money. The WSU Extension Youth Producer Affidavit & Health Record is a series of five single-sheet forms for market beef, dairy heifers/cows, market lambs, market swine, and market goats. These species specific forms are for youth producers to track and verify animal identification, country of origin, care, treatment, and compliance with regulations for food producing animals marketed through fairs and junior shows. The forms were revised in 2008 to include documentation necessary for new regulations, and address concerns about the traceability of country of origin and drug residues in livestock produced by youth. The forms have been reviewed and endorsed by national and state livestock organizations and packing plants purchasing fair animals from Washington. Electronic forms are available on the WSU 4-H and animal agriculture websites and are used by the majority of junior shows and fairs in Washington.

WASHINGTON STATE SHEARING SCHOOL IMPACTS INDUSTRY AND PROFESSION

Smith,* S. M.[1]
[1]Area Extension Educator, Washington State University Extension, Ephrata, WA, 98823

Increases in sheep profitability, number of small farms, and the use of sheep for natural resource management have increased the number of sheep operations in the Pacific Northwest by 5%, resulting in the production of over 500,000 head of sheep and 3 million pounds of wool annually. Flocks of all sizes are facing a critical shearer shortage, impacting the harvest of high-quality fiber, animals' well being, and producer sustainability. Washington State Shearing School (WSSS), a 5-day beginners and a 1-day advanced shearing course, teaches participants proper shearing techniques, equipment care, animal husbandry, quality assurance issues, marketing, and basic business skills. An impact evaluation of past participants verified that participants

are successfully shearing sheep, goats, llamas, and alpacas in the western U.S. and Canada; providing services and education to over 900 fiber animal operations and shearing 29,000 head annually. As a result of WSSS, farms are able to harvest a higher-quality, more valuable fiber clip by decreasing second cuts and identifying wool contaminates prior to packaging. Trained shearers also improve animal well-being and production by providing proper animal care and following biosecurity measures to prevent animal health risk. The training manual was adopted and adapted to serve as the basis for the National Shearing Curriculum by the American Sheep Industry. In addition to enhancing animal agriculture economics, the school enables participants to develop jobs and small businesses. Participants reported an increase in their annual income status of $200 to $25,000, or on average by 24%, from shearing revenue.

TENNESSEE MASTER GARDENERS ARE "GARDENING GREEN" IN HAMILTON COUNTY

Stebbins,* T.C.[1]
[1]Extension Agent, of Tennessee Extension, Hamilton County, Chattanooga, TN, 37416

Master Gardeners of Hamilton County designed and built "Gardening Green", a large (40' X 80') outdoor educational exhibit. The exhibit was divided into 7 theme areas; composting, water conservation, green roofs, xeriscaping, native plants, raised beds and wildlife. Each area had an interactive demonstration. For instance, children could touch and smell warm compost and see the thermometer rise. Another display had water running off a green roof planted in sedum into a rain barrel and then used for trickle irrigation for a raised vegetable bed. The exhibit was displayed at the Hamilton County Fair in September, 2008. Ten thousand people visited the exhibit during the fair. A new theme is created annually. Over 60 Master Gardeners worked on the exhibit as individual committees designed and built each area. Master Gardeners built, displayed and sold 100 birdhouses in the exhibit area as a donation to the Chattanooga Area Food Bank Garden Project. An information tent adjacent to the exhibits had corresponding posters with expanded information. Handouts were kept to a minimum by posting the information at www.MGHC.org. This yearly project serves to train new Master Gardener interns as well as educate the general public.

COVER CROP EDUCATION IN OHIO

Sundermeier,* A.P.[1]; Gastier,M.[2]; Hoorman,J.[3]; Islam, K.R.[4]; Reeder, R.[5]
[1]Extension Educator, Ohio State University Extension, Columbus, OH, 43210
[2]Extension Educator, Ohio State University Extension, Columbus, OH, 43210
[3]Extension Water Quality Specialist, Ohio State University Extension, Columbus, OH, 43210
[4]Extension Soil Quality Specialist, Ohio State University Extension, Columbus, OH, 43210
[5]Extension Specialist, Ohio State University Extension, Columbus, OH, 43210

Grain farming practices in much of Ohio currently leave soil susceptible to erosion and loss of nutrients during fall and winter months. Living plants are needed during this brown cycle of bare soil to sequester carbon, build organic matter, infiltrate rainfall, and stabilize manure and fertilizer nutrients. Improving soil productivity can be accomplished by improving soil quality, which can be done by using cover crops. By incorporating living covers into cropping systems, a more sustainable grain production can be maintained. Information is lacking for Ohio farmers to successfully utilize cover crops. The Ohio State University Extension has organized a team of Educators to focus on creating solutions to production problems associated with cover crop systems. A soil quality test kit (to order, e-mail islam.27@osu.edu) has been developed to measure active organic matter in the soil. This tool will allow farmers to better select cover crop production practices that improve soil quality. Research and demonstration projects which identify successful cover cropping systems are being conducted on-farm and at University research stations. Research results are shared at field days, workshops, seminars, and conferences throughout Ohio and the United States. Information from Ohio cover crop research is also available from Fact Sheets on the internet at http://ohioline.osu.edu and CDs can be purchased at http://estore.osu-extension.org/. Results of these cover crop educational efforts have shown knowledge gained ranging from 0.78 to 0.90 on a Likert Scale of 1 – 5 by 883 participants. Consequently, more Ohio land is being planted with cover crops.

SMALL FLOCK BIOSECURITY EDUCATIONAL PROGRAM

Timmons,* J.R.[1]; King, P.[2]; McCrea, B.[3]; Renshaw, J.[4]; Rhodes, J.L.[5]; Tablante, N.L.[6]; Zimmermann, N.[7]
[1]Extension Specialist, University of Maryland Cooperative Extension, Salisbury, MD, 21801
[2]Extension Educator, University of Maryland Cooperative Extension, La Plata, MD, 20646
[3]Extension Specialist, Delaware State University Cooperative Extension, Dover, DE, 19901
[4]Program Assitant, University of Maryland Cooperative Extension, Salisbury, MD, 21801
[5]Extension Educator, University of Maryland Cooperative Extension, Centreville, MD, 21617
[6]Extension Veterinarian, University of Maryland Cooperative Extension, College Park, MD, 20742
[7]Extension Specialist, University of Maryland Cooperative Extension, College Park, MD, 20742

Poultry production accounts for approximately 70% of the total economic value of agriculture in the Delmarva area. A disease outbreak such as Avian Influenza in Delmarva's poultry would economically impact poultry growers and processors. In addition to commercial poultry production, there are a large number of small non-commercial flocks raised in Maryland. Unlike commercial poultry growers, these individuals do not have access to biosecurity education programs. A poor biosecurity program by these small flock producers could potentially place all Maryland poultry farms at risk for a disease outbreak. Several publications were designed addressing biosecurity and flock health. These publications include three brochures titled "Protect Your Small Flock", "Preventing the Spread of Avian Diseases", and "Know the Most Common Avian Diseases". Four three hour workshops were held for 70 small flock growers. Topics included biosecurity, common poultry diseases, small flock management, and more. An 82 page workshop manual, "Small Flock Manual" discussing these topics in more detail was developed and 70 copies were distributed to workshop participants. A holiday biosecurity tip sheet and a biosecurity contest to promote changes in biosecurity management practices were developed and mailed to over 1,900 small flock growers in Maryland. In addition, a biosecurity resource website was designed for small flocks (www.healthybirds.umd.edu). A pre- and post-survey will be conducted to examine how biosecurity practices of small flock owners in Maryland were affected as a result of this Small Flock Biosecurity project. A total of 61 pre-surveys were completed in 2008. Post-surveys will be completed in 2009.

MARKETING THE WASCO COUNTY 4-H AND EXTENSION SERVICE DISTRICT AND SHARING OUR PUBLIC RELATIONS SUCCESSES WITH OTHER OREGON COUNTIES

Tuck,* B.[1]; Long, L.[2]; McCullough, K.[3]; Wilcox, F.[4]
[1]Oregon State University Extension Service Extension Agent, State and National NACAA Member, The Dalles, OR, 97058
[2]Oregon State University Extension Service Extension Agent, Not a member, The Dalles, OR, 97058
[3]Oregon State University Extension Service Wasco County Extension Service Wasco County Professional Faculty, Not a member, The Dalles, OR, 97058
[4]Oregon State University Extension Service Extension Agent, Not a member, The Dalles, OR, 97058

Oregon Extension Offices receive their general operating funds from county government budgets, which have been severely strained due to significantly increased costs and lower than expected tax revenues. This has resulted in budget crisis for many Oregon Counties. This crisis came to a head in 2005 for the Wasco County Extension Office when county officials decided that continued funding of extension would not be possible. In 2005, with continued funding in jeopardy, Wasco County Extension Faculty began the extensive and very detailed legal and public campaign steps to establish the Wasco County 4-H & Extension Service District with a permanent tax base. The Service District and permanent tax base were approved in the November 2006 General Election by voters with a 59% approval rating. Following the success of the election, Brian Tuck, Wasco County Co-Staff Chair developed a resource manual and conducted two statewide and numerous county workshops on the legal and public relations steps required to establish a service district in 2007-08. The first statewide three-hour workshop was videotaped and is also available on the Extension Administration website. The resource manual was presented in both hardcopy and electronic formats. The electronic manual is hosted on the Oregon Extension Service Administration web site and is designed so counties can download and adapt the materials to meet individual needs. The impact of the follow-up service district trainings were demonstrated in 2008. Three Oregon Counties went before voters requesting the establishment of service districts with permanent tax bases and all were successful.

COLLABORATIVE EFFORTS RESULT IN TWENTY ADDITIONAL EDUCATIONAL SCHOLARSHIPS FOR GEORGIA JUNIOR SWINE EXHIBITORS

Varnedore,* T.[1]; Driggers, D.S.[2]; Morgan, S.P.[3]; Waldrop, T.[4]
[1]Jeff Davis County Extension Coordinator, Georgia Cooperative Extension, Hazlehurst, GA, 31539
[2]Show Feed and Goat Specialist, ADM Alliance Nutrition, Inc., Ashburn, GA, 31714
[3]Harris County Extension Coordinator, Georgia Cooperative Extension, Hamilton, GA, 31811
[4]Area Livestock Teacher, South Region Ag Education, Tifton, GA, 31793

Prior to 2007, only one educational scholarship was awarded at the Georgia State 4-H/FFA Market Hog Show. With approximately one hundred sixty 12th grade exhibitors participating, many deserving youth were left without any hope of receiving a livestock scholarship. This was in spite of the fact these exhibitors had put just as many hours of work into their livestock project as the individual that won the scholarship. Working collaboratively, two County Agents, an Ag Education Area Livestock Teacher and a Professional Ag Industry Representative, designed a plan to award more educational scholarships to senior swine exhibitors. ShowTec Feeds, a branch of ADM Alliance Nutrition, Inc., was identified as a principal candidate for funding because of their national reputation as a supporter of the junior swine project and their strong presence in Georgia. After reviewing the educational objectives of the scholarship plan, ShowTec Feeds agreed to donate $5000.00 annually to exclusively sponsor the "ShowTec/ GJSB Senior Scholarships Challenge". Ten scholarships were awarded at the 2007 and 2008 4-H/FFA Market Hog Shows to seniors in the form of $500 scholarships. Eight of these scholarships were awarded based on the exhibitors placing in Senior Showmanship plus their score earned from participating in a 100 question swine skill-a-thon test. The other two scholarships were awarded to deserving exhibitors by their peers. These two scholarships were especially meaningful since they were voted on by the exhibitors themselves. 100% of the exhibitors who received scholarships mailed handwritten "thank you" notes to ShowTec Feeds for their generous contributions.

YOUTH EXPERIENCE SCIENCE AT SCIENCE DAYS

Williams,* Shannon[1]; Withers, Jeanne[2]; Wolf, Arlene[3]
[1]Extension Educator, University of Idaho, Salmon, ID, 83467
[2]Committee Member, U of I nancy M. Cummings Center Education Committee, Salmon, ID, 83467
[3]Science Teacher, Salmon High School, Salmon, ID, 83467

Youth ages 12 to 14 like to learn by self discovery as they develop from being concrete to abstract thinkers. Teens enjoy learning in small groups so that they can test ideas. Group experiences provide opportunities for social interaction and acceptance. Science is a subject that lends itself to the experiential learning model and to the utilization of outdoor classrooms. The potential to have "Science Days" for Junior High students in Lemhi County was identified as a top priority by the University of Idaho Nancy M. Cummings Center Research, Extension and Education Center Education Committee. Lemhi County Extension, Cummings Center Education Committee members and Salmon Junior High Science teachers worked with the Forest Service, Bureau of Land Management, Lemhi County Cattlemen and Cattlewomen, Natural Resource Conservation Service, Upper Salmon Basin Model Watershed and private business to determine the focus areas and workshops presented. Sixth graders focus on agriculture sciences; seventh graders focus on noxious weeds; and eighth graders have the opportunity to utilize global positioning units and conduct water quality tests. To date, over 650 youth and adults have participated. Teachers and chaperones completed a survey in 2005 that indicated that they felt "Science Days" were an effective use of time and resources. Results a long-term survey identifies the knowledge that the retained from the program in the areas of global positioning units, water quality and noxious weeds.

PASTURE GRASS VARIETIES FOR LIVESTOCK IN WALLA WALLA COUNTY

Moberg-Williams,* D. M.[1]
[1]County Director, Washington State University, Walla Walla, WA, 99362

Past extension programs have shown that property owners have a need for information on pasture grass varieties for livestock in Walla Walla County, Washington. The challenges of growing a productive grass pasture in Walla Walla County include the range of precipitation from 6" to 25" of annual rainfall, the lack of water rights for many properties, a large variation of soil types

throughout the valley, weed pressure, and the lack of knowledge by property owners. This educational poster has been displayed at various Extension-sponsored events and describes the advantages and disadvantages of cool season grasses suitable for Walla Walla County. The information has helped property owners make better decisions when establishing or renovating their pastures. The initial grasses under review are Kentucky Bluegrass, Orchardgrass, Smooth Brome, Perennial Ryegrass, Tall Fescue, Hard Fescues, and Wheatgrasses. Follow-up projects will include an Enterprise Budget for Establishing Grass Pasture for Livestock in Walla Walla County, a Poisonous Plant Guide for Livestock, pasture seminars, and pasture walks.

IMPLEMENTING CORS FOR ALABAMA AGRICULTURE

Winstead,* A.T.[1]; Fulton, J.P.[2]; Norwood, S.H.[3]
[1]Regional Extension Agent, Alabama Cooperative Extension System, Belle Mina, AL, 35615
[2]Extension Specialist and Assistant Professor, Alabama Cooperative Extension System, Auburn University, AL, 36849
[3]Multi-County Extension Agent, Alabama Cooperative Extension System, Belle Mina, AL, 35615

Coordinated by the National Geodetic Survey (NGS), Continuously Operating Reference Station (CORS) sites provide GPS measurements in support of 3-dimensional positioning activities. Traditionally used by the survey, transportation and oceanographic industries, CORS use for agriculture is unique. Agriculture equipment equipped with an internet accessible cellular phone and Real-Time Kinematic (RTK) level Global Positioning System (GPS) equipment can utilize the round-the-clock continuous data output by CORS for their RTK GPS correction signal. This unique use of CORS data provides centimeter-level accurate, on-the-go GPS for farming applications such as planting, spraying and harvesting. To increase awareness of the use and benefits of CORS for agriculture, Extension agents provided education and assistance in adoption and utilization of CORS for agriculture through Extension meetings, presentations, field days, news articles and publications. As a result, a pilot CORS site in Courtland, AL was established for use by Alabama growers March 11, 2008, becoming the first widespread use of this technology by farmers in the nation and the first partnership of its kind in Alabama. Lawrence County, AL producers now have access to RTK GPS technology allowing them to reduce input costs and maximize their production efficiency, thereby enabling them to become more competitive in the global market. Adoption of CORS allowed farmers to save approximately $40,000 each for an approximate total savings of $360,000. In addition, members of the surveying, construction, utilities, emergency management and homeland security industries will also benefit from the availability of the CORS site.

RELEAF OSCEOLA: AN EDUCATIONAL AND TREE GIVEAWAY PROGRAM

Welshans-Pelham,* Jennifer L.[1]
[1]Extension Faculty - Horticulture, University of Florida/ IFAS Osceola County Extension, Kissimmee, FL, 34744

The tree canopy of Osceola County, Florida was significantly diminished due to three hurricanes that passed over the region in 2004. In response to this loss, the ReLeaf Osceola program was developed to provide free trees and tree education to homeowners, homeowner associations, and private businesses to renew the tree canopy of Osceola County. Funding for the program was awarded from the U.S. Forest Service Urban and Community Forestry Grant in the amount of $163,500. In order to receive a free tree, residents attended an educational program that provided information on recommended trees for Central Florida and tips on how to select, plant, and maintain trees. After attending the program, participants received a voucher for a free 3-15 gallon tree to redeem at one of the local participating nurseries. The ReLeaf Osceola program resulted in 1,333 people attending the program and over 4,000 trees given away from October 2006 through March 2008. A survey of the participants was conducted following the conclusion of the ReLeaf Osceola Program. From attending the educational program, 99% of those surveyed (335/336) indicated that they gained knowledge on the proper planting and establishment of trees. This knowledge has proven to increase the survival rate of the newly planted trees as only 3% (9/336) of those surveyed indicated that their tree had died. The ReLeaf Osceola program was a success as it taught residents about the benefits of trees while also guaranteeing the successful replanting of the tree canopy in Osceola County through educational programming.

WHAT'S YOUR COLOR? UTILIZING REAL COLORS® TO IMPROVE COMMUNICATION SKILLS

Woodruff,* J.N.[1]
[1]Extension Educator, Ohio State University Extension, Sandusky, OH, 44870

Today's farm management requirements demand that farmers, who once spent a majority of their time managing production, now spend more and more time managing people. Whether these people are family or non-family employees, farmers are finding that they are not well equipped to deal with the management of people. One tool that has been used in management workshops in Ohio is the Real Colors® Program. This program has traditionally been utilized by Extension in leadership and 4-H programs. Recently, it has been successfully included in management workshops such as Annie's Project and Dairy Management Workshops. Real Colors® is an assessment tool designed to help participants better understand their own personality and others' personalities. According to the Real Colors® philosophy, "Everyone has a distinct temperament spectrum comprised of four colors: Blue, Gold, Orange and Green." This program helps participants learn to identify a person's color spectrum and gain insight into ways of improving communication with and motivation of employees. This poster will show how the assessment tool has been utilized in Extension programming. Impact data showed that 100% of the 36 Dairy Management Workshop participants believed this assessment helped them to develop a better understanding of working with others and improving communication. Ninety-six percent of 189 Annie's Project participants indicated that Real Colors® helped them to better understand how to communicate with others.

EMERALD ASH BORER FIRST DETECTOR PROGRAM A VOLUNTEER EARLY DETECTION PROGRAM

Wyatt,* G.[1]; Abrahamson, M.[2]; Gupta, A.[3]; Hahn, J.[4]; Herzfeld, D.[5]; Holman, K.[6]
[1]Extension Educator, University of Minnesota Extension, Mankato, MN, 56001
[2]EAB Coordinator, Minnesota Department of Agriculture, St. Paul, MN, 55108
[3]Extension Educator, University of Minnesota Extension, Rochester, MN, 55904
[4]Extension Entomologist, University of Minnesota Extension, St. Paul, MN, 55108
[5]Pesticide Education Coordinator, University of Minesota Extension, St. Paul, MN, 55108
[6]Community Forestry Program, Minnesota Department of Natural Resources, St. Paul, MN, 55108

Emerald Ash Borer (EAB) is an invasive insect originally introduced from China to the Detroit, MI port. It appears to attack and kill all ash (Fraxinus sp.) trees native to North America. EAB is the most serious forest pest in the eastern United States. As of January 2009 it has been found in 10 states. Minnesota and Maine have the two largest ash tree populations in the US and Minnesota's wetland hardwood forests are more than 50% ash. This invasive specie is posed to dramatically change Minnesota's forests.

The Emerald Ash Borer First Detectors program is part of the federal "National Plant Diagnostic Network (NPDN) First Detector program that promotes the early detection of invasive, exotic plant pathogens, arthropods, nematodes and weeds." The EAB First Detector program is designed to help identify the first incidence of EAB in Minnesota.

This first-in-the-United-States program is a joint project between the Minnesota Department of Agriculture (MDA), University of Minnesota Extension (Extension), and the Minnesota Department of Natural Resources (DNR). The EAB First Detector program targeted participants with either a working or volunteer background in forest or tree care. EAB First Detector training was held in six statewide full-day training sessions in 2008. In total 180 EAB First Detectors attended the program. To date, March 2009, EAB has not been detected in Minnesota.

A modified version of this program, that now includes additional forest pests, of concern (Gypsy Moth, Asian Longhorned Beetle, and Sirex wood wasp), has again been funded for 2009 workshops.

Award Winners

2009 NACAA

94th
Annual Meeting
and
Professional Improvement Conference
Portland, Oregon

EXTENSION PROGRAM NATIONAL JUDGING RESULTS

Search for Excellence Sustainable Agriculture

National Winner

The South West Florida Small Farmer Network - a Participatory and Regional Approach to Sustainable Small Farmer Extension

Kluson*, R.[1], Beckford, R.[2], Halman, R.[3]

[1.]Extension Agent, Florida Cooperative Extension, Sarasota County, Sarasota, Florida, 34241
[2.]Extension Agent, Florida Cooperative Extension, Lee County, Ft. Myers, Florida, 33916
[3.]Extension Agent, Florida Cooperative Extension, Collier County, Immokolee, Florida 34120

The successful programs across the nation for supporting sustainable, small farmers include innovative outreach of highly diversified production systems. These agroecosystems require increased knowledge of different crops, enterprises and marketing compared to past limited commodity-based operations. For example, to address the needs of these farmers, networks have been formed to provide information, research and support that are farmer-driven and locally-based. In May 2007 some of these models were visited and evaluated by UF/IFAS and FAMU extension faculty on the Small Farms Study Tour in GA, SC, and NC. The subsequent report identified strengths and weaknesses that could be addressed by extension facilitation of a growers network. To this end, the South West FL Small Farmers Network was formed in July 2007, drawing upon the attendance lists of the 2006-07 South Central FL Small Farm Workshops and the 2005-07 SSAWG Conferences. To date, there have been 9 meetings in 6 different counties in SW FL. The evaluation of these meetings has demonstrated the achievement of the following objectives:
1) a database of a regional network of beginning and experienced small farmers interested in diversification
2) levels of surveyed farmer members reporting increases in total production (38%), production diversity (67%), production sales (43%), and local market sales (63%) due to these meetings
3) farmer-led tours at local farms for sharing of information on production/marketing
4) grower organization for collaborative research projects and network leadership
5) increased farmer awareness of UF/IFAS/FAMU Small Farm & Alternative Enterprise Program resources
6) opportunities of extension agent outreach on farmer-identified topics

National Winner

CONSERVATION TILLAGE BUS TOUR – STRIP TILLAGE IN ACTION

Stahl*, L.A.B.1, DeJong-Hughes, J.2

[1] Extension Educator–Crops, University of Minnesota Extension, Worthington Regional Extension Office, Worthington, Minnesota 56171
[2] Extension Educator–Crops, University of Minnesota Extension, Marshall Regional Extension Office, Marshall, Minnesota 56258-2087

On July 2, 2008, Extension Educators Lizabeth Stahl and Jodi DeJong-Hughes held a “Conservation Tillage Bus Tour – Strip Tillage in Action” in southwestern Minnesota. A Minnesota NCR-SARE mini-grant helped fund the program. The primary audience was agricultural educators including ag professionals, (e.g. crop consultants, farm managers, seed dealers, and agronomists), governmental agency personnel, (e.g. the NRCS, Minnesota Department of Agriculture, Soil and Water Conservation Districts), and Extension Educators. Farmers were also encouraged to attend. Objectives were to help educators better advise growers about strip tillage, help farmers fine-tune management in strip tillage, and to help enable those interested in strip tillage to successfully implement the system. It was also hoped that by demonstrating successful farming operations using strip tillage in southwestern Minnesota, an area dominated by conventional tillage, a step towards more sustainability could be taken by adopting strip tillage. Tour stops included three farm sites and the Southwest Research and Outreach Center in Lamberton, MN. Farmers spoke on the tour, as well as Extension Educators and University of Minnesota Researchers. There were 54 attendees. Major media posted video from the program on the web, several articles were published, and the program was also discussed on farmer blogs.

National Winner

THE DELAWARE COUNTY PRECISION FEED MANAGEMENT PROGRAM

Cerosaletti,* P.E.[1], Dewing, D.R.[1]

[1] Extension Educators, Cornell Cooperative Extension of Delaware County, Hamden, New York 13782

Most dairy farms import more nutrients onto the farm in inputs than they export in product, resulting in a farm mass nutrient imbalance and net accumulation of nutrients on the farm, a root cause of non point source pollution from dairies. The largest source of imported nutrients, as well as one of the largest farm expenses is purchased feed, accounting for two thirds or more of all imported nutrients. Over the last five years, Cornell Cooperative Extension of Delaware County has been developing and imple-menting a unique program that works with dairy farms to make them more economically and environmentally sustainable through management of homegrown feed production and dairy cattle rations. Through a three-pronged approach of on-farm planning, educa-tion, and research and development, this program helps farms reduce purchased feed imports, manure nutrient excretions and farm nutrient accumulations while improving farm profitability. To date, across 40 farms and over 3,500 cows, the program has re-duced farm nitrogen and phosphorus accumulations 65 and 66% (369 and 36 lbs/cow/year) respectively, and manure nitrogen and phosphorus excretions by 23 and 11.5 lbs per cow per year respectively. Economic analysis of farms in the program show on average they produced 1400 lbs more milk per cow per year and had operating expenses that were $1.33 per hundredweight lower than similarly sized farms not par-ticipating in the program.

National Winner

THE WASHINGTON STATE UNIVERSITY EXTENSION MASTER GOAT FARMER PROGRAM

Fredricks,* G.R.[1], Kerr,* S.R.[2]

[1] County Extension Director, Washington State University Extension, Cowlitz County, Longview, WA 98632

[2] County Extension Director, Washington State University Extension, Klickitat County, Goldendale, WA 98620

The Washington State University Master Goat Farmer Program was initiated in 1986 to address the educational needs of goat producers in Washington. The program has evolved over time in response to changes in Extension and the goat industry. This cost-recovery, self-sustaining program is conducted throughout the state upon request by producers. More than 18 hours of classroom training, supplemental hands-on opportunities and a resource notebook are available to participants. Additional components of the MGF program include an e-mail listserve, bi-monthly bi-lingual newsletter, annual directory of producers and supplemental workshops. Over 500 people have graduated from the program, 127 within the last three years. Graduate producers have started small-scale goat enterprises, become active in the industry, assumed leadership roles, conducted on-farm research, become judges and created educational resources. All aspects of sustainability are addressed during the program, including Financial Issues, Marketing/Product Quality, Animal Welfare, Environmental Impacts, Production Issues and Quality of Life. Program evaluations consistently document participants' gains in relevant knowledge, skills, attitudes and planned behaviors. As one program participant stated, "This project has helped educate me and my management will change drastically."

Search for Excellence Crop Production

National Winner

HOW MUCH DID YOU CONTRIBUTE? SOYBEAN CYST NEMATODE EDUCATIONAL PROGRAMS FOR NEBRASKA FARMERS AND AGRONOMIC PROFESSIONALS

Wilson,* J.A. [1] Giesler, L.J. [2]

[1] Extension Educator, University of Nebraska-Lincoln Extension, Burt County, Tekamah, Nebraska 68061

[2] Extension Plant Pathologist, Department of Plant Pathology, University of Nebraska-Lincoln, Lincoln, Nebraska 68583

Soybean cyst nematodes (SCN), Heterodera glycines, caused losses over $25 million dollars for Nebraska soybean producers in 2008. This is greater than the cumulative losses caused by all other soybean diseases in Nebraska. Yield losses as high as 30% have been documented on healthy looking plants. Because this damage often goes unnoticed until harvest... when yields don't meet expectations... SCN has earned the

title, “The Silent Yield Robber.” If SCN is present in a field and the farmer is not managing it, he or she is contributing to that $25 million loss. This program was designed to help farmers, and agronomic professionals working with these producers, quit contributing to this loss. To accomplish this goal, we developed three objectives: increase awareness of SCN; increase soil sampling fields for SCN; and increase understanding of SCN identification, biology and management. Various methods were used to reach a diverse audience including farmers, crop consultants, field scouts, co-op and agricultural chemical company agronomists, seed company representatives, other Extension Educators, and others who influence farmers' crop management decisions. Research plots double as classrooms for field days, while yield and egg count data is used to demonstrate the importance of managing SCN. The soil sampling program helps the farmers submitting the samples, and gives us a clearer picture on the distribution and level of SCN infestations across the state. This multifaceted approach has helped Nebraska soybean producers reduce their “contribution” to losses caused by SCN.

National Finalist

CROP PRODUCTION PROGRAM IN SUNFLOWER EXTENSION DISTRICT #6

Falk*, J.S[1]

[1] Multi-County Agronomist, Kansas State University Research and Extension, Northwest Area Extension Office, Colby, Kansas 67701

The extension program in the Sunflower District is constantly growing and changing, while continuing to traditional activities. Traditional activities include wheat plots and field tours, winter producer meetings, and professional development opportunities. Creative teaching methods and increased marketing efforts have been implemented into traditional activities. These include the use of audience response devices to promote interaction and initiation of a postcard campaign to increase producer utilization of wheat plots. Some results of the program include: 70 producers and landlords learned about equitable lease arrangements, 95 samples were sent to evaluate plant disease, nutrient deficiency, and nutrient and nitrate content, and nearly 35% of wheat producers in Cheyenne County learned about wheat production at the wheat plot tour. Impacts are also important to this program. True impacts increase knowledge and shape changes over time. Some changes are: a producer changing to dual nitrogen applications from information at the wheat plot tour, 85% of women applying soil fertility information from the Women Managing the Farm Conference, and one producer's certified seed wheat operation making several thousand dollars based on my recommendations for handling wheat stripe rust. Evaluation is an important part of growing and changing this program. Meeting evaluations and personal interaction are key components of this. In addition, the Program Development Committee prioritizes programming and utilizes evaluations.

National Finalist

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

Roos, D.L.*
Agricultural Extension Agent, North Carolina Cooperative Extension, Chatham County Center, P.O. Box 279, Pittsboro, NC 27312

Chatham County enjoys a national reputation for its abundance of small, diversified farms that yield produce, flowers, herbs, meat, poultry, dairy, and value-added products. Chatham county farm products are sold throughout the region via farmers' markets, community supported agriculture, wholesale to retailers, to area restaurants, and straight off the farm. Chatham County Cooperative Extension's Growing Small Farms program has several objectives: 1) to improve the economic development of diversified farms; 2) to enhance environmental quality by promoting sustainable agricultural practices; 3) to help farmers diversify into new enterprises and new markets; 4) to help farmers meet the growing demand for locally grown produce; and 5) to improve agricultural literacy among the non-farming public. Proactive programming is delivered through workshops, a comprehensive website, email discussion groups, hands-on demonstrations, and farmer-to-farmer mentoring. Teaching methods are varied and include lectures, panel discussions, participatory exercises, field days, demonstrations, farm visits, and the website. In the past three years, there has been an average of 82 participants at each of the 35 workshops. The audience for the website has increased 70% over the past three years, to 170,000 visits in 2008. Feedback from evaluations of the workshops and website reveal that these are valuable teaching tools that have made a positive impact in the sustainability of small diversified farms in the area. The

Growing Small Farms program has served as a model for other states and other educators use the website and attend workshops to educate themselves and their clients.

National Finalist

EXTENSION HELPS NORTHWEST ALABAMA ROW CROP FARMERS REDUCE PRODUCTION COSTS

Reed*, T.D.

Extension Specialist, Alabama Cooperative Extension System,
Franklin County, Russellville, Alabama 35653

An Extension educational program was conducted in northwest Alabama during March 15, 2006 through March 10, 2009 to help farmers reduce crop production costs by (1)increasing usage of poultry litter as the primary fertilizer for farmers by educating farmers about the actual value of litter (2) using Auburn University soil test recommendations and (3) improving grower production and IPM practices. Educational activities that included producer meetings, internet training , grant-funded ($51,295) on-farm demonstrations /research, numerous farm visits and phone calls, and one timely information report were used to teach farmers about (a) fertilizer value of poultry litter, how much to use on different crops and how much sidedress N to use with litter (b) utilizing litter in accordance with strict environmental regulations (c) differences in fertilizer recommendations by private labs in comparison with University recommendations (d)Improved IPM strategies for soybeans, cotton and corn The total amount of litter applied to row crop land in 6 counties by 25 farmers who participated in this program during the 3 year period was 75,900 tons. Growers saved $650,183 through reduced fertilizer and lime costs. On-farm research provided information about optimal rates of sidedress nitrogen to use with litter . Unnecessary applications of crop protection chemicals to soybeans, cotton and corn were avoided.

Search for Excellence Landscape Horticulture

National Winner

PANHANDLE BUTTERFLY HOUSE

Friday, T.L.

Extension Agent, University of Florida/IFAS, Santa Rosa County, Milton, Florida 32570

It's an age-old dilemma. Educators are constantly looking for better ways to teach science and offer real-life experiences in the study of nature and the environment - to maximize instructional time while providing a truly meaningful educational experience. A butterfly vivarium and gardens are perfect outdoor teaching labs, where the learning possibilities are as vast as your students' imaginations. The Panhandle Butterfly House offers visitors and students the opportunity to have real-life experiences with nature and the environment and learn about: ecosystems, habitats and biodiversity; life cycles and food chains; water, water quality and water conservation; zoology, botany and biology; conservation and preservation. Working with a Community Advisory Board, the Agent operates and manages this large butterfly exhibit that includes a 2,000 square foot enclosed butterfly sanctuary and an acre of butterfly gardens. Located in a public park, the Panhandle Butterfly House is open seasonally from April through September and is free to the public. Over 10,000 people visit this exhibit annually. It is operated and maintained solely through volunteer labor and financed through donations from visitors, local organizations and businesses.

National Finalist

LANDSCAPE HORTICULTURE IN DELAWARE COUNTY

Gao,Y.G.

Associate Professor, Master Gardener Program Coordinator, and Extension Educator, Ohio State University Extension, Delaware County, 149 N. Sandusky Street, Delaware, OH 43015

Landscape horticulture in Delaware County is quite diverse since half of the County is suburban while the other half is quite rural. Major educational programs in

Delaware County are “Fruit and Vegetable Short Course/ School,” “Ornamental Plants/Landscaping School,” “Landscape/Garden Diagnostic Workshop,” “Residential Landscaping in 3Ds,” “Green Thumbs - Gardener’s Fair,” and Master Gardener volunteer program. “Green Thumbs A Gardener’s Fair” featuring concurrent workshops, a keynote speaker, entertainment and commercial exhibitors, drew a combined of more than 1,250 attendees in 2007 and 2008. The Green Thumbs - Gardener’s Fair won the Excellence Award at the 2007 Master Gardener State Conference. Other programs drew a combined attendance of 420. The teaching methods used by this Extension educator included classroom instruction, hand-on demonstration, weekly electronic newsletter, newspaper column, and educational bulletins. One of the key teaching tools is the Buckeye Yard and Garden Line BYGL). This weekly newsletter is loaded with timely information. During the growing season, BYGL is emailed to approximately 1,200 subscribers. The BYGL with photos is available on line at http://bygl.osu.edu/ Statistics for 2008 include successful requests for information totaled 2,052,500. Extraploating from responses from the 2007 BYGL Survey, estimates of money saved by green industry companies from BYGL information exceeded $500,000. This Extension Educator is also a co-author of Back-Pocket Garden, a bound book that was the national winner in that category in 2008. He has recently authored and edited “Midwest Home Fruit Production Handbook.” Three thousand copies of the bound book have been printed.

National Finalist

GREENSCAPING

Lauderdale,* C.K. [1], Lauderdale, D.M.[2]

[1]Extension Agent, North Carolina Cooperative Extension, Wilson County, Wilson, NC 27893
[2] Extension Agent, North Carolina Cooperative Extension, Pitt County, Greenville, NC 27893

Wilson County, North Carolina container ornamental production is over a $39 million industry and the largest nursery in North Carolina is located here. Therefore the need to have educational programs to help these producers to increase profits and be good stewards of the environment is desirable. Horticulture education to consumer clientele is also essential. One impact focused program that reached both audiences is GreenScaping. This program was developed by EPA and through a North Carolina Community Forestry grant curriculum was developed. This program teaches five principles to create a GreenScape which saves time, money and the environment. The five principles include 1) to build and maintain healthy soil, 2) plant right for your site, 3)practice smart watering, 4) adopt a holistic approach to pest management, and 5) practice natural lawn care. The five week course consisted of professional speakers, powerpoint presentations, hands-on activities and one-on-one consultations to calibrate irrigation systems. This horticulture program certified landscapes into GreenScapes in Pitt, Wilson and surrounding counties through “yard actions” (best management practices). Many participants are now using rain barrels and have collected over 1,307,975 gallons of water to use on landscape plants verses precious drinking water. Another outcome was one community of 24 homeowners calibrated their irrigation and saved 2,152,008 gallons of water annually to use for drinking water. GreenScaping has saved participants money, time and natural resources within their community.

National Finalist

ALERTS LINK GEORGIA LANDSCAPE INDUSTRY TO NEEDED UGA RESOURCES

Chance III, * W.O.

UGA Extension Agent, Houston County, 801 Main Street, Perry, GA 31069

Landscape Alerts are email releases to the landscape and turf industry that provide targeted, timely information from the UGA College of Agricultural and Environmental Sciences (CAES) to address current pest and cultural problems. We watch for or anticipate pest outbreaks or landscape issues that provide a teachable moment and then release concise information to address these needs. Alerts are written in a brief and easy to read style. They are released as needed with 21 published since they began in June 2008. We are beginning to archive them online (www.gaurbanag.org) and Alerts are written using search engine optimization techniques to make it easier for people searching online to find them.

This method of developing and distributing Alerts encourages the use of UGA CAES information. It also improves access to UGA information. Alerts are well received by the industry, associations and Extension faculty. A survey showed that 93% of readers learned something from Alerts they plan to use. Landscapers

use Alerts for staff training, remaining current on upcoming issues, scouting for and identifying pests, evaluating current pest control practices and improving workplace safety. Associations re-print Alerts in their publications and Alerts open doors for collaboration on other educational efforts. Extension Agents use them in media work and the Alerts provide an inexpensive training method to equip agents to deal with upcoming landscape issues.

Search for Excellence
Farm and Ranch Financial Management

National Winner

FARM SUCCESSION AND ESTATE PLANNING WITH PERSONAL COACHING FOR PARTICIPATING FAMILIES

Tuck, B.[1], Roberts,* D.[2], Kerr, S.[3], Corp, M.[4], Mills, R.[5], Fouts, J.[6], Esser, A.[7], and Viebrock,* M.[8]

Succession planning is a challenging but necessary process for most farm families. To increase farm clientele's skills in this area, county faculty from Oregon State University (OSU) and Washington State University (WSU) Extension conducted a farm succession planning educational program in eastern Washington and Oregon. The program was funded by the Western Center for Risk Management Education and USDA-CSREES. From 2006 to 2008, OSU and WSU Extension faculty held a series of three farm succession planning workshops at each of six locations across the region. Participation in these workshops greatly exceeded expectations with 40 to 60 participants at each workshop. Workshop topics included reasons to develop a farm succession plan; communicating successfully with all family members involved; identifying appropriate professional input; an overview of relevant state laws; discussion on estate laws and writing wills; conducting successful family meetings; overcoming difficulties encountered in the process; making good use of attorneys' time; specifying inheritance of treasured personal items; protecting the business in the event of a sudden death; and getting motivated to develop a farm succession plan. The 86 families who committed to developing a succession plan received free coaching throughout the project. All coaches had experience in business and/or finance and were hired and trained by WSU. They contacted client families on a regular basis to encourage them through the succession planning process, to assist with goal-setting and to facilitate family meetings. To date, 10 farm families have completed farm succession plans and many others are in progress.

National Finalist

IMPACT OF VALUING CORN SILAGE SPREADSHEET ABSTRACT

Vogt*, Michael[1]

[1] Marshall County Extension Agent, Kansas State University Research and Extension Service, Marshall County, Marysville, Kansas 66508

Due to a drought in 2002, I developed a spreadsheet titled "Valuing Corn Silage" This spreadsheet was developed to help extension agents and producers to place a value on drought damaged corn silage. Later improvements could place a value on normal corn silage. The spreadsheet over the past seven years has been posted as Excel and Quattro Pro versions on the K-State Drought Website and e-mailed to Kansas County Extension Agents via the Kansas Agricultural agents listserv. I worked directly with a total of 20 people representing 1,600 acres in Marshall County, in Kansas, and neighboring states. This effort had a dollar impact of $672,000. This year, I presented a program on valuing silage and used the this spreadsheet as part of the presentation.

National Finalist

SURVIVING THE RISK: A LOOK AT LEASE AGREEMENTS, BUDGETS, COMMUNICATION AND MUCH MORE!

Rhodes, J.L.[1], Dill, S.P.[2], Hall, J.E.[3]

[1] Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Queen Anne's County, Centreville, Maryland 21617
[2] Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Talbot County, Easton, Maryland 21601
[3] Extension Educator, Agriculture & Natural Resources, University of Maryland Cooperative Extension, Kent County, Chestertown, Maryland 21620

Delmarva is known as the corn belt of the East Coast. Large commercial grain farms have formed over the years to feed Delmarva's large poultry industry. In

October of 2006 the feed grains commodities began an uptrend in price, which was driven by increased demand of corn for the ethanol industry and uncontrolled influx of hedge fund into the commodities market. Grain prices have since decreased sharply due to the downturn in the stock market causing many farmers to reevaluate their budgets, rental agreements and marketing plans. A regional Extension program was designed to provide the tools and resources for farms experiencing this price squeeze. "Surviving the Risk: a look at lease agreements, budgets, communication and more" was developed to address the current volatility and price margins of agricultural producers. It began in December of 2008, directed at 15 rural business providers including banks, lenders and advisors. In 2009 these programs were conducted for 45 farmers. Excel spreadsheet budgets, curriculum from Ag Decision Maker (University of Iowa) and Winning the Game (University of Minnesota) were utilized. Also incorporated were new and innovative tactics such as a farm newsletter and resume to foster landowner and tenant relations.

As a result of the workshops, participant intentions include: 81% creating crop budgets, 77% increasing communication with landlord and 92% having new resources. In follow up evaluations, two attendees have created a resume and sent it to 5 landowners.

This regional Extension program addresses timely topics affecting the profitability of our family farms.

National Finalist

SMALL BUSINESS COLLEGE FOR SMALL FARM OWNERS AND RURAL COMMUNITIES

Kimbro, C.C.

The University of Tennessee Extension, Grundy County, 27 Phipps Street, Coalmont, TN 37313-0338

Small businesses and small farm operations 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. There are more than 400 farms in Grundy County and 54% of these farms account for the household's primary occupation. 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, choose to farm, or 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-one (21) participants graduated from the program and graduating participants reported gaining an average of 72% on all topics covered. End-of-program surveys also indicated that the 2008 Small Business College had an economic impact of more than $46,500 to those participating.

Search for Excellence Young, Beginning, or Small Farmers/ Ranchers

National Winner

COMPRENHENSIVE FARM MANAGEMENT EDUCATION PROGRAM FOR FARMS UNDER 250,000 GROSS INCOME

Campbell, J.C.
University of Tennessee Extension
P. O. Box 415, Columbia, TN 38402-0415

In my position as Area Farm Management Specialist, I work a nine county area in the southwestern part of middle Tennessee. Approximately 9,100 farms in the area gross less than $250,000 in farm sales each year. Two hundred eighty-one of these had sales between $50,000 and $250,000. 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, newsletters, demonstration results, educational piece development, and enterprise budget development. Fifty farm families completed intensive farm plans. On 3,400 other occasions, farm families were assisted with or provided information related to farm financial management and marketing. Thirty-two producer educational meetings and 4 computer workshops were conducted. Twenty-nine educational pieces and 12 farm management newsletters were prepared. A survey of farm families using intensive farm planning indicated an average of $11,500 per farm in increased income and/or reduced expenses as a result of the intensive planning. This would amount to $575,000 for the three year period.

National Finalist

CSU EXTENSION'S BUILDING AND GROWING FARMERS PROGRAM

Card, A.B.[1], Deering, J.[2], Parmenter,* D.M.[3], Thilmany, D.D[4].

[1.] Extension Agent, Colorado State University Extension, Boulder County, Longmont, Colorado 80501
[2.] Extension Specialist, Colorado State University Extension-Golden Plains Area, Akron, Colorado 80720
[3.] Extension Agent, Colorado State University, La Plata County, Durango, Colorado 81301
[4.] Extension Specialist, Colorado State University Extension-Department of Agricultural and Resource Economic, Fort Collins, Colorado 80523

Across Colorado new markets are emerging for small-farm producers where entry and successful competition depend on realistic planning, access to resources, developing new marketing channels, and securing financing. Although new markets produce new income streams, they also precipitate new production, price, policy and financial risks. In 2007, Boulder County Extension addressed these needs with a Building Farmers Program – a series of 9 evening classes designed to provide intermediate and experienced farmers with tools and ideas to refine and enhance their business management, production, and marketing skills; and to help new farmers explore farming as a business. The success of this class led to the continuation and expansion of the program in 2008 and 2009, with classes once again conducted in Boulder County and the start of a new program in La Plata County. Additionally, the need for education with beginning and small farmers and ranchers has been so loudly voiced, that there is a concerted effort to take this program statewide in the fall of 2009

National Finalist

SEARCH FOR EXCELLENCE IN YOUNG, BEGINNING, OR SMALL FARMERS/RANCHERS

Marrison, D.[1], Draper, E.[2], Ober, L.[3]; Hudkins, S.[4]

[1] Extension Educator, Ohio State University Extension, Ashtabula County, 39 Wall Street, Jefferson, Ohio, 44047
[2] Extension Educator, Ohio State University Extension, Geauga County, 14269 Claridon-Troy Road, PO Box 387, Burton, Ohio, 44021
[3] Extension Program Assistant, Ohio State University Extension, Geauga County, 14269 Claridon-Troy Road, PO Box 387, Burton, Ohio, 44021
[4] Extension Educator, Ohio State University Extension, Trumbull County, 520 West Main Street, Suite #1, Cortland, Ohio 44410

In many counties across Ohio, there is an increasing number of residents who are purchasing small acreage. There is also a growing trend for the direct marketing of locally grown food products. Consumers are becoming more aware of the benefits of buying local and fresh. As the demand for local food products increases, so does the interest in growing and producing a variety of agricultural products for these markets. Throughout the past four years, Extension Educators in northeast Ohio have received numerous requests for consultations from small land owners on how they can raise agricultural commodities on their small acreage. This Search for Excellence in Young, Beginning, or Small Farmers/ Ranchers application describes the Educators' efforts in developing the Northeast Ohio Small Farmer College. This team designed curriculum and taught five small farmer colleges to help farm families in northeast Ohio increase their profits from their small acreage. Course topics included business planning, enterprise selection, marketing and agricultural resources. One-hundred seventy-one individuals owning 4,240 acres participated in the five colleges and 235 participated in two targeted on-day production schools. Only 26% of the attendees in the colleges reported they currently direct market agricultural products. Of the respondents who do not currently direct market products, 80% indicated they planned to in the future. Sixty-three percent indicated they had a plan in mind for their farm business. Forty-three percent had not previously enrolled in an OSU Extension program and 100% indicated they would enroll in future Extension programs.

National Finalist

AGRICULTURAL WASTE MANAGEMENT PLANS FOR NEW JERSEY ANIMAL PRODUCERS/SELF CERTIFED PLANS

Robert C. Mickel

Personal from Rutgers Cooperative Extension/New Jersey Agricultural Experiment Station, along with staff from the New Jersey Department of Agriculture, the New Jersey Department of Environmental Protection, the USDA Natural Resource Conservation Service and Soil Conservation Service and statewide animal breed associations were instrumental in the development and

drafting of the New Jersey Rule N.J.A.C. 2:91-"Animal Waste Management Plans" for New Jersey livestock farms that generate or receive animal waste/nutrients. The rule following many years of modification and adjustment from public comment and incorporating Extension recommendations was finally placed into legislation in the spring of 2009. Extension and related agencies were charged with drafting the rule to meet the Federal Clean Water Act/Action Plan to protect the waters of the state. The Extension team worked with producers and related agencies to not only design the plan, but more importantly to deliver the plan when completed to over 3,500 animal producers across the state. The Extension team created an educational delivery system that included an introductory guide for producers regarding Self Certified Plan designs, a computer based filing CD for filing the plans, a training manual including reference materials, a spring 2009 teaching schedule, promotional press releases and a long range delivery system. The Extension team commenced training in early 2009 and will continue to deliver the program and to monitor the producer progress, final impacts and results of the training and plan implementation, which will take thirty-six months to complete based upon the legislations time-line.

Search for Excellence Precision Agriculture & Remote Sensing

National Winner

COURTLAND CORS: A UNIQUE PARTNERSHIP

Norwood, S.H. and Winstead, A.T.

Multi-County Extension Agent/Alabama Cooperative Extension System/Tennessee Valley Regional Research and Extension Center, Belle Mina, AL 35615

Norwood and Winstead recognized a critical need for Alabama producers to have access to a Real Time Kinematic (RTK)-level accurate Global Positioning System (GPS) correction signal to remain competitive in the global market. RTK correction permits users to return to the exact same locations over time and provides an accuracy of 1-2 inches. This technology allows producers to increase production efficiency and environmental savings while decreasing labor, equipment and fuel usage. Grower applications include planting, harvesting, spraying, controlled traffic, and drip irrigation installation. Norwood and Winstead facilitated a partnership between the Alabama Department of Transportation, Alabama Cooperative Extension System, Lawrence County Board of Education and nine farms to establish the Courtland Continuously Operating Reference Station (CORS). The Alabama Cotton Commission and Alabama Wheat and Feed Grain Producers have provided grant funding ($20,000) for this project. Cost savings in the first year for the nine farmers who participated in this project are $250,000. Additional savings would be realized over time as a result of reduced maintenance and upgrade costs.

National Finalist

PRECISION FARMING

Carter, Paul G.

A needs assessment identified the area of Precision Farming Technologies for program development and education. A seminar/workshop was developed to present precision farming technologies by university and USDA specialists and industry representatives. The workshop focused on economic benefits to production agriculture and reduced stress for operators and managers.

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 stating that he recovered his initial investment in the first season of operation. The investment recovery was accomplished through a 20% reduction of seed, chemical and fertilizer inputs resulting from reduced or eliminated overlapping of passes.

A program evaluation following the meeting indicated that most producers "gained new knowledge" and that they would "put this knowledge to use" in their farming operations. As a result, 90% of producers have purchased guidance systems that are utilized on 200,000 acres. An average of 11% reduction in input costs has been reported and at current prices that would reduce producers' expenses by $4 M annually in Columbia County.

National Finalist

GIS/GPS TECHNOLOGY ADOPTION- BOWMAN

Bowman, Dennis

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 600 adult and youth clients have been trained.

National Finalist

MCLEAN COUNTY GIS WORKSHOPS

Greg Henson

Team Members: Dr. Tim Stombaugh*, Dennis Hancock*, Ben Koostra*, Yuki Grove*, Sandy Kelly*, Jim Van Cleve*

Educational objectives:

McLean County lacks a GIS professional, but with the advent of precision agriculture, we became interested in developing educational activities around GIS with the objective of making clientele more aware of geospatial information and making it useful in their daily lives.

Program Activities:

We have conducted 4 hands on workshops for farmers to acquaint them with imagery (both aerial and satellite), digital soils data, elevation data and other local data they can use in their operations. We have coordinated Phase 1 cost share programs for 4 years which have helped grain farmers purchase and use guidance devices, autosteer,controllers and yield monitors, by conducting workshops in how to use these technologies. We have conducted GPS workshops at 4H camp for 4 years, teaching students how to make maps, find places by coordinates and do tracking with GPS. We have conducted a 4H GIS club for 3 years in which students receive ArcGIS software and data. The highest achievement of the club was to be recognized as the nation's model community GIS project in 2007. We use GIS daily to help farmers make decisions using maps, provide maps for numerous community activities, assist local government and emergency agencies in developing and interpreting geographic data. Much of this activity has come from applications we have developed, using ArcGIS, for Google Earth. McLean County has been slow to receive broadband internet service, especially in rural areas, but broadband service is increasing, allowing us to post Google Earth Apps on the web, most notably applications allowing custom service operators and farmers to communicate field locations and acreages across the internet.

Impact Statement: GIS education has helped improve spatial wareness in the lives of McLean Countians, resulting in better decision making, both community based and personal, for participating clientele.

The attachments illustrate the many ways we use GIS in analyzing situations in McLean County. They are products of our 4H GIS Club in which as attempt to have students take a critical look at local situations, analyze the geographic data and create "maps that tell a story".

Search for Excellence Livestock Production

National Winner

MEAT GOAT PRODUCTIUON SCHOOL, MARKETING PROJECT AND CONSUMER AND PRODUCER SURVEY

Mickel R.C., RCE Hunterdon County, Flemington, NJ;
Komar S.J., RCE Sussex County, Newton, NJ

Latest statistics for New Jersey indicate the state processes and consumers 36 % of all the goats produced and marketed nationally, while simultaneously being a "goat deficit" state in regards to production. Production expenses for goat herds are very high and therefore limit New Jersey producers in being competitive with imported goats, combined with the fact that existing ethnic and religious markets exhibit very little elacticity in pricing. To address this issue, Agents Mickel and Komar designed, developed and delivered an education program in conjunction with a production model, including a consumer marketing taste test. The educational series consisted of eight hours of lectures inclusive of Getting Started, Production Systems, Goat Herd Health and Marketing Strategies. The educational series utilized a producer exit survey to measrue the

scope of the interest in goat production and for an applied production project. A total of 163 producers attended the program that represented 2,500 acres. Of that group, 67 producers noted they would dedicate 738 acres to an applied meat goat project and would need over 2,000 goats to implement the project. In repsonse to the interest, Agents Mickel and Komar selected one cooperator to implement the management-production-marketing model. The project design was to examine the systems needed to add value to the meat goats through production models, meat goat carcass evaluations, carcass fabrication options and overall meat goat carcass quality attributes. The model project managed the forty goats in two regimes consisting of a drylot/grain/hay model and a grass/grazing/grain/hay lot. Under both regimes the meat goats were monitored for health, quality assurance production protocols, nutrition, performanace, facility needs, weight gains and ultimate carcass evaluations. Fifteen goats were harvested and evaluated on the rail and then processed for consumer taste testing in pre-fabricated components of ground meat, chops and stew. Seventy-five randomly selected consumers and two restaruants received the goat products and were provided cooking directions for each product. Along with the taste tests, consumers were provided a questionnaire to answer specific questions regarding goat meat consumption, including likes, dislikes, pricing, knowledge of goat meat, potential consumption and a general overview of meat production terminology and consumer concerns/awareness. Data was tabulated(see supplemental data)and indicated real potentials for value added meat goat production. Additionally, a case study was performed on one of the cooperators who implemented the “value added meat goat” production and marketing model. The cooperator raised thirty meat goats as a portion of his farm raised custom meat operation and marketed the fabricated meat goat products at a local farmers market where the demand for the product was very high. Based upon the cooperators marketing, he noted that he felt the rate of return was excellent, netting upwards of $35.00 to $50.00 per goat. He plans on incresing his meat goat production as a complementary industry to his lamb, beef and pork marketing endeavors. To date a follow-up producer questionnaire has been administered to those that attended the educational and production model meetings. Data collected and noted in the supplemental material indicate a high level of success in changing producers attitudes and practices regarding meat goat production.

National Finalist

HIGH PLAINS RANCH PRACTICUM

Berger,*A.L.[1], Mount, D.E.[2]

[1]. Extension Educator, University of Nebraska-Lincoln Extension, Kimball, Banner and Cheyenne Counties, Kimball, Nebraska 69145

[2]. Extension Educator, University of Wyoming Cooperative Extension, Platte County, Wheatland, Wyoming, 82201

The High Plains Ranch Practicum teaches participants to use a holistic prospective that integrates livestock, natural resources, range and economics into decision making. The goal of the program is to have participants understand and implement the following in their ranch business:

• write a business plan and know unit cost of production for ranch enterprises;

• comprehend and implement a systems approach to decision-making;

• understand range and forage resources;
• grasp cow nutrient requirements through the yearly production cycle;

• understand communication needed for healthy family and working relationships.

Sessions are held at the University of Wyoming Sustainable Agricultural Research and Extension Center (SAREC) and the University of Nebraska-Lincoln Panhandle Research and Extension Center over an eight-month period from June to January.

In 2007 and 2008, forty-two participants indicated knowledge gained would influence 199 people and management for 14,100 cows and 280,000 acres of land. Survey results showed economic impact to producers to be $276,300. In 2008, tuition reimbursement of $400 per person was provided to those completing course requirements through grant funding of $25,588 from the Western Center for Risk Management Education to the University of Wyoming Cooperative Extension.

National Finalist

DAIRY EXPO & TRADE SHOW

Laura Kieser

The Carver County/University of Minnesota Dairy Expo & Trade Show's mission is to help dairy producers and agri-businesses across Minnesota stay abreast of current research and information. 2009 was the 17th consecutive year of the program. The objectives include: 1) providing dairy operators with practical advice to improve operations and increase profitability; 2) helping maintain and improve the infrastructure of the dairy industry in Minnesota; and 3) increasing the economic viability of businesses supporting the dairy industry. In 2009, 42.5% of participants heard about the program via direct mailing. Eighty-eight percent of participants noted that the program met their expectations. Ninety-one percent would recommend the program to others. When asked how they would rate the overall value of this program to decisions they make on their farm, 63% responded "good" or "high". Eighty-six percent of attendees previously attended the program. Of those, 62% indicated they had made a change in their operation because of the program. Specific changes included: calf management, fresh cow protocol, improved forage packing, TMR, bST, and fly control. On average, 300 producers and agri-business service providers attend the event each year. From 2007-2009, at least 939 people attended the event. Sixty percent of attendees are dairy producers and 40% are agribusiness professionals. Participants traveled from 35 counties. This program impacted at least 62,326 cows that were affected by management decisions on these farms. This results in $967.5 million being injected into the state economy.

National Finalist

REPRODUCTIVE AND GENETIC MANAGEMENT

Yutzy* A.N.

[1]. Extension Educator, Penn State Cooperative Extension, Huntingdon County, Huntingdon, Pennsylvania 16652

Dairy reproductive management is a major factor in the productivity and profitability of a farm. This program focuses on the management of reproductive efficiency on a farm and helping the producer increase the number of animals that become pregnant on the farm. This program was delivered through various methods such as dairy profit teams, individual on farm evaluation,

2009 NACAA-PRIDE Awards Program

Placing Region Award	Name State	
National Winner North Central	Lee Wisconsin	Milligan $500.00
National Finalist Western	Steve Nevada	Lewis $250.00
National Finalist North East	Carol Pennsylvania	Schurman $250.00
National Finalist North Central	Gary W. Ohio	Wilson $250.00
Regional Finalist Southern	David North Carolina	Barkley
Regional Finalist North East	Jenny New Jersey	Carleo
Regional Finalist Western	Troy Utah	Cooper
Regional Finalist Southern	Gregory Keith Kentucky	Drake II
Regional Finalist Western	Brian Oregon	Tuck
Regional Finalist North East	David J. West Virginia	Workman
State Winner Southern	Sherri Arkansas	Sanders
State Winner Southern	Jeffery D. Tennessee	Via

Pride Awards Program

ABSTRACTS OF THE NATIONAL WINNER, NATIONAL FINALIST AND REGIONAL FINALIST

NATIONAL WINNER

ST. CROIX COUNTY FARM CITY DAY IMPROVES FARM/NON-FARM COMMUNITY RELATIONS

Milligan,* Lee T.

Agriculture Agent, UW-Extension, St. Croix County, Baldwin, Wisconsin, 54002

St. Croix County has experienced significant growth in the nonfarm population in recent years that has led to conflicts with agricultural producers. To develop positive relationships with the nonfarm residents of St. Croix County, a group of dairy producers formed a Farm City Day Committee to organize an annual event at a dairy farm with a goal to improve relations between agricultural producers and nonfarm families. The four hour 2008 Farm City Day was held on the second Saturday of August at the UW-River Falls Mann Valley Lab Farm. Approximately 2,300 people participated in the event. Evaluations were sent four months after the event to 200 randomly selected families participating in the event. One hundred and eight responses were returned for a response rate of 54%. Ninety one percent of the respondents identified themselves as living in a nonfarm residence. Sixty-three respondents (58%) participating in the crop tour and 82 respondents (76%) participating in the dairy tour were able to provide at least one written comment on knowledge they learned on the tour. Seventy nine of the respondents (73%) commented they had a positive experience at Farm City Day. The evaluation indicates the 2008 Farm City Day event was a successful educational activity for the participants and helped build positive relationships between farm and nonfarm residents.

National Finalist

EAGLES & AGRICULTURE

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

Cow afterbirth attracts bald eagles to feed in the Carson Valley, Nevada during calving each year in February. This phenomenon provides an excellent opportunity to improve understanding of agriculture, as the presence of eagles has been known to stop traffic on the highway. Eagles & Agriculture was conceived in 2003 to encourage the conservation and prosperity of ranching, promote the benefits agriculture provides wildlife and the community, inform participants of eagles and the history of agriculture, and demonstrate an agritourism enterprise. The weekend-long event consists of an evening reception with guest speakers and live birds, a bus tour of area ranches, an owl prowl, photography workshop, and raft trip. In seven years, the event has engaged 3,598 participants, and infused the local economy with $1.4 million in revenue. Eagles & Agriculture, recognized as a signature event by the local Chamber of Commerce, involves twenty eight sponsor organizations, affects political support for agriculture, promotes information sharing, builds relationships, and initiates other agricultural enterprises.

TEACHING AGRICULTURAL SCIENCE PRINCIPLES TO YOUTH IN INDIANA COUNTY, PENNSYLVANIA

Schurman, Carol J. *

Extension Educator - 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

County 4-H staff conducted food science programming with 96 youth in three settings at county day camps. The camp theme was "Camp Scene Investigation – Exploring Food Science Mysteries". In the county day camps, increase in knowledge gained on a 10 point pre/post test was 4.01 points, an increase of 40%, with 97% of the campers showing an increase. Test results indicate that youth did learn more on the subjects involved with the test. Most increases were identifying DNA as a building block of life, listing a way restaurants keep food safe, and being able to identify all Four Steps to Food Safety (cook, separate, clean, and chill). Increases in some of these areas were as high as 80%. The second evaluation method simply involved asking the youth what they had learned each day at the camp. Over 80% of youth: listed something learned about DNA/extraction from a banana, learned something learned about making bread/yeast, could identify how restaurants practice food safety and manage the business, could list something about bacteria and how to "Fight Bac", learned something about washing hands, had a greater understanding of behind the scenes at a grocery store, learned something about jam and jelly, and learned something new about exercise and whole grain. 80% of the campers indicated they had learned more about food science and safety, and 91% said they would return to camp next year.

PRIDE PROGRAM APPLICATION

Wilson, G.W.

Extension Educator, Agriculture, Natural Resources, and County Director, Ohio State University Extension, Hancock County, 7868 Co. Rd. 140, Suite B, Findlay, OH 45840

A number of different methods were utilized that improved the understanding of agriculture in Hancock County, Ohio. Hancock County's agriculture is primarily grain production of soybeans, corn, and wheat providing approximately 90 percent of the county's total agriculture receipts. Livestock production, led by swine production, followed by dairy, cattle, and sheep bring in the remaining ten percent. The county is also experiencing increasing residential growth which is taking away over 3,000 acres of farmland per year. As a result of surveying several OSU Extension committees, improved agricultural literacy was identified as an issue that should be emphasized more. County agricultural agencies including OSU Extension identified the need to bring farm and non-farm interests together for discussion of local issues. A number of different activities have improved the understanding of agriculture by the community. The Extension Educator has provided a daily radio show for two local radio stations for nearly 29 years. This show covering all areas of agriculture and horticulture was started in October 1980 and is broadcast twice daily on WFIN and WKXA in Findlay, Ohio. Other activities promoting agriculture conducted by the Extension Educator include: a weekly personal newspaper column in "The Courier"; monthly Ag Breakfast; annual Ag Day Programs conducted for both Hancock Adult and Youth Leadership programs; Farm Tours showcasing nine county farms; annual Farmer's Share Breakfast Program; County Agriculture Hall of Fame; annual livestock banquets for beef, pork, dairy and sheep commodity groups; a local farmer's market' and a special Ag Forum with local U.S. Congressman. Responses from surveys on radio shows, newspaper columns and Farm tours have demonstrated how individuals have learned more about agriculture.

REGIONAL FINALIST

DEVELOPING YOUTH TO PARTICIPATE IN HORTICULTURE JUDGING CONTESTS IN NORTH CAROLINA

Barkley,* D.V.

Extension Agent, North Carolina Cooperative Extension, Brunswick County, Bolivia, North Carolina 28422

Many people, especially youth, are beginning to lose their connection to agriculture in our county. We continue to lose a part of our cultural heritage each time farmland is developed for other use. Many residents have very little skills in the area of growing plants for food or for the landscape. Each year, teams from across the state come to participate at the North Carolina State 4H Horticulture Judging Contest. The Senior Team that places first gets the honor of representing North Carolina at the National Junior Horticulture Association Contest in the 4H division. Recognizing the need for youth to learn more about their cultural heritage has been identified as a need by local growers and concerned parents. Brunswick County youth have learned decision making skills and experiences with identifying plants which will remain with them by participating in the training for the 4H Horticulture Judging Contest. Throughout this process they were able to identify, study, and learn how to best utilize and care for plants while preparing for the various competitions. The news about the team's accomplishment also helped area residents find out how they can learn more about agriculture by becoming involved with our local Cooperative Extension Service.

PUBLIC RELATIONS IN DAILY EFFORTS (PRIDE) IN Cape May COUNTY, NEW JERSEY

Carleo,* J.

Agricultural Agent, Rutgers University, New Jersey Agricultural Experiment Station, Cooperative Extension of Cape May County, Cape May Court House, New Jersey 08210 The public relations objective of the Agricultural Agent is educating residents on: 1) issues that require decision making based on fact, 2) agricultural issues in the media and 3) the difficulty farmers face. Tourism and regulations cause difficulty for farmers but are necessary to our economy. Bridging the gap between the non•farm public and permanent farm residents is accomplished by 1) promoting Rutgers Cooperative Extension as the first stop for factual and impartial resources and guidance on agricultural issues,

2) peer education, 3) raising the profile of agriculture in the community through exhibits and exciting and inspiring stories on farming in Cape May and 4) agri•tourism. The example outlined here outlines the Farmland Tax Assessment controversy and how the Agricultural Agent responded using public education as a bridge between parties. This education was first initiated through a seminar "Farmland Tax Assessment in NJ", where 100% of the 51 respondents (response rate 33%) indicated that the seminar had value for them. Since the seminar about 15 farms have requested assistance, information, mediation and advice concerning the loss of their farmland tax assessment. Each successful farm saves an average of $9000 per acre, per year on taxes by proving that their practices are indeed, active agriculture.

NATIONAL AG DAY PRESENTTION AT MYTON ELEMENTARY

Cooper*, T. D.

Agriculture/4-H Agent, Utah State University Extension, P.O. Box 978, Duchesne, Utah 84021,

With agriculture being placed on the back burner of economic importance in the county because of the gas and oil industry, it has become very important to make sure the youth of the county still know agriculture is a vital part of today's world. This public relations program was developed to increase the elementary students' understanding of the importance that agriculture plays in their lives. With the help of the Conservation District, a hands-on activity was developed to help students recognize the difference between true dairy products and imitation products. Students were presented with a sample of whole milk, skim milk, butter milk, soy milk, whipping cream, imitation cool whip, butter and margarine. The students had to separate the true dairy products from the imitation products and taste each product. A poll was taken to determine which ones they liked the best. After the students did this, the extension agent and the conservation district employee discussed the importance of the products and what was used to make each product. Although all the products had agricultural grown ingredients the day's presentation focused on dairy products and the importance of the dairies. Students enhanced their understanding of the importance of agriculture and dairy products. A picture was taken of a couple of students tasting some of the dairy products and was sent to the local paper with the caption: "151 Students at Myton Elementary for National Agriculture Week worked on identifying true dairy products and learned of the importance of agriculture."

PUBLIC RELATIONS EFFORTS OF GREG DRAKE II IN BUTLER COUNTY KENTUCKY

Drake,* G.K.

Extension Agent, Kentucky Cooperative Extension, 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 country. 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 thirteen thousand people and only about fifteen hundred 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 agriculture industry 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.

MARKETING THE WASCO COUNTY 4-H AND EXTENSION SERVICE DISTRICT AND SHARING OUR PUBLIC RELATIONS SUCCESSES WITH OTHER OREGON COUNTIES

Tuck,* B.[1], Long, L.[2], Wilcox, F.[3], and McCullough, K.[4]

[1.] Extension Agent and Co-Staff Chair, Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058. Brian.Tuck@oregonstate.edu
[2.] Extension Agent and Co-Staff Chair, Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058. Lynn.Long@oregonstate.edu
[3.] Extension Agent, Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058. Fern.Wilcox@oregonstate.edu
[4.] Professional Faculty, Oregon State University

Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058. Kim.McCullough@oregonstate.edu

Oregon Extension Offices receive their general operating funds from county government budgets, which have been severely strained due to significantly increased costs and lower than expected tax revenues. This has resulted in budget crisis for many Oregon Counties. This crisis came to a head in 2005 for the Wasco County Extension Office when county officials decided that continued funding of extension would not be possible. In 2005, with continued funding in jeopardy, Wasco County Extension Faculty began the extensive and very detailed legal and public campaign steps to establish the Wasco County 4-H & Extension Service District with a permanent tax base. The Service District and permanent tax base were approved in the November 2006 General Election by voters with a 59% approval rating. Following the success of the election, Brian Tuck, Wasco County Co-Staff Chair developed a resource manual and conducted two statewide and numerous county workshops on the legal and public relations steps required to establish a service district in 2007-08. The first statewide three-hour workshop was videotaped and is also available on the Extension Administration website. The resource manual was presented in both hardcopy and electronic formats. The electronic manual is hosted on the Oregon Extension Service Administration web site and is designed so counties can download and adapt the materials to meet individual needs. The impact of the follow-up service district trainings were demonstrated in 2008. Three Oregon Counties went before voters requesting the establishment of service districts with permanent tax bases and all were successful.

IS THE JUICE WORTH THE SQUEEZE?

Workman,* D.J.

Extension Agent, WVU Extension Service, Hardy County, Moorefield, WV 26836

This article was created to share with the general public some the work being done at the WVU Agriculture and Forestry Experiment Station, Reymann Memorial Farm at Wardensville, WV. The State Farm is a part of the WVU Davis College of Agriculture, Forestry and Consumer Sciences. This station is home to the longest running West Virginia Bull Test. There are many other College and Extension projects going on there and the farm is a symbol of WVU and the Landgrant institution in the community. One of the key themes this year was resistance management of pests as well as sharing new agricultural practices and techniques as well as ongoing research. The Annual Field Day event was resurrected several years ago to provide information to the agricultural community and the general public about what was being done on the farm. This opportunity provides a time when just plain “folks” can come to the farm and see first hand, what is being accomplished. Some of the challenges facing agriculture today are presented as well as possible ways for producers to save money or to develop new income streams. This event was supported and sponsored by the College, Extension, and several others. Over 125 individuals attended the event. Many indicated that they may change practices as a result of their attendance and participation in the event. The article presents some of the highlights and also some of the challenges facing agriculture today.

Excellence in 4-H

National Winner

ROBERTS COUNTY YOUTH CAREER AWARENESS

Dukes,* B.D.[1]

[1].Extension Agent, Texas Agrilife Extension Service, Roberts County, Miami, Texas 79059

In 2004 one of the Texas Communityy Futures Forum (TCFF) issues in Robert County was “Provide opportunities for youth involvement in the community.” In order for youth to be involved and active, as well as sustain the viability of this small community two things must occur. First, there must be quality jobs available, and second, there must be qualified, employable individuals available to take those jobs. Thus in 2007, the Roberts County Youth Board identified “Career Development” as an important issue that Texas AgriLife Extension should address. Based on this recommendation the Youth Career Development Outcome plan was developed. The plan is designed to provide high school juniors and seniors with the skills they need to become responsible and productive citizens by helping them understand the importance of career skills and providing them with the knowledge and tools needed to build those skills. Program participants were involved in five sessions which covered the following topics: Employability, Goal Setting, Resume Development, Preparing for an Interview, and Selecting a College Degree Program.

National Finalist

4-H DAY CAMP PROGRAMS IN INDIANA COUNTY, PENNSYLVANIA

Schurman, C.J.*

Extension Educator- 4-H Youth, Indiana County Extension, 827 Water St., Indiana, PA 15701

County 4-H Staff conducted food science programming with 96 youth in three seetings at county day camps. The camp theme was “Camp Scene Investigation-Exploring Food Science Mysteries”. In the county day camps, increase in knowledge gained on a 10 point pre/post test was 4.01, an increase of 40%, with 97% of the campers showing an increase. Test results indicate that youth did learn more on the subjects involved with the test. Most increases were identifying DNA as a building block of life, listing a way resturants keep food safe, and being able to identify all Four Steps to Food Safety (cook, sperate, clean, and chill). Increases in some of these areas were as high as 80%. The second evaluation method simply involved asking the youth whay they had learned each day at camp. Over 80% of youth: listed something learned about DNA/extraction from a banana, learned something about making bread/yeast, could identify how restaurants practice food safety and manage the business, could list something about bacteria and how to “Fight Bac, “ learned something about washing hands, had a greater understanding of behind the scenes at a grocery store, learned something about jam and jelly, and learned something new about exercise and whole grain. 80% of the campers indicated they had learned more about food science and safety, and 91% said they would return to camp next year.

COLLABORATIVE EFFORTS RESULT IN ADDITIONAL AWARDS AND EDUCATIONAL OPPORTUNITIES FOR GEORGIA JUNIOR SWINE EXHIBITORS

Morgan,* S.P.[1], Varnedore, T.[2]

[1]Harris County Extension Coordinator, UGA Cooperative Extension, Hamilton, GA 31811

[2]Jeff Davis County Extension Coordinator, UGA Cooperative Extension, Hazlehurst, GA 31539

Since its beginning in 1947, the Georgia Junior Market Hog program experienced explosive growth; however, awards and recognition have remained virturally unchanged. It was not until 1995 that any scholarships were awarded. From 1995 until 2006 only one scholarship was given annually to the winner of the 12th grade showmanship. With more than 700 exhibitors participating in the show, many deserving youth were left without any hopes of receiving any awards or recognition. Therefore, many students went away empty-handed regardless of their experience, hours of work at hom and the knowledge acquired from having an animal project. Through their experience in judging livestock shows around the southeast, Steve Morgan and Tim Varnedore, realized that more 4-H/FFA swine exhibitors should be recognized and premium awards increased at the Georgia 4-H/FFA State Market Show. Also, the nominees identified a critical need for junior swin project educational camps and showmanship clinics. In order to address these needs, the nominees established an organization through which they could raise money necessary to increase the number of awards given, as well as the amount of these awards. Thus the Georgia Junior Swine Boosters (GJSB) was formed. It was set up as a 501(c) (3) corporation to offer tax advantages for all donors. The Agents work collaboratively with an Ag Education Area Livestock Teacher and a Professional Ag Industry Representative. This diverse group maintained a common goal which was to increase the number of exhibitors who received awards at the Georgia State Market Hog Show.

MONROE COUNTY YOUTH FARM STAND PROJECT: GROWING GOOD FOOD AND GREAT KIDS

Reau,* B.J.[1], Stanger*, J.M.[2]

[1]County Extension Director, Michigan State University Extension, Monroe County, Monroe, MI 48161

[2]County Consumer Horticulture Educator, Michigan State University Extension, Monroe County, MI 48161

The Monroe County Youth Farm Stand (YSF) Project is a collaborative project that involved Extension staff and volunteers from across the program areas who worked together with community parteners and the C.S. Mott Group for Sustainable Food Systems at Michigan State University. The project was a multidisciplinary approach to food system education, youth development. The project was centered at the Arthur Lesow Community Center which is located in a high minority, low-income, at-risk neighborhood. There were several goals of the YFS Project. A primary goal was to give participants and understanding of the food system from farm to table. Another goal was to increase consumption of fresh produce in a neighborhood that lacked access to fresh produce. Evaluation data collected demonstrated the program impact. Outcomes included youth understanding the food system and how food is produced, increase in the youth consumption of fruits and vegetables, and increased access to fresh produce in the neighborhood.

2009 American/World Agriculture Award Recipient - *Dr. Rod Heitschmidt*

Dr. Rod Heitschmidt

The Montana Association of County Agricultural Agents is proud to have nominated Dr. Rod Heitschmidt for the NACAA Service to American/World Agriculture Award. For 18 years, Dr. Heitschmidt served as the Research Leader at the Fort Keogh Livestock and Range Research Laboratory in Miles City, Montana. Under his leadership, the accomplishments of Fort Keogh were many.

Much of Dr. Heitschmidt's research focused on addressing the effects of drought in the northern plains and developing strategies that ranchers and land managers could implement to manage through drought periods. Under his leadership, scientists also began answering the fundamental questions about the effects of fire, grazing, and noxious weeds on rangelands. Most importantly, these accomplishments have led many ranchers and land managers to recognize Dr. Heitschmidt and his staff of range scientists as respected experts in the field.

Heitschmidt has been invited to do presentations all over the world (140 + invited presentations) and is a respected authority on grazing on arid and semi-arid grasslands. In my opinion, however, the true measure of his commitment to producers and the agricultural community is his willingness to consult with local groups facing natural resource issues. In 2 different situations, range land fires devastated large tracts of land in eastern Montana. Dr. Heitschmidt was quick to engage with the local communities to address the impacts of these fires and help them understand the long term recovery issues.

Dr. Heitschmidt also recognized the value of telling agriculture's story in circles beyond agriculture. He was a respected community member and made sure that all around him understood the value of agriculture and grazing lands to their communities.

Under Heitschmidt's leadership, Fort Keogh has also addressed many other issues of importance to the agriculture community. Scientists have also researched and answered important questions about mother cow supplementation as it relates to calf survivability in cold weather, strategies for estrous synchronization in beef cows, beef cattle genetics and others. One of Dr. Heitchmidt's best attributes was that he listened to producers and land managers and worked to solve problems that were important to them.

2009 Achievement Award Winners

Western Region

Alaska
Dr. Stephen C. Brown

Arizona
Michael Crimmins

Colorado
Dinah Peebles

Idaho
Shannon K. Williams

Montana
J.P. Tanner

Nevada
Brad Schultz

New Mexico
Joran Viers

Oregon
Sam Angima

Washington
Paul G Carter

Wyoming
Hudson Hill

North Central Region

Illinois
Elizabeth Wahle

Indiana
Daniel Ritter

Kansas
Andrea Burns

Michigan
Bob Battel
Bindu Bhakta

Minnesota
Nathan Winter

Missouri
Amie Schleicher

Nebraska
Aaron Berger

North Dakota
Lisa Pederson

South Dakota
Paul O. Johnson

Wisconsin
Aliesha R. Crowe

North East Region

Maine
Amy Melissa Witt

Maryland
William Lantz

New Hampshire
Seth Wilner

New Jersey
Jenny Carleo

New York
Julie Kikkert

Pennsylvania
Robert Goodling, JR.

West Virginia
Kelly Dagesse

Southern Region

Alabama
Anthony G. Wiggins
Amy T. Winstead

Arkansas
Darrin Henderson
Ms. Amy Simpson

Florida
Christa L. Carlson-Kirby
Adrian Hunsberger

Georgia
Jennifer Davidson
Todd Hurt
Monte Stephens

Kentucky
Chris Ammerman
Richard Whitis

Louisiana
Louis Lirette
Tara P. Smith

Mississippi
Dr. Nathan Buehring
Jeffrey C. Wilson

North Carolina
Amy Lynn Albertson
Heather Lifsey
Randy Wood

South Carolina
Amanda Mcnulty

Tennessee
Megan L. Bruch
Rebecca C. Muller

Texas
Brandon Gregson
Dale Groom
Toby Oliver

Virginia
Joyce G. Latimer
W. Brad Mullins

2009 Distinguished Service Award Winners

Western Region

Arizona
Kim McReynolds

Colorado
Tom Fey

Idaho
Stuart Parkinson

Montana
Dennis Cash

New Mexico
Sandra Key Barraza

Oregon
Brian Tuck

Utah
Mark Nelson

Washington
Gary Fredricks

North Central Region

Illinois
Russ Higgins

Indiana
Chris F. Parker

Indiana
Mark Spelbring

Iowa
Steven D. Johnson
Gene Mohling

Kansas
Mark Ploger
Todd Whitney

Michigan
Rebecca Finneran
Mary Wilson

Minnesota
David Bau

Missouri
Daniel Downing

Nebraska
Ronald C. Seymour

North Dakota
Roger Ashley

Ohio
Mark Mechling
Barry W. Ward

South Dakota
Tracey Renelt

Wisconsin
Mark W. Mayer
Lee Milligan

North East Region

Maine
Barbara Murphy

Maryland
Susan Schoenian

New Hampshire
George W. Hamilton

New Jersey
Peter Nitzsche

New York
Paul Cerosaletti
Jason Karszes

Pennsylvania
Eric Oesterling
Lee Young

West Virginia
Brad D. Smith

Southern Region

Alabama
James D. Jones Jr.
Timothy D. Reed

Arkansas
John C. Gavin
Jeff B. Welch

Florida
Martha Maddox
Doug Mayo
Richard V. Tyson

Georgia
Tammy Cheely
Don Clark
Steve Morgan
Bill Tyson
Bob Waldorf

Kentucky
Gregory Drake II
Gary D. Hamilton

Louisiana
Stuart Gauthier
Don Reed
Johnny Saichuk

Mississippi
Mark Gillie
Charles Stokes

North Carolina
David Barkley
Allen E. Caldwell
Ben E. Chase
Joe W. Dickens, Jr.
Stanley Holloway

Oklahoma
William E. Burton
Randy Pirtle

South Carolina
Randy Cubbage
Francis J. Wolak

Tennessee
Rob Holland
Booker T. Leigh
Tom Stebbins

Texas
Doug Andrews
Chad Coburn
Scott D. Mauney
Anthony Netardus
Edward L. Schneider

Virginia
C. Corey Childs
Jonathan P. Repair

NACAA Hall of Fame Award

The NACAA Recognition and Awards Committee is proud to present these four recipients with the NACAA Hall of Fame Award. The Hall of Fame Award recognizes one member or life member from each NACAA region. Each state can nominate one individual. Based on a 500 word summary and three letters of support, the state nominees are evaluated on their Extension programming, state and national association activities and humanitarian efforts beyond the normal call of duty.

Our thanks to John Deere for sponsorship

of the NACAA Hall of Fame Awards

JOHN DEERE

2009
Western Region
Hall of Fame Award

Arlowe Hulett

Wyoming
30 Years - Retired

A native of North Dakota but one that made the choice to leave the 'frozen chosen' in 1957 and join the University of Wyoming Cooperative Extension Service. Arlowe Hulett is a proven leader at the county, state, regional and national level. Before his retirement in 1987 his supervisor stated: "Mr. Hulett is a strong agricultural leader. He keeps updated in subject matter and is in close touch with the people. He is always willing and ready to go the extra mile to help those in need of his services."

Arlowe's leadership does not even begin to end here. Arlowe is a role model for new agents in Wyoming, across the western region and nationally. His leadership and self-sacrifice serve as the leadership model for younger agents to follow. He served NACAA as the Western Regional Vice Director, Director and National Secretary for two terms. Within the state association his leadership and guidance was 'priceless'.

As a civil servant Arlowe continues to provide leadership to a number of community activities. He supports the Laramie Chamber of Commerce and continues to be an advocate for agriculture and the importance of a healthy urban/rural interface. He was involved in organizing a county wide rural fire control system, weed and pest control district, and conducted research demonstrations on mountain meadow improvement. Wyoming has mosquito's, they may not be as big as other states but they are meaner than most. One of Arlowe's strongest programs was the establishment of a mosquito control program in Albany County that not only provided relief to the urbanite population but provided long needed relief to livestock in rural areas. The mosquito problem in Albany County is not just a nuisance but resulted in pounds of gain lost to livestock producers and health issues to the general population.

One of Arlowe's real strengths is his dedication to his profession. The list of young agents that have looked up to Arlowe for guidance and leadership is fairly long. His dedication to young agents doesn't take into consideration his patience for 'inexperience'. Arlowe is a humble man who has gained the respect of the agriculture community, his colleagues and friends. Another citation in Arlowe's record reads as follows: "County Agent Arlowe Hulett is hereby recognized for outstanding leadership and service to the people of Albany County, Wyoming. He has unselfishly given of his time to help people achieve better living through learning and practicing more efficient ways of agriculture production. He has been influential with youth in career selection and character building. Through enthusiastic dedication to his work he has motivated individuals and families to gain more satisfaction in their lives." That citation says it about as well as it can be said.

2009
Southern Region
Hall of Fame Award

William D. Witherspoon

South Carolina
34 Years - Retired

When the South Carolina Farm Bureau bestowed its first-ever Legislator of the Year Award, the recipient was Representative Billy Witherspoon. Reflecting on their choice for this initial award, the Farm Bureau's President

said, “Representative Witherspoon is a great friend of farmers. He understands our business and he is a brilliant communicator of the farm story as he has helped influence many positive decisions for agriculture through the years. As one of the few remaining grassroots organizations, Farm Bureau needs lawmakers who will stand up for the rights of family farmers to help produce the world’s food and fiber.”

Representative Witherspoon’s long history of support for South Carolina’s current and future farmers, and his understanding of the farmer’s business, is no coincidence. He was born on a small farm in South Carolina, and he attended a small rural school with a graduating class of 17 seniors. He spent many hours of his youth involved in 4-H activities, and he won a number of awards, especially with dairy cattle. He recognized early on that farming was his calling, and since he was a young man, educating others and assuring that this honorable profession will continue has been his life’s work.

Representative Witherspoon has a long history of commitment and dedication to the NACAA and its goals. His entire professional career has been one of leading and educating others in agribusiness. He has been repeatedly recognized and honored for his effort and his service.

After he retired from the Extension Service, he found a meaningful way to continue his support for the programs he worked with for so many years. He was elected in 1993 to the South Carolina House of Representatives, and served as an avid leader in creating and maintaining programs which support and educate our current and future farmers. For six years he chaired of the House Agriculture, Natural resources, and Environmental Affairs Committee. Witherspoon retired from the South Carolina House in 2008 after serving 16 years.

His professional career and his legislative career are both defined by his support of the ideals and goals of NACAA. He has done this on a community, state and national level. He understands first-hand the American farmers symbolize our Nation’s values of hard work and love of the land, and their success is fundamental to the vitality of our economy.

2009
Northeast Region
Hall of Fame Award

Robert L. Jones

Maryland
34 Years - Retired

Robert L. Jones, retired Principal Agent, University of Maryland, has insisted many times, that if he had his life to live over, he would choose exactly the same career in County Extension. He loved his work, loved the people, and Carroll County, Maryland where he spent 27 years.

During his tenure in Extension, one of the more notable achievements Jones was involved with included the reorganization of the DHIA program where a central testing laboratory was established, computerized records initiated, and career minded personnel recruited. This led to his county being named the outstanding DHIA program in Maryland. He was also instrumental in organizing young farmer classes for several years, which led to many outstanding agricultural leaders at the county, state and national level. The Piney Run Watershed development (a 298 acre lake), came to completion, due to Jones’s involvement in developing education programming.

Jones served as the Maryland Association of County Agricultural Agent’s State President in 1962, and was responsible for integrating Ag Agents in the 1862 and 1892 programs into one association. In 1976, Jones served as NACAA President, and membership in the national association reached an all time high of 5230 active members. He was also put in charge along with Jim Smith, to help create the NACAA Educational Foundation as a 501 (c) 3 organization.

Upon retiring from Extension in 1984, Jones has continued to be active in the community for Ag Center programs, 4-H Fair, Westminster Fall Fest, assisting Farm Bureau with various projects and public policy proposals. He chaired the Hoff Log Barn Project, which is geared towards 3rd, 4th and 5th grade children.

Bob, has 34 years of active service, 24 1/2 years retired for a total of 58 1/2 years of involvement with NACAA and Extension. Bob and his wife Charlene are thrilled to have been involved in so many wonderful Extension activities. This will be Bob’s 50th meeting - 43rd consecutive meeting since 1966.

2009
North Central Region
Hall of Fame Award

John I. Ankeny

Minnesota
30 Years - Retired

John has been an outstanding Extension Agent and educator confidently and humbly demonstrating commitment, dedication and leadership throughout and beyond his Extension career. He has been extremely active being a leader in both state and national associations.

John served as Extension Agent in Watonwan County for his entire Extension career. His educational programs were innovative and timely based on the needs of the farmers, residents and communities in the county and region. His dedication to serve the people was measured by the strong commitment for excellence in programming, teaching, research and community leadership. He continually participated in professional improvement workshops and summer school. He advanced in academic promotion to Associate Professor (1964) and to Professor (1972).

John has been a member of state (MACEA) and national (NACAA) associations for 58 years (2009). He has served as MACEA President, Vice President and Secretary/Treasurer plus many other committees and responsibilities. John has also served as NACAA regional vice chair and national chair of the Life Member committee. John and Lois have attended 47 NACAA AM/PIC meetings. John received the NACAA Distinguished Service Award in 1965.

John has been very active in his church, from board member, Sunday school teacher, usher, choir member and landscaper. His community involvement has also been exemplar being involved in the Community Fund board, Jaycees, Relay for Life, Meals on Wheels, Historical Society, Rotary, Good Samaritan Home board, Red Cross blood donor, hosting foreign exchange students and professionals, built wood crafted items for community fund raisers and benefits, local election judge, Habitat for Humanity, County Humane Society and is a volunteer hospital courier.

John is a veteran serving 2 years in WWII, Army Air Force in the South Pacific Theater. John and Lois also adopted 4 Native American children while having one biological child who all had attended many NACAA AM/PIC meetings.

John has received many major community awards and including: WCCO Radio Good Neighbor, Sertoma – Service to Mankind, Honorary FFA Member, Outstanding Senior Volunteer in Region 9, Watonwan County Outstanding Senior Citizen and the Jaycees Distinguished Service Award.

2009 ABSTRACTS OF THE NATIONAL WINNERS AND FINALIST COMMUNICATIONS AWARDS CONTEST

Audio Recordings

National Winner

GARDENING IN A MINUTE RADIO SHOW

Graddy, S. E.[1], Wichman,* T.A.[2]

[1.] Information Specialist, Center for Landscape Conservation and Ecology, UF/IFAS Extension, P.O. Box 110675, Gainesville, FL 32611
[2.] Florida Master Gardener Coordinator, UF/IFAS Extension, P.O. Box 110675, Gainesville, Florida 32611

Gardening in a Minute is a daily radio program that airs on stations across Florida. Each show gives a short tip to gardeners and directs them to the companion Web site (www.gardeninginaminute.com), which features archived shows and additional gardening information. The show helps UF/IFAS Extension distribute information through a channel that historically has been underutilized by statewide Extension efforts. The program has several objectives: to disseminate UF/IFAS and Florida-friendly gardening information; to encourage the use of these practices for a more sustainable Florida; to create awareness of UF/IFAS research and programs; to promote UF/IFAS Extension resources through the program's Web site; and to create public value for Extension. The show broadcasts on five public radio stations, reaching listeners in at least 65 counties in Florida and Southern Georgia. Two focus groups have been conducted and have shown that participants liked the show.

National Finalist

EXTENSION MINUTES

Allen, T.L.[1], Bunting, D.L.[2], Major, M.B.[3], Olmstead,* J.A.[4], Picard, D.E.[5]

[1.] Extension Agent, Montana State University Extension, Liberty County
[2.] Extension Agent, Montana State University Extension, Glacier County
[3.] Extension Agent, Montana State University Extension, Teton County
[4.] Extension Agent, Montana State University Extension, Toole County
[5.] Extension Agent, Montana State University Extension, Pondera County

The authors, along with three Family Consumer Science agents, have recorded daily Extension Minutes for the KSEN/KZIN radio station since May 2007. Extension Minutes were developed as a way to educate the general public about Extension and the resources offered in the five county region covered. The radio spots are pre-recorded over the phone from agents' offices, are approximately three minutes in length and are played weekdays during the noon hour. Each agent develops their own material with topics chosen based on local relevance and the agents' fields of expertise. KSEN/KZIN coverage is approximately a 100 mile radius from Shelby, MT. this covers residents in five counties, the Blackfeet Indian Reservation, and because of Shelby's proximity to the border, residents in southern Alberta and British Columbia. KSEN/KZIN estimates their listener potential as 30,000 people. All offices have seen a marked increase in requests related to the topics shared through Extension Minutes. Awareness of Extension has also increased as is demonstrated in casual conversation with area residents who "heard it on the radio."

MAKING IT GROW RADIO SPOT

McNulty,* A.C.

Extension Agent, Clemson Cooperative Extension Service, Sumter County, Sumter, South Carolina 29150

Making It Grow is a television program broadcast weekly on South Carolina Educational Television. As part of its educational mission, *Making It Grow* has minute-long radio spots broadcast twice a day on al SC ETV radio stations, reaching 100,000 listeners each day across the State. This program aired on March 4 and March 11, 2009. I record five programs each month on one day in the local SC ETV satellite, WRJA, Sumter, South Carolina. Professional staff and equipment are used for these recordings. I write my own scripts, trying to anticipate what will be pertinent for the coming month when the program will be aired. Since the time frame is so compressed, I try to use humor to hook the listener and then give advice on a single topic.

Regional Finalist

COVER CROPS FOR GARDENS

Sundermeier,* A.P.

Extension Educator, Ohio State University Extension, Wood County, Bowling Green, Ohio 43402

Whether you have a large garden or a tiny patch in the corner of the yard, you'll benefit form having a cover crop. It's an inexpensive way to build up the soil and suppress weeds. The goal is to have something beneficial growing in your garden at all times. This improves the quality of the soil and the productivity of plants. Plant your cover crop after your main garden varieties are finished. Cover crops could be planted after an early harvested vegetable like peas which may not allow enough time to plant another vegetable that season. Even later in the gardening cycle, such as after sweet corn harvest, a cover crop could still be planted. As long as you have about 60 days of growing time before a hard-killing frost, that should be enough time to establish a cover crop. You'll get the most soil building benefit if you plan your cycle of garden plants and cover crops for several years. This will ensure you are replenishing the right nutrients. If you are looking to improve the nitrogen in your soils, then plant a legume such as clover or hairy corn, or potatoes. If you are trying to break the cycle of disease then plant a grass cover crop such as rye. Turn them under in the spring and then you are set for the next growing season.

LAWN AND GARDEN UPDATE - A WEEKLY RADIO PROGRAM ON KRGI RADIO, GRAND ISLAND, NEBRASKA

Hruskoci,* J.D.

Extension Educator, University of Nebraska, College Park, Hall County, Grand Island, NE 68803, U.S.A.

This entry is one selected from one of my weekly radio programs that I do each week, year round, that is aired at 7:30 AM every Saturday morning on 1430 AM-KRGI radio station, Grand Island, Nebraska. I have been recording the program since September of 2003. The weekly show is approximately 10 minutes in length, including an introduction, a 1 minute commercial in the middle, and a closing segment. I am the host of the show and I am free to do a monolog or bring in guests to interview. I can promote UNL-Extension Workshops, 4-H programs, or simply provide Extension information. For some programs, I feature a 'Questions from the Mailbag' segment and answer questions that listeners have emailed me through the Website that I mention on the show. The show is taped during the week at the KRGI studio, then aired each Saturday morning, however I act as though I am doing the show live in the radio studio. This particular program featured information about lawn weed management and fertilizing. This radio program aired April 18, 2008. As far as effectiveness of the program - at least weekly I receive comments from at least someone who caught that week's program and I have found that many listeners actively tune in to the broadcast each week. I get at least 1 or 2 questions per week through my email, which I make a point of answering over the air. I believe this helps to keep the listeners more involved and stay interested in listening each week. I believe a valuable benefit of the radio program is being able to promote our Extension workshops and seminars at essentially no cost. I will have at least 5 to 10 percent of workshop attendees indicate they had heard about the workshop through the Lawn and Garden Update radio program.

RADIO BROADCASTS INTEPRET AGRICULTURE SCENERY IN THE FINGER LAKES REGION OF NEW YORK STATE

Ochterski,* J.A.

Agriculture Economic Development Specialist, Cornell Cooperative Extension, Ontario County, Canandaigua, New York 14424

Eighteen different radio clips are broadcast 8 times each hour everyday on the Finger Lakes Visitors Channel, 1110 AM in the Finger Lakes / Central NY region. This station features items of interest for tourists and residents about recreation, scenery, and the natural history of the Finger Lakes region. The agriculture segments interpret the diverse farm scenery of the region to help several thousand listeners understand the farm landscapes they commonly see when travelling around the area. Jim Ochterski wrote and recorded the vocal portion of the pieces, with background music added by the Finger Lakes Radio Group. The clips are also broadcast online at www.fingerlakesvisitorschannel.com.

PRODUCER INTERVIEW: PROFIT TEAM SUCCESS STORIES

Goodling,*R.C. Jr.

Dairy Extension Educator, Penn State Cooperative

Extension in Lebanon County, Lebanon, Pennsylvania 17042

University faculty, field educators, state agricultural associations, dairy professionals, and dairy producers have come together to utilize on farm profit/target team meetings to help producers manage and monitor their dairy operations for profitability and sustainability. The audio recording was an on-farm interview of a producer utilizing the profit/target team for their operation. The objective of the interview was to record the benefits the producer sees to the profit and target team. The interview was used to develop a promotional video to introduce producers, state legislators, and dairy professionals to the benefits profit teams may have. The following are just a few of the yearly changes achieved by some of the participating operations: increased milk production by 3 pounds per cow per day over previous year; altered reproductive management and improved average heat detection rate by 16%; implemented 5% monthly reduction in culls, increasing herd size by nearly 100 cows; reduced average somatic cell count levels by 40,000; decreased cow mortality rate by 6% by improving culling management choices. On average, implemented changes increased farm profits from $5,000-$30,000 per dairy operation per year. The benefits of these on farm meetings can help producers to improve sustainability and profitability of their operation.

Published Photo & Caption

National Winner

ECONOMIC CRISIS AFFECTS LOCAL FARMERS

Barron,* R.L.

Extension Agent, University of Tennessee Extension, Cheatham County, 162 County Services Drive, Suite 110, Ashland City, TN 37015.

This photograph and caption were created by the author and published in the Ashland City Times newspaper on July 9, 2008. The periodical has a circulation of over 12,000 pieces and is also posted on the World Wide Web. The photo was captured in the early morning with a Canon PowerShot S31S digital camera. The photo, caption, and news article were featured on the front page of the Ashland City Times Business section. A total of three photos and captions were submitted to the weekly newspaper. This particular photo was selected by the editor for the article and was recommended for a local photo contest award. The purpose of the article/photo was to inform the general public how the economic crisis is affecting local farmers, as well as the impact which agriculture makes on our local economy.

National Finalist

ATTACK OF THE GELATINOUS TENDRILS

Strunk, *C.L.

Extension Educator - Agronomy, South Dakota Cooperative Extension, Turner County, PO Box 490, Parker, SD 57053

This photo, column, and caption were written and prepared to help ease the fears of residents in southeast South Dakota who were observing orange, gelatinous telial horns in cedar or juniper trees. This information was needed by the area residents as cool temperatures and abundant moisture made for ideal disease conditions in area trees, crops, and plants. Residents have been seeing the fruiting bodies for cedar-apple rust. Cedar-apple rust is caused by the fungus *Gymnosporangium juniperivirginianae*. This fungus overwinters as mycelium in galls (red-brown) in cedar or juniper trees. Large yellow to orange gelatinous sporehorns are formed on the galls in the spring and spores are produced. As these sporehorns begin to dry, spores are discharged into the air and carried by wind to nearby apple or crabapple leaves, fruits, and twigs.

This photo was taken with an Olympus Stylus 800 Digital Camera. The editor of the local paper cropped the photo to meet the needs of the paper. This photo was used to raise awareness of what the orange, gelatinous tendrils are and what they look like. The column and caption were produced on county equipment utilizing the word processing program, Microsoft Word 2007. The materials were then emailed to seven local papers: *The New Era*, *The Lennox Independent*, *The Marion Record*, *Hurley Leader*, *Viborg Enterprise*, *Freeman Courier*, and *the Centerville Leader* with a combined readership of 8,329. After the photo, caption, column were emailed to the papers, a hard copy was produced.

4-H FAMILY NIGHT OUT

Nelson,* R.M.

Extension Agent, Utah State University Extension, Beaver County, Beaver, UT 84713

4-H is a wonderful way to help families spend quality time together. The family night out is made up of youth that participate in the Beaver County Afterschool program. The 4-H program gives youth an opportunity to learn about new things including what the footprint of a Mountain Lion looks like. Over 50 4-H youth and parents learned how to make plaster of paris footprints of wild animals at the Milford 4-H Family night out. The photograph and caption were created by the author and published in the Beaver County News of Beaver Utah on February 25, 2009. The Beaver County News is a weekly newspaper that covers all of Beaver County with 3100 readers. The photographs were taken with a Cannon Powershot G3 digital camera and transmitted directly to the newspaper. The digital photo in a JPEG format is included on the enclosed CD.

Regional Finalist

PROTECTING THE BIODIVERSITY OF SCENIC POWELL RIVER

Jerrell,* H.L.

Extension Agent, Virginia Cooperative Extension, Lee County, Jonesville, Virginia 24263

Powell River is one of the last free-flowing streams in the Tennessee River System. This scenic river flows for sixty miles through rugged coal-bearing mountains and ridges in Lee County, Virginia, and helped carve and shape the Powell River Valley. Agricultural crops are planted adjacent to the river. Coal mining and the applications of pesticides are potential water quality hazards. There are twenty-nine rare plant and animal species found adjacent to or living in the river. Two animal species are not found anywhere else in the world, and one plant species is found in only one other site. Forty-five individuals participated in the 2008 annual "Float the River Day." These educational events are increasing the awareness of the need to protect the Powell River Watershed. Certain critical habitats have been identified, and eleven farms, containing approximately 1,800 acres, have been purchased by organizations such as the Nature Conservancy. Educational information is presented through field days and presentations to local clubs. The future of this functioning ecosystem will require protecting adjacent terrestrial sites and will require the cooperation of local, state, and federal agencies working together with local landowners. Progress is being made, but educational efforts must continue. Agent took the photograph with a Nikon D200 camera and submitted it electronically, using Microsoft Outlook, it to the Powell Valley News on October 18, 2008. The newspaper has a circulation of 11,600.

TELL ALL YOUR FRIENDS

Griffeth,* L.A.

Webster County Extension Coordinator, University of Georgia Cooperative Extension Service, P.O. Box 89, 7235 Washington St., Preston, GA 31824

Due to a last-minute unexpected problem, the 29th Annual Webster County Market Hog Show had to be postponed with the show rescheduled for the following Sunday, March 8, 2009. In addition to word of mouth, marketing the new date and time through local newspapers was necessary to reach as many people as possible. It was determined that a picture would emphasize this point and capture attention in addition to a short article. This photograph was taken of a Webster County 4-H'er at the Winter Pig Classic Market Hog Show in Perry, GA in early January 2009. The photograph was printed in the *Tri-County Journal and Chattahoochee Chronicle* on Wednesday, March 4, 2009. This newspaper reaches approximately 5000 people in Marion, Schley, Webster, and Chattahoochee Counties in southwest Georgia. The photograph was taken digitally with a Canon PowerShot SX10 and submitted to the paper electronically as a JPEG file. The printed picture was cropped from the original submitted.

COMMUNICATION AWARDS PROGRAM-PUBLISHED PHOTO

Billingsley,* E.D

County Extension Director, University Illinois Extension-Williamson and Jackson Counties, Marion, Illinois 62959

The intent of this photo was to create awareness within the county that this caterpillar was now present and should be looked for. The photo shows an eastern tent caterpillar nest web within a tree. The caption warns of

their presence and describes a mechanical control measure. The photo was shot with a digital camera and the caption was submitted by the county director with it. This photo was published by a local weekly newspaper with 10,000 copy circulation. The photo was featured by the paper as a black and white photo with caption near the weekly Extension column. The photo was also used on the counties Extension websites.

GODIVA HAY: PHOTOS PROVIDE COMPELLING NATIONAL INTEREST IN TOP QUALITY HAY PROCESSORS

Ochterski,* J.A.

Agriculture Economic Development Specialist, Cornell Cooperative Extension of Ontario County, Canandaigua, NY 14424

Two photos accompanying the article "Godiva Hay: Four-hour drying method expected to create top-quality hay" helped make this one of the most-viewed articles in Hay and Forage Grower magazine in 2008. Jim Ochterski photographed a field demonstration of a new harvesting and hay drying process and submitted the photos at the request of the author of the article, Neil Tietz. The photos provided the images of both the high-quality hay product in its natural state and the customized field equipment required during harvest. Hay and Forage Grower is published monthly for national distribution by Penton Media, Inc. (Overland Park, KS)

HIDING IN PLAIN SIGHT – A CASE OF IDENTITY THEFT: A PUBLISHED PHOTO AND ARTICLE ON POISON IVY IN THE LANDSCAPE

Polanin*, N.

Agriculture and Resource Management Agent, Rutgers NJAES Cooperative Extension, Somerset County, 310 Milltown Road, Bridgewater, NJ 08807

Homeowners and landscapers alike are confronted with many volunteer and 'look alike' plants in the landscape. Many people mistakenly identify a plant because of a slightly different shape, color, location, or in what context the plant is presented or growing. One common case of 'identity theft' is that committed by Poison ivy (*Toxicodendron radicans*), especially when a climbing vine sends branches out from what appears to be a central leader. Such an occurrence is documented in this photograph taken by the author along a major highway in eastern Somerset County, NJ. Displaying early fall color, this 'tree' adorns the highway frontage of a restaurant, and has been easily mistaken as one of the few hardy trees that can thrive near highways. The photo, with caption and related article, was published on page E3 of the September 11, 2008 issues of the Courier News and the Home News and Tribune, both Gannett publications. As part of the "Gardener State" weekly column, they were also posted online at the Gannett website, http://www.mycentraljersey.com/homeandgarden. This photo and related article caused many comments, emails, and calls from the public and Master Gardeners who were familiar with the 'tree' or knew of others in the region. These Gannett newspapers are distributed to 225,000 households across central New Jersey. The photograph was taken on Wednesday, September 10, 2008, at 9:34:39 AM as a JPG file, using a Nikon CoolPix 885 digital camera, and was formatted for publication with Microsoft Office Picture Manager Software.

Computer Generated Graphics

National Winner

SOIL FERTILITY AND COMPOSTING

Rader,* H.

Agriculture & Horticulture Agent, University of Alaska Fairbanks, Tanana Chiefs Conference, Fairbanks, Alaska 99701

This presentation details improving soil fertility through fertilizing and composting. It also outlines soil characteristics and how to improve your soil structure.

SQUARROSE KNAPWEED: QUIETLY TAKING OVER OUR LAND

Banks,* J.E.

Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, UT 84648

National Finalist

SQUARROSE KNAPWEED: QUIETLY TAKING OVER OUR LAND

Banks,* J.E.

Agriculture/Youth Agent, Utah State University Extension, Juab County, 160 N Main, Nephi, UT 84648

During the late 1800's and early 1900's the Tintic Valley and surrounding areas raised dryland wheat and were major grazing areas for livestock and wildlife. The aggressive Squarrose Knapweed (Centaurea virgata) has destroyed much of the native vegetation. In 1996, the Utah Squarrose Knapweed Cooperative Weed Management Area was organized. Because of the efforts of this CWMA, major accomplishments have been made in controlling the weed. During this time a Knapweed inventory was completed. Approximately 80,000 acres have been treated for weed control with about 70% success. 26,000 acres have been revegetated to a desirable state. Biological control agents have been released with some areas showing a 50% reduction in plant density. Research has been done on plant biology, reseeding, herbicide effectiveness, biological control and grazing. An annual field day is held to review the progress of the control efforts. The group also created an educational pamphlet, video, and display relating to the project. The Utah Squarrose Knapweed Cooperative Weed Management Area has come a long ways since 1996. Only with continued support can the group accomplish the goal of reducing the impact of this weed on the Utah West Desert ecosystem. This presentation and script were prepared by the author with assistance from office staff assistants. The objective of this presentation is to give members of the CWMA a formal presentation that can be used to show the results of the organization. This PowerPoint program will be presented at county, region and state workshops during 2009.

Regional Finalist

CATTLE HANDLING OPTIONS FOR HEIFERS

Opatic,* A.M.

Agriculture Agent, University of Wisconsin Extension, Kewaunee County, Kewaunee, Wisconsin 54216

Wisconsin is home to over 1.2 million dairy cows, thus also home to approximately as many heifers. Whether a person is custom raising heifers for another producer, or he or she is raising their own animals, understanding animal behavior and using proper animal handling facilities is vital. Basic understanding of how cattle see, hear, and react can help producers handle animals in a manner that takes advantage of their natural behavior. Cows are handled daily and are accustomed to people and machinery around them often. Heifers on the other hand, do not often encounter people on a daily basis and have somewhat exaggerated responses to handling. Producers need to bear in mind that heifers typically have large flight zones and will react to pressure much sooner than a cow would. In addition, because heifers tend to react sooner and more aggressively than a cow would to pressure, it is important to have equipment in good working order that is safe and secure. Safe and secure equipment will keep people and animals safe from injury, as well as save producers time when working with animals. There are as many different options for handling animals as there are farmers. Producers need to us what works best for them, their animals, and their veterinarians and breeders.

PRODUCING AND USING HERBS IN FLORIDA

Maddox,* M.B.[1] , Davis, L.L.[2]

[1.] County Extension Agent, Family and Consumer Science, UF/IFAS Extension Service, Sumter County, Bushnell, Florida 33513
[2.] Sr. Lab Technician, North Florida REC, Suwannee Valley Live Oak, Live Oak, Florida 32060

In Sumter County Florida, 33% of the adult population has been diagnosed with high blood pressure. Statistics indicate that cardiovascular disease, heart disease, and hypertension were responsible for 1142 deaths over the past four years. To address this concern, the Extension Family & Consumer Sciences Agent and the Agricultural Technician from the North Florida Research & Education Center formed a partnership to provide educational information to both producers and consumers. An in-depth PowerPoint presentation was developed to increase the awareness and knowledge of the use of herbs as a means to reduce sodium in the local diet. The presentation was used with both farmers and consumers as a method to teach different techniques in growing herbs and using herbs as flavor enhancers to reduce or eliminate sodium in a consumer's diet. The presentation has been used during field days, educational seminars, health fairs and classroom nutrition presentations. This presentation has been well received. Follow-up surveys of participants indicate an

increased knowledge about herbs and different ways they are grown, decreased consumption of sodium which reduced the risk of high blood pressure and strokes, modified eating habits and an increased awareness of herb substitutes to enhance flavor. Between March 2008 and 2009,3,842 consumers and farmers viewed this PowerPoint presentation during 78 educational seminars. As a result, 1,242 individuals gained the knowledge necessary to lower their blood pressure by eliminating the use of additional sodium and 2,824 individuals were able to reduce the sodium in their diets.

DO FIVE DUCKS MAKE A COW – UNDERSTANDING ANIMAL UNITS

McClure,* G.W.

County Extension Agent-Agriculture and Natural Resources, Kansas State Research and Extension, Riley County, Manhattan, Kansas 66502

This PowerPoint was created for a "Knowledge @ Noon" presentation geared toward landlords and small acreage landowners. The objective was to help landowners understand the Animal Unit Month system for calculating stocking rates and rental rates. The presentation was prepared on my office computer and presented at noon hour presentations at the Manhattan Public Library on December 17, 2008 and at the K-State Union on December 18, 2008. Attendance at the actual presentation was disappointing, with seven at the library and three at the student union. However, interaction with participants was good and the program was well-received. The response to advance publicity was excellent, with considerable feedback because of the catchy title. A number of questions about stocking rates and rental arrangements were fielded as a result of the pre-meeting publicity in newspapers and during radio programs that I do. This was a case where the program was good and well received, but more learning actually occurred through the publicity than through the actual presentation. Thus, the program was successful, although not in the way planned.

2008 ROW CROP AGRICULTURE TRAINING

Goodson,* R.

County Extension Agent – Agriculture, Arkansas Cooperative Extension Service, Phillips County, Helena, Arkansas 72342

The objective of this program was to assist County Agricultural Agents with less than 5 years experience in conducting a successful cotton Extension program. This was done in cooperation with the University of Arkansas, Division Of Agriculture, Cooperative Extension Service Agriculture Training in December of 2008. The planning committee decided that agents with less than 5 years of Extension experience should have the opportunity to have not only technical training in agricultural issues but program training in Extension teaching methods. The planning committee also decided that "seasoned" agents should be the one to give this training. Upon being selected to complete the cotton session of the training the attached power point slide set was complied and presented by myself. The goal of this program was to give newer Extension agents ideas to create and build a successful cotton program. The major theme of the program was to instill in these agents the need to build trust between themselves and their clientele. The program was evaluated by the participants in the program. On a scale of 1-5 with 5 being the highest the program was evaluated as follows: Value of information – 4.35; Teaching Aids – 4.29; and Presentation 4.29.

TREES AND SHRUBS FOR WINDY WYOMING PLAINS

Cuin,* D.M.

Program Associate, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604

The program Associate was invited to present woody ornamental recommendations to the Medicine Bow Town Tree Board for their annual Tree City USA Arbor Day activity. The presentation was to give tree species and variety recommendations for the community, so that they could begin to develop a more diversified community forest and establish drought resistant varieties for the community as drought conditions seem to be the norm instead of the exception over the last decade or more. The audience was a group of mostly women and a few men, some community members

and local citizens along with a few members of the local tree board. A total of 21 participants attended the workshop. The presentation was given on Saturday, August 23, 2008. The community was also holding a celebration of 100 years as a town the same weekend so it tied in with community development and encouraged citizen involvement. The community has ordered several of the recommended species and has been planting a much more diversified community forest for future generations since the workshop. The Program Associate developed the PowerPoint presentation on Natrona County provided computer hardware with county provided software with county provided IT staff as backup technical support. Handouts of the presentation were provided the day of the workshop along with other tree related educational handout materials.

RAIN GARDENS – FUNCTION AND CONSTRUCTION

Sciarappa,* W.J.

County Agricultural and Resource Management Agent, Rutgers Cooperative Research & Extension of Monmouth County, Freehold, New Jersey 07728

The objective of this 2008 PowerPoint presentation is to instruct and inform clients on how to construct a rain garden properly and how to make them function efficiently. As the principal investigator of a DEP grant (Department of Environmental Protection), this Agricultural and Resource Management Agent created a graphics rich, web-linked, video-embedded PowerPoint. This production features a GPS-GIS watershed video with a simulated aerial flyover visualizing local fields, farms, forests and residential areas connected by streams leading to the ocean (slide 4). As an invited speaker, this presentation was given by the agent and his staff at over 60 public or private conferences reaching over 800 landscape architects, municipal officials, parkland supervisors, consultants, natural resource advisors, small farmers, Master Gardeners, university students, high school students, elementary students, environmental organizations, gardening clubs and the general citizenry. Our rain gardens are designed to recharge polluted stormwater runoff back into the groundwater reserves and remediate pollutant problems to provide a clean and abundant supply of fresh water filtered through a beautiful landscape design. These presentations generated sustained discussion at each session and were distributed as hard copies accompanied by fact sheets authored by the presenter. Follow-up articles were reported in several newspapers. The county program assistant utilized PowerPoint 2002 and Windows Movie Maker. As a result, this PowerPoint communication program initiated awareness and stimulated the construction of over 40 rain garden demonstration projects to date. An expected 100 or more rain gardens are expected to be built as a result of this presentation.

DAIRY REPRODUCTION 101: THE BASICS

Goodling,* R.C. Jr.

Dairy Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, Pennsylvania 17042

One of the simplest and yet most complex management areas on a dairy operation is the reproductive performance. In a producer meeting setting, it is very difficult to collect unbiased information from individual producers due to peer pressure for answers. The objective of this presentation was to not only introduce (or remind) participants of the basic concepts of reproduction, but to also collect viable survey data of what benchmarks producer's identify before review the basics of reproduction. The field educator researched, developed, presented, and reviewed two workshops that utilized Turning Point software and clickr recorders. A total of 42 producers easily adapted to the use of this technology and were able to objectively answer sensitive questions to their view on reproduction benchmarks. The same producers were asked to identify benchmarks at the end of the presentation, and for each question, there were consistently 95% of producers that correctly identified the current reproductive benchmarks. 98% were also able to identify immediate steps they could take to investigate and potentially improve the reproductive performance of their operation. Utilizing technology to provide unbiased data in relation to sensitive material (like reproductive performance of individual dairy operations) is critical to identifying the advanced needs and assessments local producers may need but be unwilling to vocalize in group settings.

COMPUTER GENERATED GRAPHICS PRESENTATION, SOIL AND FERTILIZER

Nottingham,* J.R.

Extension Agent, Maryland Cooperative Extension, Somerset County, Princess Anne, Maryland 21853

Soil and Fertilizer is a PowerPoint presentation developed for use in Maryland Cooperative Extension's Master Gardner program. This presentation provides the basic information that starts the multiple week program, and establishes a base of knowledge for later classes. Soil and Fertilizer, has been presented at 2008 Master Gardener classes on the Lower Eastern Shore of Maryland.

Program Promotional Piece

National Winner

URBAN FARMING WORKSHOP

Tyson,* R.V.

Extension Agent, Florida Cooperative Extension, Seminole County, Sanford, Florida 32773

Seminole county is a rapidly urbanizing Florida county with an agriculture industry contributing $35 million in economic impact. New advances in production technologies and urban markets present opportunities for growers. The objective of the Urban Farming Workshop 2008 brochure was to: 1) encourage farmers and potential farmers to attend and learn about small farm and alternative agriculture methods, 2) showcase potential marketing opportunities, and 3) introduce successful local small farmers and their techniques to the general community. The target audience were residents of central Florida. The author wrote promotional pieces to create awareness and call for action in the brochure and arranged for speakers and panel members to attend. The brochure agenda, titles and wording were forwarded by the author to the Seminole County Graphics Division where the brochure style was coordinated with the senior graphics specialist. Black and white brochures (3,500 copies) were printed for bulk mail distribution by the County Print Shop on Wausau 20 lb white paper using a Xerox DocuTech 6135 printer. Color brochures (500 copies) were produced on Hammermill 28 lb digital color copy paper using a Xerox 3535 printer. Color brochures were produced for personal mail invitations to county commissioners, advisory committees, government representatives and for distribution at libraries. Survey results of the 91 attendees indicated that 86% would make changes to their growing practices based on the information presented, 92% would save time or money by following the production recommendations and 88% were very satisfied with the educational sessions.

National Finalist

2009 LANDSCAPING AND GROUNDS MAINTENNANCE SHORT COURSE

Pandian,* V.

Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

The objective of this program promotional piece is to interest Green Industry professionals to attend the Landscaping and Grounds Maintenance Short Course program which addresses current urban landscaping issues and management practices. The target audience was urban landscape contractors, lawn service providers and urban foresters. This promotional piece was distributed to 126 individuals in Green Industry businesses via direct mail with 63 people registering for all four weeks of the program. The entry was typed in Microsoft Publisher in the Brown County UW-Extension office and duplicated at the Brown County Printing Department.

COMPOSTING SCHOOL - PROMOTIONAL BROCHURE

de Haro Martí,* M.E.[1], Robbins, J.A.[2]

[1] Extension Educator, University of Idaho Gooding County Extension, Gooding, Idaho 83330
[2] Extension Educator, University of Idaho Jerome County Extension, Jerome, Idaho 83338

In fall 2008 a unique "Composting School – Materials and Methods" program was held at the Gooding County Extension Office in response to stakeholder's questions and to teach them composting techniques and use. The program targeted a heterogeneous audience including homeowners, small farmers, and owners of horses,

hogs, and dairy facilities. After receiving classroom training, participants built systems for home, on-farm, and worm composting in a hands-on section. They checked the compost progress during the second session. Promoting the program to such a diverse audience was a challenge, so different approaches were applied at the same time. We developed a promotional brochure; it was designed as a one double sided letter page that folds in three sections by de Haro Martí and Robbins with assistance from extension staff using Microsoft Publisher and a color copier (a brochure accompanies this entry). We mailed the brochure to master gardeners, dairy producers, and people who assisted sustainability related workshops (total 630 mailed). The brochure was available to be taken by the public at the Lincoln, Gooding and, Jerome county fairs as well as the University of Idaho Twilight tour. It was available electronically as pdf file at the Gooding Extension website and was e-mailed to extension offices. Forty two participants attended to the program including home and horse owners, dairy, hog, alpaca, and sheep producers. The program evaluations showed that 50% of the respondents learned "a great deal", and 88% indicated they would adopt two or more techniques not used before attending the school.

Regional Finalist

BACKYARD GARDENING PROGRAM

Chizek,* J.W.

County Extension Education Director, Iowa State University Extension, Calhoun County, Rockwell City, Iowa 50579

This direct mail piece was designed to get the word out on a morning program scheduled for Saturday, March 29, 2008. The intended audience included Master Gardeners and others interested in the program topics. The topics were identified through assistance from a representative of the Calhoun County Conservation Board and another from the Calhoun County Natural Resources Conservation Service. The color flyer was mailed to nearly 70 local Master Gardeners and an additional 25 were mailed to the Sac County Extension office for distribution there. The area Master Gardeners are interested in new ideas and topics, but also like a chance to get together to share among themselves. The presentations allowed local Iowa State University Extension personnel to share the program and be in front of twenty-seven local constituents in a teaching situation. The also flyer allowed clients to post it for quick reference and/or share with neighbors and friends.

NATIONAL POLLINATOR WEEK: A TRI-FOLD BROCHURE ADVERTISING A PROGRAM FOR FARMERS, GARDENERS, AND BEEKEEPERS

Roos,* D.L.

Agricultural Extension Agent, North Carolina Cooperative Extension, Chatham County Center, Pittsboro, North Carolina 27312

The tri-fold brochure entitled "National Pollinator Week Celebration" is a program promotional piece used to advertise a pollinator awareness activity day conducted by the agent. The brochure was also designed to heighten awareness of the importance of pollinators to our food supply. Colorful photos taken by the agent were combined with an eye-catching design to appeal to people of all ages. The brochure was created by the agent using Microsoft Publisher. The color brochure was distributed at local farmers' markets and co-op grocery stores to approximately 250 farmers, gardeners, and beekeepers within the county. Members of the local beekeepers' association also helped distribute brochures. The National Pollinator Week celebration included educational programs on beekeeping, kids and bees, gardening for bees, and pollinator conservation. A bee cage enabled participants to see a beekeeper work a hive. Kids of all ages enjoyed a pollinator-themed scavenger hunt. Participants could watch an observation hive, handle beekeeping equipment, and talk with local beekeepers. Approximately 400 people attended the event.

RESIDENTIAL LANDSCAPING IN 3Ds

Gao,* Y.G.

Associate Professor and Extension Educator, Ohio State University Extension, Delaware County, Delaware, Ohio 43015

"Residential Landscaping in 3Ds" was a one-day program that focused on landscape design, plant selection and installation. The target audiences were home gardeners, master gardeners, and garden center employees. This direct mail piece was designed based on a template created by the Section of Communication and Technology at The Ohio State University. The educator added a picture of an oriental garden to reflect one of the topics on the agenda. Larger font was used in the flyer since many people had trouble reading the text in smaller fonts. Since the main targeted audiences were master gardeners and garden center employees,

the information for continuing credits was placed prominently on the front cover. The black and white version of the flyer was mailed to about 600 people on our mailing list. The colored version was emailed to 90 Master Gardeners. The flyer was also emailed to people who heard about this program on a local radio show. The program drew 35 attendees. Most of the attendees were master gardeners and garden center employees. The direct mail piece was quite effective since there was a $40.00 fee for this one-day program. This was quite a bit money for most people during the economic downturn in 2008. The direct mail piece met the branding standards of Ohio State University Extension. There were several questions about what "3Ds" meant in the title of the program. "3Ds" were short for three dimensions.

2009 ADVANCED MASTER GARDENER TRAINING CLASSES

Heitstuman,* M.D.

Agriculture Extension Agent, Washington State University Extension, Asotin County, Asotin, Washington 99402

The objective of this Program Promotional Piece was to inform Washington State University Master Gardeners serving Asotin, Garfield and Whitman Counties; and University of Idaho Master Gardeners serving Nez Perce, Clearwater and Lewis Counties of advanced training opportunities. These classes help meet the 10-hours of advanced training that is required of certified Master Gardeners each year. The four classes advertised were held each Tuesday from January 27 to February 17, 2009 in Clarkston, WA. Approximately 85 registration brochures were distributed electronically to certified Master Gardeners in the 6-county area; with 50 individuals participating in the classes. A follow-up survey indicated that participants increased their level of knowledge in the following areas: Ability to identify spiders; ability to understand sustainable gardening practices; ability to propagate common houseplants; ability to give effective presentations; and knowledge of biological weed controls. The brochure was written and edited by Heitstuman, and prepared in Microsoft Publisher.

RETRACTABLE BANNERS AS PROGRAM PROMOTIONAL PIECES

Shao,* S.

Extension Agent-Horticulture, Utah State University Extension, Salt Lake County, Salt Lake City, Utah 84190

Advertising and promoting our Extension programs is always challenging with limited funds. Fortunately, Salt Lake City being the capitol of Utah, as a non-profit entitiy, our Salt Lake County Extension office has several opportunities for advertising and promoting our Extension programs with complementary booths at events such as the Salt Lake Tribune Spring Home and Garden Festival, Jordan Valley Water Conservation Garden Fairs, Pioneer Park Farmers Market. To maximize our visibility, I conceived and coordinated with our office publication technician, Sarah Petersen, on creating the graphics for retractable banners for our Extension programs that are attractive, easy to transport, and promotes our many programs. The banners roll into a stand that is easily portable but when extended the banner stands 24 inches by 64 inches. These banners highlight Utah State University Extension and our county programs and direct the public to our website.

RECRUITMENT BROCHURE FOR THE WESTERN MARYLAND RURAL LEADERSHIP ACADEMY

Ashby, L.M.[1], Bender, D.W.[2] , Bentlejewski, J.T.[3], DeBerry, C.D.[4], Lantz,* W.D.[5], Sherrard, A.C.[6]

[1.] Extension Educator, Maryland Cooperative Extension, Allegany County, Cumberland, Maryland 21502
[2.] Extension Educator, Maryland Cooperative Extension, Allegany County, Cumberland, Maryland 21502
[3.] Extension Educator, Maryland Cooperative Extension, Allegany County, Cumberland, Maryland 21502
[4.] Natural Resources Business Specialist, Garrett County Economic Development, Oakland, Maryland 21550
[5.] Extension Educator, Maryland Cooperative Extension, Garrett County, Mt. Lake Park, Maryland, 21550
[5.] Extension Educator, Maryland Cooperative Extension, Garrett County, Mt. Lake Park, Maryland, 21550

The planning team for the Western Maryland Rural Leadership Academy developed a recruitment brochure that was used as the initial contact mailing about the newly formed program. After the team developed the initial brochure, it was test-marketed by sending it to 30 individuals selected from the mailing list from the Garrett and Allegany County agricultural mailing databases. For the test market, each participant was asked to respond to five questions about the brochure and asked to provide other comments or suggestions about the brochure. Thirteen (13) of the brochure evaluations were returned. Revisions to the brochure were made per the comments and suggestions given. The brochure was developed using Microsoft Publisher then e-mailed to a professional printing company for printing of 250 copies. Additional copies were reproduced on a color copier. The brochures were direct mailed to 150 individuals from the agriculture data base and older 4-H members. The brochures were also distributed and displayed at local agricultural businesses and events such as the county fairs. The Western Maryland Rural Leadership Academy program started in November of 2008 with 10 participants in the first class. All members of the team were involved in the design and distribution of the brochure.

UNH COOPERATIVE EXTENSION, STRAFFORD COUNTY MASTER GARDENER SPEAKERS' BUREAU FLYER

Njue,* G.N,

Extension Educator Agricultural Resources, University of New Hampshire Cooperative Extension, Strafford County, Dover, New Hampshire 03820

This flyer was developed to inform the various groups in the county interested in gardening information about the launch of the Master Gardeners' speaker bureau. In the last three years the Extension Educator has received an increased number of requests to present talks on different gardening topics to garden clubs and other groups in the county. The requested topics range from soil health, lawn care, container gardening, integrated pest management and general gardening. Because of the limited time available for the Extension Educator to fulfill the requests for talks from all the groups, he decided to train a small group of Master Gardeners to provide the talks to interested groups around the county. A group of six Master Gardeners volunteered to be trained in operating the equipment and presenting talks on different topics. The Educator developed power point presentations on the different topics commonly requested by different groups. The presentations were saved on CDs and each member of the speakers' bureau was presented with a copy. When a request is received in the county office, it is forwarded to the members of the speakers' bureau and any member comfortable to present a talk on the topic contacts the group and schedules the talk. Before the date of the talk the Master Gardener comes to the county office to pick up the equipment and to get refresher training on how to use the equipment and on the contents of the talk. The flyer was developed and mailed to garden clubs and other groups around the county representing about 1000 gardening enthusiasts to inform them of the availability of this service. In the last eight months since the flyer was mailed out, the Master Gardener Speakers bureau has presented talks on different topics to 15 different groups around the county. Evaluation results indicate that 80% of participants rated the presentations by the Master Gardeners as either very good or excellent.

2009 FARM AND LAND BROCHURE

Mickel,* R.C.[1], Bamka, W.[2], Komar, S.[3], Lee, D.[4], Williams, C.[5], Sciarappa, W.[6]

[1.] Extension Educator, Rutgers Cooperative Extension, Hunterdon County, Flemington, New Jersey 08822
[2.] Extension Educator, Rutgers Cooperative Extension, Burlington County, Mt. Holly, New Jersey 08060
[3.] Extension Educator, Rutgers Cooperative Extension, Sussex County, Newton, New Jersey 07461
[4.] Extension Educator, Rutgers Cooperative Extension, Salem County, Woodstown, New Jersey 08098
[5.] Equine Extension Specialist, Rutgers Cooperative Extension, New Brunswick, New Jersey 08901

In 2005, Extension personnel from Rutgers, Penn State, Delaware and Maryland Cooperative Extensions developed a Northeast Region SARE Equine Pasture Initiative training program. The training module was designed to train other Extension and related agency personnel on the science of pasture and pasture management so that they could become proficient in responding to and in training producers regarding pasture management and related pasture issues. In 2008 the team noted above (many of which had been instrumental in the SARE Module design) planned and delivered the protocols outlined in the SARE sponsored manual as a two day multi-site program for producers

across the state. The program brochure was designed by the team members and mailed to the combined state wide mailing lists of over 8,000 equine and livestock producers. Ninety-seven producers attended the program where they were taught the importance of pastures for horses and livestock in general, how to manage weeds in the pastures, the need for on-farm produced nutrient management, environmental concerns for manure/nutrient management, how to calibrate manure spreading equipment, simulated manure applications of ten and twenty tons per acre as compared to six ton of composted and three hundred pounds per acre of commercial fertilizer and concepts for on-farm disposal and composting options.

Personal Column

National Winner

RESOLUTIONS AND THE WAR OF THE ROSES

Hancock,*J.C.

Extension Agent, Kansas State Research and Extension, Shawnee County, Kansas 66604

The column, Resolutions, was written to stir readers to muse over their own gardening fetishes. Readers' responses indicated that they became self-reflective and thus more confirmed in their love for gardening. This column was printed in the Topeka Capitol Journal newspaper January 3, 2009. The War of the Roses column appeared in the Topeka Capitol Journal November 8, 2008. It was written to give hope and generate excitement among people who love roses but, hate to grow them. The article points out that Earthkind roses grow very well with little to no maintenance. People responded to both columns with very positive calls and emails requesting further information. The columns have also paved the way to speak to numerous clubs and organizations in and out of the area. The audience is approximately 50,000 readers. From October till now the weekly column has generated recognition for Shawnee County and K-State Extension services and has been valued by the K-State Extension Communications department at approximately $30,000. The columns appear in the At Home section in the Saturday edition and are distributed city, county, and state-wide. The columns are written and then submitted to an editor at the newspaper who prepares them for print and choose the pictures.

National Finalist

LEARNING TO GARDEN IN THE COLORADO MOUNTAINS WITH 'IN THE GARDEN' COLUMN IN SALIDA'S, "THE MOUNTAIN MAIL."

Jones,* K.M.

County Extension Director, Colorado State University Extension, Chaffee/Park Counties, Salida, Colorado, 81201

Learning how to garden in Chaffee County with elevations ranging from 7,000 feet to over 14,000 feet can be a challenge for both natives and newcomers. One component of the Home Horticulture outreach program in Chaffee County is a weekly gardening column, published every Thursday in the local daily newspaper, "The Mountain Mail." Local growing conditions are challenging with approximately 95 frost-free days, occasional late and early frosts, high pH soils, desiccating winds, and annual precipitation of 10.5 inches per year. Because of these challenges, the author tries to incorporate levity and personal stories, along with research-based advice to help local growers have success in the garden. This column has been successful at reaching 2,700 readers each week, and has been a useful tool for advertising local classes and recruiting new Master Gardener volunteers.

PURDUE EXTENSION NEWS COLUMN

Ferree,* L.M.

Extension Educator, Purdue University Cooperative Extension Service, Bartholomew County, Columbus, Indiana 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 2007 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.

REACHING THE COMMUNITY THROUGH A PERSONAL COLUMN

Tuck,* B.[1], Calkins, L.[2], Hammel, D.[3], Keyes M. [4]

[1.] Extension Agent, Oregon State University Extension Service-Wasco County, 400 E. Scenic Drive, Suite 2.278, The Dalles, OR 97058
[2.] Air Quality Specialist, Oregon Department of Environmental Quality, 400 East Scenic Drive, The Dalles, OR 97058
[3.] Division Chief, Mid-Columbia Fire & Rescue, 1400 W. 8th Street, The Dalles, Oregon 97058
[4.] Weed Supervisor, Wasco County Road Department, 2705 East 2nd Street, The Dalles, Oregon 97058

The first article which is titled "Is Smoke Getting Into Your Eyes?" was published in The Dalles Chronicle on October 1, 2008 in cooperation with Larry Calkins, Department of Environmental Quality and Dan Hammel, Mid-Columbia Fire & Rescue Division Chief. The Dalles Oregon, which is located in the Columbia River Gorge experiences severe inversions during the fall and winter months, which significantly reduce air quality. This article was written in response to air quality concerns to help home owners and the agriculture community in the gorge to be aware of issues relating to burning and what they can do to reduce impacts on air quality. The second article, which is titled "Puncturevine: A Prickly Summer Weed Problem" was written in cooperation with Merle Keys, Wasco County Weed Supervisor was published in The Dalles Chronicle on July 27, 2008. The article was written in response to address the enormous problem with puncturevine in The Dalles and surrounding areas particularly in vacant lots, driveways and along roadsides. The Dalles Chronicle, which published both of these articles, goes out to 12,500 households in a four county area of Oregon and Washington.

Regional Finalist

AGRI-BUSINESS –THE BUSINESS OF AGRICULTURE FOR THE SHENANDOAH VALLEY BUSINESS JOURNAL

Whittle*, W.H.

Senior Extension Agent, ANR, Farm Business Management, Virginia Cooperative Extension, Virginia Tech, Page County, Stanley, Virginia 22851

My personal column, "Agri-Business," is published in the monthly Shenandoah Valley Business Journal, a venue that is nontraditional for agriculture. The audience consists of readers interested in information concerning all types of Valley businesses. The Shenandoah Valley Business Journal has a circulation of 25,000 in the agriculturally diverse but fast-changing Shenandoah Valley. I write the "Agri-Business" column six times per year alternating with a Farm Business Management co-worker. These columns provide an excellent opportunity to educate our traditional farming audience, those in the farming community who do not traditionally use Extension, newcomers to the business of farming, and non-farming readers who learn that agriculture is a vital and complex component of our Valley economy. My Agri-Business columns highlight many of the same issues and concerns that any major business must deal with. The two columns submitted show the range and breadth of articles of interest to farmers, and showcases the broad array of agriculture information that is available from Virginia Cooperative Extension. "Direct Marketers & The Virginia Sales Tax" dispels misinformation concerning when farmers are required to collect and submit sales tax to the Virginia Department of Taxation, and "Paperwork & Legal Employees" provides a guideline for farmers to insure they meet federal regulations when hiring farm employees. I write and edit the column in Microsoft Word according to the specifications provided by the Journal editor, using both text and tables to deliver my message. I email the finished column to the editor by the appropriate deadline.

AG BIZ PERSONAL COLUMN

Triplett*, B.L.

County Extension Agent, Texas AgriLife Extension Service, Smith County, Tyler, Texas 75702

AG BIZ is a weekly personal column that appears in the Sunday Business Section of the Tyler Courier-Times-Telegraph, a newspaper with a Sunday circulation of

approximately 48,000. This column was initiated in January 2002 with the goal of providing timely agriculture related information to the part and full-time farmers, ranchers, and rural landowners in Smith and surrounding counties. Smith County is a growing county in East Texas, with a population approaching 200,000 and an agricultural income that exceeded $184 million in 2008. Typical column length is 750 words. Archived copies of the column are maintained on the county web site, smith-tx.tamu.edu, under the Newsletter heading. Typical column topics include: livestock management, pasture management, pond management, wildlife management, farm safety, agriculture literacy for the non-agriculture population, and the promotion of upcoming Extension educational events. The column also addresses emerging issues and changes in legislation and government programs which impact area agriculture.

PERSONAL COLUMN

Neill,* K. C.

Agricultural Extension Agent, North Carolina Cooperative Extension Service, Greensboro, North Carolina 27405

In counties with a large urban audience (421,000) the use of mass media, such as the personal column in the newspaper can provide the vehicle to educate local citizens with up-to-date horticulture information. The News and Record, a triad area newspaper serving six counties, presently reaches 228,000 homes. A survey conducted by the paper revealed that their readership is interested in receiving seasonal up-to-date gardening information. The 52 weekly articles each year present timely horticulture tips while at the same time entertaining readers. Many articles which have environmentally friendly reminders have actually been utilized on the front page of the Life section due to their timeliness. Titles this year have included, “Starting early to get children rooted in gardening”, “Consider feeding the birds as a winter project”, and “Bamboo has many uses beyond being food for Pandas”. Throughout the year, the articles have resulted in enhanced garden center and nursery sales of new and better varieties of plants. The articles have also brought about water conservation results and reduced pesticide usage. Frequent readers comment that they look forward to the Saturday paper to see what they should be working on, and there has been increased attendance at Extension sponsored programs highlighted in the column.

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.

BOTANY 101

Ophardt*, M.C.

Area Extension Educator, Washington State University Extension, Benton County, Kennewick, Washington 99336

The objective of my column, Botany 101, is to teach gardeners basic botany that will help them better understand plant growth, physiology, and anatomy. It is published in the statewide magazine, *MasterGardener,* and in MasterGardenerOnline.com. M*asterGardener* is published quarterly by GFG Publishing, a division of the Washington State Fruit Commission. The commission is a public, nonprofit state agency. The magazine is produced in cooperation with the Washington State University Extension Master Gardener Program. It is

intended for all gardeners in Washington, not just Master Gardener volunteers. The magazine's mission is to provide science-based information on all aspects of home, community, and environmental landscape planning, with an emphasis on understanding the best sustainable horticultural practices. My column, Botany 101, is sent to the magazine digitally. I provide input on the diagrams or photos that accompany the column with the magazine's graphic artist preparing the graphics. It is edited and I then review the edited column and graphics before it is published.

LIQUID ASSETS COLUMN

Pavlis,* G.C.

Extension Educator, Rutgers Cooperative Extension, Atlantic County, Mays Landing, New Jersey 08330

'edible Jersey' is a new quarterly magazine that celebrates the local, seasonal food of the Garden State. It focuses on the growers, producers, farmers, fisherman, chefs, retailers, shop owners and others who energize New Jersey's culinary community with fresh, diverse and delicious food and wine choices. I am the wine writer and my column is called Liquid Assets

PERSONAL COLUMN IN LOCK HAVEN'S *THE EXPRESS*

Butzler*, T.M.

Extension Educator, Horticulture/Integrated Pest Management, Penn State Cooperative Extension – Clinton County Office, Mill Hall, Pennsylvania 17751

I have a column, in Lock Haven's *The Express,* under the standing line "*Keeping It Green*". Ideas for the column are mostly generated by clientele's questions received at our office throughout the year. With this column, I usually try to educate the general public on an interesting horticultural topic that the homeowner is experiencing or observing in central Pennsylvania. The winter months present a challenge as I feel I can only write about Christmas trees, poinsettias, and house plants so many times. This year, I tried to mix in a little sports with my horticulture column. The object was to educate the reader on the rich history of plants and horticulture in the naming of college football bowl games. My articles are submitted via *The Express*'s virtual newsroom; therefore, it was not prepared with letterhead. The articles were published on December 12, 2008 (The Rose Bowl) and January 2, 2009 (Horticulture and Bowl Games). *The Express* has a daily circulation over 10,000. Numerous phone calls are generated because of the column and are reflected in the interest of horticulture programs offered through our office.

WEEKLY COLUMN IN THE HERALD-MAIL

Semler,* J.W.

Extension Educator, Agriculture and Natural Resources, Maryland Cooperative Extension, Washington County, 7303 Sharpsburg Pike, Boonsboro, Maryland 21713

Weekly column is published in area newspaper The Herald-Mail, circulation 45,000. The weekly columns present educational information on general agriculture, pasture management, wildlife habitat improvement, farm safety, crop production, and agricultural literacy. Columns also promote MCE educational programs and activities. The newspaper is circulated in the tri-state area (MD, WV, PA).

Feature Story

National Winner

SOYBEAN PLANTING POPULATION AND PROFITS – CAN LESS EQUAL MORE?

Stahl*, L.A.B.

Extension Educator–Crops, University of Minnesota Extension, Worthington Regional Extension Office, Worthington, Minnesota 56171

Following the trend of many crop inputs, soybean seed costs have increased as well. As a result, small changes in seeding rates can lead to significant differences in input costs and subsequently profits. The objective of this feature story was to inform growers about the latest University of Minnesota research on soybean planting population and current recommendations for soybean seeding rates in southern Minnesota. Stahl was one of the researchers involved in this project. Stahl wrote, reviewed, and edited this feature story, and submitted it for publication in "Today's Farm", a quarterly, regional newspaper, on 1/14/2009, and the feature story was printed in the January 21, 2009 edition. "Today's Farm" is distributed over a 6-county area in southwestern

Minnesota and a 4-county area in northwestern Iowa, with a press run of about 9,300 papers. This feature story was subsequently adapted for statewide release and sent electronically by the University of Minnesota to approximately to 353 media outlets throughout the state. The statewide news release was published in newspapers throughout the state as well as online farm-related publications.

National Finalist

CARROTS OF MANY COLORS

Ophardt*, M.C.

Area Extension Educator, Washington State University Extension, Benton County, Kennewick, Washington 99336

The purpose of the story was to educate gardeners about the development of carrots of different colors and inform them about the carrot trials being performed by Tim Waters, WSU Extension Educator in Franklin County, Washington. All the photos in the story were also taken by me. The story was published in the statewide magazine, *MasterGardener,* and in MasterGardenerOnline.com. M*asterGardener* is published quarterly by GFG Publishing, a division of the Washington State Fruit Commission. The commission is a public, nonprofit state agency. The magazine is produced in cooperation with the Washington State University Extension Master Gardener Program. It is intended for all gardeners in Washington, not just Master Gardener volunteers. The magazine's mission is to provide science-based information on all aspects of home, community, and environmental landscape planning, with an emphasis on understanding the best sustainable horticultural practices. The photos and my story were sent to the magazine digitally. Along with the story, I also provided sidebars to supplement the information in the article. The article was edited and I then reviewed the edited article and graphics before it was published.

"HAMSON TOMATO SHOULD BE STATE VEGGIE"

Sagers,* L. A.

Extension Horticulture Specialist, Utah State University Cooperative Extension, Thanksgiving Point Office, 3003 N. Thanksgiving Way, Lehi, Utah, 84043-3506

Utah was once home to fields of canning tomatoes, but the T2 and T3 and Moscow varieties grown here were not ideal for commercial canning as whole tomatoes. A vegetable specialist for Utah State University, Dr. Alvin Hamson, had done research on developing firm tomatoes for his Master's Thesis. Commercial canneries took an interest worked with him to develop a tomato for commercial canning that was better suited to Utah's Growing conditions. He was successful in developing a tomato that grows exceptionally well in Utah's alkaline soils and short growing season and held up well for commercial canning of whole tomatoes. The resulting DX54 tomato was accepted by the canning industry lauded by his peers as "the best for whole pack in the U.S." Unfortunately, California tomatoes could be direct seeded less expensively and Utah's tomato canning industry diminished. Hamson's research developed the DX 52-12, which was renamed the Hamson tomato. It is ideal for home use as a fresh tomato and for canning. This feature story traces the origins of Dr. Hamson's work to develop his hybrid tomato and shares his tips for growing them effectively. The author took the photos and prepared the copy submitting it electronically to the daily *Deseret Morning News*. The daily newspaper circulation is 70,000 copies distributed throughout the state of Utah and surrounding areas.

PLANNING FOR PLANTING – JUMP START SPRING GARDENING WITH TIPS FROM A TO Z

Sturdivant,* M.C.

County Extension Agent – Horticulture, Texas AgriLife Extension Service, Taylor County, Abilene, Texas 79602

Homeowners make decisions regarding their home landscapes on a continuous basis. Our region has been plagued with drought conditions for years, and few homeowners realize the impact that environmental stresses place upon the landscape. The objective was to provide timely and relevant horticultural information to homeowners so they are better equipped to make informed decisions in regard to the management of their landscapes. The purposes were multi-faceted and encompassed an array of techniques and methods for homeowners to use to address home horticultural issues using a sustainable and environmental stewardship approach. To address some of these issues and to provide information on tangible and timely methods as spring begins, this feature story used the alphabet to highlight practices such as water conservation and

rainwater harvesting for home landscapes; use of native and adapted plants to reduce the need for synthetic fertilizers and the demand for pesticides; the danger associated with introducing exotic ornamentals and the potential for exotics to escape the urban landscape; the need for an integrated pest management approach; in addition to other conservation methods, such as using mulches, composting yard waste, having the soil tested, and relying upon proper irrigation techniques. Agent Sturdivant wrote this feature story in entirety for publication in the Wednesday, Life Section edition of in the Abilene Reporter-News, a newspaper publication which is distributed in an eighteen-county geographical area surrounding Abilene, Texas. The circulation for this daily edition is approximately 50,000.

Regional Finalist

GROUNDWORK – NOW'S THE TIME TO TAKE CARE OF YOUR LAWN'S HEALTHY NEEDS

Jarek,* K.J.

Outagamie County Crops, Soils, & Horticulture Agent, University of Wisconsin-Extension,
3365 W. Brewster Street, Appleton, WI 54914

Americans love their lawns and are willing to spend large amounts of money each year on commercial fertilizers, weed control measures, and numerous other products or services designed to help them achieve their desired results. Unfortunately, the average homeowner can spend all the money they wish and still end up with problems in their lawn if they care for it improperly. The main objective and purpose of this article was to raise awareness of how maintenance practices homeowners could do this fall would help them have a healthy lawns, trees, and flowerbeds come spring. Seeding, fertilizing, weed control, thatching, core aerating, and cutting height are some of the practices that influence how well a lawn will perform over the long run. If a homeowner is only going to fertilize their lawn once a year, Halloween is actually the time they should be doing so. Over fertilization is large problem in lawns as I often see soil test phosphorus (P) and potassium (K) levels that are on average 10 times greater than what we find in farmers' fields in Outagamie County. As a result, I strongly encourage homeowners to get their soils tested. This was the feature article in the Home Improvement (Fall Edition) section of the Appleton Post Crescent's Sunday, September 14, 2008 paper. The article reached 72,000 readers and generated 102 contacts requesting more information on lawn care and maintenance from the Outagamie County UWEX office. A spring 2009 lawn care article is planned as a follow up.

NO-TILL KNOWLEDGE GAINED THROUGH EXTENSION SERVICE

Sundermeier,* A.P.

Extension Educator, Ohio State University Extension, Wood County, Bowling Green, Ohio 43402

County based Extension Educators who specialize in crop production can gain knowledge in no-till farming by conducting on-farm research. Extension Educators can provide statistical analysis and proper research design to document and support the benefits of no-till and other conservation farming methods. Also, measuring the long-term effects of conservation farming methods on soil quality is a needed service. This work seldom focuses on a single concept or product; rather, it is more holistic to learn the long-term effect of reduced –tillage and no-till cropping systems. Ohio State University has developed a new soil quality test kit which measures improvements in soil condition. This test kit (to order contact islam.27@osu.edu) is particularly helpful to someone in the early stages of making the transition to no-till. The goal of Extension on-farm field work is to bring more credibility to all of the new methods farmers are trying. Having good science to back up research results will be an important factor in determining fair compensation for environmental conservation practices, such as carbon sequestration. This feature story was published in the May, 2008 edition of NO-TILL FARMER magazine.

WHEAT PASTURE EDUCATIONAL ARTICLE

Highfill,* G.A.

Area Livestock Specialist, Oklahoma Cooperative Extension Service, Enid, Oklahoma, 73701

Wheat pasture stocker cattle grazing is a multi-million dollar industry in the southern Great Plains. Educational issues that significantly impact profit include the value of gain, pasture stocking rate, and removing cattle from the wheat pasture prior to the first hollow stem stage of plant maturity. The article "Wheat Pasture Stocker Operations Facing Challenging Year" appeared in the August 2008 issue of the *National Cattlemen Magazine*.

YOU CAN COUNT ON THE AMERICAN FARMER

Blevins,* P.K.

Extension Agent, Virginia Cooperative Extension-Washington County, Abingdon, Virginia 24210

The American farmer is one of the pillars of our society. However, many Americans are so far removed from the farm that they do not understand the significance of the contributions farmers make in many areas. A better understanding and thus a favorable opinion of agriculture will enhance the likelihood that public perception and policy decisions will be favorable toward farmers. I prepared and article for the *Bristol Herald Courier* newspaper, which was published on March 3, 2008, highlighting many of the contributions farmers make and have made, that enable society to live a prosperous and comfortable lifestyle. The article was prepared on computer using Microsoft Word and delivered via email to the paper. The *Bristol Herald Courier* has a circulation of 35,000 in Southwest Virginia and Upper East Tennessee.

HORSESENSE: BE PREPARED FOR A DISASTER & PROTECT YOUR HORSES

Striegel,* N.J.

Livestock Extension Agent, Colorado State University Extension, Boulder County, Longmont, Colorado 80501

This article was featured in the Boulder County Horse Association's Newsletter called "The Horse's Mouth." My overall objective or goal was to save horses' lives and ultimately save human lives. If owners are not prepared to leave their premises quickly in the face of a wildfire, horses could die and humans could endanger their own lives. The longer it takes owners to evacuate, the more it increases the risk of losing lives - horses and humans. The purpose of the article was to give horse owners specific steps to take to create preparedness with the ultimate outcome of horse owners developing their own personal wildfire evacuation plan. After a devastating Boulder County wildfire in January 2009, we had a de-briefing of the county's emergency response to the wildfire. The horse owners that were at the de-briefing cited my article in the BCHA publication as helpful in preparing them for evacuation and in mitigating their losses to this fire. This article was created in Word format by myself, Nick J. Striegel and was submitted to the editor of "The Horse's Mouth." This newsletter is printed by the Boulder County Horse Association which exists to promote, protect, and unify the equestrian community of Boulder County. The bimonthly publication is sent to approximately 350 addresses inside and outside the county. There are approximately 145,000 horses in Colorado, of which approximately 8,800 are in Boulder County. Boulder County has about 6% of the state's horses, and ranks Boulder County as fourth in total numbers of horses statewide (Statistical information accessed at the following website: http://www.boulderhorse.org/bcha_p3hot_business.html)

Newsletter Individual

National Winner

HIGH DESERT GARDENING NEWSLETTER

Detweiler,* A.J.

Extension Educator, Oregon State University Extension, Deschutes County, Redmond, Oregon 97756

High Desert Gardening is a bi-monthly newsletter containing garden/landscape information specific to the high desert. The newsletter audience is homeowners, master gardeners, and green industry professionals. Each issue contains a monthly garden calendar, plant profiles, and a variety of articles covering plant selection, plant adaptability, integrated pest management, sustainable practices and plant health. The color publication is available by hard copy(subscription) or electronically. Circulation is approximately 705 in total for 2008. I am both the editor and a contributing author. Note: I changed the design/layout in 2009 and will maintain this indefinitely. All of the 2008 issues had the same design/layout which was consistent for the past three years.

National Finalist

"STRAIGHT FROM THE HORSE'S MOUTH" – 4-H LIVESTOCK NEWSLETTER

Lienemann,* Duane A.

Extension Educator, University of Nebraska - Lincoln Extension, Webster County, Red Cloud, Nebraska 68970

I prepare a monthly 4-H Livestock Newsletter that is sent out via US Mail and E-mail to approximately 250 4-Hers and their families as well as to area FFA Chapters that are involved with our county and Webster County Fair. It is also sent out to other county Extension Offices. The objective of the Livestock Newsletter is to inform 4-H and FFA members and their families as well as other interested people on issues and topics involving animal agriculture on a local, state, regional and national level. I update 4-H and FFA livestock exhibitors on current local events, changes in rules for county, state fair or Ak-Sar-Ben and it serves as a precursor to our annual Fair Book. I also use it to highlight opportunities for the young people within the livestock field or within the total 4-H experience. My office manager, Donna Rose adds her section on all other 4-H events and happenings to make a complete 4-H Newsletter. The newsletter can also be found on our Webster County, UNL Extension website. I prepare it in Word and PDF files for either e-mail, posting on the web or via monthly mailings.

WALLA WALLA COUNTY NEWSLETTER

Moberg-Williams,* D

Extension Educator, Washington State University Extension, Walla Walla County, Washington 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 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 2,352 households through direct mail (1,798) and email (554). The newsletter is also available on the WSU Extension website www.wallawalla.wsu.edu. 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.

Regional Finalist

THE PENDER GARDENER NEWSLETTER

Glen,* C.

Extension Educator, North Carolina State University Extension, Pender County, Burgaw, North Carolina 28425

The Pender Gardener newsletter is written for home gardeners in Pender County, to provide timely lawn, garden, and landscape information specific to local conditions. Black and white print copies are produced at the local Extension office and distributed by direct mail to 475 Pender County residents. 750 copies of each edition are also distributed through local garden centers, libraries, at events, and from the local Extension office. The newsletter is also available online at the Pender County Extension website.

GREEN MACHINE NEWSLETTER

DeValerio,* J. T.

Extension Agent, University of Florida Institute of Food and Agricultural Sciences Bradford County Extension, Starke, Florida 32091

The objective of the Green Machine Newsletter is to provide up to date information to clients with respect to Agricultural, Horticultural and Community Development program areas. The targeted clientele audience includes home owners and commercial producers. One purpose of the newsletter is to provide technical information derived from University of Florida research that is relevant to clientele in Bradford County Florida. Specific examples of technical information are Best Management Practices for farmers, mosquito control Integrated Pest

Management practices or home gardening tips. More importantly, the newsletter serves as a vehicle that promotes implementation of these practices on a local level by informing people about success stories that have occurred within their own community. In September of 2008 the cover page of the newsletter was revised to include the UF/IFAS Extension Masthead. The Green Machine is distributed by direct mailing and electronic distribution to about four hundred subscribers. The Green Machine is totally created at the Bradford County Extension Service.

THE COFFEY COUNTY AGRARIAN

Rensink*, C.B.

County Extension Agent, Agriculture and Natural Resources, K-State Research & Extension, Coffey County, PO Box 269, Burlington, Kansas 66839

The Coffey County Agrarian is the quarterly agriculture and natural resources newsletter of the Cooperative Extension Service in Coffey County, Kansas. This seasonal publication is circulated to approximately 320 agricultural producers, land-owners, agribusinesses, and government agencies within the local area and to various other outside individuals who have ties to our agricultural community. This newsletter is used as a tool to disseminate research-based information on agriculture and natural resource related issues including agronomic and livestock production, environmental stewardship, farm and ranch management, agriculture public policy, and natural resources conservation. It is also utilized as a direct mail promotional piece for upcoming Extension programs and other agricultural activities in the area. Every issue includes a personal comment, a calendar of upcoming events, flyers or summaries of selected happenings, and varied individual columns. As the county agent, I personally prepare, format, and edit all of the information that goes into The Agrarian, which is achieved by using field office equipment and technology. Once the draft is finalized it is then electronically mailed to campus were it is professionally printed, duplicated, and distributed by K-State Research & Extension Production Services. By utilizing this service, I am able to print a higher quality product with a quicker turn-around, while at the same time receiving a reduced rate on postage by using their bulk mailing capabilities.

AGRI-SCOPE: AGRICULTURE AND NATURAL RESOURCES NEWSLETTER FOR LA PORTE COUNTY, INDIANA

Matzat,* E. A.

Extension Educator, Agriculture and Natural Resources, Purdue University Cooperative Extension Service, La Porte County, La Porte, Indiana 46350

Distributing relevant information to clients about upcoming Purdue Extension programs, agricultural production information and other natural resources issues is a regular challenge for a county's Extension program. The Agri-Scope is the periodic newsletter of the county Agriculture and Natural Resources program, which is developed, copied and mailed from our county office using in-house publishing equipment. The newsletter is published on a bi-monthly basis with additional editions produced if needed to help market important programs or information. The newsletter audience includes active farmers, absentee owners of farmland, agribusiness managers, agency partners, and elected officials. Often times, specific Extension program registration flyers are included in the newsletter to help market these events. Newsletter content includes timely information from local sources, campus specialists, and agency partners. In general, the information is laid out chronologically, and internet links are inserted whenever possible to allow greater access to the information. About 700 paper copies are sent via bulk mail to local addresses to save on postage. Another 125 paper copies are sent to outlying addresses with first class postage to allow for more timely delivery. And an electronic version of the newsletter is sent to 75 farmers and agency partners for rapid distribution. The newsletter is also posted on our county Extension website (www.extension.purdue.edu/laporte) along with information referenced in the newsletter.

TOOLE COUNTY AG NEWSLETTER

Olmstead,* J.A.

Extension Agent, Montana State University Extension, Toole County, Shelby, Montana 59474

In order to directly contact agriculture producers in Toole County with information about upcoming educational programs and news articles that relate to them, the Extension Office publishes the Toole County Ag Newsletter twice yearly. The spring edition is published in April and is primarily for publishing the

results of the spring soil moisture survey conducted by the Extension Office. The winter newsletter is published in November and contains information on regional Extension programs offered during the winter. News articles and press releases are written and compiled by the County Agent. Support staff formats the newsletter, prints it in the office and mails it to 200 producers. The newsletter is also shared with five agriculture-related businesses and agencies in the county. Direct contact with producers has improved awareness of local opportunities and has resulted in increased meeting attendance.

CHANGING TIMES NEWSLETTER

Sciarappa*, W.J

Extension Educator, Rutgers Cooperative Research & Extension, Monmouth County, Freehold, New Jersey 07728

The objective of our quarterly agricultural newsletter is to connect people and communicate information on current farming events, agricultural issues and cropping practices in Central New Jersey. Agriculture viability and natural resource protection in our Garden State are a constant challenge. This colorful eight-page newsletter serves as a supplementary educational outreach for these concerns and to create synergy for successful projects. Newsletter topics include new agricultural programs, agri-business regulations, cropping trials, emerging markets, alternative energy and controversial land use issues as re-zoning, Farmland Preservation and Right-to-Farm issues. Newsletter highlights feature a little history, nostalgia and humor to better compare, understand and cope with our ever-changing times. Some articles are solicited from extension colleagues and pertinent articles are reprinted with permission. 1,200 free copies are bulk mailed to the Board of Agriculture, County Agents statewide, University Administration, county officials, vegetable producers, field-crop growers, landscape nurseries, and equine farms. Feedback from this new network of people has been quite substantial and totally positive. The Dean of the College encouraged us to continue filling this necessary role from this personal perspective that networks a diverse set of interests on common grounds. “Changing Times” is produced in our office using Microsoft Publisher 2000 and printed at no charge by our county printshop. Digital photos are taken with our county Sony camera and other photographic sources as accredited are included as .jpeg files. Our county website www.visitmonmouth.com/07050coopext/forms.asp serves as a source for archiving, downloading and printing from a PDF format of this Changing Times newsletter.

AGRICULTURAL MARKETING PROGRAM’S “MASTERING MARKETING” NEWSLETTER

Myers,* G. S.

Associate Agent, Regional Marketing Specialist, University of Maryland Cooperative Extension, Western Maryland Research and Education Center, Keedysville, Maryland 21756

“Mastering Marketing” is a quarterly newsletter designed, produced, edited, and published by Ginger Myers, Regional Marketing Specialist, University of Maryland Cooperative Extension. The newsletter is one of the primary communication tools the Agricultural Marketing Program uses to assist individuals with marketing plans, identifying and developing profitable and sustainable marketing opportunities, and links to other support agencies tasked with enhancing Maryland’s rural economy. All issues are archived on Myers’ agricultural marketing website, www.agmarketing.umd.edu, for convenience. Subscriptions are free. Hard copies are mailed out upon request. Current circulation exceeds 600 subscribers. Permission to reprint newsletter articles in the past year has been received from the University of Connecticut Extension, Pennsylvania Vegetables Growers Association, and the National Vegetable Growers Association.

Newsletter Team

National Winner

“GARDENING IN THE PANHANDLE” A DISTRICT CONSUMER HORTICULTURE NEWSLETTER

Adcock, C.W.[1], Bolles, E.R.[2], Beck, H.[3], Bolques, A.[4], Brasher, C.L.[5], Dunning, S.O.[6], Friday*,T.L.[7], Marshall, D.W. [8], Mullins, D.E. [9], Powell,E. [10], Rosenthal,S. [11], Rudisill, K.R.[12], Stevenson,C. [13], Williams,L.L. [14]

[1.] Extension Faculty, Florida Cooperative Extension, Washington County, Chipley, Florida 32428
[2.] Extension Faculty, Florida Cooperative Extension, Escambia County, Cantonment, Florida 32533
[3.] Faculty, Agriculture and Biological Engineering Department, University of Florida
Extension Faculty, Florida Agriculture and Mechanical

University Extension, Jackson County, Marianna, Florida 32448
[4.] Extension Faculty, Florida Cooperative Extension, Gadsden County, Quincy, Florida 32351
[5.] Extension Faculty, Florida Cooperative Extension, Jackson County, Marianna, Florida 32448
[6.] Extension Faculty, Florida Cooperative Extension, Okaloosa County, Crestview, Florida 32536
[7.] Extension Faculty, Florida Cooperative Extension, Santa Rosa County, Milton, Florida 32570
[8.] Extension Faculty, Florida Cooperative Extension, Leon County, Tallahassee, Florida 32301
[9.] Extension Faculty, Florida Cooperative Extension, Santa Rosa County, Milton, Florida 32570
[10.] Extension Faculty, Florida Cooperative Extension, Walton County, DeFuniak Springs, Florida, 32433
[11.] Extension Faculty, Florida Cooperative Extension, Leon County, Tallahassee, Florida 32301
[12.] Extension Faculty, Florida Cooperative Extension, Bay County, Panama City, Florida 32401
[13.] Extension Faculty, Florida Cooperative Extension, Escambia County, Cantonment, Florida 32533
[14.] Extension Faculty, Florida Cooperative Extension, Okaloosa County, Crestview, Florida 32536

The bimonthly Gardening in the Panhandle Newsletter is produced by the Extension Horticulture faculty in Florida's Northwest District. The newsletter's objective is to provide timely information to subscribers on a wide array of landscape topics. The intended audience is home gardeners. The authors provide technical subject matter in their field of expertise to coincide with the newsletter publication schedule. Regular columns include relevant information on insects, weeds, diseases and monthly lawn and garden tips. The columns are prepared and submitted using an on-line system. This on-line editing and production system has been developed as an experiment to provide IFAS Extension agents with on-line tools for creating and publishing information. Collaborating with the Agriculture and Biological Engineering Department, the newsletter team has assisted in the development and testing of this new software. The advantages include streamlining of the production process (no need to transfer or email files), support for collaboration when multiple people are involved in producing the information, better production coordination and less time and effort required for everyone. This production system includes the ability to automatically generate a quality PDF document and a newsletter web site. In 2008, over 218,000 stakeholders accessed the newsletter. In addition, an online survey of over a hundred subscribers indicated that 89% thought the information was unbiased, timely, easy to read and easy to understand, 73% gained knowledge as a result of reading the newsletter, 57% implemented a practice change as a result of reading the newsletter and 82% increased their awareness of Extension.

National Finalist

N.E.W. HORTICULTURE NEWSLETTER

Pandian,* V.

Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

The objective of the N.E.W. Horticulture Newsletter is to provide research-based educational information on commercial landscape and nursery production and lawn maintenance. The target audience was landscape contractors, nursery growers, lawn service providers and other horticulture professionals. The newsletter was emailed to 133 people and surface mailed to 37. Issues for August-September, 2008 and March-April, 2008 are submitted. The entries were typed in Microsoft Publisher, emailed in PDF format, and mailed to the subscribers from the Brown County UW-Extension office.

SUSTINING THE PACIFIC NORTHWEST FARM NEWSLETTER

Stienbarger,* M.S[1] , Ostrom, M.[2] , Kruger, C.[3] , Armstong, C.[4]

[1.] Extension Educator, Washington State University Extension, Clark County, Brush Prairie, Washington 38606
[2.] Extension Vegetable Specialist, Washington State University, Mount Vernon, Washington 98273
[3.] Director Small Farms Program, Washington State University, Wenatchee, Washington 98801
[4.] Assistant Director Finance and Administration, Washington State University, Puyallup, Washington 98371

The Washington State University Small Farms Team (http://smallfarms.wsu.edu/about_us_smallfarmsteam.php) consists of numerous Extension faculty around the state, along with specialists, campus faculty, and outside organization staff. The Sustaining the Pacific Northwest: Food, Farm, & Natural Resource Systems is an electronic newsletter

distributed quarterly in PDF format and archived at http://csanr.wsu.edu/InfoSources/index.htm#newsletter. The target audience includes farmers, the general public, Extension staff, and natural resource agency and NGO staff. It is distributed to WSU Extension, a statewide farmers listserv run by the Small Farms Team, Conservation Districts in Oregon and Washington, a listserv people sign up specifically to receive notice (and includes some people nationwide), a non-profit (Cascade Harvest Coalition) listserv, and others (including forwarded announcements). Since inception in 2003, newsletter issues have been downloaded 81,987 times.

THE "GARDEN VIEW" NEWSLETTER – A COOPERATIVE NEWSLETTER BETWEEN TWO UNIVERSITY-SPONSORED PUBLIC GARDENS

Goodspeed*, J.L.[1], Gunnell, J.[2], Anderson, D.[3], Anderson, R.A.[4]

1. Horticulture Agent, Utah State University – Weber County, Ogden, Utah 84044
2. Horticulture Agent, Utah State University Extension – Davis County, Farmington, Utah 84025
3. Director, Utah Botanical Center, Utah State University, Kaysville, Utah 84037
4. Nursery Manager, Utah Botanical Center, Utah State University, Kaysville, Utah 84037

Newsletters are an important mechanism for reaching a wide audience in promoting Extension-sponsored activities as well providing sound research-based information. The "Garden View" is an electronically produced newsletter that was created in 2008 as a collaborative effort between two university-sponsored public gardens. The newsletter is targeted toward the home gardener and is produced monthly. Horticulture agents from Davis and Weber Counties, along with staff from both the Ogden Botanical Gardens and the Utah Botanical Center provide horticultural-based articles with themes relating to sustainable landscape practices. Articles include: highlights from the Garden Director; a timely seasonal article; and sections containing plants and pests of the month. The newsletter also promotes activities and Extension-sponsored classes / workshops offered at both facilities. The newsletter is distributed via an e-mail list-serve and currently has a circulation of 3,000. Local nurseries and garden centers also display and hand out printed copies of the newsletter for their clientele.

Regional Finalist

THE AG EXPLORER NEWSLETTER

Gessner*, H. M.[1]; Johnson, P. O.[2]; Kieckhefer, J.[3], Krantz, J.[4]; Renelt, T.[5]

1. Extension Educator, South Dakota Cooperative Extension Service, P.O. Box 130, 130 West Essex, Salem, South Dakota, 57058
2. Extension Educator, South Dakota Cooperative Extension Service, 500 West First Avenue, Flandreau, South Dakota, 57028
3. Extension Educator, South Dakota Cooperative Extension Service, 826 32nd AVe. Suite 101, Brookings, SD 57006-4715
4. Extension Educator, South Dakota Cooperative Extension Service, P.O Box 219,Park Avenue and Main, Howard, South Dakota, 57349
5. Extension Educator, South Dakota Cooperative Extension Service, P. O Box M, 201 2nd Avenue, DeSmet, South Dakota, 57231

This bi-monthly newsletter developed for the agriculture residents of the South 3 Field Education Unit (Miner, Brookings, Moody, Kingsbury, McCook and Lake Counties) located in East Central South Dakota. The newsletter is dedicated to covering current 'hot' topics, as well as keeping producers up to date on changes happening in the industry they work and live in and to advertise extension programs planned for our area. The target audience is the producers within our six counties. Approximately 1860 producers receive this publication every two months. Each educator in our unit, with an agriculturally related area of emphasis, writes the stories for the newsletter. Publication of the newsletter rotates yearly to the six counties in our unit with the secretary and educator in that office taking over the responsibilities for publication, editing, and distribution of the final product to each of the offices. It is also the responsibility of the publication office to post the newsletter on the extension intranet. The six (6) county offices are then responsible for further reproduction and distribution to their producers. The newsletter is developed using Microsoft Publisher and converted to an Adobe pdf file and is reproduced by the county office copy machine. The newsletters are sent out via the US postal service and are available via email and online at the South 3 Field Education Unit website. The Ag Explorer is also used as handouts at producer meetings held in the counties.

TIPTON COUNTY SPOTLIGHT

Leigh,* B.T.[1], Eddins, P.[2], Hicks, T.[3], Jacobs, D.[4]

[1.] Extension Director, University of Tennessee Extension, Tipton County, Covington, Tennessee 38019
[2.] Extension Agent, University of Tennessee Extension, Tipton County, Covington, Tennessee 38019
[3.] Extension Agent, University of Tennessee Extension, Tipton County, Covington, Tennessee 38019
[4.] Extension Agent, University of Tennessee Extension, Tipton County, Covington, Tennessee 38019

The Tipton County Spotlight is used as a communication tool for the Extension staff to let the Agriculture Advisory Committee, and other community leaders know what is going on in Extension. We have eight people on our Agriculture Committee and nine people on our Advisory Committee.

GRAPEVINE NEWSLETTER KEEPS NATRONA COUNTY MASTER GARDENERS INFORMED OF CURRENT EVENTS AND COMMUNICATIONS

Cuin,* D.M.[1] , Williams, P.J.[2]

[1.] Program Associate, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604
[2.] Administrative Assistant, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604

Natrona County Master Gardeners have been organized as a group of volunteers for the University of Wyoming since 1984. As a means of keeping members informed of upcoming events, training opportunities and timely horticultural advice or proper practice recommendations the Grapevine newsletter is distributed to 100 members on a monthly basis. In recent years the newsletter has also been distributed to Master Gardener Coordinators in other counties across the state and to members of the CES Administrative team as well as CES Communications & Technology staff. With the additional copies distributed there are 126 copies sent monthly. The newsletter is compiled of articles written by Master Gardener officers and members, the Administrative Assistant and the Program Associate as well as articles found in other sources including the internet. The articles are laid out in the Microsoft Publisher program on County provided computers are edited for content and research based information and clip art is added then printing is done in the office on a Konica bizhub 450 color printer. Volunteer hour reporting sheets are inserted, mailing labels are applied by hand and the documents are delivered to a local mailing service and sent through US Postal Service.

GARDEN WISE NEWSLETTER

NEILL,* K.C.

Agricultural Extension Agent, North Carolina Cooperative Extension Service, 3309 Burlington Road, Greensboro, North Carolina 27405

Community gardens transform empty lots into green, living spaces and are collaborative projects created by members of the community. Residents in the neighborhoods share in both the maintenance and rewards of the garden. The Community Garden Program in Guilford County has exploded in the last few years with churches, schools, and neighborhood gardens being developed. These gardens have provided opportunities for the physical and social benefit of the people and neighborhoods of Greensboro since 2005. There are eight community gardens located throughout the city. Developed and operated by Master Gardener Volunteers, with help from the Greensboro Parks and Recreation staff, they offer a variety of activities. Those participating in the gardens often have never gardened. Extension provides the educational training needed to develop successful community gardens as well as follow up classes on soil preparation, plant selection, garden management, even harvesting and canning. A seasonal Community Garden Newsletter is prepared by Extension Master Gardeners to help continue educating the participants as well as give nutritional facts about the vegetables they are producing. Through this newsletter we highlight the positive things that are occurring with all the Extension Gardens. Each of the garden supervisors writes an article to update the community garden participants about work days, pounds of produce donated to the community, and may even highlight particular gardeners. Extension compiles the articles into the newsletter and adds additional educational pieces based on the season. Three hundred copies of this newsletter are emailed or mailed out seasonally.

SPECIALIZING IN APPLICABLE INFORMATION: THE SUNFLOWER DISTRICT NEWSLETTER

Falk,* J.S.[1], Belshe, D.J.[2]

[1.] Multi-County Agronomist, Kansas State University Research and Extension, Northwest Area Extension Office, Colby, Kansas 67701
[2.] District Agriculture Agent, Kansas State University Research and Extension, Sunflower Extension District, Goodland, Kansas 67735

The Sunflower Extension District #6 newsletter was created in 2006 after three northwest Kansas counties joined, forming the extension district. This monthly newsletter was developed to inform Cheyenne, Sherman, and Wallace County residents about upcoming activities and provide information relevant to reader's lifestyles. Timely and applicable information is integrated from horticulture, livestock, crop production, agriculture economics, family and consumer science, and county 4-H programs. Each agent and specialist creates one page in their area of expertise and office professionals build county 4-H pages and calendars. One office professional assembles individual sections into a whole document and proofreads it. Printing and labeling is completed by the Duplicating Center at K-State. Another office professional sorts and mails the newsletters. Total circulation per month is 786 newsletters, with nearly 80 emailed to residents. It is also posted on the Sunflower District website. Because we get questions about articles, we know the newsletter is being utilized. In addition, the newsletter was recently revised to be more user-friendly and have a cohesive appearance. To do this, all personnel learned to use Microsoft Publisher. I worked closely with the office professional to adjust templates and incorporate changes. To highlight success stories, I also added the 'Extension Highlights' section.

LEWIS COUNTY AG DIGEST NEWSLETTER

Vokey,* F.[1] , Lawrence, J.[2] , Murray, P.[3] , Ledoux, M.[4]

[1.] Extension Educator Farm Business Management, Cornell Cooperative Extension Service, Lewis County, Lowville, New York 13367
[2.] Extension Educator Field Crops, Cornell Cooperative Extension Service, Lewis County, Lowville, New York 13367
[3.] Extension Educator Farm Business Management, Cornell Cooperative Extension Service, Lewis County, Lowville, New York 13367
[4.] Extension Educator Ag Economic Development, Cornell Cooperative Extension Service, Lewis County, Lowville, New York 13367

The agriculture team at Cornell Cooperative Extension - Lewis County (Frans Vokey, Joe Lawrence, Peggy Murray, and Michele Ledoux) puts out a monthly newsletter titled the Lewis County Ag Digest. Frans Vokey oversees and edits the newsletter. Lewis County Ag Digest is mailed for free to all commercial farmers in the county via USPS. A mailed copy is also available by subscription to any other interested party such as agri-businesses and farmers from other counties. In addition it is available for free on-line at our website: http://counties.cce.cornell.edu/lewis/ and by email to anyone interested in receiving it in this format. The newsletter is mailed to approximately 375 people each month. We do not track electronic viewings.

EQUINE ESSENTIALS NEWSLETTER

Bamka,* W.J.[1] , Komar, S.[2] , Mickel, R.[3] , Carleo, J.[4],Sciarappa, W.[5] , Williams, C.[6]

[1.] Extension Agent, Rutgers Cooperative Extension, Burlington County, Westampton, New Jersey 08060
[2.] Extension Agent, Rutgers Cooperative Extension, Sussex County, Newton, New Jersey 07860
[3.] Extension Agent, Rutgers Cooperative Extension, Hunterdon County, Flemington, New Jersey 08822
[4.] Extension Agent, Rutgers Cooperative Extension, Cape May County, Cape May Court House, New Jersey 08210
[5.] Extension Agent, Rutgers Cooperative Extension, Monmouth County, Freehold, New Jersey 07728
[6.] Extension Specialist, Rutgers Cooperative Extension, New Brunswick, New Jersey 08901

Equine Essentials is a quarterly newsletter dedicated to issues concerning both the commercial equine industry and pleasure horse owners throughout the state. The Equine Essentials Newsletter provides practical research based information from a multi-discipline team of Rutgers Cooperative Extension Agents and Specialists representing diverse expertise in animal and forage crop production. The newsletter is written and edited by the agents. A graphic artist is responsible for newsletter layout using Adobe software. Currently, 2000 copies of the newsletter are distributed on a statewide basis. Clientele and extension colleagues have indicated the newsletter is an effective tool for educating the equine community.

AGRONOMY NOTES NEWSLETTER

Rowehl,* J.E.[1] , Graybill, J.S.[2] , Craig, P.H.[3] , Voight, D.G.[4] , Rotz, J.D.[5]

[1.] Extension Educator, Penn State Cooperative Extension, York County, Pennsylvania 17402
[2.] Extension Educator, Penn State Cooperative Extension, Lancaster County, Pennsylvania 17601
[3.] Extension Educator, Penn State Cooperative Extension, Dauphin County, Pennsylvania 17018
[4.] Extension Educator, Penn State Cooperative Extension, Lebanon County, Pennsylvania 17042
[5.] Extension Educator, Penn State Cooperative Extension, Cumberland County, Pennsylvania 17015

The primary audience to which the Agronomy Notes newsletter is directed to is farmers that grow agronomic crops including corn, soybeans, small grains as well as corn silage and hay crop forages. Another group receiving the newsletter includes independent crop consultants and advisors, seed, fertilizer and chemical sales representative and agricultural bankers. Numerous other Extension Educators in surrounding counties and adjoining states receive the newsletter and often use some of the articles for their own newsletters. The newsletter is sent monthly to twenty three hundred thirty (2450) people by U.S. Mail and another five hundred twenty five (580) by e-mail.

Video Recordings

National Winner

VIDEO PRESENTATION DEVELOPED TO HELP VEGETABLE AND FRUIT GROWERS TRANSITION AWAY FROM METHYL BROMIDE

Kelley,* W.T.[1] , Culpepper, A.S.[2] , Langston, D.B.[3]

[1.] Extension Horticulturist, University of Georgia Cooperative Extension, UGA Tifton Campus, Tifton, Georgia 31793
[2.] Extension Weed Scientist, University of Georgia Cooperative Extension, UGA Tifton Campus, Tifton, Georgia 31793
[3.] Extension Plant Pathologist, University of Georgia Cooperative Extension, UGA Tifton Campus, Tifton, Georgia 31793

A DVD-format video was produced with the objective of demonstrating to vegetable and small fruit growers how to use a new method of fumigation that can replace the use of methyl bromide in plasticulture production. Methyl bromide is being phased out as a result of the Montreal Protocol Treaty. The video has been used in several venues in the last year to demonstrate these procedures to growers, industry and government personnel. Specifically it has been used at grower meetings in Balm, FL (November), Myrtle Beach, SC (December) and at an industry training in January. There were collectively over 200 people at these events and growers, agents and industry personnel came away with knowledge of a completely new system. The video was based on work done by the authors and the script was written by the authors, video was taped by Extension Communications Staff and it was professionally edited and duplicated. There were 1,000 copies produced and over 600 have been distributed.

National Finalist

FROM THE GROUND UP THELEVISION SEGMENTS PRESENT HORTICULTURE TOPICS WEEKLY TO A STATEWIDE AUDIENCE

Cuin,* D.M.[1] , Gill, J.R.[2] , Heald, T.E.[3] , Hininger, S.M.[4] , Logue, J.A.[5]

[1.] Program Associate, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604
[2.] Extension Educator, University of Wyoming Cooperative Extension Service, Washakie County, Worland, Wyoming 82401
[3.] Extension Educator, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604
[4.] Extension Educator, University of Wyoming Cooperative Extension Service, Sheridan County, Sheridan, Wyoming 82801
[5.] Master Gardener, University of Wyoming Cooperative Extension Service, Natrona County, Casper, Wyoming 82604

This 70 to 90 second, weekly news segments is a continuation of a 20 year community tradition presenting current, timely, and proper horticultural information to a local and statewide viewer audience of 6,000 weekly, from March through December. The segments are intended to promote the approachability of Cooperative Extension Service horticulture educators and the relatively simple solutions to horticulture issues in the

home setting. The segments include one or more Program Associate or Extension Educator as the personality in front of the camera. The educators as well as the Master Gardener all work on developing topics for seasonal issues, develop scripts, watch and listen to taping sessions for continuity and clarity of text, help to locate taping sites and cutaway specimens. The segments are video recorded on locations around the geographical region, usually within the state of Wyoming, sometimes out of state where the horticultural topics of focus are best illustrated. The Master Gardener serves as camera crew videographer, using a Cannon HXA1HD camera and Sony PD 170 digital camera for on-site production, and editing staff with a MacPro computer and Final Cut Pro software equipment provided by the University of Wyoming Cooperative Extension Service. After editing the digital segment is transferred to tape or DVD as needed by the local television broadcast station; each week the tape or disk is delivered to the local NBC Television affiliate KCWY Channel 13 based in Casper, Wyoming. The segment is aired each week during the 10:00 pm news on Saturday evenings.

ALMANAC GARDENER

Blue,* L.G.

Agricultural Extension Agent - Urban Horticulture, North Carolina Cooperative Extension, Buncombe County Center, Asheville, North Carolina 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. Mass media outlets such as TV offer a means for providing environmentally sound information to the largest number of people. Almanac Gardener is a North Carolina Cooperative Extension program which has been produced by public television, UNC-TV, for 26 years. It is the station's longest running and most popular locally produced program. The half hour show airs weekly from April through August. Audience is estimated at 75,000 viewers in North Carolina and surrounding states. Segments on the program are intended to educate North Carolina gardeners about appropriate plant selection and good gardening practices. This 6 minute segment on Growing Hostas was filmed by the UNC-TV film crew at The North Carolina Arboretum. It was filmed in 2007 and aired May 10, 2008. The objectives were to emphasize selecting hosta varieties suitable for the site and implementing good cultural practices for growing healthy plants.

PROPER TREE PLANTING TECHNIQUES

Pandian,* V.

Extension Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, Wisconsin 54302

The objective of this bilingual (English and Spanish) audio-video presentation (DVD) was to educate the landscape professionals on proper tree planting techniques to prevent stem girdling root formation. The target audience was landscape contractors and urban foresters. The landscape supervisors and business owners used this self-explanatory presentation for training their employees on proper tree planting techniques in urban landscapes.

Regional Finalist

RIVER VALLEY GARDENING: CRAPEMYRTLES

Blakey*, D[1] , Bocksnick. J.[2]

[1.] County Extension Agent, University of Arkansas Cooperative Extension, Sebastian County, Fort Smith, Arkansas 72903
[2.] County Extension Agent, University of Arkansas Cooperative Extension, Sebastian County, Fort Smith, Arkansas 72903

In order to educate homeowner and landscapers about the proper pruning of crapemyrtles *(Lagerstroemia indicia)* we have created a video. This presentation is part of our semi-monthly podcast entitled "River Valley Gardening" that is hosted on Extension's website. Our goal in this episode is to show that the widespread practice of pollarding, topping, and heading back this attractive plant is neither necessary nor appropriate.

THE SOYBEAN CYST NEMATODE: THE MOST YIELD LIMITING PEST OF SOYBEANS IN THE UNITED STATES

Wilson,* J.A.

Extension Educator, University of Nebraska-Lincoln Extension, Burt County, Tekamah, Nebraska 68061

Soybean cyst nematodes (SCN) cause over one billion dollars in losses annually for soybean growers in the United States. In Nebraska, losses from SCN in 2008 exceeded $25 million. This is greater than the cumulative losses from all other soybean diseases in

the state. The greatest challenge to farmers is recognizing they have it in their fields. Except in extremely high SCN population, there are no visual symptoms on the plant. We have documented yield losses of 20-30% on healthy looking plants. In an effort to get more farmers to test their fields for SCN, Loren Giesler and Tamra Jackson, Extension Plant Pathologists at the University of Nebraska-Lincoln, and I prepared kits that will be distributed to FFA chapters and biology teachers across the state. The DVD included in the kits has information on the value of soybean production in Nebraska (5th nationally - 226 million bushels), uses of soybeans, losses caused by SCN, and a step-by-step procedure for soil sampling and processing those samples for SCN. I was responsible for developing and presenting the information in two of the 10 segments on the DVD (Field Inspection & Survey and Soil Sampling). The kits also include all the equipment and supplies necessary to collect and process the soil samples. The DVD was prepared by Communications & Information Technology staff at the University of Nebraska-Lincoln. Financial support for this project was provided by a grant from the Nebraska Soybean Board.

TENT CATERPILLAR TV NEWS STORY

Elsner,* E.

Agricultural Educator, Michigan State University Extension, Grand Traverse County,
520 W. Front St., Suite A, Traverse City, Michigan 49684

The eastern tent caterpillar, Malacosoma americanum (Fabr.) appeared in extremely high numbers over much of the northwestern corner of the lower peninsula of Michigan in the spring of 2008. Several species of wild cherry (Prunus sp.) were heavily defoliated, and the caterpillars were also found on numerous ornamental cherries and crab apples in the area. Local county Michigan State University Extension offices were handling high numbers of callers and walk-in clients with concerns and questions about the caterpillar outbreak. A local television news department asked for information and assistance to prepare a feature story on the situation. The news story was broadcast on June 12, 2008, including video footage of an interview with the author, live caterpillars, tents in trees, cocoons and pinned adult specimens. All production of this news feature was provided by TV 9 & 10 News, Cadillac, Michigan, 49601.

TREES AND FORESTS SHOW STRESS FROM GLOBALWARMING

DeGomez,* T.E.

Extension Specialist, University of Arizona Cooperative Extension, School of Natural Resources, Flagstaff, Arizona 86011

The audiences for this recording are individuals who access ScienCentral.com for information on current science topics and those who watch ABC news channels. ScienCentral produces science and technology content for television, the web, and corporate clients, in addition to working with museums and educational publishers to develop multimedia educational products. The purpose of this presentation was to address the issue of climate change and its effects on recent landscape level tree mortality in the Southwest by conifer bark beetles. This presentation is available on the ScienCentral website, the University of Arizona Forest Health website and it has been distributed to ABC national news television affiliates. I was interviewed via a phone connection by a professional multimedia producer in Washington state while a video crew from Northern Arizona University media services conducted the filming. I set up the field and laboratory locations and controlled the staging for those venues.

COVER CROPS AND NO-TILL

Rowehl,* J.E.

Extension Educator, Penn State Cooperative Extension, York County, Pennsylvania 17402

No-till farming is a practice that has been used by farmers in Pennsylvania since the 1970's. Larger cash crop farm operations were the primary adopter although the practice is used on farms of all types. More recent has been the recognition of the importance of using cover crops in the no-till system, particularly for continuous no-till. Recognition of the benefits of cover crops will be an important factor in the increased adoption of no-till on farms that are currently tilling for reasons related to manure incorporation for nutrient retention or alleviations of compaction from manure hauling or silage harvest. This video is part of a series of videos that were produced under the concept of a farmer-to-farmer learning network. Several farmers representing a diversity of farm operation types were interviewed about various aspects of managing a no-till

system. Excerpts from these interviews that support research based recommendations were used in association with field footage taken on the cooperating farms. The finished videos were posted on the webpage of the Penn State Crop Management Extension Group (cmeg.psu.edu). These videos collectively were viewed 2437 times from the time they were posted (April-August 2008) through the end of the year. The video in this entry was viewed 761 times in this period. In addition, copies of the entire video series were requested by fifteen other Pennsylvania extension educators and one Virginia educator that requested it (made available on DVD or Window Media Video) for use in their programs.

PASTURE EVALUATION VIDEO

Komar,* S.J.[1] , Bamka, W.J.[2] , Mickel, R.C.[3]

[1.] County Agent, Rutgers NJAES Cooperative Extension, Sussex County, Newton, New Jersey 07860
[2.] County Agent, Rutgers NJAES Cooperative Extension, Burlington County, Westampton, New Jersey 08060
[3.] County Agent, Rutgers NJAES Cooperative Extension, Hunterdon County, Flemington, New Jersey 08822

The equine industry is one of the fastest growing animal industries in New Jersey with a estimated impact exceeding $1.1 billion annually. The equine industry in the state is mainly composed of small-scale operations. More than seventy-percent of the 7,200 equine operations house less than eight horses and more than fifty-percent of the farms in New Jersey are operated on less than 10 acres. Maintaining quality pastures on these small farms is often difficult due to high stocking densities and poor pasture rotation. The objective of the video entitled *Pasture Evaluation Using the String Intercept Method* was to provide Extension clientele with an easy method to quantify the quality of their pastures. The team of agents was responsible for selecting the topic, writing the script, selecting the locations and presenting the information on camera. A professional marketing firm was contracted to video the presenters. The team of agents was responsible for editing the video with technical assistance from the marketing firm. The final version was saved on DVD. The presentation has been shared at equine meetings to demonstrate pasture evaluation and will be incorporated into video fact sheet form on the Extension website and other educational venues.

DELMARVA GARDENS 'CHILD FRIENDLY GARDENS' BY GINNY ROSENKRANZ

Rosenkranz,* G.

Extension Educator, University of Maryland Extension, Wicomico County, Salisbury, Maryland 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 and landscapes throughout the year to catch the pertinent up-to-the-minute gardening information on film. Delmarva Gardens is currently in its eighth year of production and can be viewed on PAC 14, the University of Maryland's Web site (http://extension.umd.edu/gardening/DelmarvaGardens), Public Access Channels in Prince George's and Montgomery County, Maryland. It is an excellent opportunity to bring Integrated Pest Management/Total Plant Management and practical gardening tips to the residents of Wicomico County. PAC 14 does all of the filming, editing and production, with all of the program ideas and implementations by the author. In the October video Delmarva Gardens presented 'A Child Friendly Garden' which introduces plants that have interesting shapes, textures and fragrances to appeal to inquisitive children to encourage their exploration into the garden. Plants were also chosen to give color and texture throughout the year and were non-poisonous. 'A Child Friendly Garden' was aired every Saturday morning at 9 am and presented every other day at other times.

Fact Sheet

National Winner

IMPROVING TRACTOR PERFORMANCE AND FUEL EFFICIENCY

Harrigan, T.M.[1], Staton,* M.J. [2], Turner, R.J. [3]

[1.] Extension Specialist, Michigan State University Extension, Michigan State University, East Lansing, Michigan 48824
[2.] Extension Agricultural Educator, Michigan State

University Extension, Allegan County, Michigan 49010
[3.] Engineer, the Agricultural Technology Centre, Lethbridge, Alberta T1J3Y2

High diesel fuel prices prompted local growers to request information on improving tractor performance and fuel efficiency. It is estimated that poor tractor performance wastes nearly 150 million gallons of fuel each year in the U.S. With diesel prices averaging approximately $3.00 per gallon in 2008, the projected financial impact of improving tractor performance and fuel efficiency is more than $450 million per year. Setting up a tractor for optimum performance takes time and effort but produces significant economic returns by reducing fuel consumption, field time, drive train or tire wear and soil compaction. A review of the available literature revealed the need to produce a new fact sheet summarizing the key points from numerous sources. The purpose of this fact sheet is to provide farmers with all the information they need to set up and operate tractors for peak performance. The fact sheet was featured and promoted on the U.S. Farm Report and Ag Day, both of which are nationally syndicated television programs. It was also distributed to more than 200 farmers during farm visits and at Ag Expo and was posted on the front page of the Michigan State University portal. Due to the timeliness and relevancy of the information contained in the fact sheet, MSU Extension administration covered the cost for commercial printing of the publication. Contributions to the publication include: a comprehensive review of the literature, personal conversations with agricultural engineers in the U.S. and Canada, principal authorship and creation of figure 1.

National Finalist

CAPTURING NATURE – RAINWATER HARVESTING FOR HOME LANDSCAPES

Sturdivant,* M.C.

County Extension Agent – Horticulture, Texas AgriLife Extension Service, Taylor County, Abilene, Texas 79602

In West Central Texas, annual precipitation levels average approximately twenty-four inches; however, our region continues to experience extended periods of drought and rainfall has been sporadic. With this emerging issue affecting home landscapes, initiatives were implemented to educate homeowners about the benefits and techniques of harvesting rainwater for home landscapes. In addition to educational programming conducted, a rainwater demonstration was installed at the Taylor County Extension Office, and this fact sheet was written by Agent Sturdivant. Based on inquiries from the public and the need to address local emerging issues, Agent Sturdivant determined that the fact sheet was an educational tool that was very much needed. Since its initial printing in September 2008, this fact sheet has been distributed to the citizens of Abilene and the Big Country region, an eighteen-county geographical area. Additionally, this fact sheet was distributed during the following events – as part of a rainwater harvesting demonstration in the Texas Farm Bureau's Plant Agriculture exhibit during the West Texas Fair and Rodeo in which 27,000 viewed the exhibit and received materials; posted on our county horticulture webpage; distributed to thousands during the annual home and garden show; and, provided to those attending Extension horticultural programs as well as those individuals calling or visiting the Extension office in search of materials to assist with rainwater harvesting. Based on data collected and contacts made by volunteers, it is estimated that more than 31,000 individuals have received this publication addressing a local, emerging issue.

WHITE GRUB MANAGEMENT FACT SHEET

Sutton,* P.

Extension Educator, Purdue University Extension, St. Joseph County, South Bend, Indiana 46601

Management of white grubs has gotten out of hand in my area of the state. Unnecessary treatments are common. This brochure was designed to have the homeowner honestly ascertain the need for treatment. Its method is to point out the wrong reasons commonly used as excuses to treat. The full story is conveyed however that if treatment is warranted the brochure offers recommendations on control. I distribute about 200 of these brochures a year in answering questions and as handouts at static displays. (Print as a duplex document short edge binding on legal paper)

Regional Finalist

HGIC 2318 COGONGRASS

Williamson,* J.W.

Extension Agent, Clemson University Extension, Home & Garden Information Center, Clemson, SC 29634

Cogongrass (*Imperata cylindrica*) is one of the world's ten worst weeds and has already invaded 153 billion acres worldwide. Cogongrass is becoming established in Florida, Georgia, Alabama, Mississippi and Louisiana, and has now been found in South Carolina. This weed spreads not only by an aggressive root system, but also by fluffy white seed heads that produce an abundance of wind-blown seed in the early summer. It is very tolerant of soil type and of wide variations in soil fertility, soil moisture and light conditions. Japanese bloodgrass (*Imperata cylindrica* 'Red Baron') is a 2-foot tall perennial grass with red and lime-green leaves. Japanese bloodgrass is a variety of cogongrass, and this red-leafed ornamental grass can revert back to the extremely aggressive, 4 to 5 foot-tall, green form. Sales of this popular ornamental grass have been halted in South Carolina, but plants have been brought in from other states. For gardeners who would like to have a red-leafed ornamental grass in their perennial beds, there are other choices, such as cultivars of native switchgrass (*Panicum virgatum*) that have red foliage, which is especially prominent in the fall. Clemson University's Department of Plant Industry is a member of a task force with the goal of preventing the spread of cogongrass within South Carolina. If Japanese bloodgrass or cogongrass has been observed, residents are requested to contact the Clemson Department of Plant Industry. This fact sheet was produced to inform home gardeners about the potential reversion of Japanese bloodgrass to cogongrass, and for the land owner to be aware of an invasion of cogongrass through proper identification. This publication is distributed upon request to South Carolina residents, but can be found on the Clemson Home & Garden Information Center's website: www.clemson.edu/hgic.

CALHOUN COUNTY STAKEHOLDERS REPORT

Chizek,* J. W.

County Extension Education Director, Iowa State University Extension – Calhoun County, 521 4th Street, Rockwell City, Iowa 50579-0233

To publicize the varied activities conducted by the Iowa State University Extension - Calhoun County office, an annual stakeholders report was published in October, 2008. The two-page front-to-back document reported on program activities in agriculture, community development, families, and youth. Photos and program highlight ideas were solicited from Extension staff in the Calhoun County office. The finished piece contained six colored photographs and three segments highlighting specific events conducted during the past year. Over 170 copies of the publication were distributed to clients during the local Iowa State University Extension Week celebrated in November, 2008. Additional copies were given to clients attending Extension programs throughout the year and left on the office counter for walk-in client traffic. The stakeholders report was printed on the Iowa State University Extension's "red bar" marketing paper for a uniform look in the end product. Total cost per piece published was approximately $.41 per copy. My involvement in the development of the stakeholders report was taking three of the six pictures used, writing the program text and picture captions, and disseminating the reports to clients in a variety of settings. The most common response from clients reviewing the document was "I didn't realize that ISU Extension was involved in all of these activities."

FIREWOOD AND BARK BEETLES IN THE SOUTHWEST

DeGomez,* T.E.[1] , Loomis, B. J.[2]

[1.] Extension Specialist, University of Arizona Cooperative Extension, School of Natural Resources, Flagstaff, Arizona 86011
[2.] Program Coordinator, University of Arizona Cooperative Extension, School of Natural Resources, Flagstaff, Arizona 86011

The audience for this publication is the general public and logging contractors who cut and utilize green trees for the production of firewood. The main purpose of this publication is to present sound scientific information on the subject of firewood production and the relationship that Ips bark beetles have with dead green wood. The

potentially deadly, to conifer trees, bark beetle uses dead green wood to increase population levels. The development of this publication came about as a result of cooperative extension and U.S. Forest Service recommendations to reduce the density of ponderosa pine stands to improve forest health and reduce risk of catastrophic wildfire. Reducing stand density results in the creation of suitable logs for the production of firewood thus increasing the risk to live trees from bark beetles emerging from the freshly stored firewood. The number copies of this publication that have been distributed is hard to determine because it has been almost exclusively distributed as an e-publication, as have almost all of the publications that have been produced by the University of Arizona Cooperative Extension (UACE) in the past ~10 years. From March 15, 2008 to February 20, 2009 this publication had 2115 pageviews on the UACE website. I was the lead author on the publication with helpful additions made by my co-author Ms. Loomis. I along with the publications department at UACE were responsible for the production of the publication.

SWITCHGRASS PRODUCTION AND USE IN NEW JERSEY – FACT SHEET

Hlubik*, W.T.[1], Bonos, S.[2], Helsel, Z.R. [3]

[1.] Agricultural Agent, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, New Brunswick, New Jersey 08901
[2.] Extension Specialist in Turfgrass Breeding, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, New Brunswick, New Jersey 08901
[3.] Extension Specialist in Agriculture Energy, Rutgers New Jersey Agricultural Experiment Station Cooperative Extension, New Brunswick, New Jersey 08901

A fact sheet was created in the Spring of 2008 to provide information on the production and use of switchgrass in New Jersey. Surveys at Extension meetings over the past year, revealed that growers have interest in alternative energy production using switchgrass and other biofuels on farms. Recent incentives by the NJ Board of Public Utilities and other Federal programs have prompted greater interest by NJAES to investigate biofuels for small farms. The fact sheet provides basic information on the production of switchgrass as an energy source or feed alternative. This is the first in a series of fact sheets on the production of biofuel crops for small farms in our area. The fact sheet is available on-line at http://njaes.rutgers.edu/pubs/download-free.asp?strPubID=FS1075. The fact sheet was distributed at three farm energy educational programs conducted in cooperation with New Jersey Farm Bureau and Cooperative Extension in February 2009. Over 200 fact sheets have been distributed to growers and feedback has been very positive. The fact sheet was created using Microsoft Word and saved as a PDF on-line.

DOCKING AND CASTRATION

Barkley,* M.E.

Extension Educator, Penn State Cooperative Extension, Bedford County, Bedford, Pennsylvania 15522

The Docking and Castration fact sheet was developed as part of a Sheep Home Study Course, a six lesson course developed to teach sheep producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This fact sheet was designed to give a sheep producer an overview of methods that can be used for docking and castration. The fact sheet was mailed out with the health lesson of the home study course and was also loaded onto a website. Thirty four sheep producers (7 via postal service and 27 via internet/email) are currently enrolled in the course, while 400 producers have completed the course over the past 10 years. In addition, the website containing materials for the sheep home study course was accessed an average of 176,383 times by 16,757 unique visitors per month during the 2008 fiscal year. Results of a follow-up evaluation from the home study course last year (N=46, n=12) showed that 100% of participants adopted three or more new management practices as a result of taking the course. The publication was prepared using Microsoft Publisher software. Pictures came from digital photos. Entrant wrote the publication, took photos, formatted the publication for printing and for the web, and loaded the publication to the Bedford County website.

PREVENTING FIRES IN MANURE STORAGE STRUCTURES

Nottingham,* J.R.[1] , Timmons, J.[2] , Rhodes, J.[3]

[1.] Extension Agent, Maryland Cooperative Extension, Somerset County, Princess Anne, Maryland 21853
[2.] Extension Specialist, Maryland Cooperative Extension, Salisbury, Maryland 21801
[3.] Extension Agent, Maryland Cooperative Extension, Queen Anne's County, Centreville, Maryland 21617

Maryland Cooperative Extension Fact Sheet #820, Preventing Fires in Manure Storage Structures is a new fact sheet developed by educators from the University of Maryland to help poultry farmers reduce the risk of manure shed fires and associated property damage. Approximately 1000 copies of this new fact sheet have been distributed in grower meetings. Copies are available on line, or at any University of Maryland Extension office or Experiment Station.

Publication

National Winner

AGRITOURISM IN ACTION BUS TOUR GUIDE

Bruch,* M.L.

Extension Specialist, University of Tennessee Center for Profitable Agriculture, P.O. Box 1819 Spring Hill, Tennessee 37174

The *Agritourism in Action Bus Tour Guide* was developed for use during a three day educational bus tour for 54 agritourism operators and farmers interested in agritourism. The guide was designed for use both during and after the tour. It was developed to inform participants of the tour itinerary, introduce each of the 11 agritourism operations visited, provide a place to take notes of lessons learned on the tour, and provide participant contact information for networking purposes. In addition, the guide was distributed to funding source leadership, owners of agritourism operations visited on the tour and other contributors.

The guide was written by Megan L. Bruch, Extension Specialist with the University of Tennessee Center for Profitable Agriculture. Bruch also provided several photographs utilized in the publication. Layout and design of the guide was developed by Jean Hulsey of the UT Institute of Agriculture Department of Marketing and Communications Services with printing by UT Graphic Arts.

National Finalist

NATIVE PLANTS OF NORTH GEORGIA "A PHOTO GUIDE FOR PLANT ENTHUSIASTS"

Cummings,* M.P.

Native Plant enthusiasts need a pocket guide to help them identify native plants of the North Georgia area. Most of the guides one can find are large, bulky and heavy. The candidate created this guide so plant enthusiasts could carry it in a pants pocket or small backpack. The guide is designed to be somewhat weatherproof. The guide has 42 pages containing plant photographs, plant descriptions, plant habitat, historical uses of the plant, a glossary and an index of plants. Each description also contains the scientific and common names of local plants. These small publications are sold for $7 by the University of Georgia and local bookstores in and around Blairsville, Georgia. The author also distributes them with garden club meetings and other educational meetings. The candidate researched and authored the plant descriptions and historical uses. The candidate also photographed all but one of the images in the publication. The publication was edited and reviewed by the University of Georgia. Thus far approximately 1000 copies have been sold in and across North Georgia.

VOLCANIC EMISSIONS INJURY TO PLANT FOLIAGE

Sewake,* K.T.[1], Nelson, S.[2]

[1.] County Extension Agent, Cooperative Extension Service, University of Hawaii at Manoa, Hawaii County, Hilo, Hawaii 96720
[2]. Extension Specialist, Cooperative Extension Service, University of Hawaii at Manoa, Hawaii County, Hilo, Hawaii 96720

Since March 2008, significant increases of volcanic emissions from a newly formed volcanic fumarole from Hawaii's Kilauea volcano have caused unprecedented widespread damage to commercial crops in communities surrounding the volcano. Extremely elevated SO_2 levels, acid rain and ash fall have contributed to crop damage so severe that on July 30,

2008 the USDA announced a declaration of disaster due to "vog" as it is called in Hawaii. In response to this problem, this publication was developed in August 2008 to assist vog-affected farmers and the general public to cope with this dire situation and to also provide a valuable resource for government agencies belonging to the Governor's Task Force on Vog. This publication is unique because Hawaii lacks information of vog effects causing plant damage, and especially regarding discussions on possible mitigation measures. As co-author, I reported my field observations, provided photos, included results from my crop damage survey, wrote parts of the manuscript, edited, and provided overall suggestions for improvement. Co-author Nelson (non-member) contributed similarly, except in addition, taking the main lead in writing and researching information. One thousand copies were printed professionally and 500 copies were distributed via extension offices statewide as well as via free downloadable electronic copies available through the college's website. Despite the publication's information and suggestions, farmers faced other major obstacles including lack of water and drought, lack of financial resources, and lack of plants to replant fields thereby preventing them from realizing favorable results.

Regional Finalist

FOREST GRAZING: MANAGING YOUR LAND FOR TREES, FORAGE, AND LIVESTOCK

Reid,* C.R.

Extension Agent, Utah State University Extension Iron County, Cedar City, Utah 84721

Livestock grazing is common in Utah forests and woodlands and often plays an important role in the management decisions of Utah landowners. The reasons for this are partly economic. Timber rotations are long in this state, and many landowners cannot wait up to 100 years to realize an economic return on their property. Livestock, by contrast, can provide income. The reduced property taxes that come with Green Belt status are another economic incentive to graze forest land. Finally, research shows that raising livestock is an important cultural activity in Utah. Most of Utah's family forests have a long history of being grazed, and landowners want to continue this tradition. Fortunately, there are many management practices that can improve forage production while also enhancing forest health. With a little bit of planning, multiple benefits can be realized by maintaining sustainable interactions between trees, forage, and livestock. This publication was developed to address the critical need of providing forest landowners education and information of how to properly manage their land for trees, forage and livestock. This publication has been distributed to Extension offices statewide, is available as an electronic publication on the internet, and was mailed to forest landowners in southern Utah with over five hundred hard copies being distributed so far. In addition surrounding states have contacted us and requested copies for their clientele. The number of downloaded copies is unknown. C.R. Reid with two other co-authors developed and produced this publication. Printing was done by the USU Extension Publications Office. C.R. Reid was responsible for a majority of the written content of this publication.

MANAGING SOILS FOR GREATER GRAZING PRODUCTIVITY – PUBLICATION AWARDS SUBMISSION

Carlson,* B.C.

Extension Educator, University of Minnesota Extension, Rice and Steele Counties, Faribault, Minnesota 55021

The management and productivity of pasture land in Southern Minnesota is greatly overlooked and even ignored by resource professionals and farmers alike. Much of this land is pastured because of limitations that prevent it from being row crop farmed. When management decisions are made on these farms issues related to the livestock are scrutinized while little thought is given to the potential of increased profits by improving pastures. My specific objective when writing the publication was to increase the level of soil science literacy among Cow/Calf Producers and others that own pastures. It was funded through a project that sought to define the impacts of grazing on water quality, and was the outgrowth of an applied research project that I conducted on several demonstration sites. I was responsible for all of the text and captions. All photos with the exception of the cover and the one showing cows grazing were taken by me. The format was laid out by Extension's communications team, and publication was arranged by the grant's fiscal agent. There were 2500 printed copies produced which have been distributed free of charge to County Extension Offices, NRCS offices, and at pertinent workshops and events. The publication is also available for purchase through Extension distribution, and free to view over the internet.

PRUNING DECIDUOUS TREES PUBLICATION

Ball,* J.[1], Zdorovtsov, C.[2]

[1.] Extension Forestry Specialist, South Dakota Cooperative Extension, Brookings, South Dakota 570062
[2.] Extension Horticulture Educator, South Dakota Cooperative Extension, Minnehaha County, Sioux Falls, South Dakota 57104

The intended audience is homeowners who want information on training young trees and pruning mature trees. The city parks department requested such a document to distribute to 225 people in the community of Brandon, SD to encourage proper tree pruning among local residence in January, 2009. In addition the 45 copies were distributed at our Cooperative Extension booth at the International Arborist Conference held February, 2009 in Sioux Falls, SD. This publication is currently available in the lobby of our local extension office. The document was also provided to the other county extension offices in the state for distribution. The educator initiated this publication, compiled information supplied by our forestry specialist, and designed the layout of the brochure.

SALT TOLERANT PLANTS

Glen,* C.

Extension Educator, North Carolina Cooperative Extension, Pender County, Burgaw, North Carolina 28425

'Salt Tolerant Plants Recommended for Southeastern NC Landscapes' was developed, written and produced by Charlotte Glen, Pender County Horticultural Extension Agent, to guide homeowners and landscapers in selecting plants for southeastern NC coastal landscapes. This publication has been made available online through the Pender, New Hanover and Brunswick County Extension websites, as well as in print form at their county centers. To date, approximately 1000 copies have been distributed either in print or online.

GRAY LEAF SPOT OF CORN NEBGUIDE

Rees,* J.M.[1], Jackson, T.A.[2]

[1.] Extension Educator, UNL Extension, Clay County, Clay Center, Nebraska 68933
[2.] Extension Plant Pathologist, UNL Extension, Lincoln, Nebraska 68853

Gray leaf spot (GLS) is considered the most yield-limiting disease of corn in the world. Varying levels of incidence and severity of GLS in Nebraska's over eight million acres of corn in recent years coupled with a dramatic increase in fungicide use led to the complete revision of this NebGuide. This publication describes criteria necessary when determining when to make a fungicide application in hopes of reducing unnecessary fungicide applications. The intended audience includes producers, crop consultants, agricultural industry, and extension educators. Much of the audience will primarily focus on the management and fungicide section while the remainder of this publication provides greater detail. A glossary was added to help readers with difficult terminology. One copy of this publication was distributed to every UNL Extension office in Nebraska. It is available to our clientele at http://ianrpubs.unl.edu and clicking on "plant disease" in the left-hand menu and also through the UNL Plant Disease Central Web site at http://pdc.unl.edu. My role was the primary author of this publication as I wrote all but portions of the management section and I also provided several of the pictures.

NEW RESOURCES FOR MARYLAND MEAT PRODUCERS

Myers,* G.S.

Associate Agent, Regional Marketing Specialist, University of Maryland Cooperative Extension, Western Maryland Research and Education Center, Keedysville, Maryland 21756

To assist Maryland farmers with processing and marketing farm-raised meats, a trilogy of resources were developed consisting of a bulletin, bond guide, and information sheet. The resources are designed to guide producers through the regulatory mazes, provide assistance with marketing and labeling requirements, and provide resources for laboratory testing, processing equipment, packing and labeling suppliers, and a plethora of business services and supplies. On-farm, retail sales of products processed in a USDA inspected facility is a recent addition to the on-farm marketing

toolkit. These materials are available in print on a cost-recovery basis or can be downloaded free of charge from my web site at www.agmarketing.umd.edu. Distribution thus far includes the following: 1) 200 hard copies of *A Producer's Guide to Meat and Poultry Processing Regulations in Maryland*; 2) 60 copies of the *Food Processing Resource Directory*; and 3) *Direct Marketing Farm-Raised Meats in Maryland*, which details licensing procedures, has been distributed at three winter meetings (78 copies) and is available on-line as well.

FARMER-TO-FARMER ADVICE FOR AVOIDING CONFLICTS WITH NEIGHBORS AND TOWNS

Kimmel, D.[1], Kluchinski,* D.[2], Sciarappa, W. J.[2], Hlubik, W.[2], Frecon, J.[2], Samulis, R.[2], Azzara, M.[3], Flagler, J.[2], Mickel, R.[2], Polanin, N.[2], Carleo, J.[2], Cowgill, W.[2], Obal, R.[2], Walker, W.[4], Ortiz, J.[2], Pavlis, G[2]

1. NJ State Agriculture Development Committee
2. Rutgers Cooperative Extension
3. Northeast Organic Farming Association-NJ
4. NJ Department of Agriculture

As New Jersey's population grows, some farmers capitalize on the enhanced proximity to consumers and cultivate new markets and relationships, while others limit their engagement or are confrontational when issues arise with a neighbor or township. This project's objective was to minimize this human relationship risk and its impacts on farmers by soliciting, compiling, and presenting a collection of advice and strategies other farmers have employed. The intended audience was farmers, non-farmers and governmental officials. Fifty-four farmers were surveyed. Their advice was organized into 12 thematic categories and presented in a 29-page pamphlet. Since January 2008, 4500 copies have been printed and over 2/3 distributed to County Agriculture Development Boards (n=18), County Boards of Agriculture (n=20), major in-state agricultural organizations (n=115), and Cooperative Extension offices (n=20). Copies were provided to towns with farmland preservation programs (n=38) and to New Jersey's top 50 agricultural municipalities without preservation programs (n=27), and 1619 New Jersey Farm Bureau members with interest in Right-to-Farm issues. The content was discussed at numerous face-to-face meetings and through farmer speaker panels at 6 workshops between January-June 2008. An evaluation determined knowledge gain of risks and management strategies as a result of attending a workshop, discussing the topic, and/or reviewing the pamphlet. A follow-up evaluation determined adoption of practices. Kimmel and Kluchinski co-developed the grant proposal and survey. Kluchinski assisted in coordinating the co-authors who interviewed farmers, and assisted Kimmel in the development and distribution of the pamphlet and educational sessions. The brochure layout and printing were done commercially.

MARKETING LAMB AND GOAT FOR HOLIDAYS

Barkley,* M.E.

Penn State Cooperative Extension in Bedford County, 120 W. John Street, Suite 2, Bedford, PA 15522

The Marketing Lamb and Goat for Holidays publication was developed as part of a Sheep Home Study Course, a six lesson course developed to teach sheep producers how to improve their management skills in the areas of basic production, reproduction, nutrition, health, marketing, and financial management. This publication was designed to give a sheep producer an overview of ethnic holidays and the preferred weights for sheep and goats for each of those holidays. The publication was mailed out with the marketing lesson of the home study course and was also loaded onto a website. Thirty four sheep producers (7 via postal service and 27 via internet/email) are currently enrolled in the course, while 400 producers have completed the course over the past 10 years. In addition, the website containing materials for the sheep home study course was accessed an average of 176,383 times by 16,757 unique visitors per month during the 2008 fiscal year. Results of a follow-up evaluation from the home study course last year (N=46, n=12) showed that 100% of participants adopted three or more new management practices as a result of taking the course. The publication was prepared using Microsoft Publisher software. Photos came from a graphics CD. Entrant wrote the publication, formatted the publication for printing and for the web, and loaded the publication to the Bedford County website.

Web Site

National Winner

CLEMSON EXTENSION HOME & GARDEN INFORMATION CENTER (HGIC) WEB SITE

Scott*, J.M.[1], Davenport, M.W.[2], Williamson, J.W.[2], Russ, K.L.[3], Blake, J.H.[4]

[1.] Webmaster & Extension Agent, Clemson Cooperative Extension, Statewide, HGIC, Clemson, SC 29634
[2.] Extension Agent, Clemson Cooperative Extension, Statewide, HGIC, Clemson, SC 29634
[3.] Horticulture Information Specialist, Clemson Cooperative Extension, Statewide, HGIC, Clemson, SC 29634
[4.] Director, HGIC, Clemson, SC 29634

The Clemson Extension Home & Garden Information Center's web site (http://www.clemson.edu/extension/hgic/) went online in 1998 to provide research-based information on landscaping, vegetable gardening, plant health, household pests, food safety and preservation, and nutrition, physical activity and health to South Carolina residents. The research-based information is presented primarily in the form of fact sheets. Currently there are over 560 fact sheets, which are formatted as both HTML and PDF (for quality printing) files. For the past two years, information in the form of fact sheets has been supplemented with information presented as Hot Topics and Test Your Knowledge (TYK) quizzes/topics. The Hot Topics and Test Your Knowledge subjects focus primarily on timely/seasonal information and are only available as HTML files. New fact sheets/Hot Topics/TYKs are written on a regular basis (monthly for Hot Topics and TYKs), primarily by the HGIC professional staff, but occasionally by Extension Agents and Specialists located around the state. For ease of use, a search function link is provided on the home page that searches all fact sheets, Hot Topics and TYK topics for the keywords specified. A webmaster was brought on board in August 2006 and has organized two redesigns – the first to modernize the site and its capabilities, and the second to accommodate University-wide mandated changes. In 2008, the HGIC web site averaged over 2.7 million hits per month (from all 50 states and over 220 countries).

National Finalist

THE FARM FINDER

Steinbarger,* D.M.

Extension Educator, Washington State University Extension, Clark County, Brush Prairie, Washington 98606

The Farm Finder enables consumers to locate local farms in their areas and search by interactive map, state, county, product, marketing venue (e.g., farm stand, farmers market), or by calendar of availability. The database contains over 1150 farms in 65 of 75 counties, although it contains most complete farm listings in SW WA and NW OR. This site will always be a work in progress and data is entered as time and funding permit. http://farmfinder.wsu.edu/ (public url) http://smallfarms.wsu.edu/farms/farmfinder.asp (actual front page url)

MARSHALL COUNTY EXTENSION SERVICE WEBSITE ABSTRACT

Vogt,* Michael

Marshall County Extension Agent, Kansas State University, 1201 Broadway, Marysville, KS 66508

The Marshall County Extension Service Website is linked to the K-State Research and Extension Service Website. This website has important information, event details, past news letters, contact information, and much more for users to access from the comfort of their home or office. This website allows us to provide 24-7-365 service to our users. This website has allowed people from Sweden, Puerto Rico, and throughout the United States to contact us. The website is maintained by me with more current information in the Agriculture and 4-H Program Areas. The web address is: http://www.marshall.ksu.edu

SAFETY MAKES SENSE

Bauske,* E.M.[1], Chance, W.O[2], Martinez-Espinoza, A.D.[3], Braman, G.R.[4]

[1.] Program Coordinator, UGA Center for Urban Agriculture,1109 Experiment St., Griffin, GA, 30223-1797
[2.] UGA Extension Agent, Houston County, 801 Main Street, Perry, GA 31069

[3.] Plant Pathologist, UGA Griffin Campus, 1109 Experiment St., Griffin, GA, 30223-1797
[4.] Applications Programmer, UGA Center for Urban Agriculture, 1109 Experiment St., Griffin, GA, 30223-1797

The "Safety Makes Sense" web site makes safety education available wherever there is Internet access (www.ugaurbanag.com/safety). The web site showcases the "Safety Makes Sense Online Video Series". Trainers, managers, business owners, and workers can easily use these short videos as 'rainy day' or 'any day' training. The five videos in the series are presented in both English and Spanish and cover important topics including lawnmower and equipment safety, poisonous plants and animals, appropriate clothing, sun protection, heat stress, heat stroke, repetitive motion injury, and communication with supervisors. All videos have been approved by OSHA and were commercially produced. Web site allows for full control over the learning experience, permitting up-to-date safety training of workers at no cost and with a minimum of preplanning. In addition to the training videos, the site has links to resources that will help trainers communicate successfully with a Hispanic workforce. This includes links to Spanish and English versions of the manual "Safety for Hispanic Landscape Workers" and articles presenting cultural and technical information that impacts training techniques. This site pulls together interdisciplinary efforts to improve Hispanic education in the landscape industry and serves as a portal for plant disease and horticultural resources in both Spanish and English. It can be used to facilitating training, regardless of the students' language skills or literacy level. URL: www.ugaurbanag.com/safety

Regional Finalist

BARNYARDS AND BACKYARDS – A WEBSITE EDUCATING NEW LANDOWNERS ON SUSTAINABLE LAND MANAGEMENT PRACTICES

Anderson, R.L.[1], Ehmke, C.C.[2], Heald, T.E.[3], Hininger, S.T.[4], Thompson, J.S.[5], Peterson, E.M.[6], Mount,* D.E.[7], Taylor, L.R.[8]

[1.] Computer Support Specialist, University of Wyoming Cooperative Extension Service, Laramie, WY
[2.] Extension Specialist, University of Wyoming Cooperative Extension Service, Laramie, WY
[3.] Extension Educator, University of Wyoming Cooperative Service, Natrona County, Casper, Wyoming 82604
[4.] Extension Educator, University of Wyoming Cooperative Extension Service, Sheridan County, Sheridan, Wyoming 82801
[5.] Small Acreage Coordinator, University of Wyoming Cooperative Extension Service, Laramie, WY
[6.] Extension Educator, University of Wyoming Cooperative Extension Service, Sublette County, Pinedale, Wyoming 82941
[7.] Extension Educator, University of Wyoming Cooperative Extension Service, Platte County, Wheatland, Wyoming 82201
[8.] 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. The website http://barnyardsandbackyards.com was developed to house information developed and collected by the team and disseminate this information to the audience. The website provides landowners access to the Barnyards and Backyards magazine archives, a collection of select articles from the quarterly magazine, contact information for partners in the effort, a large and growing collection of informational resources of unbiased land management information, schedules of upcoming educational workshops, information about the team and internships, and allows users to register for a "small acreage list-serve". The sites content is developed by a core group of members of the Small Acreage Issue Team with input from the entire team. The website has become a well known housing body for all things small acreage related in Wyoming and is the key reference linked to by many of the land management agencies and non-profits in Wyoming. URL: http://barnyardsandbackyards.com

ARIZONA'S CHANGING RURAL LANDSCAPES

Glenn,* E.C.[1] , Apel, M.B.[2]

[1.] Area Assistant Agent, Community Resource Development, Arizona Cooperative Extension, Tucson, Arizona 85719
[2.] Area Associate Agent, Community Resource Development, Arizona Cooperative Extension, Sierra Vista, Arizona 85635

The Inter-mountain West is experiencing some of the most dramatic population growth and land development

in the nation. From 1982 to 1997, the total amount of developed land in the region grew by 2 million acres, through conversion of agricultural land and natural open space. Arizona is no exception, more than doubling its population and tripling its employment between 1969 and 2003. This change in rural demographics and land use patterns has resulted in new challenges to local and county governments, planners and ultimately the general public. These challenges include biophysical landscape changes, changing rural economies and the provision of services in previously undeveloped areas with limited tax revenues. Numerous institutions and researchers have addressed the phenomenon of exurban change to rural landscapes, i.e. former rural and agricultural areas being converted to residential development through lot-splitting and subdivision outside the periphery of the traditional sprawl and suburban neighborhoods of metropolitan areas. Arizona Cooperative Extension, in an effort to document and educate the public about these changes, has now developed a website (cals.arizona.edu/rurallandscapes) that serves as a resource for new and long-time residents, government planning professionals and elected officials, prospective land developers and community organizations. The site highlights Arizona Extension's work on exurban change, has an interactive map feature that allows users to focus on their region of the state, provides links to all Arizona County zoning ordinances and comprehensive plans and offers links to community economic and demographic data. In addition, the website contains a wealth of additional information, publications, links, tools and event listings. URL: http://cals.arizona.edu/rurallandscapes

UNIVERSITY OF NEBRASKA BIOENERGY WEBPAGE

Hay,* F.J.

Extension Educator, University of Nebraska-Lincoln Extension, Biological Systems Engineering, Lincoln, Nebraska 68583

Bioenergy and biofuels have become an increasingly important part of life in Nebraska. Nebraska's 24 ethanol plants utilize over 600 million bushels of corn annually. The bioenergy Web site started in 2007 is designed to give Nebraska residents information on bioenergy and biofuels related topics including ethanol, biodiesel, cellulosic biofuels, and wind power. The Web site includes links to dozens of presentations given in and around Nebraska on these topics. Major components include Biofuels Forum updated monthly, Seminars from 2007 to present, and a Links and Resources page. This Web site has been very successful in providing up to date information for Nebraskans on the changing bioenergy sector. Over 500 archived presentations have been viewed between 2007 and 2008. URL: HTTP:// BIOENERGY.UNL.EDU

REGIONAL WEBSITE DEVELOPED TO DELIVER A INTERNET PORTAL FOR MARKETING LOCAL GROWERS AND THEIR PRODUCTS

Morris, *W.C.

Area Extension Agent, Virginia Cooperative Extension, Carroll County, Hillsville, Virginia 24343

Direct marketing producer members of the eighteen county Southwest Virginia Agricultural Association expressed to Virginia Cooperative Extension a need to market agricultural products and services to consumers more effectively and efficiently. A team consisting of agents, specialists, and key individuals familiar with the difficulties of marketing small to medium inventories of agricultural products and services in Southwest Virginia worked to develop a website that would help producers and entrepreneurs connect with potential consumers. The team developed a mission statement, defined the product areas, people and geographic areas to be targeted through the site, as well as the basic framework/design and construction of the website. Timelines and responsibilities were assigned. The result of the team's work is the regional website known as "Southwest Virginia Fresh Direct" www.swvafreshdirect.com which has served the growers in Southwest Virginia since its launch in August, 2008. The first four months of operation yielded the following results: (1.) 77 farm enterprises and farmers markets registered (2) 43,700 server requests in first four months and (3) 5,748 requests for additional pages. *"In my opinion, there have been no other programs developed at the grassroots level by the Southwest Virginia Agriculture Association that has more potential to help our producers than the Fresh Direct website project."* Ralph Puckett, President, SWVA Agriculture Association

DAIRY AND ANIMAL SCIENCE WEBSITE

Goodling,* R.C.[1], Pryyne, R.[2]

[1.] Dairy Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, Pennsylvania 17042
[2.] Web/Database Administrator, Department of Dairy & Animal Science, the Pennsylvania State University, University Park, Pennsylvania 16802

Technology continues to dominant the progress being made in the dairy industry. As extension strives to be on the cutting edge of this technology, it was imperative to have a regional team website that provide current, accurate, and easily accessible information to the over 4500 dairy producers and industry professionals serviced by the eleven county region. The objective of the website was to move the restructure the current site to complement the newly implement departmental site, and provide timely information on team members, newsletters, current workshops, and valuable decision making tools. The base of the website is provided by the department's content management based system. These basic tools have allowed the field educator to create, adjust, and maintain the various aspects of the team site. A recent review of Google Analytics for site activity from March 2008 to December 2008 indicated 4,534 unique page views. Comparing the use to the previous year, there was a 183% increase in workshop announcement page views, and a 48% increase in audience accessing team tools within the same timeframe. Having a dynamic and timely web presence tied directly to departmental resources has allowed the regional dairy team to bring their research, programs, and projects to a broader and more technologically proficient audience. URL- http://www.das.psu.edu/capitalregion

MARYLAND RURAL ENTERPRISE DEVELOPMENT CENTER WEBSITE - WWW.MREDC.UMD.EDU

Myers,* G.S.[1], Green, E.J.[2]

[1.] Associate Agent, Regional Marketing Specialist, University of Maryland Cooperative Extension, Western Maryland Research and Education Center, Keedysville, MD 21756
[2.] Extension Program Assistant, University of Maryland Cooperative Extension, Western Maryland Research and Education Center, Keedysville, MD 21756

Agricultural and natural resource businesses need to be more "business like" if they are to succeed. Yet, most business development agencies, such as the State's Small Business Development Centers, don't have expertise in the underpinnings of agriculture-related businesses to provide Extension business planning support. Most other business development agencies and programs totally lack the level of expertise in production, management, and marketing that the University of Maryland Cooperative Extension can offer producers. The Maryland Rural Enterprise Development Center is a new Extension initiative that provides farmers, agricultural entrepreneurs, and new and beginning farmers a much needed business development resource. It is the first agricultural business development site in the State totally dedicated to agricultural and natural resource business development. It provides both business development resources along with actual production and/or processing advice as they relate directly to agricultural and natural resource-based businesses. It relies heavily on leveraging resources from a variety of Extension specialists both in and out of state. It is a one-stop-shop for the latest and most successful business development innovations and support for Maryland's agriculture and natural resources enterprises. The Maryland Rural Enterprise Development Center (www.mredc.umd.edu) provides an innovative, 24-7 launch pad that provides producers with a wide-variety of web-based University, community, and professional resources for developing profitable, sustainable businesses. It also provides Extension Educators and others working to support rural agricultural and community development initiatives extensive regional contacts and access to expertise for program development.

CORNELL WASTE MANAGEMENT INSTITUTE

Bonhotal, J.[1], Schwarz,* M.C.[2] , Wellin, L.[3]

[1.] Associate Director, Cornell Waste Management Institute, Cornell University, Tompkins County, Ithaca, New York 14853
[2.] Extension Support Specialist, Cornell Waste Management Institute, Cornell University, Tompkins County, Ithaca, New York 14853
[3.] Program Aide, Cornell Waste Management Institute, Cornell University, Tompkins County, Ithaca, New York 14853

The newly redesigned Cornell Waste Management Institute (CWMI) website (http://cwmi.css.cornell.edu/)

was created to provide visitors with accurate, relevant, understandable and useful information about managing organic residuals. CWMI serves the public through research, outreach, training, and technical assistance, with a focus on organic residuals. By visiting the website, educators can find materials for use in classrooms and/or informal settings to teach people about composting, homeowners can learn about building their own backyard compost bin, dairy farmers can find information on the latest research in using dairy manure solids (DMS) as bedding, and livestock producers, farmers veterinarians and government personnel can get information on how to dispose of mass casualties through composting in the event of a disease outbreak. When research is being done, Jean Bonhotal and Mary Schwarz, NACAA members, create content about the purpose, progress and results of the project, and Lauri Wellin posts the information on the web. In 2007, the website received 878,531 total hits from 297,108 visitors. The page within our website that received the most hits in 2007 was our home composting brochure, http://cwmi.css.cornell.edu/compostbrochure.pdf that was visited by 11,017 people. In 2008, the website received 1,451,219 hits by 283,465 total visitors, an average of 772 people using our website each day. One of the best features of our website is that we have recently scanned and posted most of our written material that had previously been available only for purchase. Now visitors can download almost all of our information, including audio visual material, for free.

Learning Module/Notebook

National Winner

DAIRY WORKERS' TRAINING, MODULE VI, SKID STEER SAFETY

Hagedorn,* M.A.[1] , Miller Z.W.[2]

[1.] Agriculture Educator, University of Wisconsin Cooperative Extension, Brown County, Green Bay, WI 54302
[2.] Dairy and Livestock Agent, University of Wisconsin Cooperative Extension, Outagamie County, Appleton, WI 54914

Farm safety is a major concern in the agricultural community. Several deaths and numerous injuries have been attributed to skid steer related accidents in the state of Wisconsin. The objective of this module was to develop a program to fit the needs of both English and Spanish speaking skid steer operators. The target audience initially was slated to be employees on dairy operations. As the program was been delivered we discovered that with very few alterations employees in the landscaping and construction industry could benefit also. In 2008, Skid Steer safety was presented in Taylor and Brown County's to 18 employees. All 18 participants felt that skid steer safety is important and garnered a 6.7 out of 7 score reflecting increased knowledge in skid steer safety and operation skills. This module was developed by Mark Hagedorn and Zen Miller with contributions from Cheryl Skjolaas, UW CTR Agriculture Safety and Health Specialist. Module VI has been made available for training programs in Wisconsin and will be marketed later this year publicly in conjunction with the UW Extension Dairy Workers Training Modules.

National Finalist

BUSINESS OF BEEF MANAGEMENT

Conrad-Acuña,* T.J.[1], Melton,* R.V. [2], Shooter,* M.M.[3], Wood, * R.B.[4]

[1.] Extension Agent, North Carolina Cooperative Extension – Richmond County, Rockingham, North Carolina 28380
[2.] Extension Agent, North Carolina Cooperative Extension - Anson County, Wadesboro, North Carolina 28170
[3.] Extension Agent, North Carolina Cooperative Extension – Robeson County, Lumberton, North Carolina 28360
[4.] Extension Agent, North Carolina Cooperative Extension – Hoke and Scotland Counties, Raeford, North Carolina 28376

The objective of the Business of Beef Program was to inform beef cattle producers about practical business management. The target audience was advanced level cattle producers. The program included information about finances, marketing, reproduction, and nutrition as it relates to economics. These topics were selected because they were expressed needs by producers and the specialized advisory committees in each county because of the current struggling economy. The Business of Beef Management Program was held in 2009 each week on a Thursday in February. The program ended with a marketing cattle tour on Saturday. The tour consisted of visiting 3 farms where the owners were using excellent marketing strategies. 27 people

participated in the 4 county area. The program was presented by all the above agents and guest speakers in a series. Tiffanee Conrad-Acuña formatted the notebook, and all agents wrote powerpoint presentations. It was printed, copied, and compiled by Carol Capel, Richmond County Secretary. The notebook includes lesson plans within each chapter. The cd contains powerpoint presentations with a notes section so that other educators can use the notebook. To evaluate the program, surveys were given to participants as a pre and posttest as well as weekly and an overall evaluation. Results based on exam answers showed a 19% gain in knowledge. 67% noted that they will set goals for their operation. 75% of surveyed participants reported that they planned to use their soil report to change the fertility of their forages and 50% planned to improve their forage system.

NEW LEAF HORTICULTURE TRAING PROGRAM: AN EDUCATIONAL PROGRAM FOR THE OSCEOLA COUNTY CORRECTIONS FACILITY

Welshans-Pelham*, J.L.[1], Sullivan, J.D.[2]

[1]Extension Faculty - Horticulture, University of Florida/IFAS Osceola County Extension, Kissimmee, FL, 34744
[2]Extension Faculty – Florida Yards & Neighborhoods, University of Florida/IFAS Osceola County Extension, Kissimmee, FL, 34744

The New Leaf Horticulture Training Program was developed after a manager at the Osceola County Corrections Facility requested help from the University of Florida/IFAS Osceola County Extension Service with their gardening education program. They asked the Extension Faculty to train their staff and inmates on proper gardening procedures in order to reap the greatest benefits from the garden as well as teach a life skill to the inmates. The Extension Faculty saw this as an opportunity for a Train-the-Trainer program and created an educational notebook that trains the Correctional Facility staff, as well as the inmates. The New Leaf Horticulture Training Program notebook contains all the materials a facilitator needs to conduct the program, including PowerPoint presentations, handouts, and supporting documents. There are a total of eight sessions, which include Plant Propagation, Soils, Fertilizers, and Compost. Because the garden at the Osceola County Corrections Facility focuses on vegetable gardening, the New Leaf Horticulture Training Program also relates strongly to vegetable gardening, but contains information that can relate to all aspects of horticulture. A certification exam has also been developed for the inmates who complete all eight sessions, which can be a difficult task since many may only be in the program for a few weeks. Since the beginning of this program in July 2008, forty-eight inmates have participated in the program with seventeen completing all eight sessions and passing the certification exam. The New Leaf Horticulture Training Program will continue to grow as a landscaping component is currently being developed.

GETTING STARTED IN PRECISION FERTILITY

Norwood, S.H.[1], Winstead,* A.W.[1]

[1.] Multi-County Extension Agent – Precision Ag, Alabama Cooperative Extension System, Limestone County, Belle Mina, AL 35615

Precision agriculture utilizing geospatial technologies provides farmers with the capability to manage field variability on a site-specific basis. With recent increases in fertilizer costs, more farmers are looking to variable-rate technology as method of more efficiently applying this major crop input. One of the main concepts of variable-rate fertilizer is precision soil sampling based on grids or zones. Soil sampling is a critical step in crop management, and soil variability is often directly correlated to variations in yield. Precision soil sampling allows growers to manage field variability by optimizing lime and nutrient inputs on a site-specific basis and provides growers the capability of taking decision making to a higher, more efficient level of farming. Once the soil sampling process is complete, the process of applying fertilizer or lime at a variable-rate begins. Information in this module serves as a guide for this process. This module provides farmers and industry members with a step-by-step example of how to implement precision soil sampling on-farm. The module was created to educate Cotton, Inc. Precision Fertility workshop participants about the use of precision soil sampling and variable-rate technology. The module was created by Amy Winstead and Shannon Norwood, with field staff assembling the module. Approximately 50 copies were distributed at the workshop.

Regional Finalist

INCREASING PRODUCER AWARENESS OF NUTRITIONAL REQUIREMENTS OF GROWING BEEF CATTLE WITH THE U OF M FEEDLOT RATION BALANCER

Boersma,* M.G.
Local Extension Educator and 4-H Program Director, University of Minnesota Extension, Pipestone and Murray Counties, Pipestone, Minnesota 56164

The U of M Feedlot Ration Balancer is a computer-based learning module designed to assist beef producers in balancing rations that will meet the requirements of their cattle utilizing feedstuffs available to their operation. When used correctly, the program will allow producers to more accurately formulate rations to meet the animals' requirements and to optimize performance without overfeeding expensive nutrients. The program allows the producer to balance a ration to meet requirements based on the National Research Council's recommendations and prediction equations. The program also includes features to predict animal performance and financial information for the operation. These tools prove beneficial when making important management decisions for the operation. The U of M Feedlot Ration Balancer allows feedlot operators to customize the program for their own operations and individual pens of cattle. These environmental and management adjustment factors help the user to formulate a diet that will more accurately meet the needs of his or her animals in a specific environment and under differing management practices. The use of this program by feedlot operators will help to increase awareness of the actual nutritional needs of growing cattle on their own operations and will allow users to manage the nutritional status of their cattle as efficiently as possible. This computer-based learning module can be found online at: http://www.extension.umn.edu/beef/components/xls/UMNFeedlotRationBalancer.xls.

NEBRASKA 4-H WEEDS PROJECT MANUAL

Rethwisch,* M.D.[1], Nygren, A.J.[2]

[1] Extension Educator, University of Nebraska - Lincoln, Butler County, 451 N. 5th Street, David City, NE 68632-1666
[2] Extension Educator, University of Nebraska - Lincoln, Colfax County, 466 Road 10, P.O. Box 389, Schuyler, NE 68661-0389

Efforts to expand the scope and scale of agronomic based 4-H projects in Nebraska have been hindered by manuals that have become obsolete and/or are no longer available in some circumstances. Purchase of project manuals from other states with similar curriculums and growing conditions can often be used in these circumstances. Area 4-H youth were encouraged to enroll in targeted agronomic projects such as weeds but Nebraska 4-H manuals for this project were not found to be available, and available manuals from other states were fairly state specific due to state differences in legislated noxious weeds and would not have provided accurate information for Nebraska conditions. This manual was created specifically for use in 2008 to introduce and educate 4-H youth about weeds, inform them of curriculum activities such as the Nebraska State 4-H Grass & Weeds Identification Contest, and provide hands-on activity suggestions for members. The manual is the result of our efforts, but support materials were pre-existing and obtained from other sources.

BUSINESS PLAN DEVELOPMENT MODULE FOR BEGINNING AND TRANSITIONING FARMS

Dill,* S.[1], Beale, B.[2], Johnson, D.[3], Myers, G.[4]

[1.] Extension Educator, Agriculture and Natural Resources, University of Maryland Extension, Talbot County, Easton, Maryland 21601
[2.] Extension Educator, Agriculture and Natural Resources, University of Maryland Extension, Leonardtown, Maryland 20650
[3.] Regional Extension Specialist, Farm Management, University of Maryland Extension, Keedysville, Maryland 21756
[4.] Regional Extension Specialist, Marketing, University of Maryland Extension, Keedysville, Maryland 21756

Business Planning is essential to the long-term success of any business, no matter how large or small their inventory, payroll and/or bank account. To be sustainable and profitable a farm operation must have a clear understanding of production, marketing, finances and labor. Given the importance of business planning, it is surprising to see the number of producers who forego this step when starting or transitioning into a new enterprise. This module was developed as a resource tool that both agricultural producers and their supporting partners (Extension, Loan Officers, Spouses) could utilize as they create, write, and implement a business plan. The module consists of a 60 page workbook publication which describes each step in the business

planning process. A resource CD accompanies the workbook which includes an original simulated farm business plan example with corresponding budget spreadsheet software, formatted business plan templates, and relevant extension factsheets. This was designed so producers could easily review an example and then complete and print their very own business plan. A power point presentation is also included which covers the material and is useful for presenters. Over 400 workbooks and 500 CD's have been distributed to farmers, educators, specialists and lenders. The program has been presented regionally in Maryland and Delaware to over 200 participants and the module has been adopted for use by several statewide initiatives on business planning.

COMPOST FACT SHEET SERIES 1-8

Bonhotal, J.[1], Schwarz, M.C.[2]

[1.] Associate Director, Cornell Waste Management Institute, Cornell University, Tompkins County, Ithaca, New York 14853
[2.] Extension Support Specialist, Cornell Waste Management Institute, Cornell University, Tompkins County, Ithaca, New York 14853

With increasing regulation in comprehensive nutrient management planning (CNMP) and concentrated animal feeding operations (CAFOs) over the past decades, there is more pressure on farmers to implement better and more comprehensive means of handling agricultural wastes. When composted, nutrients can be used on-farm for nutrient and soil conditioning needs or exported for sale. It can be implemented with existing farm equipment, dedicated turners or in-vessel systems. Composting stabilizes manure and other wastes, reducing odor, volume, pathogens, and environmental impact. This leaning module of eight fact sheets was developed by Cornell Waste Management Institute staff including NACAA members to help those interested in using composting as a waste management tool: 1. Marketing Composts, 2. Regulation and Certification of Composts, provides information about regulations and available certification programs, 3. Improving and Maintaining Composts Quality, discusses quality and consistency of composts product, 4. Testing Compost, 5. Compost Bulking Materials, discusses carbon sources, 6. Compost Pads discusses surface options, 7. Compost Equipment reminds you to "play before you pay", and 8. Composting Liquids, managing liquids through composting. Fact sheets can be found at http://cwmi.css.cornell.edu/resources.htm#fact. In 2008, the series received 21,020 hits and 17,145 visitors on CWMI's website. Printed fact sheets have been distributed over the years at numerous meetings, workshops and conferences. They have helped farmers, Cooperative Extension and other educators, regulators, businesses and municipalities in deciding if composting is a tool they should implement and understanding composting methods.

ELECTRONIC 4-H DAIRY RECORD BOOK GUIDELINES

Goodling,*R.C. Jr.[1], Maulfair, D.[2], Morrow, M.[2], Olver, D.R.[3]

[1.] Dairy Extension Educator, Penn State Cooperative Extension in Lebanon County, Lebanon, PA
[2.] Student, Department of Dairy & Animal Science, the Pennsylvania State University, University Park, PA 16802
[3.] Instructor of Dairy & Animal Science, Department of Dairy & Animal Science, the Pennsylvania State University, University Park, PA 16802

Records (production, reproduction, financial, etc.) all play a part in troubleshooting and identifying limitations to the profitability of a dairy operation. It is vital that youth handling 4-H dairy projects realize and begin to understand the importance records have with dairy operations. The objectives of this module were to take a newly developed dairy records book, which incorporated financial, reproduction, and general management information, and make it available electronically. The module consists of an auto-run CD that could be distributed by 4-H educators to their dairy clubs and members. The CD consisted of a general instruction sheet, the main record book, and supplemental pages. Supplemental trainings on using the electronic version have been provided by the field educator, 4-H educators, and volunteer club leaders. The main record book was developed by departmental instructor and students. The field educator modified the original document to be an electronic form easily filled out by youth, and more inexpensive to distribute than paper copies. Initially, the electronic book was utilized with the field educator's county, with a 26% (n=46) adoption rate within first year. A recent survey of state 4-H educators indicated 15% of educators (n=48) have used or intended to use the electronic format with their clubs in 2008. Youth member, volunteer leaders, and 4-H educators have identified the educational and economical benefits of have a concise, easy to use, electronic dairy project book to promote understanding the dairy industry to interested 4-H members.

Bound Book

National Winner

MIDWEST HOME FRUIT PRODUCTION GUIDE

Gao,* Y.G.[1], Becker, R.J.[2] , Brown, M.V.[3], Ellis, M.A.[4], Prochaska, S.C.[5], Welty, C.[6], Williams, R.A.[7]

[1.] Associate Professor and Extension Educator, OSU Extension, Delaware County, 149 N. Sandusky Street, Delaware, OH 43015
[2.] Program Assistant, OSU Extension, Wayne County, 428 W. Liberty Street, Wooster, OH 44691
[3.] Assistant Professor and Extension Specialist, OSU South Centers, 1864 Shyville Road, Piketon, OH 45661
[4.] Professor and Extension Plant Pathologist, Department of Plant Pathology, Ohio Agricultural Research and Development Center, Wooster, OH 44691
[5.] Associate Professor and Extension Educator, OSU Extension, Crawford County, 112 East Mansfield Street, Suite 303, Bucyrus, OH 44820-2389
[6.] Associate Professor and Extension Entomologist, Extension Entomology, The Ohio State University, 2501 Carmack Road, Columbus, OH 43210
[7.] Professor, Department of Entomology, Ohio Agricultural Research and Development Center, The Ohio State University, 1680 Madison Avenue, Wooster, OH 44691

Home gardeners, master gardeners, extension educators and garden center employees encounter many questions about home fruit production. Most of the extension publications on home fruit production are either outdated or offer too little information. The more current extension publications on fruit production are mainly written for commercial fruit growers. The Midwest Home Fruit Publication Handbook is a comprehensive guide for home gardeners, extension professionals and volunteers and the green industry professionals. This handbook is 148 pages long and has 269 color photos or illustrations. Common tree fruits, small fruits and less common fruits were covered in this bulletin. With each fruit, disease-resistant cultivars, when available, planting techniques and proper maintenance practices, are provided. Many of the mail order nurseries in the country are listed as well. There is also a chapter on landscape aspects of fruit plants. Nearly half of the handbook is devoted to pest and disease identification and management. Many of the common questions about home fruit production have been addressed in this handbook. Pesticide information was purposely left out since there is another bulletin that addresses those issues. That bulletin gets updated regularly. This handbook was reviewed by Extension fruit specialists from the Midwestern states and accepted as a regional publication. The handbook was professionally designed by a graphic artist with the Section of Communication and Technology at The Ohio State University. Three thousand copies have been printed in February, 2009. It is a for sale publication through Ohio State University Extension.

National Finalist

SAFETY FOR HISPANIC LANDSCAPE WORKERS

Bauske, E.M.*[1], Maqueda, K. A.[2], and Martinez-Espinoza, A.D.[3]

[1.] Program Coordinator, UGA Center for Urban Agriculture,1109 Experiment St., Griffin, GA, 30223
[2.] Program Specialist, Houston County, 801 Main Street, Perry, GA 31069
[3.] Plant Pathologist, UGA Griffin Campus, 1109 Experiment St., Griffin, GA, 30223-1797

Landscape work is dangerous. According to the Occupational Safety and Health Administration there were 11,500 reported accident cases in the U. S. in 2003 among businesses engaged in landscape installation and maintenance (including arborist services, and tree trimming). In 2004, 169 fatalities were reported. The emotional and economic impacts of workplace injuries are substantial. Hispanics are the largest and fastest growing minority group in the U. S. and Hispanic workers make up 75% of the landscape industry work force. This book is designed to address barriers to effective safety-training. It targets workers, educators, managers, and business owners. Hispanic workers may have limited reading skills in either or both English and Spanish. Often employers and workers lack a common language, complicating educational efforts. Presented in both English and Spanish, the text of this book is simple and direct. Many key points are conveyed through pictures. The book covers general safety precautions, equipment safety, and pesticide safety. Key vocabulary is emphasized throughout. The book is available upon request while supplies last and can be downloaded free of charge online at www.ugaurbanag.com/safety.

SMALL FRUIT GROWERS RECEIVE A NEW MANAGEMENT TOOL

Sanders, * S.L.

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

Arkansas small fruit growers and county Extension agents have relied on information from other states to make recommendations on our small fruit crops. However, some of that information was not pertinent to our growing conditions and climate. In some cases, the products recommended for control in other states are not labeled for use in Arkansas. Obviously these discrepancies caused additional concerns. After numerous conversations between county agents and specialists, it was determined that we needed a management tool for Arkansas growers and agents to use with state specific information. There was a cooperative effort between Extension personnel in the areas of Horticulture, Plant Pathology, Weed Science, Entomology and small fruit growers from across the state to plan specific needs and the layout of the new guide, **MP-467 – Arkansas Small Fruit Management Schedule**. Over 1000 copies of the guide were printed and distributed statewide to each county Extension offices. The guide serves as a comprehensive "to-do" list for growers to use as a reference. Printing costs for the guide was funded through grant monies secured by Dr. Rick Cartwright, Extension Plant Pathologist. It is user friendly and includes both chemical and management recommendations for the entire growing season written in simple easy-to-understand language for all audiences. Control recommendations in the fact sheet are referenced to the Cooperative Extension Service website for current recommendations each year. The MP 467 is online and can be downloaded easily or accessed from any computer.

Regional Finalist

FLORIDA MASTER GARDENER PROGRAM COORDINATOR'S GUIDE

Taylor, K.R.,[1] Wichman,* T.A. [2]

[1.] Horticulture Writer, Center for Landscape Conservation and Ecology, UF/IFAS Extension, P.O. Box 110675, Gainesville, FL 32611

[2.] Florida Master Gardener Coordinator, UF/IFAS Extension, P.O. Box 110675, Gainesville, Florida 32611

The Florida Master Gardener Program is a volunteer-based UF/IFAS Extension program that operates in 60 counties and provides Floridians with research-based gardening information. County coordinators manage local programs and in turn are guided by a state coordinator. Procedures, policies and guidelines have historically been aggregated in the "Florida Master Gardener Program Coordinator's Guide," though it had not been updated in several years. The statewide coordinator worked with a writer to develop a new guide that would meet several objectives: to update current county coordinators of recent policy changes through an official, easy-access document; to ease the transition for new Master Gardener coordinators, providing them with the tools they need to start or sustain a successful program; to be user-friendly and make information readily accessible to county coordinators in a visually fresh way. The new coordinator's guide was written and designed with Microsoft Word, printed in-house, and assembled in three-ring binders. It was distributed to county Master Gardener coordinators at an in-service training session in June 2008. Verbal feedback from agents has been positive.

NACAA
Member Presentation Abstracts

2009 NACAA

94th
Annual Meeting
and
Professional Improvement Conference
Portland, Oregon

ADMINISTRATIVE SKILLS

BEING A HIGHLY PRODUCTIVE COUNTY TEAM AND HAVING FUN DOING IT

Horner, G. [1]
[1]Extension Educator, Purdue Extension, Miami County, Peru, IN, 46970

There are many keys to having a productive and effective County Extension Office. Among those is a spirit of teamwork, camaraderie, maintaining a high level of positive communication, having fun, having a common vision and purpose. This presentation will utilize real life examples from the perspective of the County Extension Director in Miami County, Indiana to demonstrate some techniques to help build a highly effective team. Each member of the team knows that they are important to the overall success of the team. We know that if each one succeeds as an individual, then we all succeed as a team. Each member of the team feels empowered and has the desire to do their very best for the overall effort. We know that the work we do is very important and sometimes very serious, but we also realize that doesn't mean we have to be somber and solemn all the time. If we have fun at work and enjoy the people we work with, we'll be happy to be there and will be more motivated and more successful. We assume that each one of us has the technical skills necessary to do the job, but often times what is deficient is the mental attitude and outlook on the job. This presentation will give you some practical ideas that you can use to help your staff become more productive.

ENGAGING THE MEDIA LIKE YOU MEAN IT

Ochterski, J. [1]
[1]Sr. Extension Educator, CCE Of Ontario County, Canadaigua, NY, 14424

The general public's perception of modern agriculture often exasperates farmers. Producers point to misunderstandings of "real farms," concerns about neighbor perceptions, and public indifference as a shared frustration. With an intentional approach to media relations, educators can work proactively and reactively to convey the real-life stories of farmers in a news-friendly way. This presentation outlines a well-received approach to media and public relations that puts trained producers on the front line with the media. During a 1-year project in Upstate NY, CCE conducted an agriculture media audit, analyzing the true media portrayal of agriculture in New York. Farmers then participated in workshops to learn how media and public relations efforts augment farm operations, enhance their media skills and initiate media relationships. Producers can now access an online public relations website, with tip sheets, demonstrations, and checklists for easy use. The participating farmers are reporting much greater comfort with local news dynamics, interview skills, and how to maintain relationships to make sure accurate public information about agriculture is more pervasive. We will discuss how Extension educators can foster a team approach to the media, and recruit farmers to tell reporters their own stories.

ENJOYING YOUR WORK: LESSONS LEARNED FROM A SIX-MONTH OLD BABY

Jones, K.[1]
[1]County Director, Colorado State, Salida, CO, 81201

Prompted by concern over recent turnover of new extension agents, this new father put together a unique look at comparing developmental stages of infants with research about how to avoid new agent turnover. Discussions include burnout (defining, identifying, minimizing and avoiding), creating the signature experiences (what defines benefits of working in extension) and marketing/hiring to meet those signature experiences, professional development and professional association involvement, personal/professional life balance, economics of staff turn-over. Interactive activities, contests and door prizes add levity to this troublesome topic, with key principles shared for implementation by extension middle managers in their home counties and states.

DEVELOPMENT OF THE WASCO COUNTY 4-H & EXTENSION SERVICE DISTRICT BUSINESS AND MARKETING PLANS

Tuck, B.V.[1]
[1]Extension Agent, Oregon State University Extension Service-Wasco County, The Dalles, OR, 97058

In 2006, the Wasco County Extension Office went out before voters to request the establishment of the Wasco County 4-H & Extension Service District with a permanent tax base. The successful election offered us a unique opportunity to take a step back and look into the future as to program direction and focus with the knowledge that we will have secure funding to support our future program efforts. With the successful election, we also realized that we really needed to put more focus on marketing our extension programs to our local county clientele. Though we have been in Wasco County since 1918 there were still a number of residents who do not

know of or use our services. This presentation is a discussion of the importance of developing and implementing county business and marketing plans and some of the lesions we have and continue to learn as we go through this process.

AGRICULTURAL ECONOMICS

THE ECONOMICS OF ORGANIC, GRAZING AND CONFINEMENT DAIRY FARMS

Kriegl,* T. S. , Endress, J. G. , Tranel, L. F. , Tigner, R. C. , Heckman, E. H. , Bivens, B. M. , Taylor, P. E. , Rudstrom, M. V. , Rickard, T. R. , Grace, J. W. , Noyes, T. E. , Little, R. C. , Kyle, J. A. , Williams, J.C. , Molenhius, J. R. , Frank, G. G.

Ten Land Grant Universities plus Ontario 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, in a project initially sponsored by USDA IFAFS grant project #00-52501-9708.

This effort compares Wisconsin organic dairy farm data to grazing and confinement data since very little organic dairy data was collected from outside of Wisconsin. However, the Wisconsin data is compared to the limited amount of organic data collected in other parts of North America.

This project has over 80 farm years of Wisconsin organic dairy farm data spanning ten years to help understand the level of economic competitiveness of organic dairy farming.

Insights include:

1. Actual farm financial data from organic dairy farms is still scarce.
2. The financial performance of organic dairy farms looks dramatically different from one part of the country to the other.
3. A number of individual farms are achieving financial success with an organic system.
4. The price premium was very important to the economic competitiveness of organic dairy farms.

The up-to-date conclusions of this project can be accessed at http://cdp.wisc.edu.

WOMEN MARKETING GRAIN & LIVESTOCK

Sobba, M. [1]
[1]Ag Business Mgmt. Specialist, University of Missouri Extension, Mexico, MO, 65265

Women Marketing Grain & Livestock is a program that has been taught in Missouri for the past two years. This program was developed based upon feedback from participants in Annie's Project indicating a need for additional in-depth information on marketing. Marketing curriculum from peer land grant universities was obtained and studied, before taking action. Eventually, several pieces were written to customize information to meet the needs of diverse farms in the state of Missouri. Since marketing is such a key component of farm business, the information included in the curriculum was developed with an emphasis on understanding and usefulness. The three sections of the curriculum include: 1) grain marketing, 2) livestock marketing and 3) crop insurance. The curriculum was revised at the end of year one to include more thorough information on livestock marketing and additional information on crop insurance. The curriculum includes a variety of teaching methods from traditional PowerPoint presentations, to in class worksheets, to take home reading material. The revised curriculum has been used on two classes and the evaluations have shown the curriculum has met the expectations of participants. Participants have indicated the twelve hour class is sufficient time to cover the topics. The evaluations also indicate 75% of participants plan to make changes to their farm marketing methods and strategies.

FARM AND SMALL BUSINESS ESTATE PLANNING

Campbell, D.L.[1], Devlin,*K.V.[2], Koenen, J.W.[3]

[1]Extension Agriculture Business Specialist, University of Missouri Extension, Schuyler County, Lancaster, Missouri 63548.
[2]Extension Agriculture Business Specialist, University of Missouri Extension, Knox County, Edina, Missouri 63537.
[3]Extension Agriculture Business Specialist, University of Missouri Extension, Putnam County, Unionville, Missouri 63565.

Farm estate and business planning is one of the most important activities that an individual will ever be involved in. Farmers and businesses face some unique problems related to estate planning that other wage earners do

not. In addition, estate planning has its own set of jargon that can be difficult to understand. Missouri's Farm and Small Business Estate Planning curriculum was developed to provide a basic understanding of estate and business succession planning for farmers and businesses. The 3 session, 9 hour program provides a basic understanding of estate planning so that participants can be knowledgeable enough to seek competent professional assistance. The topics that are covered in this program include: what you'll need to plan your estate, property ownership in Missouri, business structure, choosing your advisors, probate in Missouri, federal and state estate tax issues, estate planning tools, special estate tax provisions, long-term care concerns, family communication and starting the process of setting up your estate plan.

The overall goal of the Farm and Small Business Estate Planning workshop is to have the participants reach a point where they are comfortable in getting professional help and thus finish accomplishing their estate plan. Getting this and a higher comfort level with estate and business succession planning in general would be of great assistance to this target audience and have a critical financial and non-financial impact for their future.

CONSUMER ACCEPTENCE OF AGRITOURISM ACTIVITIES IN THE HIGHLANDS REGION OF NEW JERSEY

Komar, S. [1]; Mickel, R. C[2]; Bamka,W. J.[3]

[1]County Agent, Rutgers Cooperative Extension, Pittstown, NJ, 8863

[2]County Agent, Rutgers Cooperative extension, Flemington, NJ, 08822

[3]County Agent, Rutgers Cooperative Extension, Westampton, NJ, 08060

Agritourism efforts have been steadily increasing in the New Jersey. Although agritourism has tremendous potential to increase the viability of New Jersey agriculture, very little research has been conducted to quantify consumer interest in these activities. In 2007, a survey of consumers in the Highlands region was conducted to quantify the level of participation in agritourism activities. A survey was mailed to 3,000 randomly selected households in the Highlands region of New Jersey. The survey consisted of a series of close-ended questions with additional space for write-in comments. The response rate was slightly higher than ten-percent (n=310). Forty-five percent of the respondents reported having an awareness of agritourism in New Jersey. Few respondents (n=93) reported having an understanding of Community Supported Agricultural activities with one-percent (n=3) reporting regular participation. Most (73%) reported freshness as the most important reason for purchasing from a local farm. Price was not a contributing factor when considering local farm purchases with 19% reporting price as the most important factor in their decision. Most respondents (81%) reported a willingness to pay a premium for agritourism activities with 10% of the respondants reporting a willingness to pay a 20% premium. The results from this survey suggest that although agritourism activities may provide significant potential for Highlands farmers, marketing of these activities to potential consumers is limited in the region.

FOSTERING CIVIC ENGAGEMENT THOUGH THE WESTERN MARYLAND RURAL LEADERSHIP ACADEMY

Lantz, W.D.[1]

[1]Extension Educator, Agriculture and Natural Resources, Garrett County, Maryland Cooperative Extension, Mt. Lake Park, MD, 21550

Modern society has placed heavy constraints on the time young people have to gather and discuss rural issues. Many agriculture organizations have a difficult time finding people who are willing and qualified to fill board of director positions. People in rural communities need to have the skills and knowledge to guide agriculture successfully into the future. The Western Maryland Rural Leadership Academy (WMRLA) has evolved from a need that was expressed by the participants of the 2005 Agriculture Summit, which was sponsored by the Garrett-Preston Rural Development Coalition (RDC). In 2008, the WMRLA recruited 10 participants from Garrett and Allegany counties to better understand local and state issues affecting agriculture. Participants in the program are attending monthly sessions, which will provide valuable learning experiences. Maryland Cooperative Extension specialists, county faculty in all three program areas, and agency leaders are involved in training in their various areas of expertise. The activities of the leadership academy will be held at a variety of venues including relevant county and state government offices, agribusinesses, local farms, community colleges, etc. The group will also tour the state exploring agriculture enterprises, visiting with state government officials, and touring the states' land grant college facilities. The goal of the WMRLA is to increase participants' knowledge of community issues and resources while developing leadership skills and making

long lasting networking connections. Long term goals are to increase the number of persons who are qualified and willing to serve on boards of directors for agriculturally related companies and organizations.

SURVIVING THE RISK: A LOOK AT LEASE AGREEMENTS, BUDGETS, COMMUNICATION AND MUCH MORE!

Rhodes, J.[1]; Rhodes, J.L.[2]; Dill, S.P.[3]; Hall, J.E.[4]

[1]Agent, Agriculture and Natural Resources, Maryland Cooperative Extension, Centreville, MD, 21617
[2]Extension Educator, Agriculture and Natural Resources, University of Maryland Cooperative Extension, Centreville, MD, 21617

[3]Extension Educator, Agriculture and Natural Resources, University of Maryland Cooperative Extension, Easton, MD, 21601

[4]Extension Educator, Agriculture and Natural Resources, University of Maryland Cooperative Extension, Chestertown, MD, 21620

Delmarva is known as the corn belt of the East Coast. Large commercial grain farms have formed over the years to feed Delmarva's large poultry industry. In October of 2006 the feed grains commodities began an uptrend in price, which was driven by increased demand of corn for the ethanol industry and uncontrolled influx of hedge fund into the commodities market. Grain prices have since decreased sharply due to the downturn in the stock market causing many farmers to reevaluate their budgets, rental agreements and marketing plans. A regional Extension program was designed to provide the tools and resources for farms experiencing this price squeeze. "Surviving the Risk: a look at lease agreements, budgets, communication and more" was developed to address the current volatility and price margins of agricultural producers. It began in December of 2008, directed at 15 rural business providers including banks, lenders and advisors. In 2009 these programs were conducted for 45 farmers. Excel spreadsheet budgets, curriculum from Ag Decision Maker (University of Iowa) and Winning the Game (University of Minnesota) were utilized. Also incorporated were new and innovative tactics such as a farm newsletter and resume to foster landowner and tenant relations.

As a result of the workshops, participant intentions include: 81% creating crop budgets, 77% increasing communication with landlord and 92% having new resources. In follow up evaluations, two attendees have created a resume and sent it to 5 landowners. This regional Extension program addresses timely topics affecting the profitability of our family farms.

USING NEEDS ASSESSMENT DATA, INDUSTRY AND FUNDING PARTNERSHIPS AND WEB BASED EVALUATIONS FOR SUCCESSFUL "INTRODUCTION TO FARM QUICKBOOKS" PROGRAMS

Rogers, G. F.[1]

[1]Farm Management Specialist, UVM Extension, St. Albans, VT, 05478

We looked at 122 different farms from 2004 – 2007 who completed a needs assessment questionnaire as a basis to determine producer farm management needs prior to developing winter farm business management programs. The needs assessment showed that 58 farmers requested Farm Accounting programs. An "Introduction to Farm Quickbooks" program was developed in partnership with local loan institutions. External speaker fees of $800 were obtained from Northeast SARE. Advertizing was completely by electronic mail to dairy, beef, sheep, and vegetable producer lists. Industry personnel were asked to distribute the e-mail to their clients. A physical brochure was not mailed nor handed out to potential attendees. 46 farmers attended two day - long seminars with 11 more signing up for a program yet to be completed. These programs were completed in locations showing high interest. Programs in areas of state showing 10% interest were cancelled because of poor sign up. Makeup of attendees at the Quickbooks program were 48% dairy, 16% maple, 26% vegetable, and 10% sheep. 65% of attendees operated the farm for less than 10 years. A 3 month post course on-line SurveyMonkey questionnaire showed that 77% of respondents agreed or strongly agreed with statement: "I have a better understanding of Quickbooks". 60% actually purchased the farm accounting program while many already had a computer accounting program. 64% stated that the information in the class improved their decision making. 27% agreed that "they saved money" and 36% stated that "they saved time" by using the farm accounting program.

IMPROVING TAX PRACTITIONER ACCURACY AND KNOWLEGDE THROUGH EXTENSION PROGRAMMING

Rogers,* G. F.[1]; Kauppila, D. M.[2]

[1]Regional Farm Business Management Specialist, UVM Extension, St. Albans, VT, 05478

[2]Regional Farm Business Management Specialist, UVM Extension, St. Johnsbury, VT, 05819

Responding to industry needs assessment, yearly two day income tax seminars were developed and presented to 400 Income tax practitioners. The 16 hours of instruction is provided by up to 12 instructors plus 6 - 10 other tax preparer volunteers. Combined they contribute more than 700 hours of time to the program. Curriculum is based on the text and CD by Land Grant University Tax Education Foundation. Program is set by a program advisory committee of CPA's, Farm Credit, IRS, VT Division of Taxation, CFP's, and UVM Extension personnel who modify the program to meet state needs. 14.5 hours of federal tax issues plus 90 minutes of state income tax programming is provided. Cooperators include: Internal Revenue Service, Vermont Department of Taxes, and Vermont Tax Practitioners Association. Participants receive 16 hours of CPE. Evaluation data shows that 74% of participants (95% of respondents) agreed with "The UVM Extension income tax school helped improve accuracy of the tax returns." 74% of participants (94% of respondents) agreed that "The UVM Extension income tax school provided me the most current federal and state tax information before the season begins." Participants file about 1/3rd of all the income tax returns in the state. Results have led to special topics seminars on "Estate and Gift Taxation", "Introduction to Income Taxes", "Fiduciary" and "Canadian" income taxation schools.

CNFA'S FARMER-TO-FARMER PROGRAM OFFERS EXTENSION AGENTS AN OPPORTUNITY TO IMPROVE AGRICULTURE IN ECONOMICALLY STRUGGLING COUNTRIES

Arena, M. [1]

[1]Multi - County Agent, Clemson University Extension Service, Monks Corner, SC, 29461

A majority of economically struggling countries in the world are provided assistance from USAID through different organizations. One such organization is Citizens Network for Foreign Affairs (CNFA) which is based in Washington D.C. The organization sponsors the Farmer-to-Farmer Program which encompasses the regions of East and Southern Africa, Europe, Caucasus and Central Asia. The goal of the program is to provide opportunities for agriculture producers and professionals to help contribute to the economical growth and development of a market economy by sharing their expertise with aspiring entrepreneurs across the globe. American volunteers are needed to fill assignments and provide expertise in several areas of agriculture. A few areas of need include: high value agricultural crop production; food processing; farm financial management; business planning; marketing, cooperative/organizational development; and livestock production.

Having participated in two assignments in the small yet beautiful country of Moldova, I would like to share my experiences and make others aware of this opportunity. The two assignments in which I participated were focused on field and greenhouse vegetable production, nursery crops, and hazelnut production. There are several other areas that are very fitting for Extension Agents which encompass their "scope of work".

UTILIZING VOLUNTEERS TO IMPLEMENT MOSQUITO CONTROL INTEGRATED PEST MANAGEMENT (IPM) PRACTICES IN TWO FLORIDA COUNTIES

Devalerio, J. [1]

[1]Extension Agent I, Agricultural & CRD, UF/IFAS Bradford County Extension, Starke, FL, 32091

Financial constraints often restrict rural counties from using Integrated Pest Management (IPM) practices in their mosquito control program. The Bradford County volunteer group "BUZZ BUSTERS" implemented IPM strategies by collecting larvae and adult mosquitoes for identification and quantification by the Florida Medical Entomology Laboratory. In 2008 the program was expanded to include Nassau County. Volunteers work under a certified mosquito control applicator to apply *B.t.i*. (a bacterial strain used specifically to control mosquito larvae) and Agnique® (a surface film to prevent adult mosquito emergence from aquatic habitats) when surveillance indicated timing was appropriate for these methods. When mosquito populations reached critical thresholds, appropriate mosquito control agencies were notified as to which zones should be sprayed to control adult mosquitoes. In addition to assisting county mosquito control agencies, results from Nassau County were used to educate and assist mosquito control agencies in the cities of Callahan, Fernandina and Yulee.

Gambusia minnows were reared with the assistance of Bradford County Schools. The minnow rearing provided classroom learning opportunities and were used for biological control of mosquito larvae. Using IPM practices in a mosquito control program resulted in reduction of broad spectrum pesticides benefitting the environment by protecting beneficial insects. Utilizing volunteers to accomplish mosquito surveillance covered larger land areas in populated sections of the counties which provided more accurate information and immediate savings to mosquito control agencies. Buzz Buster volunteers logged 513 adult and 207 larvae trapping events between 2006 and 2008 with an estimated value of $144,594 for their efforts.

DEVELOPING A SUCCESSFUL HORTICULTURE TRAINING PROGRAM FOR A COUNTY JAIL WITH A LIMITED POPULATION

Beddes, T. [1]

[1]Horticulture Agent, Utah State University, Logan, UT, 84321

Recidivism is always a concern when dealing with jail populations. In an effort to reduce repeat offenders, Utah State University Extension in cooperation with the Cache County, Utah Jail Education Coordinator recently began a horticulture training program where inmates can earn high school credit and occupational training. Subjects offered include (1) greenhouse management and plant propagation; (2) vegetable production; and (3) pesticide training. When first developed, several aspects of the training and hands-on work were of concern and had to be reevaluated. These concerns included state inmates housed in the facility being more restrictively regulated than county inmates and the relatively small jail population inhibiting the number of potential students. In addition, we found that county inmates' sentences were often too short to complete a given course. As a result, some aspects of the program were restructured. Concessions were obtained from state officials to increase opportunities for low-risk, state inmates' participation and classes were arranged so that they can be completed in a number of weeks instead of months. At this point, participants have expressed excitement about the training and over 90% complete required homework. In the pesticide training class, 80% of inmates that completed the course scored above 80% on test material and also obtained commercial pesticide applicator licenses. Lastly, inmates that finish training have found a positive influence with the parole board and are encouraged about potential job opportunities upon release.

AGPROFIT AS A DECISION MAKING TOOL FOR SPECIALTY CROPS Abstract: AGPROFIT„· AS A DECISION MAKING TOOL FOR SPECIALTY CROPS

Suverly,* N.A.[1], Seavert, C.[2], Lewis, K. [3], Jullian, J.[4]

[1]. Extension Educator, Washington State University Extension, Okanogan County, Okanogan, WA 98840
[2]. Center Director, Oregon State University North Willamette REC, Aurora, OR 97002
[3]. Extension Educator, Washington State University, Grant/Adams Counties, Ephrata, WA 98823
[4]. Faculty Research Assistant, Oregon State University North Willamette REC, Aurora, OR, 97002

Producers of specialty crops face challenges related to labor costs, input costs related to petroleum based products, and the high costs to employ technologies and establish new crops. Many producers lack the information of projected costs and returns to establish a baseline to implement technologies, establish a new crop or change to a new cropping system. There are limited entities offering the tools or training to address the cash flow analysis of establishing and implementing technologies in current and future production systems. The economic decision making software AgProfit„· is a budget generator designed to assist agricultural producers to make long-run decisions when implementing technologies to a specific crop or cropping system. AgProfit„· estimates machinery, building, labor, and production input costs and total yield for calculating returns for crops with multiple establishment and production years. The program can inflate return and input cost items over time to analyze the net present value, internal rate of return, and financial feasibility. Collaboration between Oregon State University and Washington State University have led to regional, national, and international efforts in training agricultural producers and consultants on how to use the software. Outreach has included hands-on workshops, industry presentations, and the Internet. To date, over 1000 people have been instructed on the software through workshops or industry meetings, and over 400 people world wide have downloaded the software. A new version of the software was released in 2009 and online training modules will be offered this year as well to expand learning opportunities.

AG ISSUES & PUBLIC RELATIONS

WEB 2.0 TECHNOLOGY USE BY COOPERATIVE EXTENSION PROFESSIONALS IN NEW JERSEY

Kluchinski, D. [1]; McDonnell, J. D.[2]; Komar, S. J. [3]; Kinsey, J.[4]

[1]County Agent I, Rutgers Cooperative Extension/Ag and Resource Management, New Brunswick, NJ, 08901
[2]County Agent II, Rutgers Cooperative Extension/4-H Youth Development, New Brunswick, NJ, 08901
[3]County Agent III, Rutgers Cooperative Extension/Ag and Resource Management, Newton, NJ, 07860
[4]County Agent III, Rutgers Cooperative Extension/Family and Community Health Sciences, Mays Landing, NJ, 08330

Cooperative Extension program participants have historically been reached through one-on-one consultations, educational workshops, and other educational processes that share science-based knowledge. To quantify the potential to expand programmatic outreach via Web 2.0 technologies, a web-based survey of Rutgers Cooperative Extension (RCE) faculty and staff in agricultural and resource management, family and community health sciences, and youth development was conducted. The survey respondents (n=61) were asked about barriers to using Web 2.0 technologies, their previous use of and contributions to internet-based communication, hardware devices used, and their use of these technologies in their programmatic activities. The data indicated the greatest barriers were lack of time to learn and use (61% of respondents), and lack of knowledge about these technologies (49%). The highest daily/weekly used technologies were e-mail list serves (84%), on-line purchasing (21%) and blogs (20%), while respondents reported rarely/never using social bookmarking (89%), chat rooms (86%) or professional networks (75%). The highest daily/weekly contributions to these technologies were e-mail list serves (42%), on-line calendars (26%) and instant messaging (22%), while those rarely/never contributed to were chat rooms (92%), wikis and professional networks (both 91%). While daily/weekly use of computers and cell phones is high, PSAs, smart phones, and Gamebox use were low indicating a lack of acceptance or availability of these devices. Differences in technology use across career stages were observed; nearly half (46%) of early career employees reported daily/weekly use of social networking sites compared to 14% for mid-career employees and 0% for late-career employees. These data suggest a need for significant training of RCE professionals to increase their awareness and knowledge of Web 2.0 technologies, and how they may increase efficiency and enhance educational programming to a wider audience. This presentation will discuss these findings and larger implications for Cooperative Extension.

ARMER ON-LINE PESTICIDE AND NUTRIENT MANAGEMENT RECERTIFICATION TRAINING UTILIZING ADOBE CONNECT

Myers, R. D.[1]

[1]Senior Agent, University of Maryland, Glen Burnie, MD, 21061

Since December 2006, Farmers in Anne Arundel County, Maryland have been learning from home, earning Private Pesticide Applicator and Nutrient Management Recertification credits via two-hour internet sessions. These on-line interactive Adobe Connect sessions have focused on pesticide and nutrient use and related topics for all field crops, livestock, fruits and vegetables. The Adobe Connect recertification sessions were made available live via the internet directly linked to the University of Maryland site licensed system. Adobe Connect is a student interactive system that documents attendance, and requires no software downloads, passwords or other encumbrances. Farmers that participated in the live Adobe Connect sessions were required to connect via a high speed cable or satellite. Adobe Connect provides an excellent tool for distance instruction; as an Adobe Connect Meeting Host an instructor may teach as easily as making a phone call with a client inviting them directly into a mutual learning environment. Adobe Connect sessions may also be recorded and easily shared as a web modules for future reference and instruction.

TOOLS TO OVERCOME LITERACY BARRIERS IN HISPANIC SAFETY EDUCATION

Chance III, * W.O. [1], Atkins, K. [2] Bauske, E. M. [3], Fonseca, M. [4] and Martinez-Espinoza, A. [5]

[1] UGA Extension Agent, Houston County, 801 Main Street, Perry, GA 31069

[2] UGA Extension Program Assistant, Houston County, 801 Main Street, Perry, GA 31069

[3] Program Coordinator, UGA Center for Urban Agriculture, 1109 Experiment Street, Griffin, GA 30223

[4] Extension Horticulturist, 1109 Experiment Street, Griffin, GA 30223

[5] UGA Extension Plant Pathologist, 1109 Experiment Street, Griffin, GA 30223

UGA Extension provides training in Spanish to the growing Hispanic landscape workforce. Even with bi-lingual training materials, low Spanish literacy levels remained a large barrier to training. In our experience, about 20% of participants were functionally illiterate in Spanish. Others were not comfortable with traditional classroom teaching methods. This communication barrier can make this group prone to mismanagement and work-related injuries.

To address literacy concerns, we reduced words and added more photos to make training material easier to understand. We used instructional methods for different learning styles (student centered activities and group activities) and modified demonstrations. We used verbal and visual feedback versus written for evaluations and surveys.

In this presentation we plan to help attendees understand the special needs of these learners and to demonstrate methods and tools used to overcome the difficulties of training low literacy audiences. We want to help participants gain the skill and confidence needed to use these tools. Participants can apply these instructional and evaluation techniques to other topics presented to a low literacy or non-English speaking population.

We also produced online bilingual safety videos that managers and other educators can use for training (www.ugaurbanag.com/safety). This allows 24/7 training anywhere there is web access. It also provides training without the need for a bilingual trainer. Our efforts in Hispanic education are beginning to create opportunities to partner with employers and landscape organizations to reach this audience.

REACHING MORE GARDENERS ON THE WEB

Culbert, D. F.[1]

[1]Ext Agt III Environmental Horticulture, UF/IFAS Extension Service, Okeechobee, FL, 34972

Extension budgeting is partially based on performance indicators. Contacts such as face to face teaching or field and office visits are weighted more heavily that mass media contacts, but require considerable time, travel costs and duplication of effort. With decreasing budgets and reduced staff, and increasing demand from audiences, urban horticulture agents may be able to increase their productivity by revisiting their use of mass media delivery modes. This agent has doubled up on locally produced newspaper columns as emailed newsletters, and then posts the final articles on the county extension webpage. Currently the Okeechobee County Florida website has over 350 gardening articles that double as local fact sheets. The web environment allows for linking the learner with additional resources such as photographs and links to other appropriate references. Some simple tips in marking up the webpage format can result in increased numbers of contacts from gardeners using search engines on the web. Other steps to increase productivity include involvement in national eXtension Communities of Practice. The agent will share with those new to web authoring the techniques he has used that have result in annual contact numbers approaching twice the size of the local population.

IDAHO BEEF WEBSITE: CLEARINGHOUSE OF BEEF RELATED INFORMATION

Wilson, R.L. [1]; *Fife, T.[2]

[1]Extension Educator, University of Idaho, Emmett, ID, 83617

[2]Extension Educator, University of Idaho, Twin Falls, ID, 83301

The Idaho Beef website was designed as a clearinghouse to provide up-to-date, unbiased, research-based, beef related information to producers, allied industry, agency and research personnel, University of Idaho (U of I) faculty, staff, and students, as well as the public in general. Through collaboration with U of I Extension and Department of Animal and Veterinary Science (AVS) personnel, information on research, upcoming events, programs, news articles, and publications will be easily accessible. There are links to the beef research and teaching facilities on campus and throughout the state, as well as links for student resources. Other links on the Idaho Beef website include Idaho Beef Sites, US Beef Sites, and Related Beef Sites, which take web surfers to agencies, associations, popular press materials, and other informative sites. A password protected link is also available to U of I personnel for the sharing of presentations, research articles, and other resources that aid in the education efforts and missions of both Extension and AVS. At the top of the Home Page there are quick links to AVS, U of

I Extension, College of Agriculture and Life Sciences, and U of I. The website will be maintained and updated monthly to provide timely and accurate information. The contact information for the entire Beef Team at U of I is linked to this website, along with a "Request Information" email to offer answers and further information to inquiries. The website will be peer reviewed for feedback and input and sponsorship will be sought. To promote the use of the website, postcards will be mailed introducing Idaho Beef statewide and regionally.

AGRONOMY AND PEST MANAGEMENT

CROP MANAGEMENT & DIAGNOSTIC CLINIC TRAINING PROGRAM

Glewen, K. [1]

[1]Extension Educator, University of Nebraska - Lincoln, Ithaca, NE, 68033

Industry professionals approached the University of Nebraska Extension–Lincoln Administration requesting an agronomic training program to support the millions of acres of corn and soybean production in the region. Extension faculty teamed together and developed an educational program currently coordinated at the University of Nebraska Agricultural Research & Development Center near Mead, Nebraska. Since its conception in 1996, over 5,000 industry professionals representing 13 states have participated in the training. University research, teaching and extension faculty develop and provide timely and relevant in-field training focusing on subject matter competency areas in soil and water, crop production, nutrient and pest management. A survey of participants from a recent five year period documents a consistent improvement in subject matter competency and skill level before and after the training. The value of this educational effort to the Nebraska economy is in excess of ten million dollars annually. This presentation will highlight the educational value to clientele and provide specifics of the development and management associated with clinic operations.

SOYBEAN PLANTING POPULATION AND PLANTING DATE ON-FARM RESEARCH IN NEBRASKA

Rees, J. M.[1]; Schneider, J.W.[2]; VanDeWalle, B.S.[3]; Zoubek, G.L.[4]

[1]Extension Educator, UNL Extension, Clay County, Clay Center, NE, 68933

[2]Extension Educator, UNL Extension, Hamilton County, Aurora, NE, 68818

[3]Extension Educator, UNL Extension, Fillmore County, Geneva, NE, 68361

[4]Extension Educator, UNL Extension, York County, York, NE, 68467

Producers continually strive to reduce input costs while maintaining yield. On-farm research producers in South Central Nebraska tested various seeding rates and two planting dates of soybeans in response to rising seed costs and UNL small plot research data indicating increased yields with earlier planting dates. Seeding rates were 90,000; 120,000; 150,000; and 180,000 seeds/acre on 30 inch rows in five locations from 2006-2008. Stand counts, pod counts, and yield were taken. Yield data was analyzed using the mixed procedure in SAS 9.1 with no significant yield differences in 2007 and significance only at 90,000 seeds/acre in 2008. This research shows that producers typically averaging 160,000 seeds/acre could reduce their populations to 120,000 seeds/acre with no significant yield loss. Producers also tested early (late April) versus later (mid-May) planting dates for soybeans to determine whether early planted soybeans would increase or reduce yield. Yield data from four locations in 2008 resulted in the early planting dates yielding an average of 2.6 bu/acre better than the later planting dates.

IRRIGATION INITIATION IN RAINFED NEBRASKA ALFALFA USING SOIL MOISTURE SENSORS

Rethwisch, M. D.[1]

[1]Ext. Educator, University Of Nebraska, David City, NE, 68632

Producers increasingly ask questions about irrigating alfalfa in Nebraska in respect to soil moisture depletion levels and proper soil depth for instrumentation, especially as alfalfa price and economics of alfalfa production change. Recommendations of 50% moisture depletion at 12 inches of depth exist in some western

states that rely primarily upon irrigation. Research data were not readily available that involve supplemental irrigation for production practices heavily dependent upon rainfall. Soil moisture sensors were placed at 6, 12 and 24 inches of depth in irrigated and rain-fed only areas of center pivot alfalfa fields. Data from 2008 indicated an accumulated hay yield difference of 1.5 tons/acre between rain-fed and irrigated areas with only two 1.1 inch irrigations applied during 2008. Soil moisture depletion only reached 50% in rain-fed areas only once during 2008 where comparative data were available, while irrigated areas had less than 30% depletion. Data indicated that monitoring depth does not need to be 12 inches deep.

USING ION MEMBRANE PROBES TO DETERMINE PLANT AVAILABLE NITROGEN LEVELS OVER THE GROWING SEASON

Wiederholt, R. J.[1]

[1]Nutrient Management Specialist, North Dakota State University Extension, Carrington, ND, 58421

Utilizing nitrogen (N) in the most efficient way requires a high level of management. However, there is a lack of research to help producers fully credit manure N. Research has shown that ion membrane probes are more accurate than soil testing to determine soil nutrient levels. The probe mimics a plant root by adsorbing nutrients in soil solution. To investigate if ion probes could be used to pattern manure N mineralization, a study using corn (Zea mays) with 5 N treatments; no fertilizer, commercial N (urea) at 1x and manure N at 1x, 1.5x and 0.5x rates was established. Three sets of probes were placed in the soil at a 3" depth per plot. The probes were retrieved every 14 days. Initial probe burial was May 27th, 2008 with replacement every 14 days for 8 total burials. There were two sets of probes per plot, with and without root exclusion. Root exclusion was accomplished by inserting 2', 8" irrigation pipes into the soil. The goals of the study were to explore the performance of the probes and determine the behavior of N sources over the growing season. Results showed that urea supplied a significantly higher level of soil N for crop uptake early in the growing season compared to manure regardless of root exclusion. However, there was no difference in corn yield when manure N was applied at the same or higher rate than urea. This data suggests that crop utilization of manure N is more efficient than urea.

THE NPDN FIRST DETECTOR TRAINING PROGRAM: REACHING AUDIENCES THROUGH TRADITIONAL TRAINING AND MULTIMEDIA PLATFORMS

Hummel, N. [1]

[1]Assistant Professor, LSU AgCenter, Baton Rouge, LA, 70803

Invasive arthropods, plant diseases, and weeds cost U.S. agriculture billions of dollars annually through direct pest damage and indirectly via eradication and management programs. Each year, integrated pest management (IPM) programs are disrupted by the introduction of new, unwanted invaders. In order to raise awareness concerning the threat of invasive species and appropriate sampling as well as communication protocols, the National Plant Diagnostic Network (NPDN) launched an extensive First Detector training program in 2003. First Detector training occurs through traditional, face-to-face training (2003-09), interactive, content-management-based e-Learning modules (2008-09), and a wiki platform based series of pest information pages (2008-09). Currently, 636 training session reaching 8,431 First Detectors have been recorded since program inception. Since the release of the online crop biosecurity training (April 2008), 90 learners have completed all 5 core modules at the 70% level or higher. An additional 88 learners have completed at least one training module. First Detectors completing training receive certificates of completion, and the national First Detector newsletter. Outcomes from the available NPDN training materials by delivery platform will be presented. Plans for expanded use of the NPDN e-Learning author tool and an integrated, crop biosecurity and invasive species educational information catalog synthesizing resource information (2009) will also be discussed.

ANTIGUA AND BARBUDA PESTICIDE CERTIFICATION TRAINING PROGRAM

Rudisill, K. [1]

[1]Horticulture Extension Agent, University of Floridal/IFAS -Bay County Extension, Panama City, FL, 32401

Safe handling and application of chemical products are crucial to achieving desired pest control and to protect non-target organisms. The Antigua and Barbuda Pesticide and Toxic Chemicals Act of 2007 dictates that persons performing pest control activities for remuneration must be certified. The Antigua and Barbuda Ministry of Agriculture partnered with University of Florida/ IFAS to develop a pesticide certification

training program modeled after Florida's program. Objectives were: enhance the knowledge base of pest control applicators on identification of pests, control options and safe use of pesticides; and ensure that all actions governing the use of pesticides are in accordance with the requirements of the Act. Five UF/IFAS faculty members developed a needs assessment survey and modified the Florida curriculum based on the results of the survey. The module included four training categories: core, structural pests, lawn and ornamentals, and agriculture. Training was conducted and was attended by 65 people. Twenty (20) participants took the Structural Pest Control training, 25% (5) passed. Twenty seven (27) took the Agricultural category training and passed. Sixteen (16) participants from the landscaping industry participated. Fourteen (14) took the Lawn and Ornamental category exam and 8 passed. A regular training and exam schedule is needed for pest control applicators to ensure compliance with the Act and proper pesticide usage to protect pesticide users, public health, and the environment.

WIREWORM SOLAR BAIT TRAP KITS ARE IN STYLE

Esser, A. [1]

[1]Extension Agronomist, no affiliation given, Ritzville, WA, 99169

Wireworm populations and crop damage have been increasing because producers have adopted conservations tillage practices, the EPA removal of insecticides from the market place, and multiple other factors. Current insecticides are expensive, especially above traditional wireworm rates, so scouting is important for producers to understand populations prior to seedings. I have put together a solar bait trap kit for distribution to producers so they can scout for wireworms on their farm to determine populations and develop an appropriate management method. A wireworm solar bait trap kits contains: 10 panty hose stockings filled with ½ cup 50:50 mixture of corn and wheat, 10 plastic pieces, 20 flags, 10 1 quart zip-lock bags, 1 soil thermometer, 1 laminated set of instructions, 1 survey, and 1 return envelope. A plastic piece is a 1 foot squares of clear (top) and black (bottom) piece of plastic stapled to two wooden laths with holes drilled in them for flagging. This presentation will focus on putting these kits together, distributing them in the soil and using them to determine wireworm population so appropriate control methods can be utilized.

MULTI-AGENCY JAPANESE BEETLE (POPILLIA JAPONICA NEWMAN) COLLABORATIVE MONITORING PROGRAM ALONG THE COLORADO FRONT RANGE

Gourd, T. [1]

[1]Extension Agent, Colorado State University Extension, Brighton, CO, 80601

Japanese beetle is not native to Colorado. Japanese beetle feeds on over 350 plants including many horticultural and agricultural plants (Figure 1). In 2005, a significant Japanese beetle population was discovered in Arapahoe County (near Denver). In 2007, Japanese beetle had spread to other counties in the Front Range including Denver, Douglas and Jefferson counties. In the fall of 2007, a Front Range Japanese Beetle Task Force was formed to determine the distribution of this pest using pheromone traps. The Japanese Beetle Task Force consists of personnel from Colorado State University Extension in Adams, Arapahoe, Boulder, Douglas and Jefferson counties, Colorado Department of Agriculture, USDA-Aphis-PPQ, Jefferson County Weed and Pest Management Department, and the Rocky Mountain Area Golf Course Superintendents Association. The task force objective was to coordinate efforts to determine the distribution and potential movement of Japanese beetle for 2008 and promote agency dialogue, preventing duplication of efforts. An online reporting system enabled the monitoring of recently trapped beetles promoting a rapid response to "hot spots" of new infestations. Each trap was GIS mapped providing precise trap location. An innovative educational component using a "CSI (Crime Scene Investigation)" format was utilized as an educational outreach in schools, Master Gardener training, and Green Industry annual meetings.

THE "DON'T BUG US CAMPAIGN" IN UMATILLA COUNTY, OREGON

Kaiser, C. [1]

[1]Horticulture Extension Faculty, Oregon State University, Milton-Freewater, OR, 97862

Umatilla County is the second biggest generator of agricultural revenue in Oregon. The fruit industries in the Walla Walla Valley of Umatilla County generate in excess of $85 million per year. Codling moth, apple maggot and cherry fruit fly are major quarantine obstacles to national and international exports. In 2004, the "third strike" for codling moth in Taiwan came from fruit produced in the Milton-Freewater area. This shut

down the entire USA apple market prematurely and cost the Pacific Norwest more than $26 million in lost revenue in the form of foreign exchange. Local fruit growers have been running a codling moth mating disruption program (CAMP) for the last 10 years and clear evidence exists that proves that orchards bordering on the city of Milton-Freewater have the highest infestation of codling moths. This is due mostly to pressure from untended and unsprayed home garden fruit trees. Extension has mounted a program to educate the public to take care of their home garden trees and, in conjunction with County Commissioners and City Council, has had an ordinance passed that implement a Pest Control Board and partially funds a Pest Control Officer for enforcement of this abatement. The program has been successful in removing more than 350 infested fruit trees to date and aims at improving grower management of these orchards in close proximity to the city.

CENTER PIVOT IRRIGATION AND FERTILIZATION FOLLOWUP STUDY

Nelson, R. M. [1]

[1]Agricultural Agent, Utah State University, Beaver, UT, 84713

In 2002 we conducted an education program in Beaver County to help farmers evaluate their center pivot irrigation systems. Using graduate students from Utah State University we evaluated 22 pivots in the county. In the summer of 2008 12 of the original 22 pivots were re-evaluated for comparison. During the evaluations cans were set out in 20 foot increments in a line from the center of the pivot to the outer edge of the irrigated portion of each field. Each pivot was allowed to pass completely over the line of cans. Using the values from the catch cans and other data that was observed Distribution Uniformities (DU) and Coefficients of Uniformity (CU) were calculated. Nine of the twelve pivots which were evaluated both years showed an increase in DU, six of which showed increases over 17%. A DU value of 80% or greater is preferred. It should be noted that the DU values have increased from 61% on average in 2002 to 70% in 2008. A similar increase to 80% may save $1745 per pivot per season on average. We also conducted soil tests under all of the pivots tested to determine if farmers were applying the correct amount of fertilizer to meet the crops needs. The soil tests taken in 2008 showed that farmers are applying less fertilizer and manure that they were in 2002.

YIELD AND QUALITY OF COMMERCIALLY AVAILABLE TEFF GENOTYPES IN THE PACIFIC NORTHWEST

Norberg*, O.S.[1], Roseberg, R.J.[2], Kugler, J.L.[3], Shock, C.C.[4], Charlton, B.A.[5]

[1]Malheur County Extension Agent, Oregon State University, 710 SW 5th Ave., Ontario, OR 97914, steve.norberg@oregonstate.edu

[2]Klamath Basin Research and Extension Center, Oregon State University, 3328 Vanenberg Road, Klamath Falls, OR 97603 richard.roseberg@oregonstate.edu

[3]Malheur Experiment Station, Oregon State University, 595 Onion Avenue, Ontario, OR 97914 clinton.shock@oregonstate.edu

[4] Retired WSU County Extension Agent, Washington State University, Courthouse, 35C St. NW, Ephrata, WA 98823-0037 jkugler@fbnetusa.com

[5]Klamath Basin Research and Extension Center, Oregon State University, 3328 Vanenberg Road, Klamath Falls, OR 97603 brian.charlton@oregonstate.edu

Growers have few options available to produce a quick-growing, mid-summer annual forage. Teff (Eragrostis tef) is a warm season, annual grass that has the potential to be a viable alternative as a double-crop, rotation out of perennial forage such as alfalfa, or emergency replanting due to crop failure. The objective of this trial was to examine forage production of six commercially available teff genotypes in the Pacific Northwest. In 2006, one teff variety and five, branded teff accessions were planted at three locations, Othello, WA, Klamath Falls, OR and Ontario, OR. Teff produced between 4.6 and 6.9 tons / acre from two harvests. The teff types did not differ in yield at any location. Quality differences between types were small and inconsistent across locations. The Relative Feed Value (RFV) ranged from 80 to 97, Relative Forage Quality (RFQ) ranged from 78 to 108 and Crude Protein ranged from 8.1 to 15.0%. Most variation in yield and forage quality was caused by location rather than type. Teff appears promising as an alternative annual forage grass. Many questions remain unanswered including productive on different planting dates, sugar content, nitrate toxicity and other nutritional questions.

ANIMAL SCIENCE

INTEGRATED ALTERNATIVE ENERGY AND LIVESTOCK PRODUCTION SYSTEMS

Campbell, D. [1]

[1]Ag Business Specialist, University of Missouri Extension, Lancaster, MO, 63548

Integrated Alternative Energy and Livestock Production Systems is a Sustainable Agriculture and Research Education (SARE) funded program which provides training on alternative energy topics to extension professionals, educators, and agency personnel in Missouri, Iowa, and Illinois. The first annual conference (December 5, 2008) featured 13 speakers addressing grassy biomass, woody biomass, wind energy, financing bioenergy projects, and case studies of bioenergy enterprises. A second conference (December 4, 2009) will address grassy biomass, alternative oilseeds for biofuels, anaerobic digestion/methane capture from livestock manure, and algae oil. Short-term outcomes of the project are increased knowledge; intermediate-term outcomes will be presentations and curricular integration; long-term outcomes will be reexamination by agricultural producers of their farming operations and practices.

Attendees gave strong favorable ratings to the speakers, resource materials, and overall quality and organization of the conference. Positive impact is also reflected by the number and range of people who were reached with the year one conference. Per the grant budget, 40 travel scholarships ($200 each) were awarded to qualified members of the target audience to attend the conference. Because of high demand for the conference, we also made available an option to register for the conference for a $50 fee, to cover meals, refreshments, and resource materials. Pre-registration data (including scholarship recipients) indicates that attendees at the conference were from the target audience. Over seventy eight (78.5%) percent of pre-registrants were from the groups identified as a target audience (extension, ag educators, agency personnel).

UNCERTAINTY AND THE ERADICATION OF BOVINE TB

Durst, P. [1]

[1]Extension Dairy Educator, MSU Extension, Mio, MI, 48647

In the eradication efforts for bovine Tuberculosis (bTB) in the US, herd depopulation has been favored. Killing all the animals within an infected herd has been the way government has dealt with the uncertainty caused by testing which is at best only 80-90% effective in detecting diseased individuals. Certainly, within a herd in which infection has been identified, sacrifice of herdmates eliminates the potential of infected, yet undetected animals and therefore, the risk of spread through them to other herds. Yet, depopulation is traumatic for herd owners who have developed their herd through careful breeding and care. In addition, as herds become larger, indemnity dollars become scarcer and as the impact of cattle herds on local economies is evaluated, herd depopulation can be very expensive and viewed as undesirable. In this presentation, the author will discuss what we have learned when Test and Removal of test-responsive animals has been practiced, though only in a very limited way in recent years. The presentation will trace the work that the a subcommittee of the United States Animal Health Association TB Committee did in developing new policy recommendations for Test and Remove and how the risks of uncertainty can be diminished and mitigated.

ULTURAL AND PREFERENCE UNDERSTANDING TO DEVELOP HALAL NICHE MARKETS

Fisher, J.[1]

[1]Ohio State University Extension, Waverly, OH, 45690

Six focus groups were conducted with Islamic Centers in Ohio. The objective was to understand Halal meat purchase patterns and consumption patterns. Ohio State University Extension personnel are utilizing research results to enable producers to understand and meet requirements of the Halal meat market. Participants identified Zabiha slaughter as the most merciful. Many participants held tremendous concerns relative to feeding of animal by-products, hormone use, and adulteration with pork. These trust concerns led to decisions about where to purchase meat with 72% purchasing from a Moslem owned retail store, 13% purchasing from a large grocery and only 8% direct from a farmer. Participants indicated consumption patterns according to weekly, seasonal, and variations of

geographic origin. Average meat purchase was 23 pounds with an occurrence of 12.5 times per annum. Purchasing trends indicated 78% prefer lean over marbled cuts. Nearly 86% prefer fresh over frozen meat and nearly a third responded that they would pay more for fresh. Intact males were preferred by 42% of the respondents. As an example, preferences for meat goat cuts were: Leg (71%), Chops (42%), Shoulder (24%), Breast (7%). Demographic shifts in the United States indicate there are almost 53 million people with a preference for goat meat. Based on consumption trends of this study, goat demand exceeds inventory by 160%. Consumer trends are changing regarding religious concerns, convenience, food safety, and food quality issues. Opportunities exist to develop niche marketing with local ethnic or faith based populations.

THE 4-STATE BEEF CONFERENCE: 25 YEARS OF EXCELLENCE

Schleicher, A. [1]

[1]Livestock Specialist, University Of Missouri Extension, Rock Port, MO, 64482

Beedle, P.H.[1]; Busby, W.D.[2]; Deering, S.W.[3]; DeRouchey, J.M.[4]; Eggers, T.R.[5]; Humphrey, J.R.[6]; Jones, J.G.[7]; Lesoing, G.W.[8]; Mosteller, R.E.[9]; Rasby, R.J.[10]; Schleicher*, A.D.[11]

[1]. County Extension Educational Director, Iowa State University Extension, East Pottawattamie County, Oakland, Iowa 51549

[2]. Extension Specialist, Iowa State University Extension, ISU Outreach Center, Lewis, Iowa 51544

[3]. Extension Livestock Specialist, University of Missouri Extension, Gentry County, Albany, Missouri 64402

[4]. Extension Specialist, Kansas State University Extension, Manhattan, Kansas 66506

[5]. Extension Field Specialist, Iowa State University Extension, Page County, Clarinda, Iowa 51632

[6]. Extension Livestock Specialist, University of Missouri Extension, Andrew County, Savannah, Missouri 64485

[7]. Extension Educator, University of Nebraska Extension, Johnson County, Tecumseh, Nebraska 68450

[8]. Extension Educator, University of Nebraska Extension, Nemaha County, Auburn, Nebraska 68305

[9]. District Extension Agent, Kansas State University Extension, River Valley Extension District, Washington, Kansas 66968

[10]. Extension Beef Specialist, University of Nebraska, Lincoln, Nebraska 68583

[11]. Extension Livestock Specialist, University of Missouri Extension, Atchison County, Rock Port, Missouri 64482

The 4-State Beef Conference, which celebrated its 25th year in 2009, is designed to deliver beef cattle interests in Iowa, Kansas, Missouri, and Nebraska a yearly update on current cow-calf and stocker topics. The conference occurs every year in mid-January as a traveling program, where over the course of two days the same program is delivered in four locations (one location per state). Research-based information is provided to attendees in presentation format. The 25th anniversary of the conference is a testament to the continued support of producers. In 2007, 2008, and 2009, many of those that attended were repeat customers, with 74, 62, and 45% having attended two or more years, respectively. Several indicated that they had attended all 25 years. As a result, 29% were very likely to make business or management decisions, 68% were likely, 2% not likely, and less than 0.25% definitely not likely to make changes. Producers estimated the increase in profitability to their operations as a result of attending the meeting; no benefit, 4%; $1-100, 14%; $101-500, 21%; $501-1000, 28%; over $1000, 33%. In the last three years, 335 attendees at the 4-State Beef Conference, who directly manage 40,682 cows, 14,228 stocker calves, and 27,352 feedlot cattle, have received research-based information that will be used to make changes in their beef cattle operations. Those changes are estimated to result in an increase in profitability of at least $122,338.

UTILIZING BEEF REPRODUCTIVE TECHNOLOGIES TO IMPROVE THE INCOME POTENTIAL FROM SMALL BEEF COWHERDS

Stewart, M. [1]

[1]Livestock Specialist, University Of Missouri Extension, Fulton, MO, 65251

This project is a cooperative venture utilizing resources from Lincoln University, Lincoln University Cooperative Extension and University of Missouri Extension and is a combination of classroom education, demonstration and

hands-on learning. Producers learned about the role artificial insemination (AI) can play in the genetic improvements and how these improvements can increase the income potential of their beef cowherd. Producers saw firsthand how FAI can provide acceptable AI conception rates with limited labor inputs when the protocols are followed exactly as outlined in their breeding plans.

Missouri's 2.0 million beef cows place it second in the nation in cow numbers. However, the average size of Missouri's beef herds is thirty-seven cows with many herds made up of 15 to 25 cows. While smaller producers cannot economically justify spending as much for improved a bull as a larger producer AI provides access to improved genetics to producers of all sizes.

The adoption rate of AI by US beef producers has been low. In Missouri, most small cowherds are operated by part-time farmers. Surveys of these producers indicate labor and time requirements have limited AI adoption. While estrus synchronization systems have helped reduce the time required to heat check and inseminate a herd of cows, most producer interest has been in Fixed-time Artificial Insemination (FAI) protocols. Recent improvements in methods to synchronize estrus in postpartum beef cows prior to FTAI now create the opportunity to significantly expand the use of this technology in the smaller cowherds.

PARTNERING WITH OUTSIDE ENTITIES TO BROADEN EXTENSION'S REACH: THEORY, PRACTICE, CHALLENGES, IMPLICATIONS, AND IMPACT

Greene, E.A.[1]; Greene, R.E.[2]; Parsons, R.L.[3]

[1]Extension Equine Specialist, University Of Vermont, Burlington, VT, 05405

[2]Consultant, Kleine Lelli Consulting, Wayland, MA, 01778

[3]Extension Associate Professor, Unversity of Vermont, Burlington, VT, 05405

With decreasing funding, Extension professionals constantly seek innovative means to produce and provide effective programming that demonstrates impact and meets the needs of the clientele. One potential avenue is to partner with strategic community entities to provide mutually beneficial opportunities for all parties involved. Everything Equine is a collaboration between University of Vermont Extension, Champlain Valley Exposition, and other equine businesses that combines a consumer trade show with 75 educational seminars/demonstrations over two days. This collaboration provides a measure of program impact and an opportunity to link Extension, 4-H, the community and equine businesses. Extension clientele are able to learn from national experts, whose normal fees can exceed entire equine extension budgets. Publicity, educational material, and time contributed to Extension for this event is worth more than $50,000. Commercial exhibitors and equine professionals benefit from interaction with thousands of attendees, while participants benefit from exposure to multiple workshops at one location. For educators, this is a rare opportunity to offer a smorgasbord of educational workshops that would not normally be possible. Extension gains economical and educational benefits while also reaching a large crowd. In 2008, over 8,500 equine enthusiasts attended with at least 1,100 participating in workshops. Calculations indicate that workshops cost less than 40% of traditional Extension workshops, and equine extension received a donation for planning the program. These events have challenges. Partners' roles must be clearly identified and respected by the team and communication is critical. Extension administrators covet monetary benefits but fail to recognize financial risk involved.

NIMAL WASTE MANAGEMENT PLANS FOR NEW JERSEY ANIMAL PRODUCERS/SELF CERTIFIED PLANS

Robert Mickel, Stephen Komar, William Bamka[1]
[1]RCE/NJAES County Agricultural Agents, RCE County Agents, Flemington, NJ, 08822

Personal from Rutgers Cooperative Extension/New Jersey Agricultural Experiment Station were instruemental in the development and drafting of the New Jersey Rule N. J. A.C. 2:91—"Animal Waste Management Plans" for New Jersey livestock producers that generate or receive animal waste or nutrients. The rule following many years of modifications and adjustment from public comment and incorporating Extension and related agency imputs, was legislated and adopted in the spring of 2009. Extension and other agencies were charged with drafting the rule to meet the Federal Clean Water Act/Action Plan to protect the waters of the state. Extension team members worked with producers and sister agencies to not only design the plan, but more importantly were charged with the delivery of the plan including the design of the delivery system. Over 3,500 animal producers will be required to complete self-certified plans within three years of the March 2009 legislation. The Extension team created an educational delivery system that included an Introductory Guide for filing the plans, a Training Manual

with reference materials, a computer based CD for filing the plans, a spring 2009 Teaching Schedule, promotional and press releases and a long range training and delivery system. The Extension team commenced the training in early 2009 and will continue to deliver the progran and to monitor the producer progress, final impacts and plan implementation based upon the legislative time line.

IMPROVING THE EFFICIENCY OF A BEEF COW CALF OPERATION USING IRM PRINCIPLES

Haller,* B.W.[1], Troxel, T.R.[2], Barham, B. L.[3], Gadberry, M. S.[4], Jennings, J. A.[5] Richeson, J.R.[6]

[1]. Extension Agent, University of Arkansas Cooperative Extension, White County, Searcy, Arkansas 72143

[2]. Extension Specialist, University of Arkansas Cooperative Extension, State Office, Little Rock, Arkansas 72203

[3]. Extension Specialist, University of Arkansas Cooperative Extension, State Office, Little Rock, Arkansas 72203

[4]. Extension Specialist, University of Arkansas Cooperative Extension, State Office, Little Rock, Arkansas 72203

[5]. Extension Specialist, University of Arkansas Cooperative Extension, State Office, Little Rock, Arkansas 72203

[6]. Extension Program Associate, University of Arkansas Cooperative Extension, State Office, Little Rock, Arkansas 72203

In 2004 (yr1) the Arkansas Beef Improvement Program used IRM principles to assist a commercial beef cow calf producer. The goals were to increase forage quantity and quality, shift forage type, increase ADJ205-day wt, improve cattle facilities, implement herbicide programs and herd management software. The farm consisted of 82 ha with an average stocking rate of 57.4 animal units(AU). Farm records from yr1 served as baseline data. In yr1 the percentage of warm and cool season forages was 76.5% and 1.9%, respectively. By yr4, the forage type shifted to 44.5% and 13.6% warm and cool season forages, respectively (P <0.005). Stockpiling bermudagrass and bahiagrass increased the grazing season 23 d and reduced winter feed cost by $5.24/AU. In yr1 clover was established, increasing the clover percentage from 0.6% to 5.5% (P <0.005) by yr4. Weed percentage increased from 19.8% to 31.4% (P <0.005) from yr1 to 4 possibly due to two yrs of below normal rainfall (yr 2 and 3). Cow herd performance records were collected annually. Bulls with EPD's complementing the cow herd genetic base were purchased in yr1, and possibly contributed to adjusted 205-d wt increasing by 10.0% or 24.5 kg by yr3. The internal rate of return for the bull purchases was 84.8%. In yr1, cattle facilities were redesigned, the mineral program was changed, software was purchased and electronic identification was implemented. The producer achieved his goals through the IRM approach, and other area producers have adopted practices utilized in this project.

OKLAHOMA STOCKER CATTLE RECEIVING RECORDKEEPING SPREADSHEET

Highfill, G.[1]

[1]Area Livestock Specialist, OSU Extension, Enid, OK, 73701

The Stocker Receiving Recordkeeping Spreadsheet (SRRS) has been developed to enable stocker cattle producers to enhance their written records by utilizing a Microsoft™ Excel® spreadsheet to make standard calculations, summarize expenses, reduce data entry time, and evaluate load profitability. SRRS starts with pen purchase cost, then allocates receiving period expenses from multiple purchased groups to the appropriate pen allowing producers to estimate total group cost. Typical Oklahoma stocker operations begin purchasing lightweight calves from multiple sources beginning 45 to 75 days prior to the grazing season. Producers often manage several load lots in confinement pens during the receiving phase. To budget load profitability, producers need to keep expense records for each group separately throughout the receiving and grazing phase. SRRS data input pages include; 1) Load Receiving Data, 2) Treatment Data, and 3) Grazing and Marketing Summary. The Load Receiving Data is the central data input page and has 5 main expense categories: Load statistics, Processing cost, Receiving feed cost, Death loss, and Budget summary. The SRRS Treatment Data page allows producers to record the chute-side treatment listing of daily sick pulls from their written records and designate the cost back to the load of origin. The Grazing and Marketing Summary is an optional page that allows

producers to estimate load profit/loss based on load average in-value, receiving cost, and an average out-value. SRRS output data includes receiving period cost totals calculated from the feed, processing, and treatment expenses.

WEED CONTROL IN LIVESTOCK OPERATIONS

Kelley,*W.K.[1], Wiggins, A.G.[2]

[1]. Extension Agent, Alabama Cooperative Extension System, Escambia County, Brewton, Alabama 36426
[2]. Extension Agent, Alabama Cooperative Extension System, Monroe County, Monroeville, Alabama 36460

Weed control is essential to improving forage production in livestock operations. Programming was offered in all the counties in the Southwest Region of Alabama to livestock producers on how to effectively control weeds in their forage systems. Using live weed samples, slide presentations, and hands-on demonstrations, producers were educated on weed identification, cultural practices used to control weeds, herbicide selection, timing of application, and calibrating sprayers. Using monies obtained through an Integrated Pest Management grant and by partnering with Dow AgroSciences and area Cattlemen's Associations, three on-farm weed control plots were established. The weed control plots were used to educate producers about different range and pastureland herbicides and how well they controlled common pasture and hayfield weeds. Post evaluations from the program indicated that the information was useful and would result in improved weed management practices among many of the producers.

ON-FARM MORTALITY COMPOSTING OF LARGE ANIMAL CARCASSES

Payne,* J.B.[1] , Pugh, B.C.[2]

[1]. Area Animal Waste Management Specialist, Oklahoma State University - Oklahoma Cooperative Extension Service, N.E. District and S.E. District, Muskogee, OK 74401

[2]. Extension Ag Educator, Oklahoma State University - Oklahoma Cooperative Extension Service, Haskell County, Stigler, Oklahoma 74462

Large animal carcass disposal remains a problem throughout the US. For many livestock producers, carcass disposal options are limited and can be costly. Improper carcass disposal can degrade surface and groundwater and result in increased disease transmission, endangering the health of humans, domestic livestock, wildlife and pets. Composting dead animal mortalities is an inexpensive, biosecure and environmentally sound approach to addressing the issue of carcass disposal. An on-farm large animal composting study was conducted to determine the efficacy of 3 bulking agents for composting stocker calf carcasses. The treatments consisted of pine shavings (Trt. A), a 50:50 mixture of poultry litter and pine shavings (Trt. B), and hay (Trt. C). Each treatment was replicated 4 times. Twelve separate compost bins were constructed and carcasses were placed on the center of an 8 x 8 x 2 ft. pad of bulking agent. Carcasses were covered until completely surrounded with at least 18 in. of additional treatment. The piles were left undisturbed while temperature was monitored using long-stem thermometers and data loggers. On days 75 and 150, each pile was turned. Samples were collected on day 150 for nutrient analysis. Significant C reductions were observed in Trts. B and C while significant increases in N were observed for all 3 Trts. Temperature range and mean for Trts. A, B, and C were (62.69 to 149.32; 122.59°F), (76.33 to 158; 130.19°F), and (40.68 to 132.67; 90.95°F), respectively. Treatments A and B formed a humus-like product, maintained sufficiently high temperatures required for effective pathogen kill (above 131°F), and were more effective at decomposing bones when compared to Trt. C.

METHOD OR MADNESS? AGENTS' PERCEPTIONS VS. CLIENTELE PREFERENCES

Vaught, C.J.[1]; Troxel, T.R.[2]

[1]County Extension Agent - Staff Chair, U Of A Cooperative Extension, Mena, AR, 71953
[2]Professor, Animal Science, U of A Cooperative Extension Service, Little Rock, AR, 72203

Agents often get caught up doing the same educational method over and over without having the time to stop and make sure people are still following behind them. Change can be hard and time consuming. Two surveys were conducted in Arkansas. One measured agents' perceptions of what their beef cattle clientele preferred as educational methods. The other measured what methods these clientele actually preferred (Troxel, et al., PAS 23:104-115). The agent survey was conducted among the fifty-five top beef producing counties of the state in all regions. There was a 96.4% response rate. Methods measured among both agents and clientele included: one-to-one consultations; printed newsletters; fact sheets; group meetings/workshops; newspaper articles; experiment station field days; radio programs; web-based programs; email; and displays/posters. In

addition, clientele were asked to rank on-farm demonstrations and agents were asked to rank trade publications and electronic newsletters. The results of this comparison of surveys may change agents' perceptions on how beef cattle clientele prefer to receive information. As an outcome of these surveys, agents may see a need to change the information technology transfer methods they use to better reach beef cattle producers in their respective counties.

SQUARROSE KNAPWEED: QUIETLY TAKING OVER OUR LAND

Banks, J. E.[1]

[1]Agriculture/4-HYouth Agent, Utah State University, Nephi, UT, 84648

During the late 1800's and early 1900's the Tintic Valley and surrounding mountains were booming with gold and silver mining. The valleys raised dryland wheat and were major grazing areas for cattle, sheep, and wildlife. The aggressive Squarrose Knapweed (Centaurea virgata) has destroyed much of the native vegetation. Because of this and other noxious weeds the area is no longer used for dryland farming and grazing has been greatly reduced. Through the years, minor attempts have been made to control the weed. In 1996, the Utah Squarrose Knapweed Cooperative Weed Management Area was formed. Because of the efforts of this CWMA, major accomplishments have been made in controlling Squarrose Knapweed. During this time a Knapweed inventory was completed. Approximately 80,000 acres have been treated for weed control with about 70% success. 26,000 acres have been revegetated to a desirable state. Biological control agents have been released throughout the control area with some areas showing a 50% reduction in plant density. Research has been done on plant biology, reseeding, herbicide effectiveness, biological control and grazing. An annual field day is held to review the progress of the control efforts. The group also created an educational pamphlet, video, and display relating to the project. The Utah Squarrose Knapweed Cooperative Weed Management Area has come a long ways since 1996, but there is still a long way to go. Only with continued support can the group accomplish the goal of reducing the impact of this weed on the Utah West Desert ecosystem.

ECOSYSTEM MONITORING TO EVALUATE GRAZING INFLUENCE ON RANGELAND HEALTH

Hudson, T. [1]

[1]Extension educator, Washington State University, Ellensburg, WA, 98926

The Wild Horse Coordinated Resource Management group has been working since January 2006 to coordinate management of a 62,000 acre landscape of eastern Washington shrub-steppe/ bunchgrass rangeland under checkerboard ownership that includes the Wild Horse Wind Farm owned by Puget Sound Energy as well as private land and state agency land. The group was formed to develop a "prescription" grazing plan targeted at improving forage quality for resident elk, consider recreational access influences on elk movements, and ensure watershed protection in management of critical winter and spring habitat. A subgroup of this elk herd has caused significant damage to hay and irrigated pasture in the Kittitas Valley. Because of the public visibility of this project, history of use, and geographical proximity to a major population center it is important to collect robust, comparable monitoring data on all ownerships within the CRM boundary. WSU Kittitas County Extension secured a grant in the summer of 2007 to establish long-term monitoring sites on non-agency land to collect baseline data on plant community attributes and soil stability that could be compared to future monitoring results and to other sites following implementation of the grazing plan. The monitoring team used 6 pairs of subjectively located permanent monitoring locations based on history of use and vegetative characteristics using the "Monitoring Manual for Grassland, Shrubland, and Savanna Ecosystems" by Herrick, et al 2005 and the Land EKG® monitoring system developed by Charley Orchard to assess attributes of rangeland health.

FORAGE NUTRIENT CHARACTERIZATION OF SW IDAHO DESERT RANGELAND

Jensen, S. [1]; Ahola, J.[2]; Wilson, R.[3]; Etter, S.[4]
[1]Extension Educator, University of Idaho, Marsing, ID, 83639

[2]Extension Beef Cattle Specialist, University of Idaho, Caldwell, ID, 83605

[3]Extension Educator, University of Idaho, Emmett, ID, 83617

[4]Extension Educator, University of Idaho, Caldwell, ID, 83605

During the growing season, forages from native range provide the only source of nutrition for most beef cows throughout the Intermountain West. As range forages mature during the summer and fall, fiber content increases while forage protein and digestibility decrease. Trace mineral concentrations in forage plants vary significantly at different stages of the growing season. In many situations, supplementation of cattle consuming low quality forages is necessary in order to maintain production. A major problem faced by western beef cow/calf operators is determining when and how to supplement low quality forages. In order to supplement effectively and efficiently, livestock producers need to know what the basal diet consists of in order to provide necessary supplements and eliminate or reduce supplementation costs. The ability of a beef cow to perform on western rangelands depends on three factors: 1) nutrient concentration and availability in forage, 2) forage intake, and 3) nutritional needs of the animal. Nutrients required by beef cattle are well documented; however, meeting those requirements for range cattle can be challenging. Characterizing seasonal effects on native range nutritional values is important for the development of supplementation strategies in order to meet animal needs at a low cost. This two-year study increased knowledge regarding nutrient concentration of native range plants in relation to the changing grazing seasons and compared to the cows' nutrient requirements (stage of production) at that given time. Long-term outcomes include improved protein and mineral supplementation strategies which should lead to improved herd health and reproductive efficiency.

QUALITY ASSURANCE: FROM YAWN TO FUN

Kerr, S.R.[1]

[1]WSU-Klickitat Co. Extension Director, Washington State University, Goldendale, WA, 98620

Market livestock project youth, adult volunteers and Extension professionals need to embrace the concept of quality assurance as part-and-parcel of market livestock educational programs. Without adequately educated youth producers, consumers of animal products from market livestock projects are at increased risk of a food-related health risk or poor eating experience. Some market livestock sale buyers and meat processors are considering no longer accepting youth project animals due to quality assurance issues such as under- or over-finishing, medication residues and other factors. In addition, consumers are increasingly concerned about the quality, safety, wholesomeness and value of the food they purchase. Without useful and effective quality assurance teaching tools, educators and volunteers cannot give this topic the emphasis it deserves in livestock program outreach. This workshop will introduce four interactive activities that emphasize the importance of quality assurance in youth market livestock projects. These fun and engaging activities lay the groundwork for valuable discussions about youth producers' roles in assuring safe and wholesome food products. Participants will engage in one activity during the workshop and receive a handout with complete instructions for conducting each of the four activities.

AN ECONOMIC ANALYSIS OF BVD-PI INCIDENCE IN WASHINGTON CATTLE HERDS

Neibergs, J. S. [1]

[1]Associate Professor Extension Economist, Washington State University Extension, Pullman, WA, 99164

The objective of this study is to examine the net economic return of eradicating bovine viral diarrhea (BVD) virus at the cow-calf level using the disease incidence and economic data collected from Washington's BVD Control and Eradication Program. In 2008, this program tested 48 herds and 7,020 animals for the presence of BVD persistently infected (PI) animals. Positive disease incidence was found in 14.6 percent of the tested herds. Overall population prevalence of BVD-PI calves was 1.35% when the single high prevalence herd was included and 0.63% when it was excluded. The lower prevalence is still 2 to 5 times higher than previous studies from individual states and feedlot entry studies.

A capital budget model is developed to determine the net disease cost as a function of disease incidence and to account for the time dynamic disease cycle and economic effects. Direct disease losses are from from reduced calf weights and weaning percentages and non-optimal culling of open cows. The non-optimal culling cost has not been identified in previous studies examining BVD economic losses. Disease prevention and treatment costs are based on implementing best management herd health and heifer replacement biosecurity practices. A potential positive economic return is modeled for selling calves at a premium for having a "BVD reduced-risk herd" certificate. The certificates are awarded to herds participating in the Washington BVD Control and Eradication Program for fully implementing the program's recommended BVD best management practices. Results from the economic model identify a disease incidence threshold above which BVD best management control efforts provide

cow-calf producers a positive net economic benefit, and below the threshold they are a negative economic cost. That threshold may represent a steady state of BVD disease incidence in the State. The individual herd threshold can be lowered to zero disease incidence if a price premium is paid for having a BVD reduced-risk herd certificate.

EARLY CAREER DEVELOPMENT

WHAT NEW FACULTY IN MISSOURI EXTENSION IDENTIFIED AS IMPORTANT FOR THEIR SUCCESS AND RETENTION

Stewart, M. [1]

[1]New Faculty Development Coordinator, University Of Missouri Extension, Columbia, MO, 65211

Extension positions continue to become more complex "jobs" as county agents become extension educators, generalists become subject matter specialists, single county assignments become multi-county assignments and as the world becomes more comples, the organization's expectations of its employees continues to grow. As an extension employee early in your career, what do you need to know to grow, succeed and prosper in your extension position?

University of Missouri Extension has used a cohort based model of new faculty development since 2002. The cohort model was favored over a more traditional "in-service education" structured system as it allows for a group of new faculty to stay together through the development process. New faculty members have indicated they feel this format is important as it allows them to quickly develop a support structure with the other new faculty as well as with the experienced faculty and the administrative representative on the training team. Follow-up evaluations and surveys have been used by the new faculty training teams to improve the cohort process. Through this effort, new faculty shared what information covered in the cohort process did and did not help them, as well as what was missing. Areas which were considered helpful included comprehension of different teaching/learning styles, developing meaningful evaluations and recognition of the impact generational differences can have in the work place.

COMMUNITY GARDENS: AN INTEGRATED APPROACH TO PROGRAMMING

Blevins, M. [1]

[1]Horticulture Agent, NC Cooperative Extension, Gastonia, NC, 28053

Integrating the programming efforts of agents in different disciplines is a growing trend in Extension. Community Gardens are one way to bridge the disciplines of Agriculture, Family & Consumer Sciences and Youth Development. Programs like this can take many different forms for many different audiences. This presentation will depict a case study of how one county Extension staff in North Carolina worked together to reach 150 Elementary school aged youth in one year, making progress in healthy eating, a variety of horticultural skills and healthy activities in the garden and in the classroom. A discussion will follow of different opportunities to use community gardens to benefit clients. In depth resources will be available for interested participants.

This session targets agents seeking easy ways to work together with Extension personnel in other disciplines, those working with local foods movements and anyone looking to meet the demands of administrators and stakeholders who are calling for more integrated programming.

VOLU-CRUIT

Griffeth, L. A.[1]

[1]County Extension Coordinator, University of Georgia Cooperative Extension, Preston, GA, 31824

Webster County is the second smallest of Georgia's 159 counties with a population just over 2300. Agriculture is our main industry, but many individuals have to drive between 40 and 120 miles for employment. This exodus of adults for employment has had an impact on the Webster County Extension Office and 4-H Club. Years ago most people worked in the county and had a sense of community pride. Now there is a much greater sense of community disconnect and apathy. Webster County 4-H has always depended on volunteers to help with almost every aspect of the club and the total Extension program. For many years these were typically parents of active 4-H members. Now there are fewer 4-H'ers participating in activities, so the number of volunteers has declined. A policy known as Volu-Cruit was adopted to expand Webster County's base of volunteers.

Volu-Cruit works in at least two phases. The first step

was to convince 4-H parents the importance of helping the Extension program. Once these volunteers were on board and assisting, the next step involved active marketing of the Webster County Extension Program and 4-H Club. This involved one-on-one consultations, educational efforts through mass media, and the use of program advocates. This increased the number of active volunteers by 30% in Webster County. While these techniques may not work in all locations, they have proven successful in one small rural southwest Georgia county. The use of parental involvement, community support, and program marketing can benefit the entire Extension program.

RELEAF OSCEOLA: CREATING A SUCCESSFUL TREE EDUCATIONAL AND GIVEAWAY PROGRAM

Welshans, J.[1]

[1]Extension Agent - Horticulture, University of Florida IFAS - Osceola County, Kissimmee, FL, 34744

The tree canopy of Osceola County, Florida was significantly diminished due to three hurricanes that passed over the region in 2004. In response to this loss of trees, the ReLeaf Osceola Education and Tree Giveaway Program was developed to provide free trees and tree education to homeowners, homeowner associations, and private businesses to renew the tree canopy of Osceola County. Funding for the program was awarded from the U.S. Forest Service Urban and Community Forestry Grant in the amount of $163,500 and the program was active from October 2006 through March 2008. Over 1,300 people attended the educational programs and over 4,000 trees were distributed during this time. Being such a large grant and tree giveaway program, many challenges were encountered, including working with multiple government entities, coordinating with local nurseries, allocating funds, and keeping records. This was definitely not a simple tree giveaway program and many lessons were learned from the obstacles faced. However, even with the many internal obstacles, the ReLeaf Osceola program proved to be successful according to participants as 99% (335/336) of those surveyed indicated that they gained knowledge on the proper establishment of trees during the educational seminars. This knowledge has proven to increase the survival rate of the newly planted trees as only 3% (9/336) of those surveyed indicated that their tree had died. Currently, there is no more funding for ReLeaf Osceola, but additional funding continues to be sought and new ideas have been developed to make this program more successful internally, too.

HORTICULTURE & TURFGRASS

INTRODUCING HIGH TUNNEL TECHNOLOGY CONCEPTS TO AMISH AND MENNONITES

Baker, * T. P.[1]; Quinn, J.T.[2]

[1]Regional Horticulture Specialist (Northwest), University of Missouri Extension, Gallatin, MO, 64640
[2]Regional Horticulture Specialist (Central), University of Missouri Extension, Jefferson City, MO, 65101

Working with Amish and Mennonite farmers can present challenges in areas of technology education. These groups may range from Mennonites who use electricity to Amish who may not use electricity but accept stationary engines, to other groups who use nothing but horse power, with no stationary engines. Often, these groups may be present at the same meeting. Creating presentations useful to all groups is difficult. In 2008-2009, a series of vegetable growing workshops were conducted in Missouri targeting growers who sell to produce auctions, many of whom are Amish or Mennonite. The first year was a “Back to Basics” workshop, and the second year emphasized advanced topics.

This paper describes the approach used teaching this diverse group about high tunnel technology and energy efficiency. The paper describes the issues, and shows examples from the Missouri workshop presentation on high tunnel technology. Some of the technology could easily be used by all groups. Other technology could be adopted by some groups, but not others. Usually the principle could be used in some form by all groups. The workshop presentation was geared to introduce concepts, with the idea that groups who could not utilize the technology directly could adapt the principle in many cases, according to their community beliefs.

THE FIRST ENVIRONMENTAL ASSURANCE PROGRAM FOR GREENHOUSE CROP GROWERS

Dudek, * T.A.[1], Himmelein, J.M. [2]

[1]District Extension Horticulture and Marketing Educator, Ottawa County, West Olive, Michigan, 49460

[2]District Extension Horticulture Educator, Kalamazoo County, Nazareth, Michigan, 49074

The Michigan Agriculture Environmental Assurance Program (MAEAP) is an innovative, proactive program that helps farms of all sizes and commodities voluntarily prevent or minimize agricultural pollution risks to the

environment. The program is a coalition of farmers, commodity groups, academia, state and federal agencies and conservation and environmental groups all working together. In 1993, the program initially focused its efforts with the livestock industry in Michigan. By 2007, the program expanded its efforts to other agricultural commodity crops including to greenhouse crop growers. Verification is done by the Michigan Department of Agriculture. MSU Extension Horticulture Educator's, Thomas A. Dudek and Jeanne Himmelein assisted in the initial development and draft revisions of the Greenhouse * A*Syst document which forms the basis of the MAEAP program targeting the greenhouse industry. These educators' worked closely with local groundwater stewardship technicians to identify interested greenhouse clientele and carryout the initial walk through visit and development of the participant's action plan. To date five greenhouses in Michigan have been fully verified through the program. Over twenty-five others are in the process of becoming verified. The program has allowed extension educators to enhance grower relationships, provide technical assistance to solve environmental issues and assist growers to use MAEAP verification in their customer marketing efforts for their products. MAEAP verified greenhouses are outstanding environmental stewards, are eligible for cost share incentives, tax credits, and reduced liability insurance premiums. Michigan is the first state to offer this type of verification program to greenhouse growers.

STRETCHING THE LIMITS OF RIESLING GRAPE PRODUCTION IN NORTHWEST MICHIGAN

Zabadal, T.[1] , Elsner,* E.A.[2]

[1]Coordinator, Southwest Michigan Research and Extension Center, Benton Harbor, Michigan 49022

[2]Agricultural Educator, Michigan State University Extension, Grand Traverse County, 520 W. Front St., Suite A, Traverse City, Michigan 49684

High quality white wines made from Riesling grapes (Vitis vinifera cult. White Riesling) are the mainstay of the wine industry in northwest lower Michigan. Most vineyards in the area are on 6 foot in-row by 9 foot row spacing and are cropped at 2 to 3 tons per acre starting in the fourth growing season. Industry interest in higher density plantings which might be able to be cropped earlier without loss of vine vigor, and higher crop loads in standard vineyards was addressed in a research vineyard of Riesling vines established at the Northwest Michigan Horticultural Research Station in 1998. For a crop load study replicated treatments of 2, 3.5 and 5 ton per acre levels were established in 2002-2008 through cluster removal after fruit set. For the spacing trial vines were planted with different in-row vine spacing (6, 4.5 & 3 feet) and cluster thinned to a target crop load of 3 tons per acre in 2002-2008. Data collected each year included fruit yield and clusters per vine, fruit quality indicators and pruning weights; fruit from each treatment was made into small wine batches for later evaluation. Results indicate that Riesling can be consistently cropped at 5 tons per acre without significant loss of vine vigor or fruit quality, and that closer spacing of vines can be used to bring Riesling vineyards into bearing sooner, but issues of vineyard management difficulties and initial cost of establishment may keep this from practical application in NW Michigan.

INTRODUCING HIGH TUNNEL TECHNOLOGY CONCEPTS TO AMISH AND MENNONITES

Finneran, R. [1]

[1]Extension Horticulture Educator, Msu Extension, Grand Rapids, MI, 49503

In 2003 the Kent MSU Extension office was re-located to a remodeled building on a city lot adjacent to a small parcel of land bordering the intersection. The year prior, Finneran led a team of Master Gardener volunteers through a "visioning" process that resulted in six new strategic initiatives which included the development of an "idea garden." The steering Committee for the "Grand Ideas Garden" began by naming the project and by developing a purpose statement and mission. A local landscape architect volunteered to draw up a master site plan based upon the committee's desires for a diverse garden pallette within the 3/4 acre site. While this was unfolding, County Extension Director Betty Blase made a pitch to the Board of Commissioners to allow the creation to happen and they agreed with the condition that it wouldn't be a financial burden to the county.

Finneran engaged dozens of green industry firms to provide start-up cash and more importantly in-kind infrastructure such as tree removal, boulders and gravel, irrigation and a small amount of plantings. The volunteer team pulled together a campaign to raise additional monies through brick sales.

Now in it's sixth season, the Grand Ideas Garden (GIG) is truly a work of art. It's multidimensional topography allows visitors to explore garden spaces that house a vast perennial, annual and shrub collection, trees, vines,

vegetables and ground covers in a wide variety of sun or shade exposures. In it's second season, the Grand Ideas Garden was presented with an International Society of Arboriculture "Gold Leaf" award for it's wide diversity of trees that had been selected to showcase every type of horticulture terminology in the Master Gardener program. The County presented the GIG with it's largest in-kind gift in year three—a 16X20' shed to show their support and appreciation. The GIG is now valued at over $250,000 and has a constant flow of visitors from sun-up to sun-down.

MISSOURI GROWN VEGETABLE PRODUCTION

Schutter, J.[1]

[1]Horticulture Specialist, no affiliation given, Kirskville, MO, 63501

Northeast Missouri has seen an influx of Amish and Mennonite producers as well as market gardeners over the course of the last five years looking for viable means to financially support and involve their families and communities. These producers called our county extension offices for help with proper application of commercial insecticides, fungicides and herbicides, commercial planting techniques, diagnosing insect and disease problems, pricing their products, developing markets, attracting buyers, and record keeping. During the winter we put on workshops in various locations of our region to address production practices, marketing, and farmers' markets. We follow up by in-season farm visits to the commercial growers as well as some of the market gardeners to reinforce the information covered and to assist in implementing ideas and practices. The growers were assisted in making plant disease and insect diagnosis and were able to discuss control and integrated pest management strategies during these farm visits. Other programs such as a vegetable field day with a local foods meal and the Northeast Missouri Food Fest where growers set up displays of their produce and products and give out free samples to the public, are just some of the events that we do throughout the year to assist the growers. The impacts from our programming include more consistent production, with accurate chemical application in terms of quantity applied, spray schedules, use of natural and organic products, and the calibration of sprayers.

FINDING NEW CLIENTS IN AN URBANIZING COUNTY

Clark, B. [1]

[1]Agent, Agriculture & Natural Resources, Horticulture, Maryland Cooperative Extension, Clinton, MD, 20735

Throughout the country, farms are growing houses instead of crops. This doesn't mean that the agriculture agent needs to fade into obscurity. On the contrary, the agriculture agent is been never more in demand. Demands from landscapes, small acreage community supported agriculture, and urban pest management intermingles with large scale farming, but their needs are the same, even if the information is different. Each needs pest education, pesticide recertification, and sometimes an outside party to come and take a look. But where do we find these new clients, and what are their needs? Many of these new clients are existing clients willing to make changes to meet demands of the market, while others are a part of the next generation. Still others are moving into the area as new markets, like horticulture and pest control, emerge. Only by meeting these challenges head on and expanding our field of knowledge can we respond to this ever diversifying audience. As agents of change, how do we change ourselves?

DENTIFICATION AND MANAGEMENT OF SWEDE MIDGE IN CRUCIFEROUS CROPS

Kikkert, J.[1]

[1]Extension Associate, Cornell Cooperative Extension Regional Vegetable Program, Canadaigua, NY, 14424

Swede midge is a newly invasive insect pest in North America. It was first indentified in Ontario, Canada in 2000 and is now known to be widespread throughout Ontario and Quebec, Canada and New York State. It has also been found in several neighboring states and provinces. Swede midge feeds only on plants in the Brassicacea and it has the potential to spread to most crucifer production regions in North America. Detection is difficult because damage resembles that of many other maladies and the insect is tiny. The adult is a small brown midge, 1.5 to 2.0 mm long, identifiable only by trained personnel. Eggs are laid in the growing tips of host plants and the larvae (0.3 to 4.0 mm long)feed gregariously on young tissue causing malformation and scarring. Detection methods include pheromone traps and scouting for damage and larvae. Swede midge is managed by using clean transplants, exclusion, crop rotation out of crucifers, crop destruction soon after

harvest and systemic insecticides when necessary. Early detection and best management practices are key to reducing the damage this pest can cause.

BLOSSOM REMOVAL IN ANNUAL PLUG PLANTED DAY NEUTRAL STRAWBERRY PLANTS

Frick, S.L.[1], Lantz,* W.D.[2], Swartz, H.J.[3]

[1] Extension Program Assistant, Maryland Cooperative Extension, Garrett County, Mt. Lake Park, MD 21550

[2] Extension Educator, Maryland Cooperative Extension, Garrett County, Mt. Lake Park, MD 21550

[3] Associate Professor, University of Maryland, College Park, MD 20742

Producing day neutral type strawberries in an annual planting system has provided opportunities for northeast growers to market high quality fresh strawberries throughout the summer. Starting with plug plants in the spring of the year, plants will begin bearing fruit in late June and continue until frost in the fall of the year. Plants are then removed from the field. Since producing annually planted day neutral strawberries from plug plants is a relatively new production method in the US, many of the production practices recommended to growers are based on methods that work well in other locations or systems. One practice often recommended to producers is to remove blossom trusses for two to four weeks after planting. To determine if this practice affects total fruit production and fruit size, two research plots were established. The variety 'Seascape' was used for this research. Plug plants were planted mid May into a raised bed plasticulture system. Three repetitions of 20 plants were randomly selected at each location to represent each of the three treatments: no blossom removal, blossoms removed for two weeks and blossoms removed for four weeks. While the treatments affected onset of fruit production, statistical analysis of the treatments showed no effect on total annual fruit production or fruit size. The research shows that producers need not remove flowers after the plug plants are planted in the spring. Not removing the blossoms will result in increased revenue and reduce the labor required to establish spring planted day neutral strawberry plants.

ORCHARD MULTI- FRUIT COVER SPRAY CALENDAR

Myers*, R. D.[1]

[1] Senior Agent, University of Maryland, 7320 Ritchie Highway, Suite 210, Glen Burnie, Maryland 21061

Many Maryland orchards are small and composed of multi-fruit combinations producing for fresh market apples, peaches, pears, plums, nectarines, and cherries. Growers understand that aggressive fruit tree spray programs are required to achieve high quality fruit. These multi-fruit orchards create many spray management challenges for the achievement of good pest control in accordance with label guidelines. Therefore, a single page multi-fruit orchard spray calendar for the control of major tree fruit pests and diseases was developed to offer some assistance. This spray sheet is updated annually and presented at regional fruit grower workshops. The calendar spray dates given are an average estimate for Anne Arundel and Prince George's County Orchards, and may vary by location in Southern Maryland. The recommendations closely reflect the current spray program utilized at the University of Maryland Research and Education Center, Upper Marlboro Facility for its research orchards. The Orchard Multi-Fruit Cover Spray Calendar is available on-line at: http://annearundel.umd.edu/AGNR/agbulletins.cfm

GROWING EDIBLE FLOWERS PROFITABLY

Rosenkranz, G.[1]

[1]Extension Educator, Maryland Association of County Agriculture Agents, Salisbury, MD, 21802

Growing edible flowers profitably involves many skills including growing organically, growing only the edible cut flowers and creative marketing. Raising an organic crop is a challenge involving scouting for insects, diseases and weed pests on almost a daily basis in order to control the pest before damage to the crop can occur. In the cut flower industry, the foliage is usually stripped away so any damage done to the stems and leaves is never seen by the customer, and edible flowers are always sold as just the flower. Unfortunately pest damage reduces the vigor of the plants and ultimately the size of the flowers, which is the final product, so the pests must be controlled. Growing only edible flowers is not as much of a challenge as there are a number of reputable lists of edible flowers, the challenge becomes growing the ones that have an enjoyable taste. Depending on the market availability, there are a good number of annual, herbaceous and woody

perennial flowers that can be organically grown and harvested as edible flowers. Creative marketing is necessary with edible flowers as the color, texture, and taste are unusual and often considered a high value crop. Five years of organic research growing edible flowers is the basis of the power point presentation, Please! Eat the Flowers. It covers all aspects of growing, harvesting, post harvest handling and marketing the various edible flowers.

USING HOT WATER TO CONTROL INSECTS AND MITES ON NURSERY PROPAGATION PLANTS

Schuster,*C.F. [1]

[1] Extension Educator, University of Maryland Extension, 18410 Muncaster Road, Derwood, MD 20855

Growing pest free cuttings for propagation has been the goal for many propagators of nursery plants. Insects and mites on plants used for cuttings create a stress on the plant materials in the rooting chamber. Pesticides used to reduce insect and mite populations increase cost and handling risks. This research project has investigated an alternative method of insect and mite control without the use of pesticides. The hot water re-circulation immersion system that we built was modified from Arnold H. Hara's work at the University of Hawaii to suit nursery production in the continental United States. In Maryland, our goal was to build a device that is affordable (under $3000), portable and practical for treating large numbers of cuttings in temperate regions. Plant cuttings are placed in the hot water bath system that regulates the temperature of the water. Different temperatures and times are used for different plant materials and to control different insect or mite pests. Determining the temperature and time that will control an insect or mite pest, but not lead to an unacceptable percentage of mortality has been a goal for this project. Plant materials continue to be tested with varying degrees of success.

BLACKBERRIES GROWING ENTERPRISE IN LANIER COUNTY

Andrews*, E. [1]; Horton, D.L.[2]; Brannen, P.M.[3]; Krewer, G.[4]; Czarnota, M.[5]

[1]County Extension Coordinator, University of Georgia Cooperative Extension, Lakeland, GA, 31635

[2]Entomologist, UGA Cooperative Ext., Athens, GA, 30602

[3]Fruit Pathologist, UGA Cooperative Ext., Athens, GA, 30602

[4]Horticulturist, UGA Cooperative Extension, Tifton, GA, 31794

[5]Weed Scientist, UGA Cooperative Ext., Griffin, GA, 30223

An entrepreneurial group of Lanier County growers have organized and managed a blackberry crop that took considerable initiative and risk in growing and producing, and turned it into a profitable enterprise. These Lanier County farmers recognized the increasing market value of growing blackberries, a small fruit, commercially in 2003 with the opening of a small fruit packing, receiving and shipping facility locally in Homerville, GA. The Lanier County Extension Coordinator worked with blackberry growers 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 specialist programs, small fruit industry and working support by the Lanier County Extension Coordinator have helped their blackberry acreage grow from three growers with 11 acres in 2003, to 6 producers growing 103 acres in 2009. Two producers have built their own cooling, handling and shipping facilities. They have also purchased land and planted 35 acres of blackberries in North Carolina to expand their harvest season. The Farm Gate value from blackberries has risen from $150,000 the first year to in excess of $1.5 million in 2009. A Lanier County blackberry producer commented, "This crop has exceeded our expectations…it's been very worthwhile. It has done so well that I am cutting back on my other (row) crop acres." Growing these small fruit berries makes Lanier County one of the leading Farm Gate value blackberry producing counties in Georgia.

TRAIN-THE-TRAINER EDUCATION – IT WORKS!

Bauske, E. M.[1], Hammond, * S.[2], Hubbard, W.[3], Bradley, L.[4], Davis, T.[5], and Smith, K.[6]

[1]Program Coordinator, UGA Center for Urban Agriculture,1109 Experiment St., Griffin, GA, 30223-1797

[2]Northwest District ANR Coordinator, UGA Cooperative Extension,1109 Experiment St., Griffin, GA, 30223-1797

[3]Regional Extension Forester, SW, Forestry Bldg 4 Rm 402, Athens, GA 30602-4356

[4]Extension Specialist, Urban Horticulture, Dept. of Horticultural Sci.,128 Kilgore Hall, Box 7609, North Carolina State University, Raleigh, NC 27695-7609

[5]Master Gardener Coordinator/Fire Ant Specialist, Sandhills Research and Education Center, 900 Clemson Road, Columbia, SC 29224-3205

[6]Master Gardener Coordinator, 101 Funchess Hall, Auburn University, Auburn, AL 36849

The University of Georgia Urban Forestry Issue Team developed an educational module on urban and community tree care for use with Master Gardeners and other volunteers. Two-day, in-service training programs were presented to County Extension Agents in Alabama, North Carolina, South Carolina, and Virginia. The results of six and 12 month follow-up surveys clearly indicate an increase in confidence, available resources, ability to do educational programs, and comfort with urban trees questions. Agents reported increased confidence doing many activities as a result of the training. Six months after the workshop, participating agents reported using the training and materials they received at the workshop to train 285 Master Gardener volunteers. Twelve months after the program, not all trained agents had offered urban forestry training to their volunteers. Nine reported they did not intend to offer training and 26 responded that though they had not yet offered urban forestry training for their Master Gardeners, they intended to offer the training to volunteers within the next year. It appears that the information is making its way into the Master Gardener curriculum, even when no formal urban forestry training was reported. Thirty agents responded when asked how many additional Master Gardeners or volunteers were trained as a result of the workshop. Agents reported an additional 681 volunteers had been trained, bringing the total to 966 trained volunteers. Agents reported volunteers were using their knowledge in a broad range of volunteer activities for Cooperative Extension.

EDUCATIONAL OPPORTUNITIES AT COUNTY AGRICULTURAL FAIRS

DelValle,*T.D.[1], Burbaugh, B.[2], Figart, L.[3]

[1] Extension Agent, University of Florida, Duval County, Jacksonville Florida 32254

[2] Agriculture and Natural Resources Agetn, University of Florida, Duval County, Jacksonville Florida 32254

[3] Urban Forestry Agent, University of Florida, Duval County, Jacksonville Florida 32254

County Agricultural Fairs are still prevalent in many counties and can be very demanding on County Extension Agents. This relationship can be used as an effective educational tool while reaching large numbers of people. For the last eight years, the Duval Extension Office has been in charge of the Florida Crops Area which showcases Florida's agriculture crops, educates homeowners about the value of agriculture, and provides homeowners information on a variety of topics from canning to sustainable horticulture. To be effective at educating fair attendees, educational displays must be interactive and staff or volunteers must be available to interact with the audience. Examples of hands-on activities include interactive quiz boards, scavenger hunts, Extension Learning House, radish seed necklaces, Master Gardener Country Store, entomology with live insects, bee exhibit with observation hive, and question/answer booth. Over the past eight years, these educational displays have reached over 350,000 individuals.

CERTIFICATE COURSE IN HORTICULTURE

Hunsberger, * A.G.[1], Mayer, H.[2]

[1] Urban Horticulture Agent, University of Florida/IFAS Miami-Dade County Extension, Homestead, Florida 33030

[2] Commercial Urban Horticulture Agent, University of Florida/IFAS Miami-Dade County Extension, Homestead, Florida 33030

In 2005 the UF Miami-Dade County Extension horticulture faculty developed an eight-week "Certificate Course in Horticulture" due to public demand for a basic horticulture classes. This lecture series was aimed at an audience of landscape professionals, parks department and garden center employees. The course was expanded in 2006 and 2007 to 11-weeks to meet the needs of the participants. The goal of the program was to increase knowledge in basic horticultural practices such as: plant selection and installation, pruning, irrigation, fertilization, landscape maintenance, and pest management. Due to space constraints, we limited each course to 60 participants. Each session lasted 3 hours, including hands-on activities. From 2005 - 2007, the total enrollment was 167. Eighty-six percent of the participants passed a comprehensive final exam with an average score of 88.9%. Program evaluations were given during the final class. Results were: 91.6% were very satisfied or satisfied with the course, 98% said they learned something, and 90% said they would make at least one practice change. To document these practice changes, we conducted a 6-month follow-up survey of 40 participants. From what they learned in the course, 75% said they had increased their ability to communicate horticultural information more effectively with their customers and supervisors, 92% selected site appropriate plants, 96% planted correctly, and 21% received a promotion. In 2008, we were invited to teach a revised version of this course in Spanish in Costa Rica.

TREE PROTECTION DURING CONSTRUCTION & LANDSCAPING ACTIVITIES

Hurt, T. [1]

[1]Training Coordinator, Uga Center For Urban Agriculture, Griffin, GA, 30223

Construction and landscape activities can have a negative impact on existing trees but the damage is often not visible for several years. There are five areas of concern for tree health during construction: physical damage, soil cuts, soil fills, soil compaction and chemical damage. This presentation will discuss how to work with building contractors, landscape professionals and property owners to achieve successful tree saves and minimize expensive post construction tree removals.

ENGAGING COMMUNITIES IN URBAN TREE RISK ASSESSMENT

Kean, * Karla K[1]. , Idassi, Joshua[2]

[1]TSUHorticulture Extension Agent

[2]TSU Extension Assistant Professor

The evaluation of decayed wood in a tree trunk is essential for hazard tree assessment in arboriculture. The decay of wood within a tree trunk is often the cause of tree failure. Typically, arborists perform risk assessments with limited information about the structural condition of the tree itself and the environment that affects it. Engaging arborists and other green industry professionals' in performing tree risk assessments in their communities through hands-on training will allow them to better assess the trees in their communities.

The initial component of this training included purchasing the IML Resistograph package and training a core group of people who then acted as instructors in four workshops held in the Tennessee area. There are many field devices for measuring decay in trees which vary greatly in accuracy and how they function. The IML Resistograph is an instrument used for detecting and measuring cracks, voids, cavities and decay inside a wooden structure. The small drilling needle (1.5mm x 3mm) extends as it penetrates the wood (up to 1m) at constant speed, measuring the energy used to penetrate or the relative density distribution. The sawdust remains in the borehole, closing the canal. Resistance varies with tree species, but is reduced as wood decays. By modern standards, an IML Resistograph is a highly successful field instrument used to locate and predict the presence of decay in the trunk and wood of community trees.

The goal of tree risk assessment is to increase safety by abating structural defects before the tree fails and causes damage. Knowledge of how to use this up to date technology will be beneficial to commercial arborists, consulting arborists and other municipal tree managers so they may accurately determine the level of risk in their communities. Tree risk ratings allow those managers to numerically rank the relative risk posed by each tree within a population and then apply treatments such as pruning or removal to reduce the risk of failure. Data attained from IML Resistograph technology will be used in conjunction with local tree ordinances and policies to reduce the unnecessary removal of trees, justify removal of hazard trees and prevent the retention of potentially hazardous trees.

WINTERSCHOOL ON THE ROAD: A COOPERATIVE EFFORT

Mickler,*K.D.[1], Hurt, T.[2], Chance, W.O.[3]

[1] UGA Cooperative Extension, Floyd County, Rome, Georgia 30161

[2]Georgia Center for Urban Agriculture, Griffin, GA 30223

[3]UGA Cooperative Extension, Houston County, Perry, GA 31069

The urban agriculture industry has become the second largest and fastest growing agriculture industry in Georgia. Urban agriculture is an $8.12 billion industry, with over 7,000 companies and 80,000 employees. To address emerging issues and educational needs of the industry, professionals from UGA and the Georgia Green Industry Association (GGIA) collaborated to plan and conduct single-day, regional trainings for the landscape industry. Winter School on the Road trainings have been located across the state of Georgia in locations such as Columbus, Perry, Rome, Savannah and Tifton in order to provide easy access to trainings for different geographic regions of Georgia. Workshops were advertised using the large GGIA and local/regional county agent mail list. The specific education programs and speakers were planned according to each region. GGIA conducted registration, relieving Extension Offices of this burden and saving an estimate $3,000 over hiring this service. Concurrent workshops and Spanish training was provided at two locations. Attendance has been over 100 at each location and satisfaction is very high. Trainings address emerging trends and issues of the

landscape industry. One impact of Winter School on the Road has been to provide low cost training along with pesticide and certified arborist recertification credits for businesses located in and along the border of Georgia.

APPLIED RESEARCH WITH MASTER GARDENERS

Mitchell JR., C. C.[1]; Pinkston, C.B.[2]; Harris, A.S.[3]
[1]Extension Specialist & Professor, Alabama Cooperative Extension System, Auburn University, AL, 36849
[2]Regional Extension Agent, Alabama Coop. Extension System, Cullman, AL, 35055

[3]Regional Extension Agent, Alabama Coop. Extension System, Dadeville, AL, 36853

Master Gardeners often ask very practical questions based upon their gardening experiences. These questions have lead to several, applied research projects in Alabama which have been conducted by Master Gardeners under the supervision of regional extension agents and state specialists. A series of experiments over several years at multiple locations demonstrated that certain, traditional garden tillage techniques can result in severe soil compaction and reduced yields of vegetable crops. Another series of experiments by Master Gardeners on outlying units of the Alabama Agricultural Experiment Station showed conclusively that applying high P fertilizers will not increase blooming or growth of annual flowering plants when planted in soils that already test very high in P. An experiment conducted in 2008 has shown that Epsom salts, a popular fertilizer source of Mg and S for ferns, did not increase growth or color of two popular potted ferns. More than 30 Master Gardeners in 3 counties participated in the 2008 applied research. These types of research projects not only answer very practical questions but they give Master Gardeners an appreciation for the detail and effort involved in good, applied, university-based research.

SARASOTA COUNTY FLORIDA: THE BEST MANAGEMENT PRACTICES OUTREACH EDUCATION PROGRAM

Rainey, D. [1]

[1]Environmental Horticulture Agent I, University of Florida-Institute of Food and Agricultural Sciences, Sarasota, FL, 34241

Objective: Sarasota County requires professionals who apply fertilizers in landscapes to pass a five hour class entitled: “Best Management Practices for Florida Green Industries” (BMPs). This agent is responsible for the facilitation and instruction of the BMPs in both English and Spanish. The target audience is over 4,000 landscape management professionals. Class results are measured using pre-class and post-class tests, voluntary evaluations and an annual follow-up survey. Methods: 1) Statewide leadership in the Fertilizer Ordinance/BMPs Facilitation with University of Florida Extension and Florida Department of Environmental Protection; 2) Guidance to stakeholders and several adjacent counties and cities regarding similar fertilizer ordinances; 3) Information dissemination through over 3,000 mailings; 4) Maintenance of the Sarasota Commercial Horticulture website calendar; 5) Creation and maintenance of an online registration system for the five hour class; 6) Creation and maintenance of an online annual follow up survey; 7) Production of a 63 page class reference manual, a 12 minute County television PSA, brochures and two-pocket folders with local ordinance information. 8) Development of a computer database, “Hort Stats” that tracks the BMPs participants, and publishes results on the County Extension website. Results: Over 1,250 professionals have attended the training, and over 85% have received the mandatory BMPs certification. A 2008 follow up survey of 383 participants showed an overall improvement in recommended fertilizer practices. One of the most significant was a 27% increase in the number of professionals who use slow release nitrogen products.

THE GEORGIA BLUEBERRY INDUSTRY: PAST, PRESENT, FUTURE

Smith, J. E.[1]

[1]Georgia Cooperative Extension, Blackshear, GA, 31516

An overview of the history of the Georgia blueberry industry, where it is today and a crystal ball look at the future. Varieties, production practices, production systems, marketing groups, issues/challenges facing the Georgia industry will be also be covered. Can be as short as 20 minutes or as long as 45 minutes.

CARAGANA HEDGROW REGENERATION DEMONSTRATION

Broesder,* J. T.[1]

[1]Extension Agent, Montana State University Extension, Hill County, Havre, MT, 59501

Shelter belt tree plantings occur throughout the plains and serve a vital role as field or farmstead shelterbelts.

After several years of growth many producers are faced with the daunting task of cleaning and maintaining miles of shelterbelt or field windbreak rows. Caragana has the ability to re-grow when cut back, however most pruning practices involve hand pruning or sawing. This project utilized commercial forestry equipment called a Rotary Disk Mulcher to efficiently remove material and begin the renovation process. Hedgerow renovation began in the late growing season and continued into the early dormant season. Stub height was varied from <4-inches (SHORT) to >6-inches (TALL) and post mulching clean up management varied by mulch material left in place, raked to the side and burned, or burned over top of the stubs. First year re-growth was measured at all locations on August 20, 2008 after one full growing season. All locations exhibited successful re-growth. Re-growth for SHORT averaged 35.6-inches while TALL averaged 39.9-inches. Average across all treatments was 36.4-inches. Due to re-growth differences from location to location, mulching type was difficult to evaluate by height measurement. Mulch treatment did influence weed growth and ease of weed management. Burning and crown shatter appeared to have little short term impact on regeneration. These stands will continue to be monitored for second year re-growth and potential impact of pathogens from crown shattering due to the mulching operation.

IMPROVING ALASKAN AVIATION SAFETY WITH TURF AIRSTRIPS

Brown, S. C.[1]

[1]Ag/Hort and Land Resources Agent, University of Alaska Fairbanks Cooperative Extension Service, Palmer, AK, 99645

Because of its remoteness and lack of road infrastructure, Alaskans travel by air more frequently than people in any other state. Much of this travel takes place from small non-paved airstrips. Takeoffs and landing commonly kick up rocks that cause significant damage to propellers, engines, tires and airframes. This contributes to the fact that Alaska also leads the nation in the number of aviation accidents. To reduce this damage and increase aviation safety, the University of Alaska Fairbanks Cooperative Extension Service developed a demonstration turf runway near Talkeetna, Alaska in 2008. Properly selected and managed turf shows great potential for reducing rock damage to airplanes by stabilizing the stones. The purpose of this demonstration site was to educate airport owners/managers on the proper ways to grow turf in the sub-arctic. Turf production for Alaskan runways faces different challenges than other forms of turf production. First, a typical runway will encompass an area of over 75,000 square feet. Topsoil needed for such a large area is quite expensive and relatively rare in Alaska, so grass cultivars that thrive in poor soil conditions are necessary. Second, cultivars are needed that require little post-establishment fertilization and management. Red Fescue (Festuca rubra) was the species of choice with the cultivars of Arctared and Boreal being most appropriate for Alaska. An unintended consequence of this project is that the green growing turf attracted grazing by grizzly bears. However, the bears were easily scared away by taxiing noise or low approaches before landing.

"A TASTE OF TECHNOLOGY" ADVANCED MASTER GARDENER TRAINING

Call, R. E.[1]

[1]Horticulture Agent, University of Arizona Cooperative Extension, Willcox, AZ, 85643

Master Gardener volunteers (MGV) enjoy learning and increasing their skills. Advanced training for MGV is a method to keep trained personnel actively involved in the program. A five week, hands-on, advanced training course entitled, “A Taste of Technology,” was begun January 25th, 2006. A second course was begun April 7th, 2008. The objective of the training was to improve the knowledge and skill sets of MGV so they can be more effective. Classes met in the Computer Laboratory at the University of Arizona, South Campus once a week for up to three hour. Topics were: desktop computer hardware components and software programs; emailing; web browsing and searching; webpage design and posting; digital photography and enhancement; GPS/GIS; and PowerPoint® presentation construction and delivery. Presentations were made by Extension personnel and MGV. The average attendance for each session was 16 MGV. Evaluations were all positive with an overall rating of 4.6, on a scale of 1 (low) to 5 (high). Many benefits have occurred from this advanced training program. Some examples are: MGV now maintain the Cochise County Master Gardener Website- http://ag.arizona.edu/cochise/mg/; they give educational PowerPoint® presentations; digital photography is used to archive images of pests and other problems in a database; all communications for the MGV program are done electronically. Over 625 subscribers of the monthly newsletter are notified using email and only 250 physical copies are made and mailed, a decrease of 71%. GPS/GIS programs are being used to identify and list locations of ornamental plants on Campus.

REGIONAL APPROACH TO MASTER GARDENER VOLUNTEER TRAINING IN SOUTHEASTERN WASHINGTON AND NORTHERN IDAHO

Heitstuman, M. D.[1]

[1]Extension Educator, Washington State University Asotin County Extension, Asotin, WA, 99402

Master Gardeners provide research-based horticultural information on behalf of local Extension Offices. However, there is a limited number of Extension faculty in Southeastern Washington and Northern Idaho with the expertise, time and resources available to train Master Gardener volunteers. A regional training class encompassing a 60-mile radius of the Lewis-Clark Valley has been offered in even-numbered years since 2002. In 2008, 60-hours of intensive training were provided to 65 participants from 6 different counties. Classes were held each Tuesday afternoon from January through April. WSU Asotin County Extension Coordinates this training, with fees generated from the classes used to support the local Master Gardener program. Course instructors included 10 faculty from 6 different WSU and UI departments; 4 county-based faculty; and local nursery owners, Master Gardeners and weed board coordinators. A survey was administered 8-months following training, with 34 surveys completed representing a 57% response rate. One-hundred percent of the participants said the training increased their level of horticultural knowledge and their ability to serve as Master Gardeners. Seventy-one percent increased their understanding of pest life cycles; 62% increased their ability to choose plants that thrive in local environmental conditions; and 58% increased their ability to diagnose insect pests and plant diseases. Seventy percent indicated that they are or plan to become Master Gardeners in their local counties. By combining resources and utilizing a joint approach to training, County Extension Offices have been able to offer a high quality class that meets the needs of their local clientele.

BIOLOGICAL CONTROL OF THE CYCAD SCALE (AULACASPIS YASUMATSUI) WITH LADY BEETLES (RHYZOBIUS LOPHANTHAE)

Nagata,*N.M.[1]

[1]. Extension Agent, Maui County Cooperative Extension Service, College of Tropical Agriculture and Human Resources, University of Hawaii at Manoa, Kahului, HI 96732

The cycad or sago palm scale, Aulacaspis yasumatsui Takagi was discovered in Hawaii infesting king sago palms (Cycas revoluta) on the island of Oahu in 1998, the Big Island of Hawaii (2000), and on Kauai and Maui in 2003. This armored scale probably arrived on infested sago palms from Florida, where it was established since 1996. Initial symptoms are chlorotic leaf spots, followed by leaves turning yellow to brown and dying. These scales will also infest trunks and roots, then will eventually kill these plants. Available insecticides during this time produced mixed results once the treatment stopped and reinfestation occurred. A predaceous lady beetle, Rhyzobius lophanthae (Blaisdell), introduced into Hawaii in 1894 for scale control was found feeding and was quite effective in controlling the cycad scales on Oahu and Maui. In December 2003, a workshop was held on Maui to help the landscape industry identify, collect, and spread these beetles throughout the island. Subsequently, my recommendation has been to resist using insecticides and allow these beneficial beetles to control this problem. In the past few years, it appears these scales are under good control wherever these beetles are established, people are not as concerned about it as before, and fewer plants have died. Survey results indicated that 100% of the participants found this workshop useful, are able to identify these insects, and will use this information immediately; 73% said they will become more successful or profitable when dealing with this problem; and their knowledge on controlling this pest had increased by 92%.

TEACHING WATER CONSERVATION THROUGH LANDSCAPE DESIGN

Sagers, L. [1]

[1]Horticulture Specialist, Utah State University, Erda, UT, 84074

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 Advisory councils identified the critical need for information to train others in Waterwise Gardening. The author developed the curriculum for teaching water users the importance of using this precious resource to full advantage. Teaching water conservation as a component of landscape design allows individuals to select waterwise plants and to hydrozone their sprinkler systems so plant with similar water use can be place together. Advanced Master Gardeners in four different counties were trained using

the materials as part of their curriculum. They in turn help evaluate the designs that people in the classes create. As a part of this evaluation, they make suggestions on how to conserve water in individual landscapes. Master Gardeners evaluated 300 landscape plans for water conservation helping save an average of 30 percent water savings annually. Based on sample cost analysis of $50 per month in the growing season, water savings over a 20-year period for 300 homes is $90,000.

SOWING SEEDS FOR A NEW FUTURE JAIL HORTICULTURE PROGRAM: A COOPERATIVE VENTURE WITH UTAH STATE UNIVERSITY EXTENSION AND SALT LAKE COUNTY JAIL PROGRAMS DIVISION

Shao, M. [1]

[1]Horticulture Agent, Utah State University, Salt Lake City, UT, 84190

An often used cliché is “Crime Doesn’t Pay”. The lesson from this is if you do something illegal, you will probably be caught and punished. However the burden is on taxpayer dollars for processing and incarcerating these individuals. County jails are filled with prisoners who are repeat offenders and the recidivism rate; that is the relapse into criminal behavior and sent back to jail, is incredibly high. In the United States, recidivism rates average about 67% of former prisoners are rearrested and 52% are re-incarcerated which costs taxpayers over $60 billion a year. A 2006 report released by the Prison Commission titled Confronting Confinement indicates that small improvements in medical care including mental health significantly reduce recidivism. In 2007, the Salt Lake County Metropolitan Jails Program Division approached Utah State University Extension Salt Lake County Horticulture Agent on how to start a garden. Initial site visit, soil testing, consultations with vendors resulted in a 2 acre garden that produces over 20,000 lbs of produce in the first year. The focus of the jail horticulture program, known as “Sowing Seeds for a New Future” took a vacant site adjacent to the jail and began a certificate program for non-violent prisoners. The educational curriculum is based on Utah’s Master Gardener curriculum and the practical experience in hands on work in the garden using organic methods. The produce from the garden is sold at the Farmers Market. To date, the program successes are; revenue over $20,000, donations of produce to local shelter and food pantries, and twenty-eight prisoners have graduated with Utah Gardener Certificate. Early intervention may reduce recidivism and provide skills for those prisoners upon release have more options. Vocational programs have become increasingly accepted and their continued success and especially those that can provide funding back into the program and demonstrate success with lower recidivism rates are opportunities for Extension to provide consultation and educational training.

CSU LAWNCHECK: PROVIDING A HIGH DEMAND SERVICE AND RAISING NEW REVENUE

Small, M. [1]

[1]Extension Agent, Colorado State University Extension/ Jefferson County, Golden, CO, 80401

Diagnosis and management of turf problems is the most requested service of extension horticulture staff in Colorado. Samples brought to offices usually do not provide enough information for accurate diagnosis, frustrating both homeowners and staff. In 2007, a state horticulture team created CSU Lawncheck, a program that delivers research-based turfgrass diagnostic services through on-site consultations. Seed money was provided by Extension administration through a venture capital grant. Agents received educational materials and on-site training from CSU extension specialists and Green Industry cooperators. A promotional website was created, enabling citizens to sign up for the service in their own county. CSU Lawncheck not only provides a new, high demand educational service but also generates a new revenue stream from user fees. In 2008, eight participating counties generated $16,240. Ninety two percent of customers surveyed said they received their money’s worth and 99 percent would recommend the service to someone else. Sixty one percent said the CSU Lawncheck consultation saved them money. Sixty percent changed watering practices, 37 percent made sprinkler adjustments and 22 percent decreased the amount of water applied to the lawn as a result of the visit. Forty percent adjusted the amount of fertilizer applied and 19 percent decreased the amount of fungicide or insecticide applied to the lawn.

SWEETPOTATO STORAGE TRIALS: VARIETY DIFFERENCES, STORAGE CONDITIONS, AND FERTILIZER EFFECTS.

Stoddard, S. [1]; Mikal Saltveit[2]

[1]Farm Advisor, UC Cooperative Extension, Merced, CA, 95341

[2]Professor Plant Physiology, University of California Dept. of Plant Sciences, Davis, CA, 95616

Food processors use California sweetpotatoes (Ipomoea batatas) to produce sweetpotato fries. Unfortunately, by February raw product quality often deteriorates during long-term storage conditions typical for the area. Sugar accumulation in storage is problematic for processing because it creates darker colors and changes in texture, both undesirable in the finished product. Therefore, a multi-tiered project was conducted in 2007-08 to observe the effect of varieties, in-season N and K management, and storage conditions (temperature, relative humidity, and CO2) on storage loss and sugar levels in orange-flesh sweetpotatoes. Significant (LSD $p < 0.05$) differences were found between the varieties tested in their cumulative long-term (180 days) weight loss in storage. Covington and Beauregard had the least amount of loss, at 8.2 and 8.4%, whereas Evangeline and Diane were highest, at 13 and 13.5%. Nitrogen and potassium source did not significantly affect yield or storage weight loss, but early applications of nitrogen tended to improve yields and significantly ($p < 0.1$) reduced cumulative weight loss after February as compared to applying nitrogen throughout the season. Long-term weight loss in controlled storage conditions was least (6%) when Beauregard roots were stored at 90% relative humidity; combining slight chilling stress (54° F) and low relative humidity (70%) produced more weight loss than either alone (12%). Elevated CO2 (3%) reduced weight loss and glucose accumulation in roots stored at 54° F. Preliminary results suggest that improvements can be made in long-term root storage quality through variety selection, fertilizer management, and increased relative humidity in storage.

NATURAL RESOURCES/ AQUACULTURE

PROMOTING SOIL TESTING THROUGH THE "DON'T GUESS. . . SOIL TEST!" INITIATIVE

Bhakta, B. [1]

[1]Water Educator, MSU Extension, Pontiac, MI, 48341

Oakland County, Michigan is home to over 1400 lakes, the headwaters of 5 watersheds and 1.2 million people, many with a strong interest in gardening. To increase awareness of the environmental, economic and horticultural benefits of soil testing and enhance accessibility of this service, MSU Extension Oakland County engaged in a multi-organizational effort called “Don’t Guess. . .Soil Test” (DGST). Partners include MSU Extension, Master Gardener volunteers, the Michigan Groundwater Stewardship Program, MSU Soil Testing Lab, Southeast Oakland County Water Authority, and local garden centers. This special spring program provides the opportunity for retailers to incorporate this value-added service into a “one-stop” shopping experience for their customers, at no additional investment. The package price includes pick up from the retail locations to the campus soil lab, soil test results, and a personalized soil interpretation provided by the MSU office. In 2007, 16 retailers participated in DGST. In 2008, 22 additional retail locations were added to the DGST program, for a total of 38 different drop-off locations in Oakland County, increasing customer accessibility to this testing service. In 2008, 476 customer DGST soil samples were analyzed (73% of the total yearly samples analyzed in Oakland County). The DGST program has enhanced the public’s awareness of both Oakland County’s soil test program and MSUE, and has engaged Master Gardener volunteers to serve as a critical link in extending MSUE’s outreach via DGST to a growing number of retailers. Impact studies from 2007 and 2008 are currently being implemented.

USING THE BEAUTY OF BUTTERFLIES TO CAPTURE AN AUDIENCE FOR TEACHING ECOLOGY AND ENVIRONMENTAL ISSUES

Elsner,* E.A.
Agricultural Educator, Michigan State University Extension, Grand Traverse County, 520 W. Front St., Suite A, Traverse City, Michigan 49684

Ecosystem relationships and environmental issues can be very complex and difficult for people to understand, especially if they are young or not well connected with the outdoor world. Even avid gardeners and landscapers often have few interests in the natural ecosystems that surround their properties. Fortunately, many people have an appreciation for the beauty of butterflies, and this can be used to attract them to presentations and activities designed to provide teaching opportunities. The author has conducted numerous programs centered on butterflies, during which a broad range of ecological and environmental topics are introduced and discussed. These have included the relationship of soils and water availability to plant communities, succession of plant and animal communities, habitat requirements, differences between natural and managed ecosystems, nutrient cycling, predation and parasitism, invasive species problems, issues regarding protected species, land use and protection, and the effects of pollution on the environment. Audiences have ranged from pre-school children to the elderly, with appropriate topics, detail levels and activities designed for the various groups. The most

popular formats have been well-illustrated lectures on creating landscapes for attracting and sustaining butterflies and "butterfly walks" through interesting habitats for the observation of living specimens and their habitat interactions. Although riskier due to the impacts of weather, these outdoor adventures always provide a greater opportunity for connecting people with a broad range of ecology and environmental concepts. Other popular activities include "moth walks" utilizing baits, moth nights using ultra-violet lights to attract moths and many other night-active insects, and stream sampling for aquatic invertebrates.

ENHANCING MICHIGAN WATER QUALITY THROUGH THE CLEAN MARINA PROGRAM

Pistis, *C.
Program Leader, Michigan Sea Grant Extension, MSUE Central Region Office, Grand Rapids, Michigan 49503

Recreational boating is big business in Michigan annually generating more than $934 million of economic impact. With more than 800K registered boats and more than 800 marinas boating has the potential to adversely impact Great Lakes and inland water quality. The Michigan Clean Marina program, part of a network of 27 programs throughout the nation, is a voluntary educational effort that encourages the implementation of Best Management Practices which result in reduction of environmental pollution. In Michigan the program is administered as a partnership between MSUE Sea Grant, the Michigan Boating Industries Association and the Michigan Department of Environmental Quality, Business Assistance Division. Participants attend educational workshops, sign an environmental pledge, complete a self evaluation environmental checklist and participate in an onsite facility review. As a technical resource to the program a guidebook was developed and includes specific chapters relating to BMP's for Marina Siting, Marina Design, Stormwater Management, Maintenance and Repair activities, Petroleum Control, Sewage Handling, and Solid Waste Management. A team of industry led field inspectors provide technical resources. New projects include creation of a nonprofit foundation and the addition of Web based instruction and training. Since the program's inception in 2003, 24 facilities have been certified and more than 70 have signed formal pledges.

CROP CANOPY REFLECTANCE SENSORS OPTIMIZE NITROGEN FERTILIZER APPLICATIONS: REDUCING N LOSS, NOT YIELD

Shannon, K. [1]
[1]Natural Resource Engineering Specialist, University of Missouri Extension, Columbia, MO, 65203

Excess nitrogen application on corn fields results in increased potential for nitrogen loss to ground or surface waters, while reducing the amount of nitrogen applied creates a risk of diminished productivity and lower yields. Crop canopy reflectance sensor technology for optimizing nitrogen application on corn addresses the issues of excess nitrogen application as well as the risk of reduced productivity. The overall approach of using active crop canopy reflectance sensors is to assess crop reflectance differences that are used to vary nitrogen fertilizer application. The reflectance from a non-nitrogen-limiting reference strip standardizes the reflectance from the application area.

Crop canopy reflectance sensors have been used on 87 on-farm demonstrations in Missouri from 2004-2007. Sensor-guided nitrogen rates were, on average, 23 lb N/acre less than normal producer N rates for 2004-2007 demonstrations while, on average, no yield was lost. If this technology was adopted on 25% of U.S. corn acres with similar results, it would save 534 million pounds of nitrogen (~$374 million). This would equate to and energy savings of 13 trillion BTU annually. Averaged over all demonstration fields, nitrogen removed by the crop was equal to nitrogen fertilizer applied. Nitrogen management can't get any more efficient than that.

CARBON SEQUESTRATION PAYMENTS FOR LANDOWNERS: CURRENT OPTIONS AND FUTURE POTENTIALS IN MINNESOTA

Wyatt, G. [1]
[1]Extension Educator, University of Minnesota Extension, Mankato, MN, 56001

The interest of reducing the level of greenhouse gasses in the atmosphere by various groups is escalating. Federal, state, county agencies and non-government organizations are looking for innovative ways to combat the effects of climate change through carbon sequestration activities. Carbon sequestration, the capture and secure storage of carbon that otherwise be emitted to or remain in the atmosphere, is a process that would not only lessen the magnitude of carbon dioxide build up in the atmosphere but it also serves as

a tool to provide payment to landowners for the ecological services they render. These ecological services include sequestering carbon dioxide from the atmosphere through tree or agriculture plantings. Growing plants sequester carbon from the atmosphere and release it when they decompose unless converted. Other management practices employ by farmers with potentials to sequester carbon include no-till farming and grass planting. Soils in these practices serve a major depository for carbon. This presentation will focus on the current options and future potentials of carbon sequestration payments for landowners in Minnesota. It will discuss or present on how farmers can receive payment when implementing perennial vegetations or employing forest or agricultural management practices in his/her property that can sequester or store carbon. Carbon markets, the role of aggregators, and how does landowners' forestry and agricultural practices sequester carbon will also be discussed.

EMERALD ASH BORER FIRST DETECTOR PROGRAM A VOLUNTEER EARLY DETECTION PROGRAM

Wyatt, G. [1]
[1]Extension Educator, University of Minnesota Extension, Mankato, MN, 56001

Emerald Ash Borer (EAB) is an invasive insect originally introduced from China to the Detroit, MI port. It appears to attack and kill all ash (Fraxinus sp.) trees native to North America. EAB is the most serious forest pest in the eastern United States. As of January 2009 it has been found in 10 states. Minnesota and Maine have the two largest ash tree populations in the US and Minnesota's wetland hardwood forests are more than 50% ash. This invasive specie is posed to dramatically change Minnesota's forests.

The Emerald Ash Borer First Detectors program is part of the federal "National Plant Diagnostic Network (NPDN) First Detector program that promotes the early detection of invasive, exotic plant pathogens, arthropods, nematodes and weeds." The EAB First Detector program is designed to help identify the first incidence of EAB in Minnesota.

This first-in-the-United-States program is a joint project between the Minnesota Department of Agriculture (MDA), University of Minnesota Extension (Extension), and the Minnesota Department of Natural Resources (DNR). The EAB First Detector program targeted participants with either a working or volunteer background in forest or tree care. EAB First Detector training was held in six statewide full-day training sessions in 2008. In total 180 EAB First Detectors attended the program. To date, March 2009, EAB has not been detected in Minnesota.

A modified version of this program, that now includes additional forest pests, of concern (Gypsy Moth, Asian Longhorned Beetle, and Sirex wood wasp), has again been funded for 2009 workshops.

ENVIRONMENTAL STEWARDSHIP AND COMMUNITY ACTION: ECO-VENTURES AT THE EARTH CENTER

Hlubik, W. T.[1]; Weidman, R.B.[2]
[1]County Agent 1, NJAES Rutgers Cooperative Extension of Middlesex County , North Brunswick, NJ, 08902
[2]Agricultural Program Associate, NJAES Rutgers Cooperative Extension of Middlesex County, North Brunswick, NJ, 08902

The Eco-Ventures at the Earth Center, in its second year, is now a one week summer program for youth in grades 5 through 7 that focuses on ecology and applied environmental stewardship. Previous extension youth environmental programs had introduced environmental education and awareness; however, this program provides hands-on learning through exploration, experimentation, debate and discussion. An increased interest in the program resulted in its expansion from 3 to 5 days and from 20 to 30 participants. The 2007 and 2008 Eco-Ventures program included agricultural and gardening topics in addition to woodland and wetland studies, waste management practices, environmental games, scavenger hunts, and creation of Public Service Announcements. All participants develop a personal environmental plan of action which is evaluated three months later by extension faculty and staff. The results of pre-post tests indicate an increase in knowledge on topics addressed and a statistically significant increase in overall test scores. In 2008, the three month follow-up survey revealed 74% of the respondents indicated they had reached the personal goals set during the program. Over 90% of the participants indicated that they shared the knowledge gained with family and friends. Parent surveys were very positive and indicated that their child was treated with respect during the program. Youth learned teamwork, communication and decision making skills that are important in making personal changes as well as influence others to make changes in their local communities.

EQUINE MANURE STORAGE METHODS EFFECT ON SURFACE WATER CONTAMINATION AND PHYSICAL AND CHEMICAL PROPERTIES

Komar, S. [1]; Mickel, R. C. [2]; Bamka,W. J.[3]
[1]County Agent, Rutgers Cooperative extension, Pittstown, NJ, 8863
[2]County Agent, Rutgers Cooperative Extension, Flemington, NJ, 08822
[3]County Agent, Rutgers Cooperative Extension, Westampton, NJ, 08060

Many equine operations have limited acres available for spreading manure making stockpiling a common management practice. Stockpiled livestock waste represents a significant potential source of nutrients and bacteria to receiving waters. In 2008, a study was conducted to evaluate the impact of three manure management treatments on water quality and the physical and chemical characteristics of equine stall waste. Three treatments including a static manure pile, a turned composting system and a covered composting system were evaluated. Differences were observed in core pile temperatures with both composted treatments reaching higher mean temperatures than the static piles (P<.001). Differences were observed in total P with the lowest levels being observed in the covered piles (P=.001). E Coli concentrations were variable across all treatments. Mass reduction was greatest in covered piles (43%) and the turned piles (38%) and lowest in static piles (17%). Covered composted treatments resulted in final material with significantly higher nutrient concentrations including total phosphorus (P=.006), total potassium (P=.012) and total No3-N (P=.047). For most of the parameters investigated in this study a covered composting system appears to provide significant benefits when compared to both static pile storage and turned composting.

SUSTAINABLE LANSCAPES INITIATIVE: THE DEMONSTRATION AND EDUCATION SITES NETWORK

Mohr, R.A. [1]; Muscio, C.M.[2]
[1]County Agricultural Agent, Rutgers Cooperative Extension Of Ocean County, Toms River, NJ, 08755
[2]County Marine Extension Agent, Rutgers Cooperative Extension of Ocean County, Toms River, NJ, 08755

Over 150 agencies and organizations conduct environmental stewardship activities in Ocean County, New Jersey. Many of these organizations use demonstration sites as public education tools. In 2007, county extension agents Rich Mohr and Cara Muscio began to increase communication and foster collaboration among the resource professionals of this community. The Barnegat Bay National Estuary Program provided grant funds to formally link six of these sites together. The projects goals are to 1) collect and provide to site visitors financial and environmental cost/benefit data on the best management practices being demonstrated, and 2) connect visitors of any one site with the information being provided at all network sites. Selected sites included representatives of municipal properties, planned adult communities, college campuses, individual residences, and agricultural properties. The initial and potential landscape best management practices were assessed at each site. Agents worked with each site manager to detail a plan for adopting selected landscape technologies and/or practices. Financial and environmental cost/benefit data is recorded before, during and after the adoption of BMPs. In addition to each site's individual education efforts, the Rutgers Cooperative Extension website is being adapted to share this information among the partners and with the public.

INCORPORATING CITIZEN INVOLVMENT IN NATURAL RESOURCE RESTORATION AND ENVIRONMENTAL EDUCATION

Muscio, C. [1]; Flimlin, G[2]; Bushnell, R.[3]; Calvo, G.[4]
[1]Marine Extension Agent, Rutgers Cooperative Extension, Toms River, NJ, 08755
[2]Marine Extension Agent, Rutgers Cooperative Extension, Toms River, NJ, 08755
[3]President, Reclam the Bay, Surf City, NJ, 08008
[4]Principal Shellfish Biologist, New Jersey Department of Environmental Protection, Division of Fish and Wildlife, Bureau of Shellfisheries, Port Republic, NJ, 08241

The Barnegat Bay Shellfish Restoration Program (BBSRP), now in its fourth year, is a joint effort between RCE of Ocean County and NJDEP Bureau of Shellfisheries. It has spawned a non-profit organization called ReClam the Bay, Inc. (RCTB). The leadership in RCTB helps with volunteer organization, shellfish nursing, gear maintenance, fundraising and environmental education. In 2008, RCTB won a Governor's Award for Excellence in Tourism for the "Clam Trail", and Honorable Mention in the Governor's Environmental Excellence Healthy Ecosystems Category. Also, the program won two National Gold Awards from the Association of Natural Resource Extension Professionals.

The Barnegat Bay Shellfish Restoration Program enables true INVOLVEMENT in the bay and encourages citizens to become “guardians of the bay” by “gardening the bay. Hundreds of citizens get “hands on” experience by becoming shellfish gardeners who, count, clean, and care for millions of clams and oysters. They learn about water quality and its relationship to the environment by observing growth and even mortality. Then they spread these messages to the general public through school programs, upweller demonstrations, fairs and festivals, media coverage, and through public education like the Clam Trail. In this way, they teach the public about the bay, and encourage them to take action in its restoration and improvement. As the program continues to grow, the impact of this community education and stewardship initiative is helping citizens to both “Reclam the Bay”, and to “Reclaim the Bay.”

WATERSHED CHARACTERIZATION OF THE COLTS NECK AGRO-ECOSYSTEM

Sciarappa, W.[1]
[1]Agriculture and Resource Management Agent, Rutgers University, Freehold, NJ, 07728

The Colts Neck region in Central New Jersey serves as an ideal experimental and demonstrational area to environmentally assess and quantify environmental impacts related to large-scale equine farming operations. The economic impact of non-point source pollutants in this agro-ecosystem is considerable and threatens to increase. Some drinking water sources have become contaminated, clam beds are placed off-limits, recreation fishing has decreased, bathing beaches are closed and human health has suffered.
Soil erosion is a major contributor to non-point source pollutants potentially originating from equine pastures, stables and trails. Soil displaced by horse hoof traffic associated with poor pasture grass management or trail maintenance can lead to problematic sedimentation offsite with the downstream transport of nitrogen, phosphorus and bacteria into community drinking supplies, commercial aquaculture and recreational water-sports. Watershed based results document this current agri-environmental situation of soil and water resources through land use characterization and quantitative comparison. Utilizing progressive DNA methods like polymerase chain reaction, digital land use models, Arc View multi-dimensional video, predictive habitat impact programs and the introduction of improved pasture grasses has helped develop more sustainable pastures, focus on priority issues and improve decision making related to state environmental policies and community development.

LOCAL FORESTRY ASSOCIATIONS AND THE EXTENSION SERVICE BENEFIT EACH OTHER

Chandler, B.R.[1]
[1]Area Extension Forester, Louisiana Cooperative Extension Service, East Feliciana Parish, Clinton, Louisiana 70722

Although a state forestry association exists in Louisiana, several parish associations were formed to meet the needs of local forest landowners. Area extension foresters and county agents played a major role in the formation of these associations. Membership in the different associations ranged from 80 up to 250. The associations are independent but have cooperated with each other. The local associations acted as conduits for information transfer to forest landowners that would not have occurred without them. The information transfer happened through annual meetings with noted industry speakers, field days, mill tours, other educational programs and newsletters. Field day topics have included Stewardship Forests, Tree Farms, pine straw harvesting, forest management practices, forestry BMPs, GPS, agroforestry, herbicides, wildlife management and others. The associations benefited the Extension Service by speaking on our behalf to local, state and federal legislators. Other benefits included representation on local advisory councils, source of information on problems and concerns of landowners, financial support for programs, and helping legitimize Extension programs. Local forestry associations and the Extension Service have benefited each other.

BUILD GREEN AND PROFIT – REDUCING ENVIRONMENTAL IMPACTS OF CONSTRUCTION OPERATIONS

Foerste, E.C.[1]; Miller, C.R,[2]
[1]Courtesy Faculty II, UF/IFAS Osceola County Extension, Kissimmee, FL, 34744
[2]Affiliate Faculty, UF/IFAS Program for Resource Efficient Communities, Gainesville, FL, 32611

Situation: Florida is rapidly urbanizing, with more than 764,000 residential building permits issued during 2003-2007. Land development has environmental consequences yet supports much needed economic growth. Building professionals are often not familiar with green building practices or construction related environmental impacts. Florida licensed building professionals are required to have continuing education yet practical green building information has not been readily available. Use of green building practices has

demonstrated increased market share for builders in this troubled economy. Methods: The UF/IFAS Program for Resource Efficient Communities (PREC) is an interdisciplinary team of faculty members that promote application of design, construction and management practices that minimize environmental degradation and make more efficient use of energy, water and other natural resources in master planned communities. PREC has developed educational programs that help contractors and land development professionals understand various factors relating to green building and sustainable development. Topics include siting and passive design, building materials, windstorm mitigation, construction impacts, indoor environmental quality, energy and water conservation, low impact development, stormwater design, development policies and green certification programs. Results: Since 2001, 18,351 individuals have participated in 678 educational programs offered by UF/IFAS Extension and PREC saving travel costs for businesses while providing required continuing education. This training demonstrates the ability of UF/IFAS Extension to use UF resources to address key local issues. Green building training also supports local mandates for energy and water efficient community development. The challenge is to measure how these training programs lead to increased building performance and reduced environmental impacts.

GREEN BUILDING EXPO: GETTING DECISION-MAKERS TO THE TABLE

Jarvis, B. J.[1]
[1]County Extension Director/Horticulture Agent, FACAA, Dade City, FL, 33525

The population of Florida has grown exponentially over the last twenty years, with 80% of residents living within 20 miles of Florida's coastline. Pressures on the region's natural resources are evident with the demand for water resources outstripping safe withdrawals, energy demand escalating and the inability of the region to effectively and cost-effectively manage its solid waste stream. The Green Building Expo was initiated in an effort to spotlight to the building community and elected/appointed officials that utilizing a green building approach was a more sustainable approach would be attractive to customers and in the community and could be highly profitable in a tight economic environment.

Working with local developers, Pasco Cooperative Extension staff planned a half-day workshop and trade show. Highlighting the environmental components of water, storm water, energy and waste, presentations were designed to draw attention to local successes. The series of 15-minute presentations made connections between businesses and community leadership, documenting that green developments could be successful. A tradeshow additionally sought to common dispel myths about green building. For example, a local lender illustrated how to find financing for green development.

Almost 200 elected officials, business leaders, and residents from three counties attended. Of the 87 participants completing the survey, over 85% indicated they would adopt one or more of the specified sustainable lifestyle changes. In a follow up survey 6 months later, over 80% indicated that they had implemented the indicated change and an additional 15% indicated that they planned to in the near future.

NUTRIENT DYNAMICS AFTER AMENDMENTS IN A FOREST ECOSYSTEM

Angima, S. [1]; Gourley, M.[2]
[1]Lincoln County Extension Agent, Oregon State University, Newport, OR, 97365
[2]Forester , Starker Forests Inc., Corvallis, OR, 97339

In the Pacific Northwest, trees may take 40-60 years to mature largely due to minimal investments in nutrient management. Our objective was to determine nutrient distribution in the soil profile after adding topical soil amendments to a forestry ecosystem consisting of 20-year old Douglas-fir (Pseudotsuga menziesii) trees. Two profiles were investigated, 0-16 and 16-32 inches and soil cores were initially taken in 2005 before applying amendments and again in 2008. Amendments applied were lime, P, K, Mg, B, Fe, Mn, Cu, Zn, S, and Mo. Treatments included full soil test with weed control and no weed control, half soil test, weed control only, and a control. Results showed significant change in pH in both profiles from an initial 5.1 to 5.5 and 5.1 to 5.3 for 0-16 and 16-32 inches respectively. Other significant changes in nutrients for both profiles were in calcium, total exchangeable calcium, potassium base saturation, percent exchangeable hydrogen, Magnesium, and Manganese. These changes were only observed for the full soil test recommendations with weed control. Weed control alone did not contribute to nutrient enrichment. Although significant changes were not detected for other nutrients, changes in nutrient status occurred throughout the profile enriching the rhizosphere in desirable nutrients ranging from 2% for Zinc to over 52% for sulfur. Percent sodium base saturation was reduced by 38% for both profiles. Topical amendments of soil in a forest ecosystem can change the nutrient status of soils deep

down the profile helping boost nutrient availability for plant growth.

BRIDGING THE URBAN-RURAL DIVIDE: YOUTH AS CATALYTS FOR CHANGE

Williams, J.[1]; Schreiber, D.[2]; Smith, J.[3]; Hosty, M.[4]; Delaney, G.[5]
[1]Extension Agriculture Faculty, Oregon Sate University Extension, Enterprise, OR, 97828
[2]4-H Extension Faculty, Oregon Sate University Extension, Wallawa, OR, 97828
[3]4-H Extension Faculty, Oregon Sate University Extension, Klamath Falls, OR, 97603
[4]4-H Extension Faculty, Oregon Sate University Extension, Portland, OR, 97214
[5]Extenson Rangeland Faculty, Oregon Sate University Extension, John Day, OR, 97820

Like the entire U.S., Oregon is a state of great economic, social and geographic diversity. Nowhere is this divide more deeply evident than in the area of natural resources. In 2005 The Oregon Department of Fish and Wildlife held hearings for development of their Wolf Management Plan. At the hearing held in Portland, Oregon local youth performed a pro-wolf rap song. The ranchers were concerned about where they were getting their information. The result of this discussion about differing beliefs prompted OSU Extension agents to develop an exchange program. Urban youth stay on rural ranches to learn about the rural natural resources and how issues affect the rancher's livelihood. The 4-H Urban-Rural Exchange is helping to bridge this divide. The national award-winning program (2007 NAE4-HA Excellence in Urban Programs and the U.S. Forest Service 2007 National Excellence in Rangeland Management Award) helps youth gain an understanding of natural resource management issues, including wolves, from both an urban and rural Oregon perspective. It is widely recognized that a broader public understanding of the contributions and constraints faced by rural communities will positively impact federal and state policy on rural communities, and subsequently be more likely to contribute to its quality of life and sustainability. 192 urban youth and adult leaders have lived and worked with 38 rural farm and ranch families from three regions of the state since the program began in 2005. Extensive follow-up evaluations reveal this program has significant impact in helping bridge the urban-rural divide.

SUSTAINABLE AGRICULTURE

THE EFFECTIVES OF USING COVER CROPS TO PROVIDE DOUBLE CROPPING SYSTEMS IN WESTERN NORTH DAKOTA WITH LIMITED RAINFALL

Askim, C.[1]
[1]Extension Agent, Beulah, ND, 58523

Western North Dakota averages sixteen inches of rainfall per year however; the last three years it has been around ten. This has cause economic hardship for producers in Western North Dakota. They have had to look at alternative farming practices to increase profitability. Including cover crops into a single season cropping system it provides opportunties for producers to add a second cash crop to thier operation. However; issues relating to chemical crop rotations restrictions need to be addressed. Chemical carry-over is a major concern when developing a system that includes cover crops. Timing of chemical application can adversely affect the overall sucess of the system. Producers properly managing a double cropping system have shown an increase in yield, soil health and soil bacteria activity within the first year of applying the system, this is based on soil tests that have been conducted. Cover crops also give added bonuses of increased forage/grazing options, thereby increasing producers net farm profits. Based on cover crop tours and producers testimonials the added benefit of putting cover crops into their farming practices as benefited them with increase products to sell or harvested and keep many of them from leaving the farm.

THE REACTION OF SOIL QUALITY INDICATORS TO CROP ROTATION AND TILLAGE

Sundermeier, A. [1]; Islam,K.R.[2]
[1]Extension Educator, Ohio State University Extension, Bowling Green, OH, 43402
[2]Extension Specialist, Ohio State University Extension, Columbus, OH, 43210

Crop rotation and tillage are integral combinations of sustainable agriculture. A long-term crop rotation and tillage experiment (2003 to 2008) in a randomized complete design was conducted on Hoytville silt loam soil at the NW Branch of Ohio Agricultural Research and Development Center, Hoytville, Ohio. Corn, soybean and wheat in different combinations of crop rotation were incorporated in no-till and conventional tillage to evaluate their effects on soil quality indicators over time. Soil

samples were randomly collected at 0 to 30 cm depth, 2-mm sieved, and analyzed for total carbon and nitrogen, active carbon, microbial biomass carbon, particulate organic matter, pH, electrical conductivity, and bulk density. The concentration of all the carbon fractions in the soil was significantly varied in response to crop rotation. Including wheat in the corn-soybean rotation significantly enhanced carbon concentration over other combinations of crop rotation. Crop rotation and no-till significantly interacted to enhance total carbon, microbial biomass carbon, active carbon, and particulate organic matter content of the soil. However, tillage did not exert any significant effects on carbon fractions. Moreover, incorporating wheat in the rotation decreased soil compaction.

LOCAL FOODS AND FARMER EDUCATION: A CASE STUDY OF FOOTHILLS FRESH

Blevins, M. [1]
[1]Horticulture Agent, NC Cooperative Extension, Gastonia, NC, 28053

Local Food movements are growing rapidly across the country while local farmers focus on production without taking time to market themselves to a growing, eager audience.

Foothills Fresh was developed by a group of Agriculture and Family & Consumer Science Agents in six counties west of Charlotte. The program gathers local farmers who direct market their produce to share the burden of marketing as a group rather than struggle individually. Extension staff developed a website and marketing materials to get the word out to people interested in local food and farms; these educators also take meeting opportunities to teach innovative and sustainable practices to local farmers.

This presentation will walk participants through the "Foothills Fresh" program and the process that founding agents used to identify needs and clients, plan and design the program, organize a group of local farmers, and improve the program. Successes achieved to date will be discussed, including how the number of participating farms more than doubled in 3 years.

Target audiences include agents with clients who direct market their ag products to consumers, administrators seeking integrated programming opportunities and educators looking for unique ways to teach sustainable practices to new clients who may not understand the need for sustainability.

DEVELOPING A COMMUNITY GARDEN FOR BOTH FOOD PRODUCTION AND MULTIPLE EDUCATIONAL PURPOSES

Beddes, T. [1]
[1]Horticulture Agent, Utah State University, Logan, UT, 84321

With an increasing demand for home grown produce, both for health and financial reasons, I helped establish a new community garden in Logan, Utah in 2008. Like many others, this garden includes publicly available plots. However, in an effort to fulfill Extension's educational component, a demonstration fruit area, which includes both trees and small fruits and a garden used by 4-H Jr. Master Gardeners was developed. In addition, an educational arboretum will be installed in the spring of 2009 containing many underutilized trees. Another unique feature of the garden is that it contains raised beds accessible to those of all abilities. The garden came into being by a collaborative effort between St. Thomas Aquinas Catholic Church, Utah State University Extension, The Utah Conservation Corp, Cache County Master Gardeners, and other private individuals and groups. In its initial year 25 families and individuals utilized the area. This year, over 45 have registered as of March 13, 2009, with many more being expected. In the coming years, 4-H Jr. Master Gardeners and other youth groups will continue to use garden facilities for hands-on training and club meetings. Lastly, home food production classes have been planned that will be offered to the Hispanic/Latino community.

LIVING ON THE LAND: STEWARDSHIP FOR SMALL ACREAGES

Etter, S.J.[1]; Donaldson, S.G.[2]
[1]Extension Educator, University of Idaho, Caldwell, ID, 83606
[2]Area Specialist, University of Nevada Cooperative Extension, Reno, NV, 89502

Urban sprawl is increasing across the United States but especially in the West. Many new small acreage landowners do not have prior knowledge or experience in land management. In an effort to address the growing interest in land stewardship and sustainable small acreage farming and ranching, the Living on the Land (LOL) curriculum was developed in 2001 as a collaborative effort between multiple states. The curriculum has modules on goal setting, soil, water, wildfire, grass and pasture management, animal production, and marketing your products. The curriculum also educates these new small

acreage landowners about the significant impact they have on our natural resources. Evaluation data from programs in several states have shown high student satisfaction and rates of adoption of recommended practices. LOL programs have excelled at forging valuable partnerships with other universities, organizations, agencies and industry. Many participants have no knowledge of extension prior to taking these classes, but become strong supporters of future extension programming. This session will provide an overview of course/program content; engage participants in course activities; and highlight successes, outcomes and impacts of the LOL program.

ECOSYSTEM MONITORING TO EVALUATE GRAZING PLAN INFLUENCE ON RANGELAND HEALTH

Hudson, T.[1]
[1]Extension educator, Washington State University, Ellensburg, WA, 98926

The Wild Horse Coordinated Resource Management group has been working since January 2006 to coordinate management of a 62,000 acre landscape of eastern Washington shrub-steppe/ bunchgrass rangeland under checkerboard ownership that includes the Wild Horse Wind Farm owned by Puget Sound Energy as well as private land and state agency land. The group was formed to develop a "prescription" grazing plan targeted at improving forage quality for resident elk, consider recreational access influences on elk movements, and ensure watershed protection in management of critical winter and spring habitat. A subgroup of this elk herd has caused significant damage to hay and irrigated pasture in the Kittitas Valley. Because of the public visibility of this project, history of use, and geographical proximity to a major population center it is important to collect robust, comparable monitoring data on all ownerships within the CRM boundary. WSU Kittitas County Extension secured a grant in the summer of 2007 to establish long-term monitoring sites on non-agency land to collect baseline data on plant community attributes and soil stability that could be compared to future monitoring results and to other sites following implementation of the grazing plan. The monitoring team used 6 pairs of subjectively located permanent monitoring locations based on history of use and vegetative characteristics using the "Monitoring Manual for Grassland, Shrubland, and Savanna Ecosystems" by Herrick, et al 2005 and the Land EKG® monitoring system developed by Charley Orchard to assess attributes of rangeland health.

TEACHING & EDUCATIONAL TECHNOLOGIES

USING AUDIENCE RESPONSE TECHNOLOGY TO MAKE PESTICIDE SAFETY EDUCATION MORE INTERACTIVE

Miller, R. P.[1]
[1]Extension Educator, no affiliation given, Rochester, MN, 55904

Audience response technology is an important tool for use in extension teaching and program evaluation. University of Minnesota Extension uses a system called Turning Point developed and distributed by Turning Technologies LLC. Turning point integrates with Microsoft PowerPoint and Microsoft Excel. In 2008 and 2009 the technology was implemented in our Pesticide Safety Education Program. The technology allows the educator to ask the audience questions and then allows the audience to respond anonymously using hand held devices. During the pesticide safety education sessions turning point was used to engage the audience on a wide range of issues creating an interactive learning environment that created teachable moments, as well as, provided self assessment for farmers. In 2008 88% of the workshop attendees found the audience response technology to be somewhat to very useful, and in 2009 93% of attendees found the technology to be somewhat to very useful. One example of how the technology was used to create a learning moment was to ask farmers whether glyphosate was a systemic or contact herbicide. Growers incorrectly answered the glyphosate question about 60% of the time. Part of the instruction then included a module on how to make glyphosate more efficacious and based on the audience responses more or less time would be spent on this learning module. The anonymity of the response devices also proved to be useful, allowing for the educators to ask questions on sensitive issues, such as, how often are farmers following atrazine setback requirements. It was found that of the farmers applying atrazine over 50% of the time they were not always following atrazine setback requirements. Considerable time was then spent discussing the legal setback requirements for atrazine, as well as, other herbicide best management practices. Turning point also allows for quick and easy evaluation of programs. Answers given to evaluation questions are easily transposed to spreadsheets then summarized and ready for use in reporting. Turning point has proven to be an invaluable teaching and evaluation tool.

A SPOON FULL OF SUGAR- IMPROVING MEMORY RETENTION IN PESTICIDE SAFETY EDUCATION

Carleo, J. [1]
[1]Agricultural Agent, Rutgers Cooperative Extension, Cape May Court House, NJ, 08210

The words “pesticide safety education” often cause our participants’ eyes to cloud over with boredom. This does not have to be the case! Keeping students’ attention through use of memory recall, new technology and active participation can improve the amount of information learned, remembered and practiced outside of the classroom. Some of these techniques involve using recent advances in teaching technology as well as incorporating competition, awards, sports and games. For the student it is finally fun to learn valuable information for use on the farm. For the educator, there are some hidden participant indicators that we can use to maximize the amount learned by the audience. These include tactics such as determining and targeting areas of weakness in student background knowledge, different delivery methods and learning to quickly respond based on knowledge levels. Technology uses and instructions will be available, as well as successful methodology as illustrated by program evaluation results. In this presentation, customizable games will be immediately available for use in your Extension program.

USING FLICKR™ TO EFFECTIVELY MANAGE YOUR IMAGE COLLECTION(S)

Shoenian, S.[1]
[1]Keedysville, MD, 21756

As the old saying goes, “a picture is worth a thousand words.” Photos and videos are important educational tools for extension educators and research scientists. However, storing, finding, manipulating, retrieving, and using images can be difficult and time-consuming for busy professionals. Flickr™ (www.flickr.com) is an inexpensive, online photo and video management and sharing application that is increasingly being adopted by web users as their primary photo storage site. Flickr™ provides both private and public image storage. In Flickr™, images are organized using tags (a form of metatags), which allows users to find images related to certain topics. Users are allowed to organize their images into “sets” or groups of images that fall under the same category. It is easy to edit images in Flickr™. Flickr™ records the number of times an image is viewed. Users are allowed to make comments on images.

USING MULTIMEDIA TOOLS ON YOUR COMPUTER AND ON THE WEB TO MAKE PRESENTATIONS LAST BEYOND THE MEETING

Yohn, C.W.[1]
[1]Extension Agent, West Virginia University Extension Service, Kearneysville, WV, 25430

Many if not all Extension Educators are involved in local, regional or even national events where there are memorable presentations that will be heard only by those that attend the meeting. Many of us can list others that should have heard the presentation and many beyond that who could gain from seeing a particular presentation. With the use of tools within Word, and programs such as PrimoPDF, Camtasia, First AutoRun Express, Snagit, Nero, Wikpedia and Viddler an Extension Educator can extend that learning experience through fact sheet, CD, DVD or the worldwide web.

This session will start with showing examples of how the instructor and others have used these tools. Then the participants will be given the task of creating a web page and hyper linking uploaded video presentations that have been edited and uploaded by the participants. A list of websites and costs of hardware and software will be summarized. Participants are encouraged to bring their own laptops.

HOW TO DRINK FROM A FIRE HOSE - FILTERING INFORMATION

Dorner IV, J.[1]
[1]Information Management Agent, North Carolina Cooperative Extension, Hendersonville, NC, 28792

Getting what we need from the constant surge of facts, opinions, news, and data can be like drinking water from a fire hose. In this session, you'll learn some tips and tricks for the flow into your email inbox and put it where you can filter and manage it on your schedule. You'll also discover many tools that make collaborating and finding more information much easier.

WHY WOULD EXTENSION PROFESSIONALS WANT TO USE FACEBOOK OR MYSPACE?

Dorner IV, J. [1]
[1]Extension Area Agent, Information Management, North Carolina Cooperative Extension, Hendersonville, NC, 28792

How can MySpace, Facebook and other social network-

ing sites (i.e. Wet Paint and Ning) be used in the professional environment? Should you be using these tools to work with your clientele or are they just for kids? In this session, we'll discuss how these could, should - and should not - be used. What are the pros and cons of each?

TOP 20 TECH TOOLS FOR EXTENSION AGENTS

Hoheisel, G. A.[1]
[1]Extension Educator, Washington State University Extension, Prosser, WA, 99350

The educational program methods used by Extension have evolved at a slower pace than private sector enterprises. Many businesses use webinars, podcasts, and other e-formats to streamline their deliverables to clients. There are numerous resources that extension educators are not utilizing to deliver extension programs. By incorporating tools that bridge the distance gap into our extension efforts, we can provide greater access and engage more clientele. This presentation will cover technologies such as Turning Point, web conferencing, and Adobe Presenter. All of which can improve the efficiency of delivering information while reaching new audiences.

By using distance education and some of these technologies in our Eastern Washington Fruit Schools we have increased the quality of our program. We are able to include speakers from anywhere in the world and reduce travel. Consistently, 85% or more of the participants indicated that they would not have traveled to attend the meeting because of limited time and money, but they attended because it was offered locally via web conferencing. Utilizing distance education programs provides critical production practices to a greater number of clientele, thus increasing the potential or opportunity for a knowledge increase and desired practice change.

Speaker Profiles

2009 NACAA

94th
Annual Meeting
and
Professional Improvement Conference
Portland, Oregon

Sonny Ramaswamy, the newly named dean of the College of Agricultural Sciences at Oregon State University will present the Keynote address at the NACAA AM/PIC - Monday, September 21, 2009. Ramaswamy began his tenure at OSU, August 1, 2009.

For the past three years, Ramaswamy has been associate dean of Purdue's College of Agriculture and directed the university's agricultural research programs. He brings to OSU extensive experience in different agricultural settings, including Kansas, Michigan, Mississippi, New Jersey, Michigan and India.

An entomologist, Ramaswamy has studied the reproductive biology of insects and plant-insect interactions, conducting applied research on insect pests affecting wheat, cotton, beans, other row crops and trees.

His breadth of experience will help Ramaswamy connect OSU's agricultural programs with Oregon's agricultural industry, which last year posted record sales of $4.9 billion. The overall economic activity involving Oregon agriculture is estimated at $25 billion annually with important sectors including cattle, dairy, nursery crops, fruits and berries, wheat, grass seed and others.

At Purdue, Ramaswamy supervised coordination of the university's research programs in agriculture, food and natural resources - both on campus and at eight regional research centers and several research farms. He will find a similar challenge at Oregon State, where he will direct the Agricultural Experiment Station as well as serve as dean of the college.

"The college is quite diverse in its programs, faculty, revenue streams and the constituents it serves," Ramaswamy pointed out. "It also has excellence in areas that the casual observer may not associate with agricultural sciences. OSU is ranked first nationally in conservation biology, for example, and the Department of Fisheries and Wildlife within the college is one of the key reasons for that ranking."

The college blends strengths in production agriculture with expertise in numerous other areas, including biodiversity and environmental quality, nutrition and food systems, water resource management, biofuels and other energy sources, and genetics and economically viable technologies, as well as the social impacts of related activities.

Prior to joining the Purdue faculty in 2006, Ramaswamy was head of the Department of Entomology at Kansas State University (1997-2004), where he held the title of distinguished professor. He also was on the faculty of Mississippi State University, and was a research associate at Michigan State University. He began his academic career as a research assistant at the University of Agricultural Sciences in Bangalore, India, where he earned his bachelor's and master's degrees, and at Rutgers University, where he received his Ph.D. All of his degrees are in entomology.

Steve Holgate, a Civil War buff since childhood, has been portraying Abraham Lincoln onstage, in classrooms and in other public venues for more than nine years. His audiences have ranged from middle-school students to retirement home residents, and from Oregon to Mexico and Sri Lanka. Holgate will present his message at the Opening Ceremony of the NACAA AM/PIC, September 20, 2009.

"I think it's important for Americans to have a real understanding of who Lincoln was and what he did," Holgate says. "He wasn't a statue or a saint, but a man who struggled as any of us do to find meaning in his life and work. His ability to transcend his limitations, evolve a vision for the country and unite the nation behind it is what makes him to this day perhaps our most inspiring figure."

Steve Holgate is a sixth-generation Oregonian who served for several years as a legislative staffer for the United States Congress and the Oregon State Senate before joining the Foreign Service in 1984. While with the Foreign Service, he served in Paris, Madagascar, Morocco, Mexico and Sri Lanka as well as in Washington, D.C. before retiring in 2002.

In addition to his governmental experience, Mr. Holgate has at various times: acted with an improvisational theater group; taught political science at a small college; written as a freelance journalist; worked as a crew member of a barge on the canals of France; served as an overseas correspondent for a Portland radio station; managed two political campaigns; and lived in a tent while working as a gardener in Malibu, California.

Mr. Holgate currently resides in Portland, Oregon.

V. Philip Rasmussen, Ph.D., Professor and NASA Geospatial Extension Specialist, Assistant Director, Utah State Agricultural Experiment Station, Assistant Director, Utah State University Extension, Director - Western SARE Center

In 1999, Phil was appointed as the first NASA geospatial Extension specialist in the nation, and he has served as assistant director in both the Utah Agricultural Experiment Station and the Utah State University Cooperative Extension Service. In addition, Phil has been the coordinator of Western SARE since December of 1993. Phil has a long history in working within sustainable agriculture and has been associated with national SARE since 1988, having served on its first Sustainable Agriculture Network (SAN) Committee.

Phil earned a Bachelor of Science in soil science with a minor in physics in 1974 at Utah State University, where he was a Phi Kappa Phi honoree and Honors graduate. He earned a Master of Science degree in soil physics at USU in 1976 and a Ph.D. in soil physics and microclimatology at Kansas Sate University in 1979. He completed the Kellogg Foundation-USDA National Extension Leadership Development Fellowship in 1984 and has completed the ESCOP administrators training in Washington, DC.

After joining USU in 1981 as an Extension soils specialist, Phil earned the nickname "No-Till Phil" in Utah for his Johnny Appleseed approach to scattering research and demonstration plots across the state. In 1990, he received the E.G. Peterson Award, USU's highest Extension honor. He is skilled in microcomputer and electronics applications in agriculture and developed the USU College of Agriculture's computer laboratory. He also invented a microwave soil moisture sensor.

Phil has been the principal investigator on over $53 million in grant funding at USU. He has received the prestigious Lifetime Achievement Award from the Renewable Natural Resources Council in Washington, DC. He serves on the American Society of Agronomy's COSA (Committee on Organic and Sustainable Agriculture) working group, the ANSI Sustainable Standards Committee, and the Southwest Carbon Sequestration Task Force. He served as National Director of the USDA-CSREES-SARE program in Washington, DC from November 1, 2008, to April 1, 2009.

His wife, Linda, a Presidential Scholar, graduated from USU in 1974 with a degree in physics. They have five children, Angela, a musician and song writer; Bryan, an assistant professor of mechanical engineering at Texas A&M University; Jennifer, a recent graduate of USU; Neal, a Ph.D. student in the Medical School at the University of North Carolina-Chapel Hill; and Katie, a nursing student at the University of Texas-San Antonio.

Phil has long been a friend of NACAA. He has been the sponsor and ardent supporter of our highly popular "Remote Sensing and Precision Agriculture" program. He also has been instrumental in helping develop NACAA's new Sustainable Agriculture Search for Excellence and the SARE Fellows programs. His experience with NACAA and support for our professional development programs, his experience in production agriculture in the West, his experience in Extension leadership at the local, regional, and national levels, and his time spent in Washington, DC give him a unique view of Cooperative Extension and the role of the county Extension agent in helping keep production agriculture strong. We are pleased to invite him to be our capstone speaker.

NACAA
Future Meeting Dates

2010	**Tulsa, Oklahoma**	**July 11-15**
2011	**Overland Park, Kansas**	**August 7-11**
2012	**Charleston, South Carolina**	**July 15-19**

NACAA
6584 W. Duroc Road
Maroa, IL 61756